

# Stakeholder involvement in the Rural Vision

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15 June 2021

# Rural Vision Week



- Over 550 stakeholders online
- EC Vice President, two Commissioners and Portugal's Agriculture Minister
- European Parliament, Committee of the Regions and European Economic and Social Committee
- 30+ international keynote speakers, panelists and contributors (OECD, USA etc)
- 23 Marketplace host organisations (NRNs, H2020 etc)
- 11 rural stakeholder fringe event hosts
- 20 rural stakeholder testimonials from 17 Member States
- National and other rural networks

# Programme

- Five day virtual programme
- Two high level plenary sessions
- Two working plenary sessions
- Webstream of plenary sessions
- Eight thematic workshops
- 11 'Fringe' events
- 20 rural video testimonials
- Marketplace and matchmaking
- Rural Inspiration Awards event
- Dedicated YouTube channel and webpage

# Plus 'Welcome to our rural & TG'

## Package:

19 Member States

1 EU association

166 contributions

3000 participants

## Thematic Group:

17 Member States

50 participants

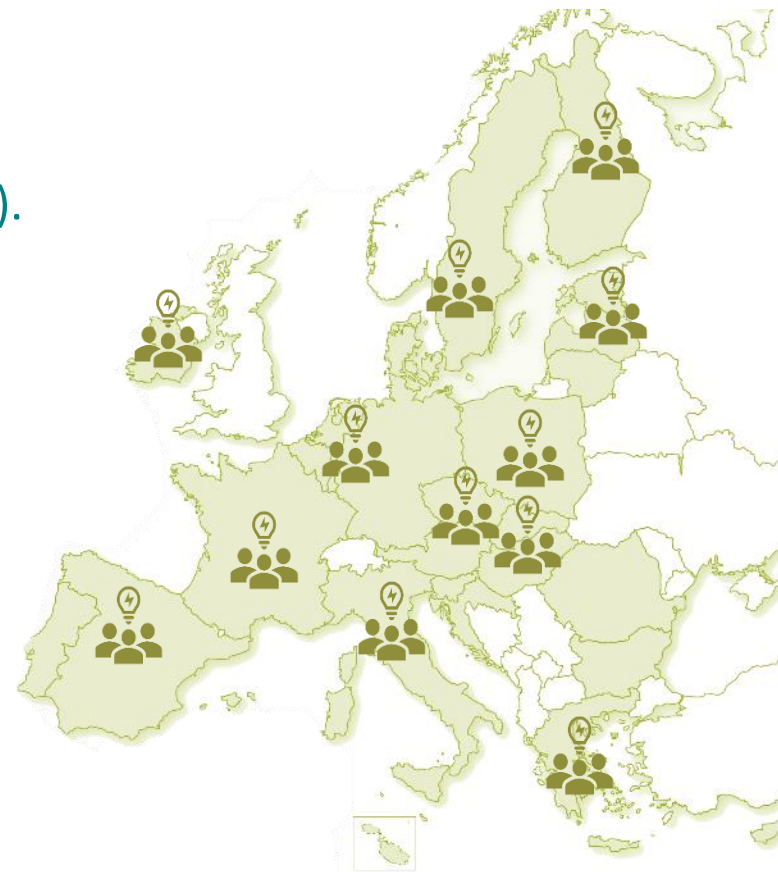
Examples of strategies &  
what can be done



# Rural Voices Report

## Short and medium term concerns – which reflect diversity

1. **Digital transition** – connectivity, skills, applications....
2. **Appropriate infrastructure & basic services** (“equal playing field”).
3. **Strengthening animation and capacity building**
4. **Unlocking the potential of social and technological innovation** – hubs, collaborative spaces, brokers...
5. **New regional and local territorial models** (food, bioeconomy, energy, new forms of work).
6. **The Green Deal as an imperative.** Environmental awareness and finding ways of valuing ecosystem services.
7. **New participatory models of governance and of multi-actor partnerships, rural planning**



# A vision which responds to rural diversity - built around common strands

- **Change the narrative about rural areas** to stress their distinctive contribution to the wellbeing of the whole of society.
- **Align and adapt policies** to help the narrative become reality.
- **Shape policy** through bottom-up **inclusive processes**, build ownership and buy-in.
- **Empower** local people to manage transition with **enabling conditions** at the right scale – **capacity building**, support for innovation, simplification...
- Mobilise **targeted investments from all funds** in infrastructure and services – digital = priority - also green, social, circular, bioeconomy, energy, food, mobility...
- Use **cooperation to build connections** - rural to rural, rural to urban, between sectors, between levels. **Break rural isolation**, promote open communities

# With a concrete framework for action

- Develop a **holistic EU approach** to the design and implementation of rural policies at all levels.
- Translate this into **integrated action plans/strategies with concrete objectives**, targets and milestones, tangible initiatives and tracking of results at different levels.
- Go **beyond rural proofing** to establish **clear mechanisms for policy coordination** with defined leadership, responsibilities and budgets (e.g. rural engagement with the European Semester, the Conference of Europe....)
- Build the **knowledge base and necessary data** (Rural Observatory)
- **Enable and empower local action** (hubs, innovative community spaces, partnerships, knowledge transfer, invigorated CLLD, Smart Villages, youth..)



# Thank you!



## Long Term Rural Vision Portal