

**PRIORITIES OF  
DEVELOPMENT  
RURAL2030**

# SHAPING THE FUTURE SPRING 2018

What changes do we need to prepare for in the near future in order to develop rural Finland?

The work involved rural development actors, public authorities, regional developers, researchers, citizens and business owners from both rural areas and cities.

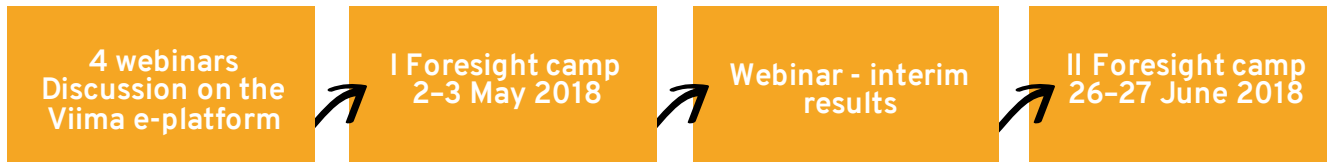


**STEP 1:**  
What  
development needs can  
we identify?

**STEP 2:**  
How do we respond  
to these needs?



# WHAT WAS DONE



53  
participants



45  
participants



62 ideas  
251 comments  
77 registered users

## Webinar themes

Values and social change, Niklas Lundström  
Technology, Kristina Andersson  
Economic change & megatrends, Mikko Dufva  
Everyday living - housing, mobility, work and wellbeing,  
Perttu Pölönen

# CHANGE IN OPERATING ENVIRONMENT 2018-2030

## POLITICAL



- The upcoming regional government and health and social services reform involves uncertainties about the availability of services
- Civic participation will increase as single-issue movements become more common
- Regional focus strengthens

## TECHNOLOGICAL



- Efficient data communications a prerequisite for all activities
- New technologies enable developments in circular economy and decentralised energy production
- Increased use of AI, virtual reality and robotics
- Unnecessary mobility decreases

## ECONOMIC



- Economic growth no longer a key issue for all people
- Growing economic inequality
- Entrepreneurship increases and finds new forms
- Growth of platform and sharing economies
- Growing global influence of Asian countries

## ENVIRONMENTAL



- Limits of the Earth's biocapacity are understood
- Growing importance of the bioeconomy
- Clean air, water and food become selling points
- Local energy a new strong trend

## SOCIAL



- The individual's actions and responsibility for personal wellbeing are emphasised
- Bubbles of like-minded people are formed
- Paths are found for marginalised groups and immigrants
- Strong influx of international and skilled workforce to rural areas

## VALUES



- Moderation becomes the norm
- Rise of soft values and spirituality, with family and local community held important
- OR
- A hardening of values, increased individuality and radicalisation

# DIFFERING VIEWS OF THE COUNTRYSIDE 2030



Multilocal

Independent gig worker,  
in and out of  
communities

The  
countryside  
is an  
adventure



Carefree true  
urbanite

The  
countryside  
is an ideal

Uses services, appreciates  
simplicity in life



The countryside is  
hands-on work

Bilocal with a  
connection to both  
the city and  
countryside

A weekend visitor who  
enjoys the countryside



Countryside suits  
current life situation

Average Joe

Migrant looking for work and  
adequate livelihood



The  
countryside is  
a sanctuary

Multilocal  
with a  
connection to  
the countryside

A commuter who values  
peace and quiet

The  
countryside  
is dear

Strongly  
networked  
rural dweller



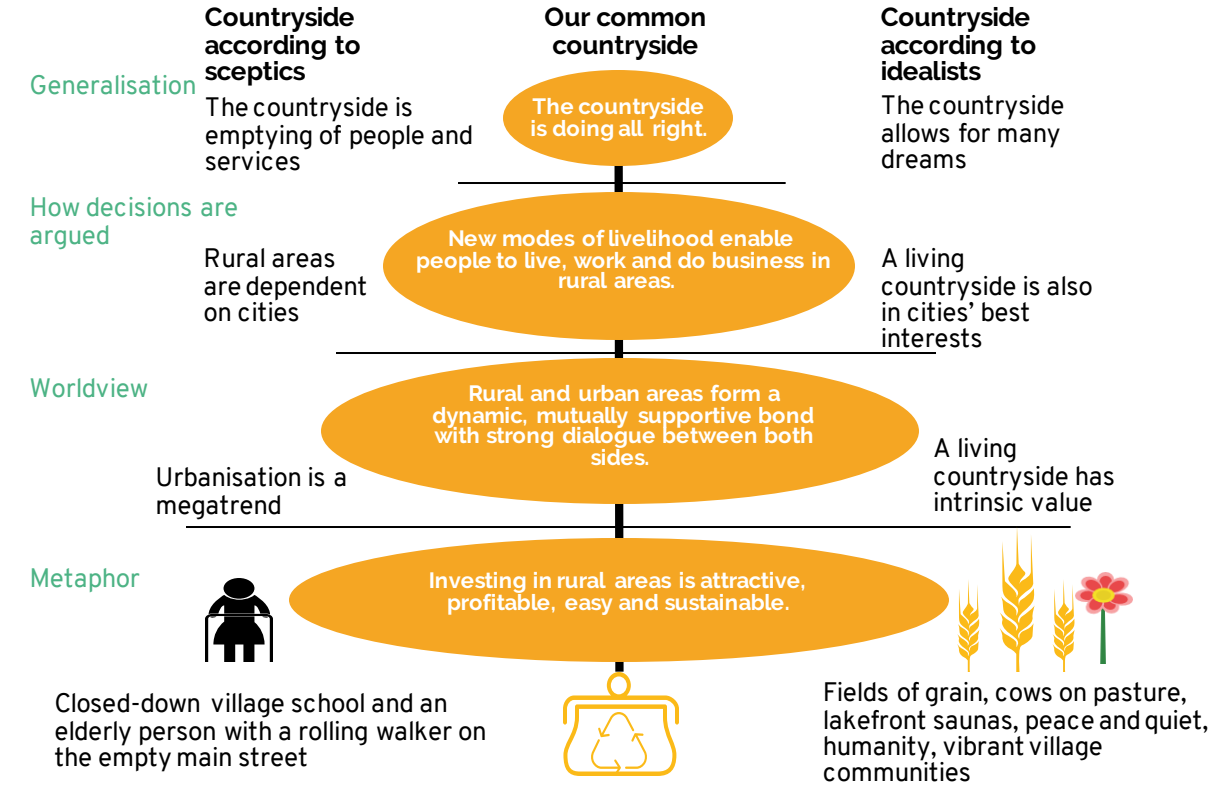
Educated and active  
actor

The  
countryside  
is an  
emerging  
trend



Hermit of the  
forest  
Self-sufficient lifestyle  
entrepreneur

# HOW WE TALK ABOUT THE COUNTRYSIDE



# PRIORITIES OF DEVELOPMENT

Everyone has the opportunity to develop their skills - SMEs are given particular attention. Platforms are used to help build up skills.



**INCLUSION**

Social inclusion in rural areas is open-minded, agile and communal on a low budget.



**COMPETENCE**

New sources of income and forms of entrepreneurship are a part of daily life. This makes it possible to live and do business in rural areas.



**PERCEIVED WELLBEING**

The definition and measure of wellbeing are reformed, with humanity and compassion as the new starting points. Individuals are the only ones who can define their wellbeing.

**IMPACT**

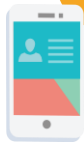
All activities are measured and assessed.

**INTERACTION**



Rural and urban areas form a dynamic, mutually supportive bond with strong dialogue between both sides.

**LIVELIHOOD**



New sources of income and forms of entrepreneurship are a part of daily life. This makes it possible to live and do business in rural areas.



**INFRASTRUCTURE**

Besides traditional infrastructure, fast and reliable data communications in village centres and a village platform that enables the smart mobility of people, goods and services are essential.

**INVESTMENTS**



Investing in rural areas is attractive, profitable, easy and sustainable.

# COMMENTS



Developing a people-centred countryside is possible. Emphasising peoples' perceived well-being as the most important goal and metric of rural development is a bold initiative which, if realised, would differ from traditional regional development. People-centred development was also reflected in the desire to support individuals' own initiative and development of skills, as well as in the need to reinforce safety and sense of security in rural areas.



Success is built on competence, activity and interaction. As careers become more fragmented, people earn a living from small streams. Getting by requires constantly updating one's skills. People move in and out of virtual and physical communities and assume different roles.



We must harness peoples' and communities' enthusiasm to accomplish things. We must bring together the skills and resources of individuals and communities and their desire to work and make a difference.



It is time to fade the boundaries between financial instruments. The Rural Development Programme should combine all available sources of funding to assist the countryside, private as well as public.



We must secure fast and reliable data communication connections. The society of the future will be increasingly built on digital services.



Report [www.maaseutu.fi](http://www.maaseutu.fi)



The European Agricultural Fund  
for Rural Development:  
Europe investing in rural areas



**RURAL.FI**

From a love of the countryside -  
Thank you!

FUTURES GARDEN



crazy town

