European Network for Rural Development

September 2016

CORK 2.0
European Conference on Rural Development
SPECIAL EDITION NEWSLETTER

PHIL HOGAN

Commissioner for Agriculture and Rural Development

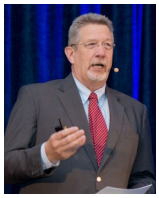
When we first had the idea to revisit Cork, there were some doubts about the need for a renewed Cork Declaration. After all, many of the points made in 1996 are still valid today. But the Declaration was also a product of its time when for instance climate change and connectivity did not feature prominently.

So we went to Cork with the objective of in-depth discussions leading to a new Cork Declaration worthy of its predecessor. The conference was also considered an opportunity for the rural stakeholder community to find common ground and develop a common voice that can be heard, when political decisions are made that impact on the lives of the hundreds of millions of EU citizens in rural areas.

As the dust is settling after two intense days of discussions in Cork, it is clear that the conference delivered on both accounts. I witnessed a strong commitment to and passion for the development of our rural areas. The conference venue was alive and buzzing. Ideas floated freely and were debated in a spirit of participation, commitment, and cooperation. Everyone had a chance to give his or her piece of mind and I believe this is why we now have a Declaration for which so many can feel a sense of ownership.

EVENT INFORMATION

- **Title**: Cork 2.0: European Conference on Rural Development
- **Date**: 5-6 September 2016
- **Location**: Cork, Ireland
- **Organiser**: European Commission, Directorate General for Agriculture and Rural Development
- **Participants**: Over 300 rural development stakeholders
- **Primary outcome**: A new Cork Declaration, reflecting the current and future challenges and opportunities for agriculture and rural areas in Europe.



"I am sure many people did not expect this kind of active engagement, which on the other hand created quite a challenge for us who were in charge of drafting the Declaration. We collected the information on each round of work with the group facilitators. Two experts from each workshop also took part in the effort to draft the Declaration."

Heino von Meyer
OECD and Chair of the 'Cork 2.0 Declaration' Drafting Committee

"As someone who has been involved from the very outset, I can assure you that.... every intervention and the thousands of post-its have all formed a central part. All the information gathered in the groups went back to the drafting team."

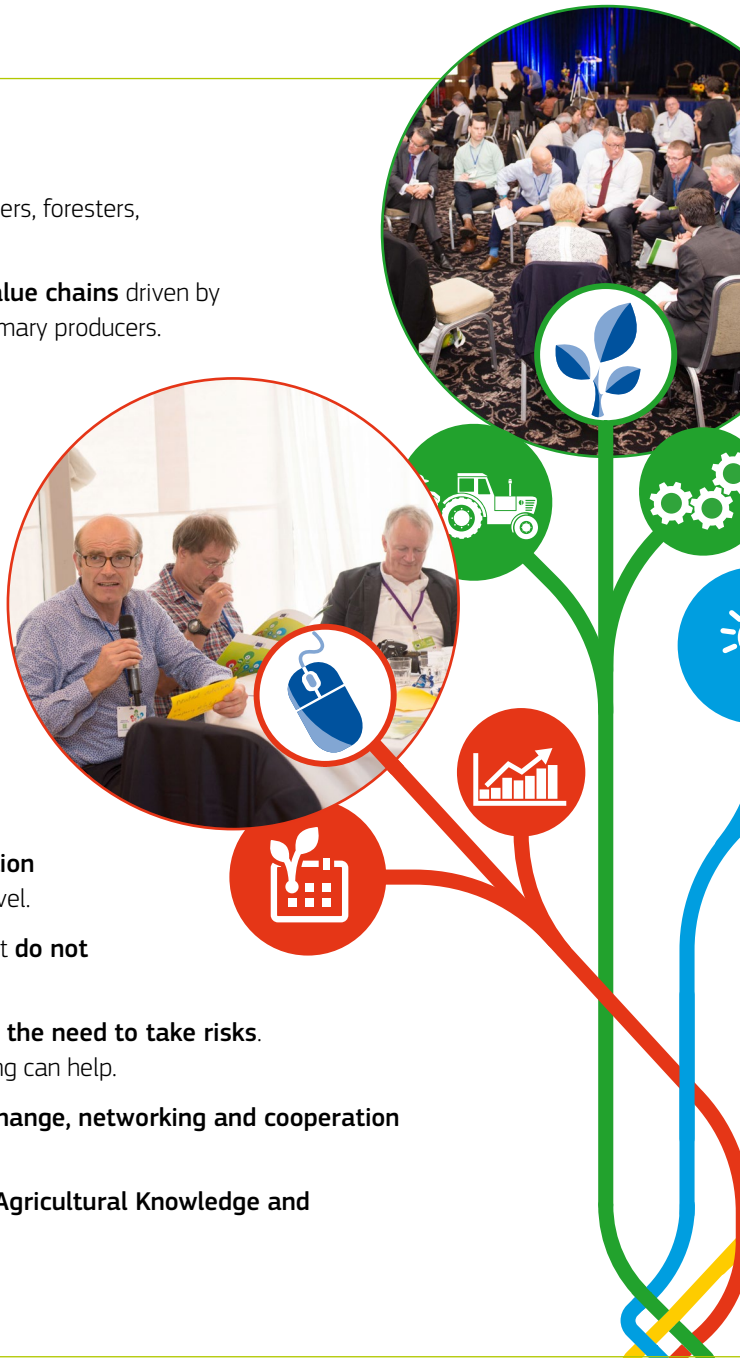
Alan Jagoe
Farmer, Vice-President of CEJA and workshop rapporteur

OPENING REMARKS

"It is worth reflecting on the relationship between farming and rural areas. To what extent can we think about one without thinking about the other?... We must achieve greater synergies between various funds related to development and regional or local issues... Among other things, experiences of the LEADER approach deserve closer attention..."

Czesław Adam Siekierski
MEP, Chair of the European Parliament Committee on Agriculture and Rural Development

WORKSHOP SNAPSHOTS



Jobs, Growth & Investment

- **Break down silos** and increase trust between farmers, foresters, environmentalists and consumers.
- Local productive networks can **strengthen rural value chains** driven by consumer preferences and giving a fairer share to primary producers.
- **Foster digitalisation**, access to technology and broadband for farms, farm businesses and SMEs.
- **Better integrate Rural Development policy** with other policies having rural impact.
- 'Prepare the ground' – literally and metaphorically – for **generational renewal**.

Innovation

- Provide a **strategic infrastructure for innovation** (including social innovation) beyond the project level.
- Ensure that other policies and production support **do not disincentivise innovation**.
- **Balance accountability for public funds with the need to take risks**. Participatory approaches leading to shared learning can help.
- **Encourage and strengthen peer-to-peer exchange, networking and cooperation** between innovation stakeholders.
- **Encourage more consistency and quality in Agricultural Knowledge and Innovation Systems (AKIS)**.

PANEL DISCUSSION

"I am a little surprised at how similar the conversations on rural challenges and rural opportunities are between the European Union and the United States. Certainly our systems for delivering programmes are a good bit different."

Doug O'Brien
White House Rural Council, USA

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from a European per
supporting agri-busin
to develop new agri-

Director, Envir

"Our Common Agricultural Policy has since [the first Cork Declaration in 1996] moved forward significantly. The aim of our discussion on where the CAP is going should be to: design conditions able to react to the challenges of environment and food security in a better and more flexible way; increase efficiency of the current set of greening measures; and support employment and sustainable growth of rural areas with a focus on small and medium-sized enterprises."

Gabriela Matečná
Minister of Agriculture and Rural Development, Slovakia

Rural Environment, Climate & Water

- **Recognise environmental value provided by rural areas**: preservation of natural heritage and habitats; carbon sequestration and storage etc.
- Positively engage land managers to **incentivise environmental land management and climate action**.
- Exploit the **economic dimension of efficient and sustainable resource management**: efficiency gains; cost savings; cascading use of resources etc.
- Enhance **consumers' willingness to pay for environmental value**.
- Enable **territorial, people-centred approaches** based on sound analysis of local circumstances.
- Ensure **longer term, simpler, consistent and proportional policies**.

Rural Viability & Vitality

- **Promote a new positive rural identity** – based on trust and the contributions to wider society.
- Deliver an **integrated approach to policies and funding** in rural areas – and **rural proofing** of other policies.
- **Strengthen local democracy and partnership** through bottom-up approaches such as LEADER/CLLD.
- **Use Financial Instruments & the social economy** to encourage new opportunities in rural areas.
- **Attract and keep young people in rural areas** and take into account the needs of the most vulnerable members of rural communities.

ook at creative, innovative financing mechanisms spective... what the EIB is and how we are ness chains... we are stepping up our collaboration tailored Financial Instruments."

Werner Schmidt
onment and Sustainable Territorial Development,
European Investment Bank (EIB)

"Food systems are... an essential connecting thread between people, prosperity and the planet... It is really important to look into the overall connections [between agriculture and] the rest of the activities which contribute to the production of food."

Janez Potočnik
Co-Chair of the International Resource Panel (IRP),
United Nations Environment Programme (UNEP)

The Cork 2.0 Declaration 2016
A Better Life in Rural Areas

The Cork 2.0 Declaration presents the following **ten policy orientations** to guide rural and agricultural policy in the European Union. Each point is further elaborated in the Declaration:

1. Promoting **Rural Prosperity**
2. Strengthening **Rural Value Chains**
3. Investing in **Rural Viability and Vitality**
4. Preserving the **Rural Environment**
5. Managing **Natural Resources**
6. Encouraging **Climate Action**
7. Boosting **Knowledge and Innovation**
8. Enhancing **Rural Governance**
9. Advancing **Policy Delivery and Simplification**
10. Improving **Performance and Accountability**

"I can only say congratulations. I am really impressed about the outcome of this Conference... When we are prepared to work together in rural Europe we will be successful... The role of rural policy must be the dominating policy for the future..."

Franz Fischler
Former Commissioner for Agriculture and Rural Development

In its conclusions, the Cork 2.0 Declaration **urges the policy-makers of the European Union** to:

- Improve public awareness of the potential of rural areas and resources to deliver on a wide range of economic, social, and environmental challenges and opportunities benefitting all European citizens;
- Invest in the identity of rural communities, the potential for rural growth and to make rural areas attractive for people to live and work in throughout the different stages of their lives;
- Build on this momentum and further develop the agricultural and rural policy towards a result-oriented, simple, and flexible approach, based on partnership and reflecting Union objectives as well as the needs and aspirations on the ground;
- Systematically review other macro and sectorial policies through a rural lens, considering potential and actual impacts and implications on rural jobs and growth and development prospects, social well-being, and the environmental quality of rural areas and communities;
- Support this 10-point programme and incorporate its vision and orientations into future policy development.

Read the full Cork 2.0 Declaration: A Better Life in Rural Areas

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"As Commissioner for Agriculture and Rural Development, I accept this Declaration and will give it most serious consideration. It is a strong Declaration, rich in content and intent. It reflects the needs and aspirations of the rural and agricultural communities, and it gives strong recommendations on the kind of policies needed to unleash the rural potential.

I believe it provides an important input and orientation for the up-coming debates on the future of our rural and agricultural policies and I count on your continued involvement and support to ensure that we have a strong CAP that is fit for purpose, accountable, and capable of addressing the challenges and opportunities of the 21st century."

Phil Hogan
European Commissioner for Agriculture and Rural Development

European Network for Rural Development

https://enrd.ec.europa.eu

ENRD Contact Point
Rue de la Loi / Wetstraat, 38 (bte 4)
1040 Bruxelles/Brussel
BELGIQUE/BELGIË
Tel. +32 2 801 38 00
info@enrd.eu

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