







Analysis



Foresight









Public consultation & engagement

- Online public consultation
- Eurobarometer
- Stakeholders engagement workshop toolkit
- Debates in CDG, RDC and other committees and groups
- A number of events
- + RURAL VISION WEEK!



PUBLIC CONSULTATION -Timeline Closure of OPC 2326 responses **Rural Vision Deadline for feedback to Roadmap** Week 198 responses 07th September 22nd July 2020 June 2021 2020 09th Special 30th November 2020 22-26 March 2021 2021 September **Eurobarometer** Workshop 2020 package Publication of the Communication "A Long Term Vision for **Publication Publication of Open Rural Areas**" **Public Consultation** of Roadmap



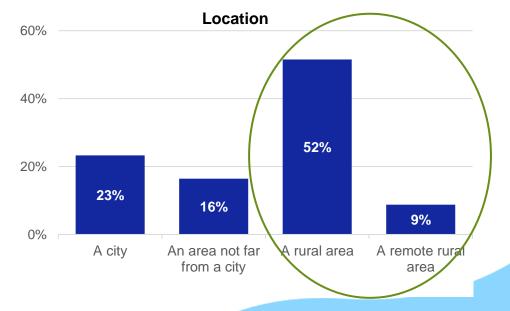
OPEN PUBLIC CONSULTATION Respondents profile

▶ 2326 Responses

Characteristics of the respondents:

- A third of citizens responding have relation to the farming or food processing sector
- A majority of respondents is between 35 and 54 years old
- Almost two thirds of respondents live in rural areas

Stakeholder type	Count	Share
Citizens	1452	62%
Businesses and associations	220	9%
Academic/Research Institutions	110	5%
Public authorities	204	9%
NGOs	161	7%
Rural Development Networks	124	5%
Other	55	2%
TOTAL	2326	



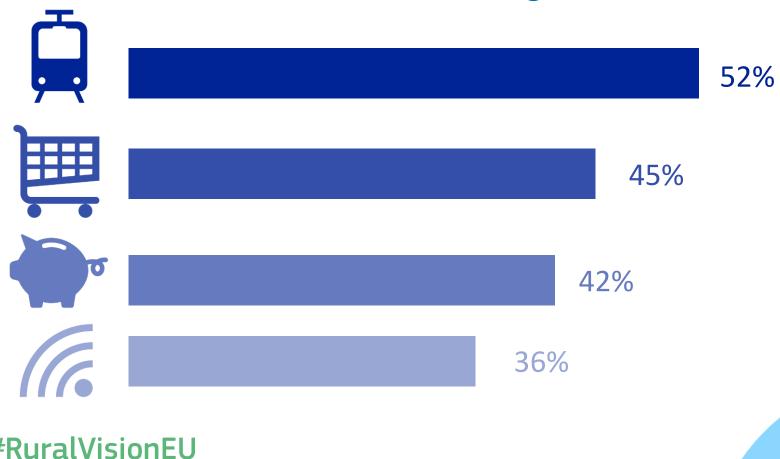


The ideal rural area

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conditions citizens balance economically
                                 farms active villages young care
            including employment jobs sustainability farming innovative future network
                                        opportunities accessible activities
              security
                            education food vibrant living agriculture economy ideal resilient biodiverse
          large equal
                         space transport services wellquiet connectivity naturnah
   connections city high Connected goodrural live life self tourism
      alive peaceinternet
ecological human air public spaces beautiful digital health resources regional friendly rich support traditional urban
                                                                                               available
                                                                               biodiversity region
                              people calm job green quality place close strong
         communication agricultural social safe infrastructure cultural populated supply
                 inclusive economic opennon healthy development culture roads organic value
            environmentally environmental population small production land basic free proximity
                  working
                                     inhabitants dynamic connection freedom remote
                            smart
                          innovation diversity cities sufficient accessibility fields intact
                                countryside mobility productive forests communications
                                            businesses
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I. Rural areas today

Question 3: What are the most urgent needs in rural areas?



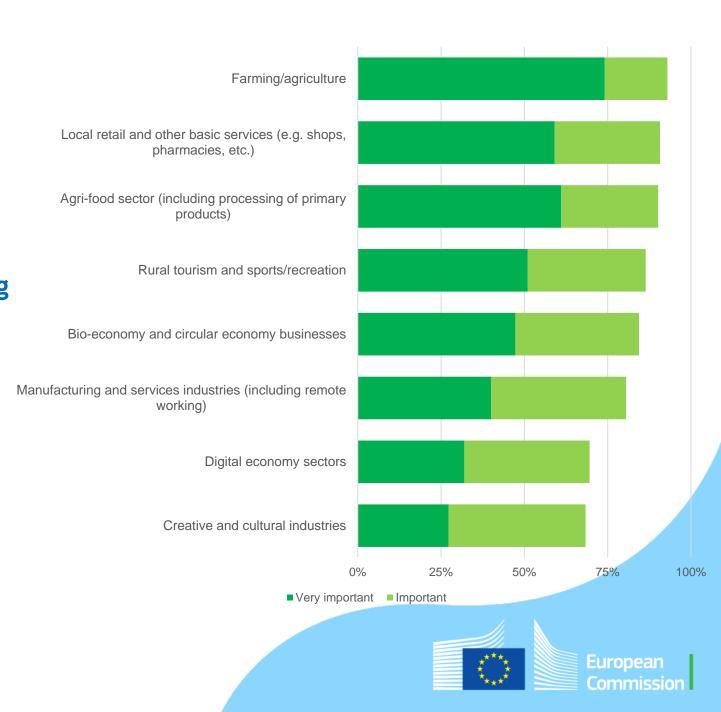
Infrastructure, access to facilities, services and economic needs and digital **connectivity** mentioned most frequently (more than 300 times)



#RuralVisionEU

Q6 Sectors ensuring the economic sustainability of rural areas

- Agriculture is seen by two thirds of respondents as ensuring economic sustainability of rural areas
- The wider agri-food sector, local retailing and tourism are also considered as very important by at least 50%
- The digital economy and creative sector are seen as less important
- Main contributions of the farming sector:
 - Job creation
 - Access to affordable high-quality food
 - Maintenance of rural landscapes



II. Rural areas tomorrow

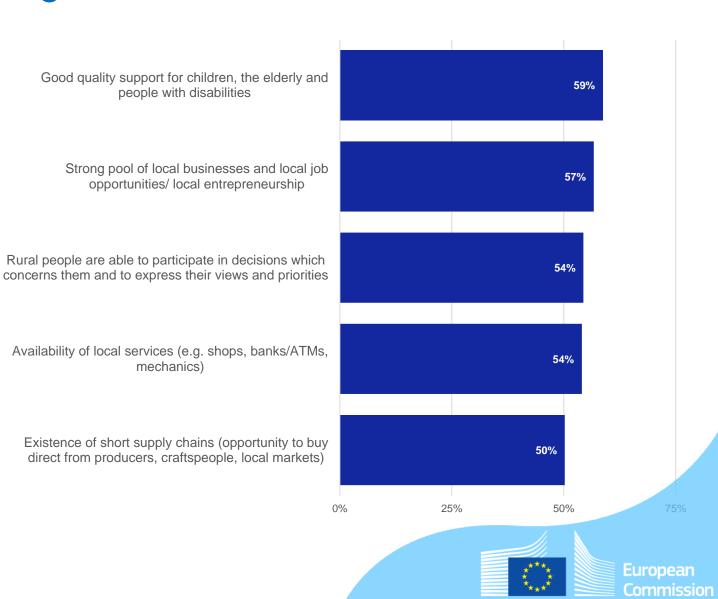
Q8: Attractiveness of EU rural areas in 20 years will increase if...

	provision of (e-)services, especially for health and education	94%
(((((((((((((fast and stable internet connectivity	93%
Ô	social innovation in rural areas	92%
Y.	sustainable farming practices that reduce the environmental footprint	92%
	new sustainable and health lifestyle choices of people	90%



Q11 Which characteristics of safe and vibrant communities would make the rural area most attractive to you long-term?

- Respondents value the
 availability of care facilities
 and local economic
 opportunities particularly high
- Participation in decision
 making and the availability of
 local services and short supply
 chains have also been
 indicated by more than 50% as
 making rural areas most
 attractive

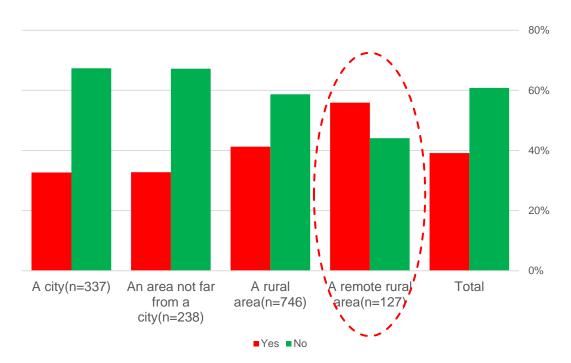


III. Governance in rural areas

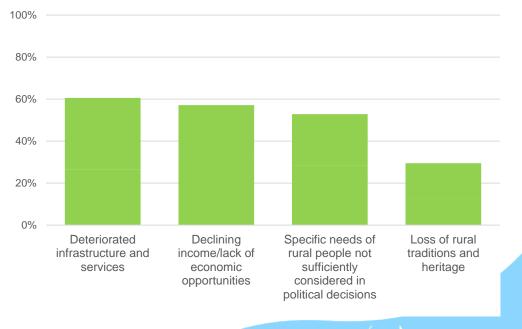
Q13 Do you feel left behind by society?

Three out of five respondents do not feel left behind by society

- 29 % yes
- 61 % no



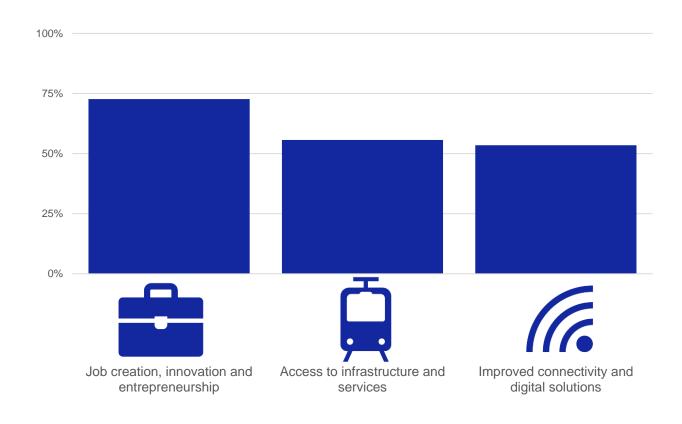
- Reasons seen as most important by those who do:
 - Deteriorated infrastructure and services
 - Lack of economic opportunities
 - No consideration of specific needs in political decision-making



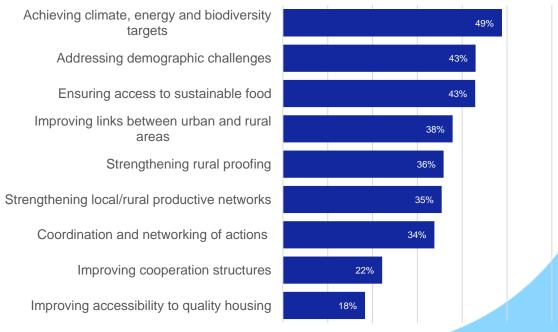




Q17 What components should the EU's long-term strategy and action plan for the future of rural include?



Strategies to enhance the economic perspectives of rural areas are seen as key elements for the long-term strategy





Q18. How do you think the EU level policies could support this rural area in meeting challenges and making the most of opportunities? (open question)

To support rural development, EU policy could:

- Provide economic and financial support, including support to local projects and access to financing, either EU funding or private investment (242 responses);
- Empower local communities by strengthening existing initiatives (such as LAG and LEADER) and stimulate their active contribution to EU policy-making (162 responses).
- Further improve the targeting of policies to local needs (i.e. rural proofing) (121 responses);

Other suggested actions concerned various social, cultural, economic, and environmental aspects.



Key messages

I. Rural areas today

1) The core need emerging from the responses is access (to transport and services, as well as access to job opportunities and fast internet

- 1) Higher quality of life, proximity to nature and sense of belonging are among the multiple reasons so stay or settle in a rural area
- 2) Agriculture is seen as ensuring economic sustainability through job creation, access to affordable high-quality food and maintenance of rural landscapes. However, quality jobs opportunities are lacking for people living in rural areas



Key messages





1) Landscape protection and climate adaptation & mitigation should gain more importance in the future

- 2) The attractiveness of rural areas is conditioned by multiple factors, especially by the provision of (e-)services (health and education), a better internet connectivity and more people living in rural areas
- 3) Access to care facilities and economic opportunities are seen as two main factors for attractive areas in the long term



Key messages III. Governance in rural areas



- 1) Overall, less than half of the respondents feel left behind by society; however, the share is higher among citizens living in remote rural areas
- 2) Participatory approaches such as debates are seen as ensuring active and direct contribution of rural people to policy-making processes
- 3) Employment and innovation, access to infrastructure and services, as well as digital connectivity are identified as the main priorities for the EU's longterm strategy and action plan for rural areas





Thank you for your attention!