Main messages from Horizon 2020 projects for the Vision

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ENRD Thematic group #Rural2040
22-23 September 2020

Flow

- A quick look backwards
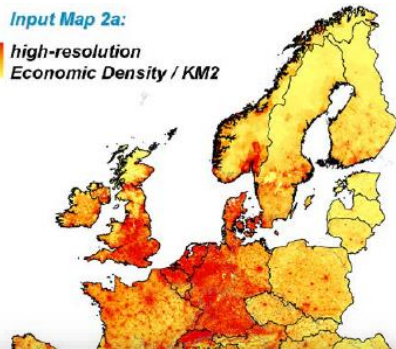
- H2020: what's at hand?

- Looking ahead: main messages

Looking back - Rural diversity

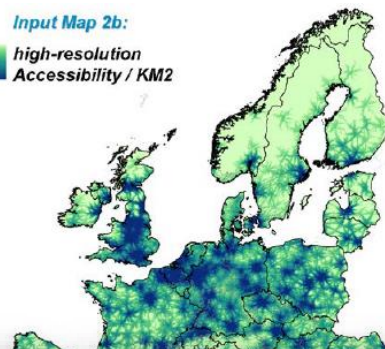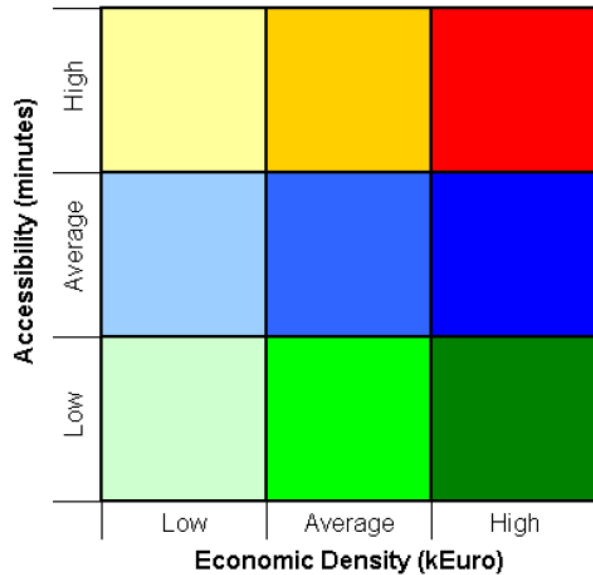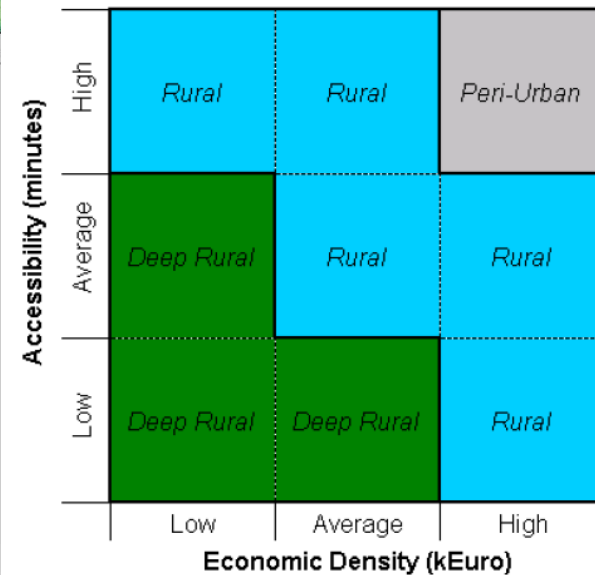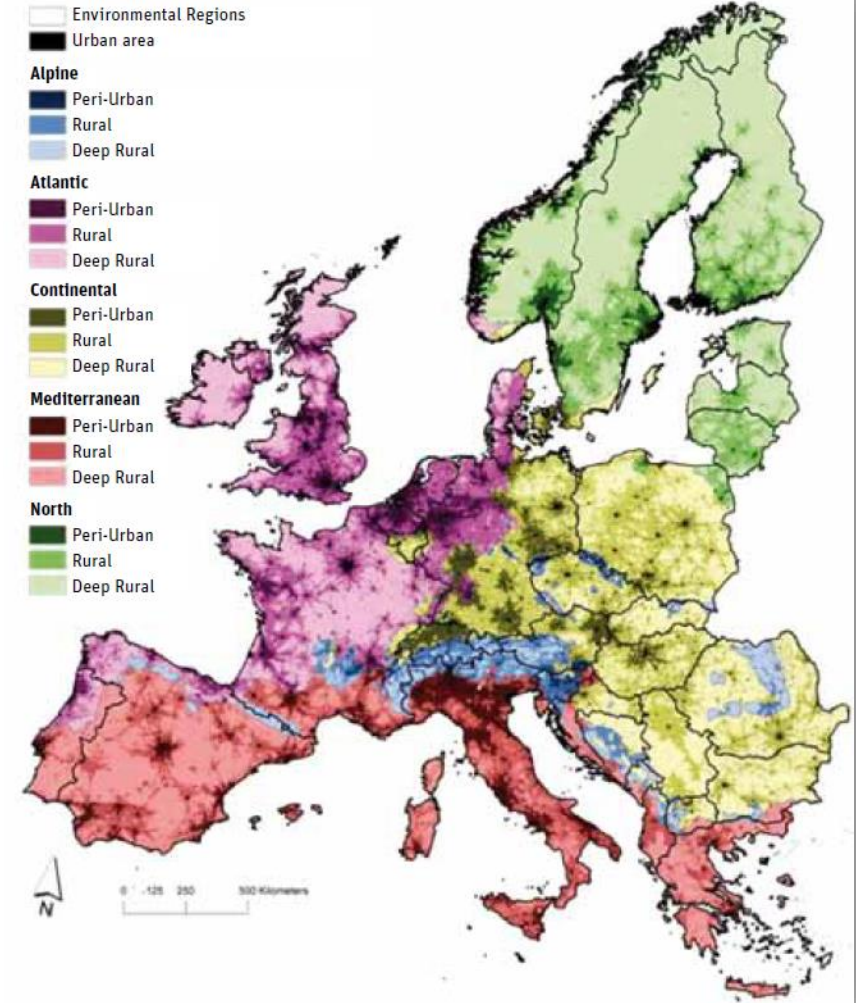# Looking back – trends and issues

- Main trends identified:

  - **Demography**: variable across regions and rural classes, ageing and migration as main issues

  - **Employment**: farm employment low everywhere

  - **Land-use**: farm area decline in peri-urban mostly

  - **Economic diversification**: more diversification in rural and deep rural than peri-urban

  - **Energy** crisis, loss of landscapes, **quality of life** and **climate** and **land-use change** already identified as pressing issues

- Main findings:

  - Trends analysis: « **There is no unified declining trend in rural areas** »

  - Scenarios with policy as main driver « **Non-agricultural trends in rural areas appear more relevant in shaping rural futures than agricultural processes** »

Looking back
Land-use scenarios for 2040
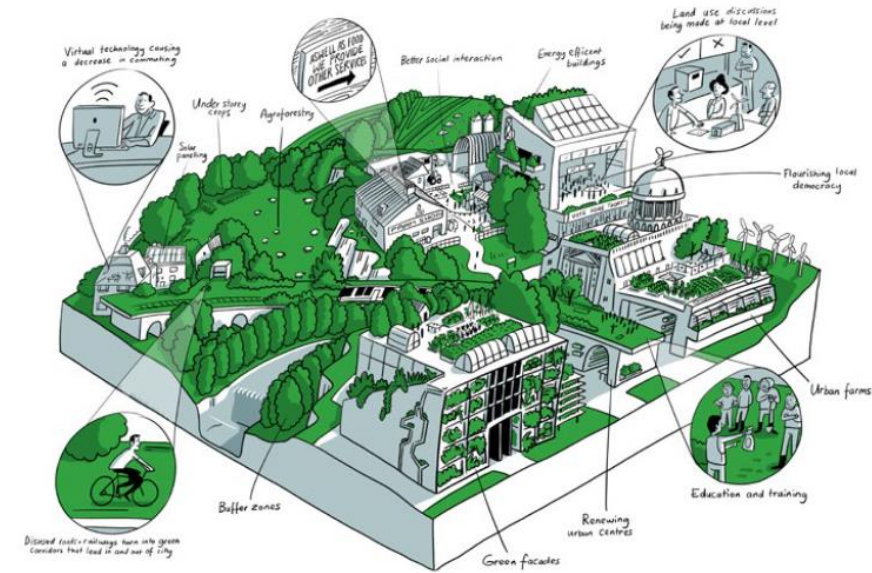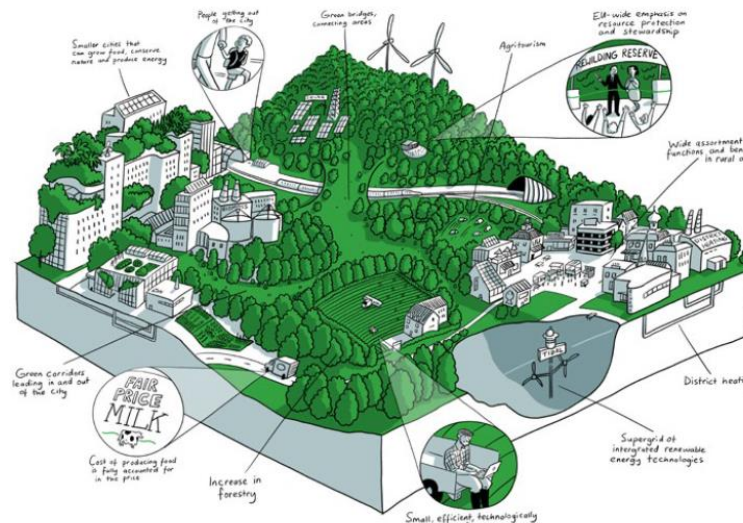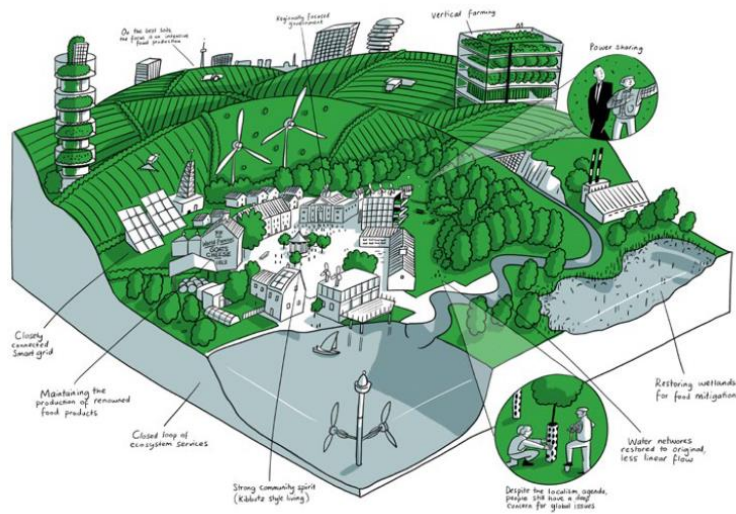
Best land in Europe
Maximise land-use efficiency at
EU level, increased specialisation

Severe rural decline

Regional connected
Societal needs are met regionally
No need for globalisation

*Rural areas connected to cities
Regional coherence*

Local multifunctional
Multifunctionality at local/field
scale - diversification

*Thriving, diversified rural
areas attracting newcomers*

What's at hand? Horizon 2020 rural portfolio

What's at hand? Foresight
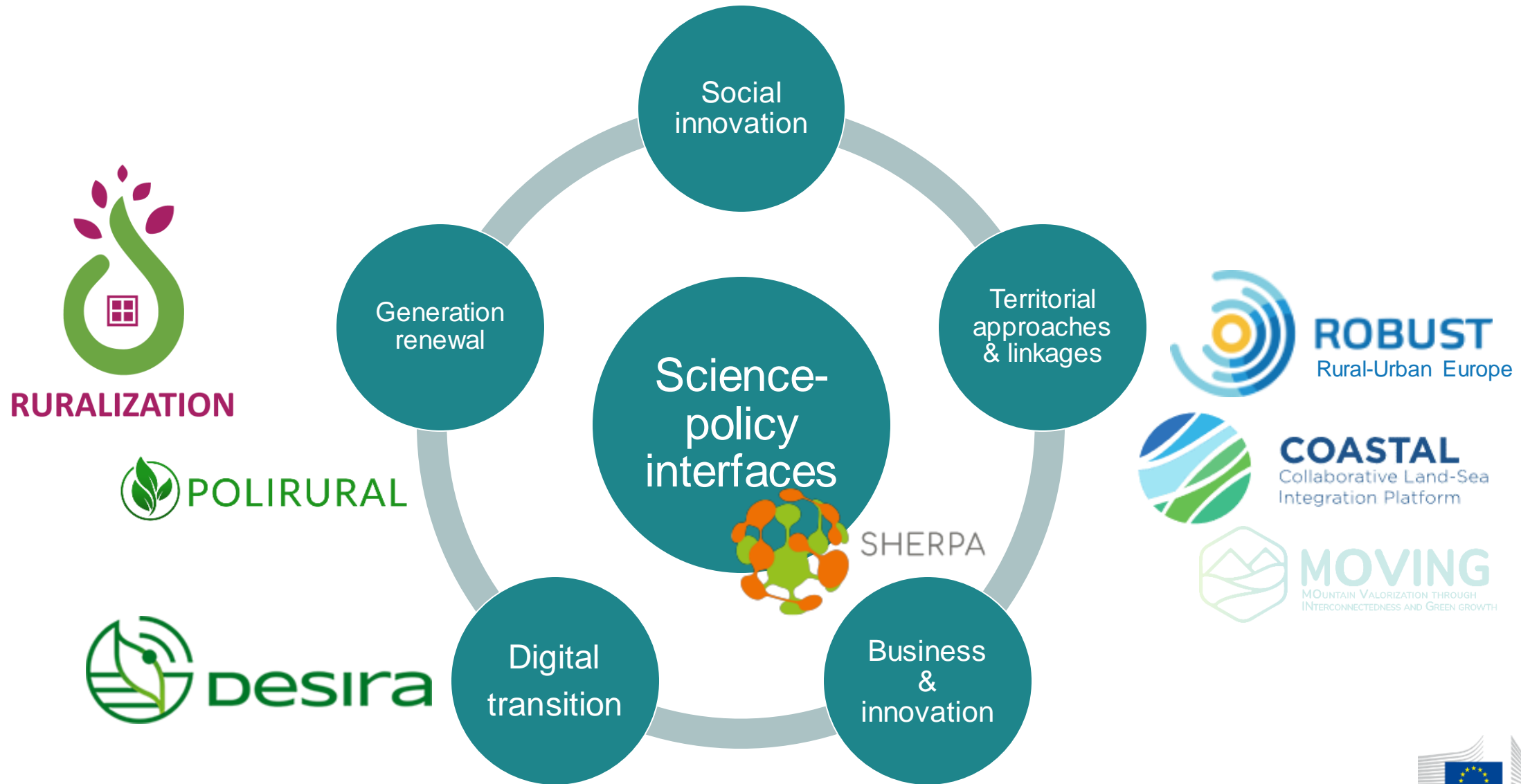
POLIRURAL – STEEPV drivers

POLIRURAL

- STEEPV drivers of change: Examples

Society	Technology	Economy	Environment	Politics	Values

Impact of the pandemic

- Rural <> urban flows
- Rural society 5.0
- Access to knowledge
- Drive for Sustainability

- **Digital transformation**
- Electronic vehicles
- Renewable energy systems

- Entrepreneurship
- development
- bioeconomy
- **Disaster recovery plans**
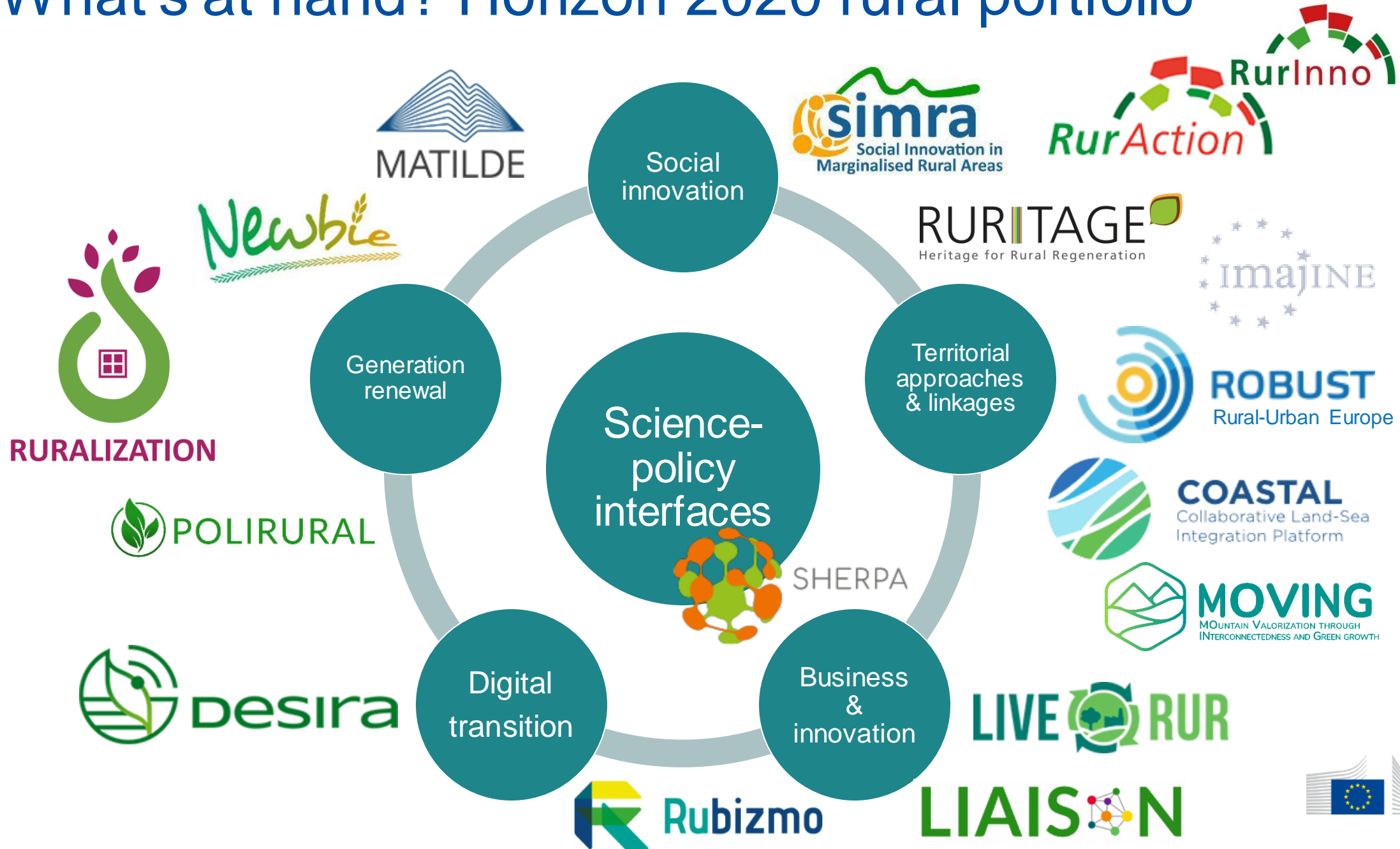- Climate change

- Water scarcity

- **Green deal**
- Trade
- Pandemic

- **Concern for health**
- Food movements
- Political apathy
- **Youth activism**
- **COVID impact**
- Glocolisation

Impact of CC on economy

Inclusion of farming in C economy

Green deal

Counter-flow of people urban > rural

CAP new delivery model

Activism & interest in cooperative economy

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Foresight review - Scenarios

Scenario	Project	Description
Enabling	SALSA	Thriving rural communities with **high numbers of small farmers and small food business**
European Localism	Volante	**Agriculture more regionalised** and **less specialised**. Multif… landscapes as key elements.
Local Sustainability	SoilCare	A large part of the agricultural sector **transforming into a more boutique style of farming with a regional focus**, and a reduction in food imports from across the world. Not everyone can afford the premium prices of high-quality food.
The price of health	Transmango	**Europeans returning to rural lives**, encouraged by improved communication technologies
Clustered networks	LEI Wageningen	**Migration away from polluted urban areas** is enc… medium-sized cities outside the main urban centre are c…
Lattuce surprises U	LEI Wageningen	**Environmental awareness grows**, as does demand for sustainably produced food. Agriculture in core production regions becom… tech, clean and relatively small scale.
Caring and sharing	SoilCare	**Widespread societal awareness** that an urgent change in… is needed. Strong, visionary leaders step up and propos… changes

Localism?

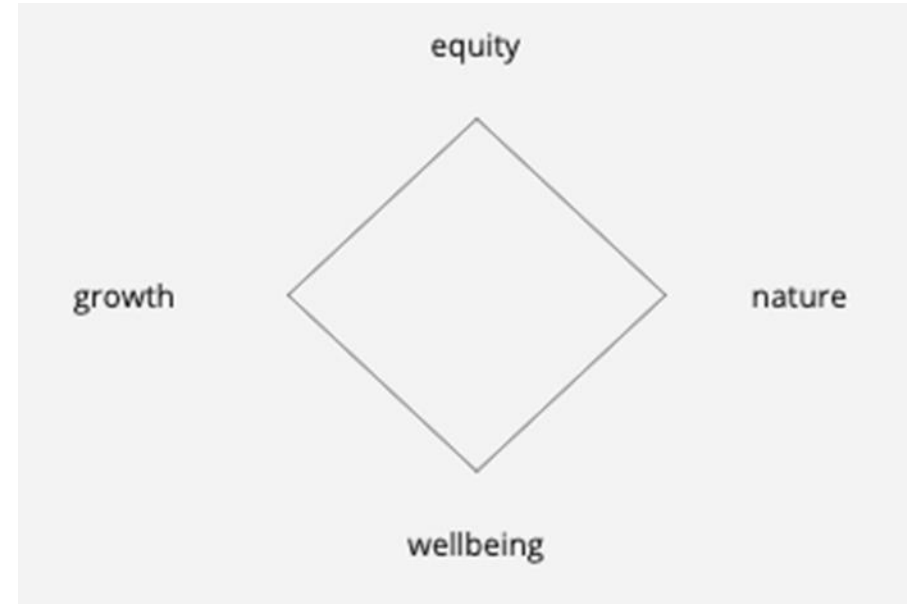Counter-flow of people urban > rural

Activism & interest in cooperative economy

SHERPA
Foresight review - Trends

- Most relevant trends for rural:

  - **Demography**: ageing + migration

  - Global **shifts in production**

  - Rise of **emerging economies**

  - **Technological breakthroughs**

  - **Climate change and environmental pressures**

  - **Environmental** adjustments
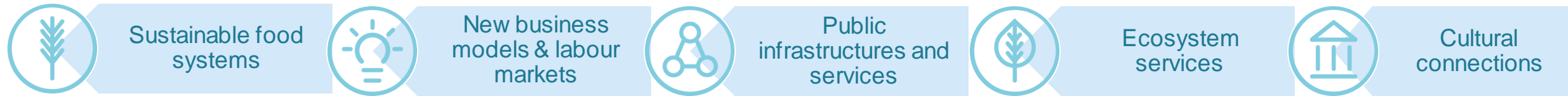
  - Rural **policies**

  - **Taxation**

- Rural diversity → scenario relevance depends on remoteness/local conditions
- Rural-urban linkages are key

Rural-urban Europe (ROBUST)
Towards new rural-urban alliances?

ROBUST

5 functional linkages

| Sustainable food systems | New business models & labour markets | Public infrastructures and services | Ecosystem services | Cultural connections |

→ **Innovation trends that could benefit rural-urban synergies**

Proximity economy

Circular economy

New governance arrangements for natural resources

Territorial governance

Public services

Heritage-led tourism

Sustainable well-being economy

COVID impacts + & -

European Commission

Some personal highlights…

- **Demography** looks central to all projects: **ageing** and **decline** but also **return to rural areas/lifestyle migration** → is a ruralisation wave plausible?

- The rise of a **new type of economy/society** backed by **strong social and environmental values** with **well-being as objective** → Plausible by 2040?

- Globalisation vs localism?

- The **breadth and pace of technological change** looks central → can rural areas benefit?

- A new **rural-urban alliance** could materialise

- Activism & democracy as important drivers that were not so prominent before

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Thank you

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