



**Vision
for rural
areas**



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Welcome to our rural!

Constructing the Rural Vision together

11th December 2020



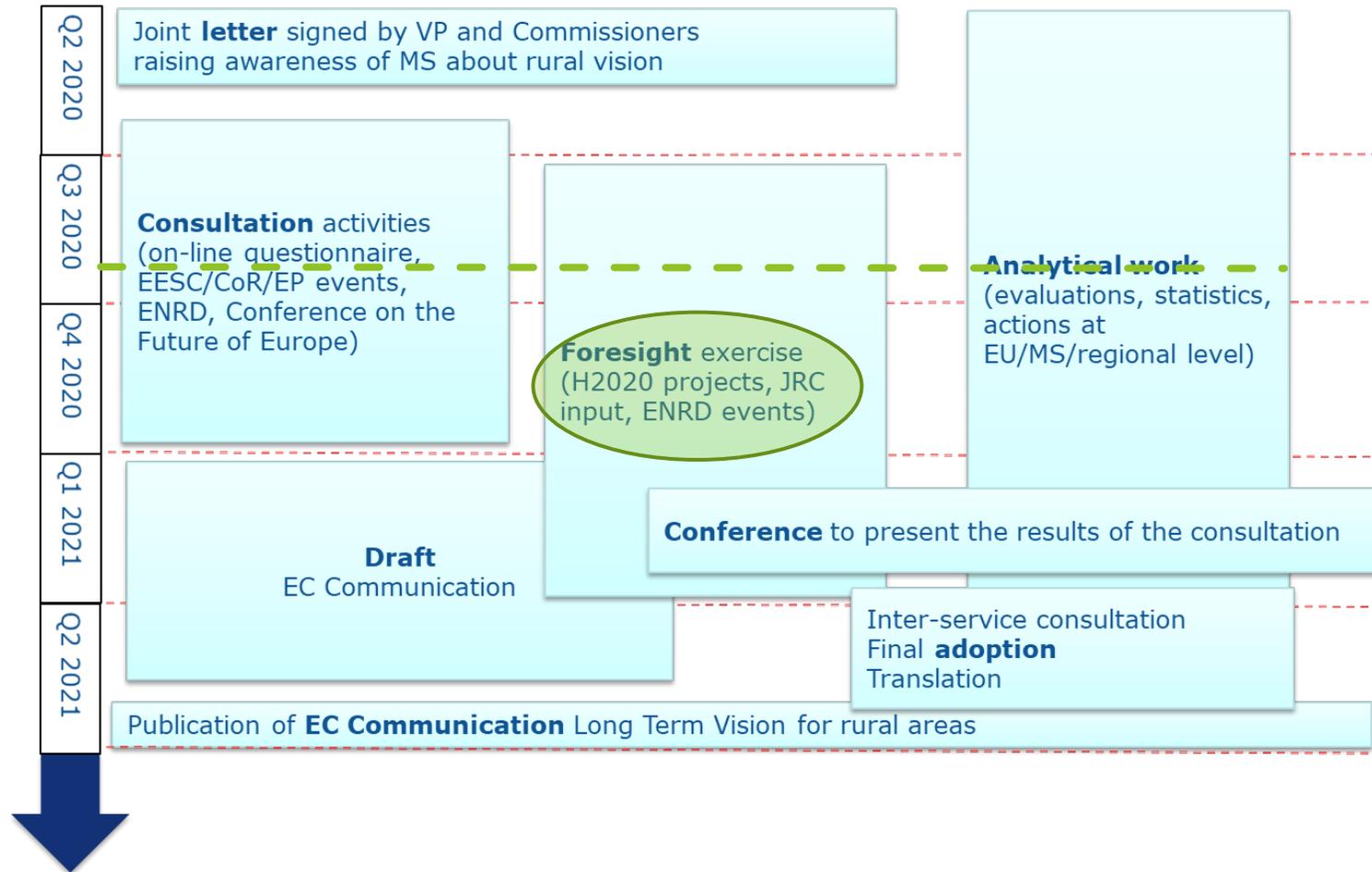


Vision for rural areas

The Long Term Vision for Rural Areas

- ▶ With and for rural communities
- ▶ Wide ranging scope
- ▶ Highlighting new challenges and opportunities
- ▶ Many Commission services involved
- ▶ Coordinated by VP Suica
- ▶ Communication 2nd Q 2021

Overview of the whole LTVRA process



Vision for rural areas

Communication from the Commission

- Set out a vision and steps for the future of rural areas by 2040
- Create a debate on the role of rural areas in society

*“It will also explore innovative, inclusive and sustainable solutions in the light of climate and digital transformation and the COVID-19 crisis.”
Roadmap, July 2020*

Q2 2021

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How?



Public
consultation



Analysis



Foresight



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Public consultation & engagement

- Public consultation [online](#) until 30/11.
 - Over 2000 answers
 - 70% EU citizens
 - 23% Stakeholders
 - 7% public authorities
 - Over 70 position papers

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Public consultation & engagement

- 3 events at #EURegionsWeek with VP Suica and Commissioners AGRI + REGIO
- CDG on Rural Development on 20/11
- ...*Many other occasions/events in which this initiative is presented and discussed*
- **Final conference in March 2021**





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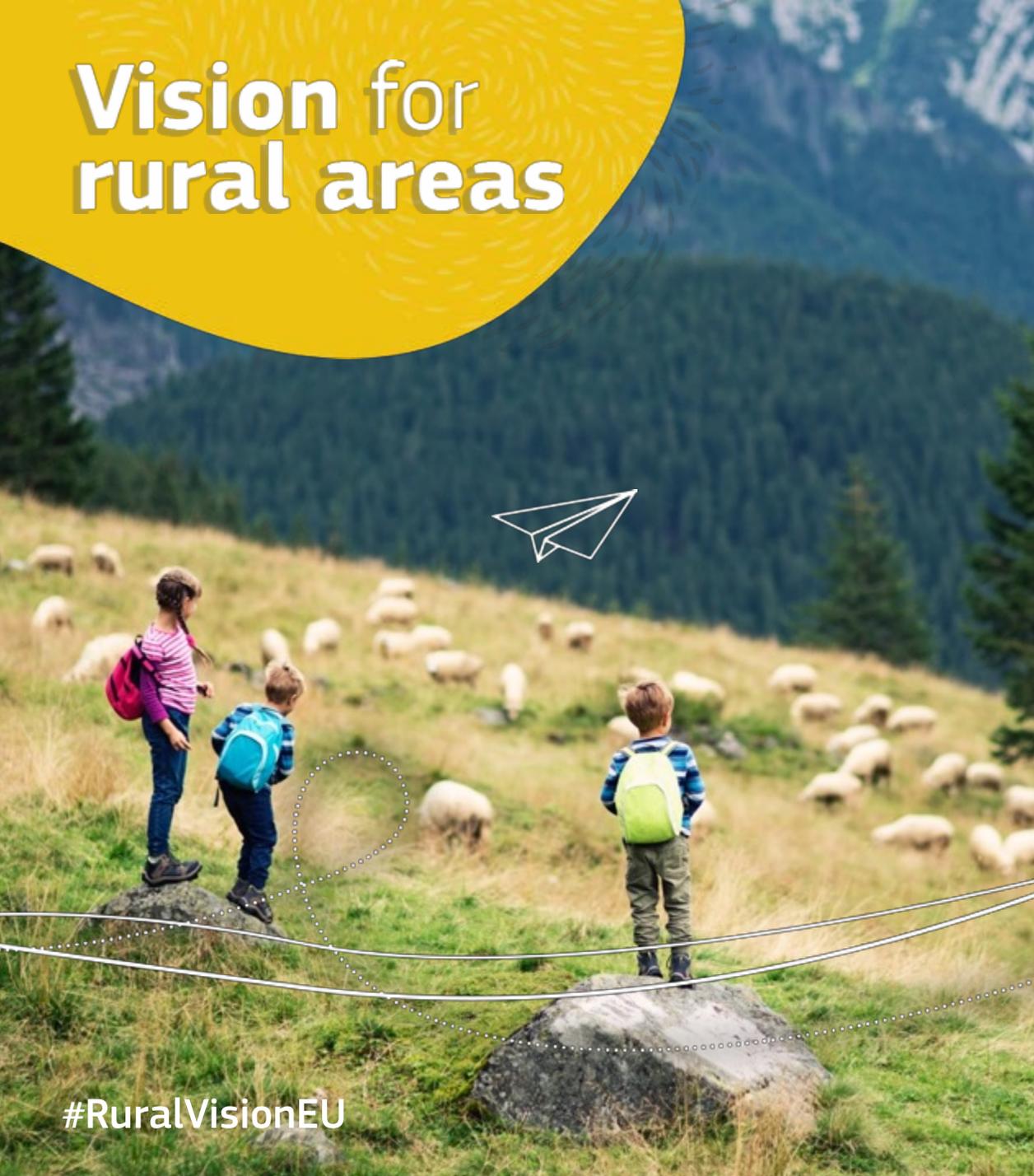
Analysis

- Facts & figures (stats)
- Reports
- Various policies and targets
- **Horizon 2020 projects**
- Literature review



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Foresight

- Provide elements for a vision
- JRC-led work with ENRD
- ENRD Thematic Group #Rural2040
- **Horizon 2020 projects**



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A stakeholder workshop: What and Why?

- ▶ Package to download
- ▶ Enables any rural group to:
 - ▶ Assess their area
 - ▶ Contribute to RV
- ▶ Complements on-line questionnaire and foresight
- ▶ Highlights local examples/stories

Key criteria

- ▶ Clear and simple
 - ▶ Accessible/non-specialist
 - ▶ Sufficient guidance
 - ▶ Short!
 - ▶ Flexible
- ▶ Appealing and attractive
 - ▶ Interesting process
 - ▶ Added-value for group
- ▶ Input in standard format

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Structure of the workshop

- Our rural area
 - Our territory
 - What makes it special?
- Where are we going?
 - Our likely future
- Where would we like to be?
- What will enable us to get there?
- Check out/Next steps



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Supporting materials

- ▶ Design and script
- ▶ Downloadable visuals
 - ▶ Visual canvas
 - ▶ Driver cards
 - ▶ Harvest sheet
- ▶ Support for host
 - ▶ Organisation/hosting
 - ▶ Practical info
 - ▶ Powerpoint





**What does our
rural area
mean to you?**



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A collage of images representing rural and agricultural life. In the foreground, a young woman with braids in a yellow shirt and blue overalls writes in a notebook. Below her, a smiling woman and man in green aprons stand behind a bakery counter with bread. In the background, two hikers with backpacks walk on a path with a dog. In the bottom right, children are working in a garden.

**Where are we
going in the
next 20
years?**



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Driver Cards



CLIMATE CHANGE AND ENVIRONMENTAL DEGRADATION

Human induced greenhouse gas emissions, pollution, overexploitation of natural resources and environmental degradation are increasing global warming, desertification, biodiversity loss and the actions

1. CLIMATE CHANGE AND ENVIRONMENTAL DEGRADATION

DIGITAL AND TECHNOLOGICAL CHANGE

Ongoing technological change has potential for both positive and negative impacts. It may reduce demand for labour in some sectors, whilst create jobs in others. Broadband connectivity and mobile phones enable digital commerce, service delivery and social contact, provided people have both the skills and infrastructure. There are issues of data privacy and security. How will our area be affected?

2. DIGITAL AND TECHNOLOGICAL CHANGE

DEMOGRAPHIC CHANGE (including urbanisation)

Some rural areas are losing population, whilst others are growing. People may move in or move away for a variety of reasons. How will our area be affected? A higher proportion of the population may be aged, or in size, or gender.

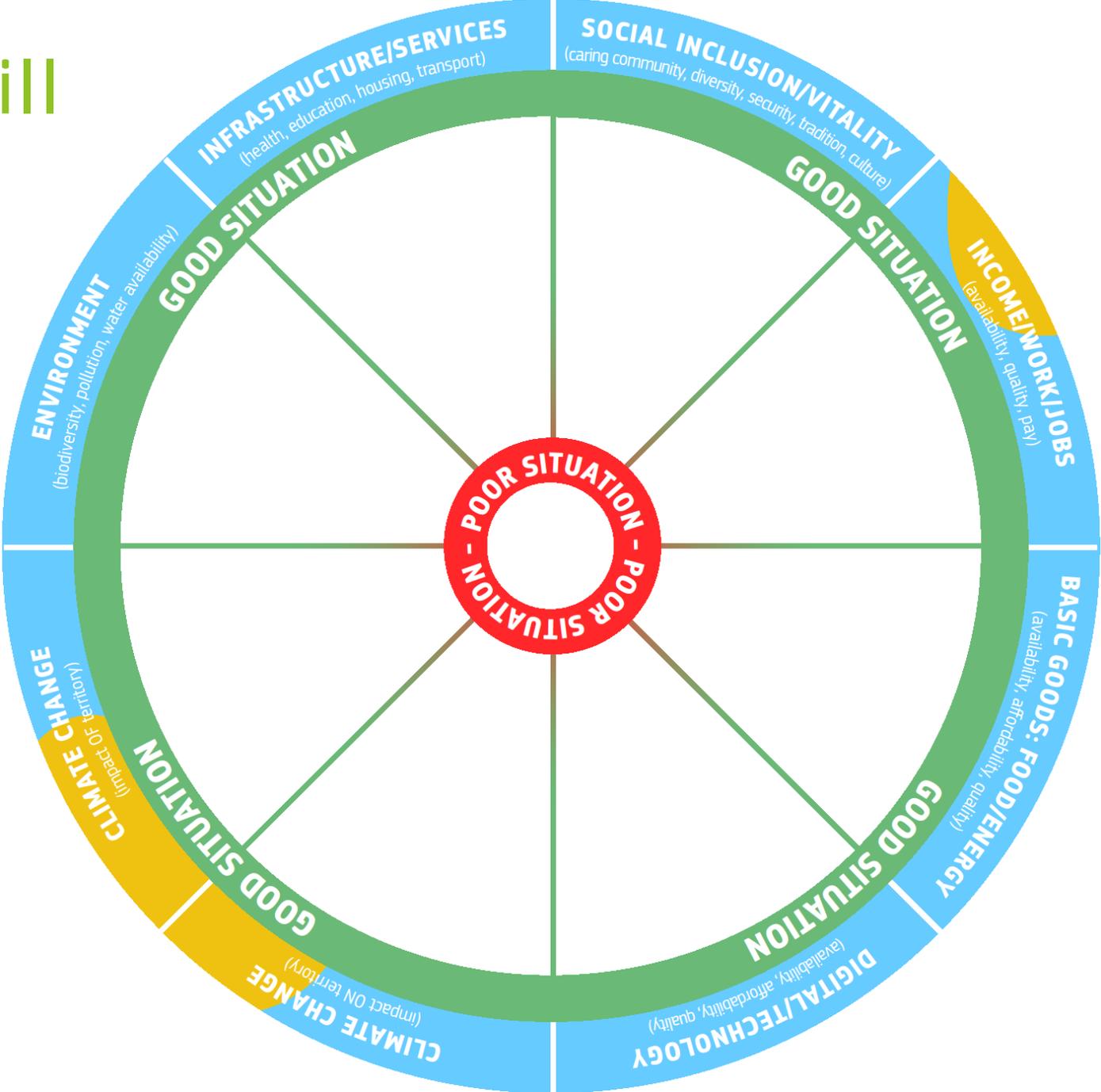
3. DEMOGRAPHIC CHANGE (including urbanisation)

GLOBALISATION/LOCALISATION

Global supply chains may reduce costs and produce goods and services far from where they are consumed, with large corporations dominating certain sectors, whilst smaller firms struggle. Local shorter supply chains may offer increased resilience, assurance of labour and environmental standards, and keep profits closer to production. How will our area be affected?

4. GLOBALISATION / LOCALISATION

Where will we be in 2040?



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The 21 language versions can be found here:

https://enrd.ec.europa.eu/enrd-thematic-work/long-term-rural-vision/long-term-rural-vision-portal/resources/ltvra-workshop-package-for-nrns_en

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We hope it will encourage rural communities to contribute to the long term vision.

More promotion is welcome!

Input requested by
31/1/2021



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