

Rural Innovation and Rural Policy

Pre-conference wrap-up

OECD Rural Development Programme

since 1990

10 OECD Rural Development Conferences

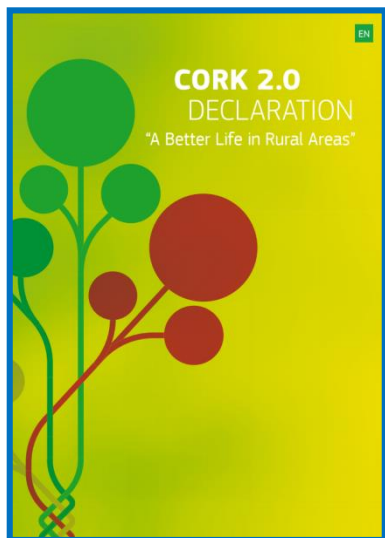
since 2002

2015: Memphis, Tennessee, USA

„National prosperity through modern Rural Policy“

2017: Edinburgh, Scotland, UKD

Enhancing Rural Innovation

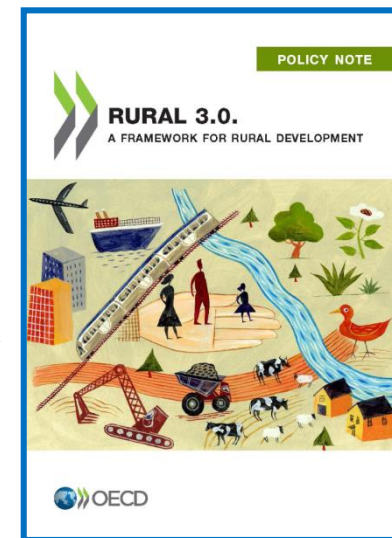


2016

Josefine
Loriz-Hoffmann

Heino
von Meyer

Chris
McDonald



2016

3A

Supporting business
to innovate

3B

Rural Policy and
future governance

1A

Adding value
locally and GVCs

2A

Technologies to
face climate change

1B

Smart rural
communities

2B

Skills of the
future

**Innovation
Systems
Policies & Governance**

3A

3B

1A

2A

**Rural
Innovation**

1B

2B

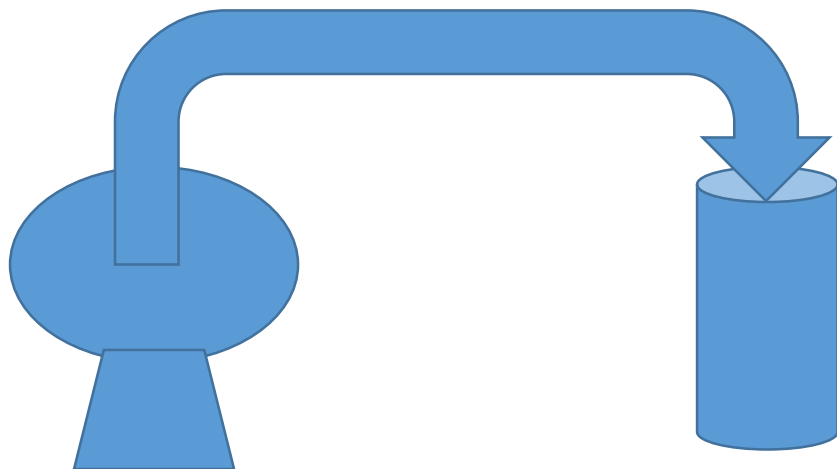
**Prosperity
&
Well-being**

**Sustainability
&
Resilience**

Scotland

is famous for its distillation processes

120	Tables	360
24	Clusters	72
6	Workshops	30



Theme 1: Rural Innovation to enhance prosperity and well-being

WS 1A: Adding value locally: Rural areas and global value chains

- A** **Promote producer collaboration** (“We are cooperative by nature”)
- needs a ***culture of trust*** (takes time)
 - identify leaders and enabling champions
 - use/create synergies of regional assets (It’s the cheeseboard, not the cheese)
 - should be business/market driven / policy should support not drive
- B** **Soft skills matter and can be taught**
- consider peer to peer learning
 - should be built in in early education
 - provide platforms (online?) addressing different needs
 - technical skills specific to rural areas
- C** **Develop food policies**
- Public procurement to promote local produce (schools / parents)
 - facilitating local ownership using policy instruments directed at local needs
 - bringing local actors together, cross sectoral

Theme 1: Rural Innovation to enhance prosperity and well-being

WS 1B: Smart rural communities

- A** **Need for brokers, enablers, champions, project leaders, multipliers**
for multi-level, cross-sectoral projects in low-density areas
- B** **Skills development** must prepare for the future of work and life in rural areas
- C** **Enable community level solutions** with an institutional architecture that is
flexible, empowering, stable and clear
- D** **Address cultural lifestyle issues**
urban rural now much more integrated, not binary but a spectrum,
not necessarily geographic – variable geometry
- E** **Create an enabling infrastructure** bringing together the whole community
not necessarily through more money

Theme 2: Rural Innovation to build sustainable and resilient communities

WS 2A: Technologies to face climate change

- A** **Stimulate local partnerships** for land use and local planning, creating a stronger sense of ownership and strengthening knowledge about the natural resource base. Regulatory frameworks are important as “pull”-factors
- B** **Improve understanding of climate performance** through appropriate tools for farmers/foresters (carbon calculators) as well as retail/consumers (labeling footprint)
- C** **Facilitate knowledge exchange** and capacity building across the board: from communities to policy makers and consumers
- D** **Good governance** is more important than profit. Encourage local energy cooperatives (energy democracy)
- E** **Money is important** to support costs where needed; but must come at the right point in time
e.g. start up costs only refundable if initiative succeeds

Theme 2: Rural Innovation to build sustainable and resilient communities

WS 2B: Skills of the future

- A** **Soft skills matter.** Change coping skills need to be valued and developed more: creativity / flexibility / adaptability / empathy / communication / collaboration
- B** **Education systems must become more flexible** and adapted, to the diversity of specific needs of rural communities (demand and supply)
- C** **Improve the local skill match**, with a view to future needs. Timing is essential
- D** **Lifelong learning is key.** Teaching people how to learn. Esteem for both academic and vocational education. Better involve stakeholders.
- E** **Teaching teachers**, and training mentors and facilitators. – peer to peer learning;
- F** **Gender stereotypes** must be overcome.

Theme 3: The building blocks:

Getting rural innovation systems, policies and governance right

WS 3A: Supporting businesses to innovate

- A** **Provide space to experiment** – public tools which allow for failure
- B** **Create culture of innovation from early on** , building on your local assets
- C** **Smarter tools to support innovation**
(like peer to peer learning, innovation brokers, enablers, etc)
- D** **Early public support** to create the conditions for private investment to take over
- E** **Demand led innovation support** based on business needs.
Support throughout the life cycle – not one off support. No directive programmes
- F** **Synergies** between programmes / measures (Hybrid approaches)

Theme 3: The building blocks:

Getting rural innovation systems, policies and governance right

WS 3B: Rural Policy and future governance

- A** **Establish rural fora**, reflecting rural diversity and developing a position/vision. Need for channels to increase visibility and influence policy.
- B** **Co-ordinated, long-term planning** that is place based with focus on results and a strong local mandate for delivery.
- C** **Need for technical support** at national/regional level facilitating and building capacity at local level.
- D** **Building trust at all levels**: Co-operation with customers is essential; as is ongoing dialogue
- E** **One stop shop** at local level for all policies, ministries and agencies
- F** **Communicate successes** up (vertical) and out (horizontal)

Some overarching and cross-cutting themes

- 1 **Cooperation and collaboration** are essential
– they require mutual trust (and may be also 10% extra support)
- 2 **Brokers, enablers, champions, project leaders, multipliers** are needed
- 3 **Knowledge exchange and capacity building** should be facilitated
- 4 **Enabling infrastructures** for community level solutions must be created
- 5 **Soft skills matter** - creativity/flexibility/adaptability/collaboration - and can be taught
- 6 **Territorial Identity and cultural lifestyles** are important assets and catalysts
- 7 **The digital territorial divide** must be overcome quickly
- 8 **Public procurement** has a role to play in market creation
- 9 **Good governance** is more important than money
- 10 **Performance orientation** and results based approach
rather than ex-ante compliance auditing
- 99 **Future orientation:** Rural Innovation means looking ahead
1990 – 2018 / 2050 – 2030 (SDGs) – post 2020 (CAP)

We should start tomorrow !

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