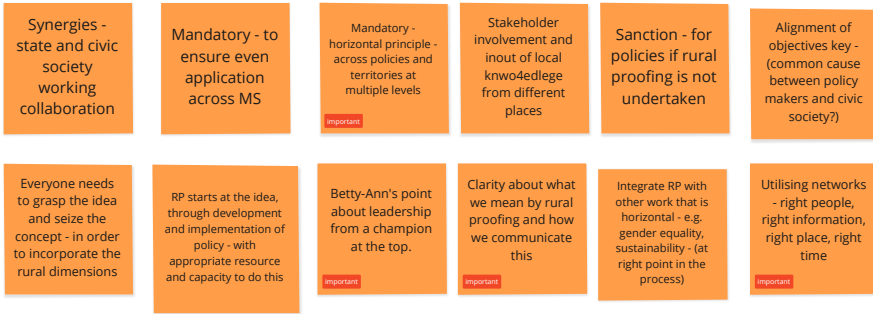## Group 3

KEY SUCCESS FACTORS
What key success factors of rural proofing have been mentioned so far?
Would you like to add some additional success factors that are specific to the context in your country/rural area?

CHALLENGES
What key challenges of rural proofing have been mentioned so far?
Would you like to add some additional challenges that are specific to the context in your country/rural area?

Key Success Factors (notes)

- Synergies - state and civic society working collaboration
- Mandatory - to ensure even application across MS
- Mandatory - horizontal principle - across policies and territories at multiple levels — *important*
- Stakeholder involvement and inout of local knwo4edlege from different places
- Sanction - for policies if rural proofing is not undertaken
- Alignment of objectives key - (common cause between policy makers and civic society?)
- Everyone needs to grasp the idea and seize the concept - in order to incorporate the rural dimensions
- RP starts at the idea, through development and implementation of policy - with appropriate resource and capacity to do this
- Betty-Ann's point about leadership from a champion at the top.
- Clarity about what we mean by rural proofing and how we communicate this — *important*
- Integrate RP with other work that is horizontal - e.g. gender equality, sustainability - (at right point in the process)
- Utilising networks - right people, right information, right place, right time — *important*

Challenges (notes)

- Lack of knowledge /understanding of those making policies without knowledge of different contexts and different places -
- resources - particularly if the onus is on a single department to lead on RP
- resources/capacity of organisations at all levels to respond to demands of RP
- Policy making - urban norm - urban focus - 'empty coutryside' - rural areas left behind.
- rural is not just about agriculture - needs to be recognised by policy.
- a challenge also is to get to know the rural reality - status (up to date) so you need a network on the ground - local level to give feedback
- reliant on others to proffer a rural view on discrete policy issues that are not 'traditionally' rural - need to work together on this
- do we understand how policies affect citizens? - Is RP an opportunity to show how EU policies can contribute to positive socio-economic dev't of rural areas
- narrative - talking about rural areas in a negative way - need to talk up opportunities and change that narrative.
- Conflicts - between decision makers - multiple dimensions to policy - (RP needs to find a way to resolving this and avoiding such conflicts?0
- needs - is not a negative term - can refer to things that are strong and need to be further improved
- RP relies on clear definition of rural - defining rural typologies (physical, social, economic etc) a challenge - RP needs to have a flexible lens in this regard.

RECOMMENDATIONS
How to make the most out of success factors and overcome challenges to move forward in implementing rural proofing?

Recommendations (notes)

- Positive language - framing as maximising/optimising rural potential
- how will this work in rural? (inspired by Betty-Ann)
- Guidelines - understanding potential impacts, outcomes
- Gov'ts/public bodies consult, listen to rural stakeholders and communities in the development and implementation of policy - living process
- monitor/report on the impact of policies - esp on those policies tailored to rural - role for obervatory?
- need leadership to ensure cross gov't approach is adopted (at all levels?) — *important*
- Resources! — *important*
- Independent body in charge of Rural Proofing — *important*