



The rural vision fostering place-based action in the green transition

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EC DG AGRI

Policy Lab: Territorial development for the green transition:
Harnessing the potential of rural communities

19 September 2024



The role of the green transition

LONG-TERM VISION FOR RURAL AREAS

10 SHARED GOALS FOR 2040

- ▶ Attractive spaces, developed in **harmonious territorial development**, unlocking their specific potential, making them places of opportunity and providing local solutions to help tackle the local effects of global challenges.
- ▶ Providers of food security, economic opportunities, goods and services for wider society, such as **bio-based materials and energy** but also local, community-based high-quality products, **renewable energy**, retaining a fair share of the value generated.
- ▶ **Flourishing sources of nature**, enhanced by and contributing to the objectives of the Green Deal, including **climate neutrality**, as well as **sustainable management of natural resources**.

« **Goal 6:** Flourishing **sources of nature**, enhanced by and contributing to the objectives of the Green Deal, including **climate neutrality**, as well as **sustainable management of natural resources**.»

The rural action plan: 24 thematic actions



▶ **Rural revitalisation platform**

▶ **Research and innovation for rural communities**

- **60 multi-actor** research **projects** under Horizon EU
- **Startup village Forum** connecting **rural startups**

▶ **Networking for LEADER** (EU CAP Network)

- ▶ **150 communities** guided to create smart villages ([SmartRural 21](#) & [27](#))

▶ **Study on land-use for sustainable agriculture** > recommendations for **local planning and zoning.**

▶ **Youth:** Getting more rural young people in **ERASMUS**



▶ **Networking on mobility for rural communities under SMARTA-NET**

- ▶ Urban mobility plans being updated with **more focus on rural-urban linkages**

▶ **Rural Digital Futures**

- **€23.5 billion** invested in **connectivity in market failure areas**
- Pilot on **digital education** in remote areas "**Learning from the extremes**"

▶ **Broadband competency office network** acting for improved connectivity in market failure areas

- **Capacity building**/+ advice on how to improve broadband



▶ **Rural energy communities advisory hub (RECAH)**

- **27 municipalities** received technical assistance
- **Guidance** for all

▶ **Certifying Carbon removals**

▶ **EU mission: A soil deal for Europe** (R&I calls)

- €300 million in local/regional **living labs** and **lighthouses**

▶ **Social resilience and Women in rural areas**

- Raising awareness on the importance of care in rural areas (European **care strategy** 2022)



▶ **Entrepreneurship and social economy (SE)**

- **4 dedicated projects** to develop social economy in rural areas on top of:
 - [Social economy framework](#)
 - Good practices
 - [Social economy regions initiative](#)

▶ **Education for youth**

- Dedicated **content for rural schools** under [school education platform](#) & [online teacher community](#)

▶ **Toolkit for producer groups in Geographical Indications**

▶ **Networking for forest-dominant municipalities**

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The Rural Pact

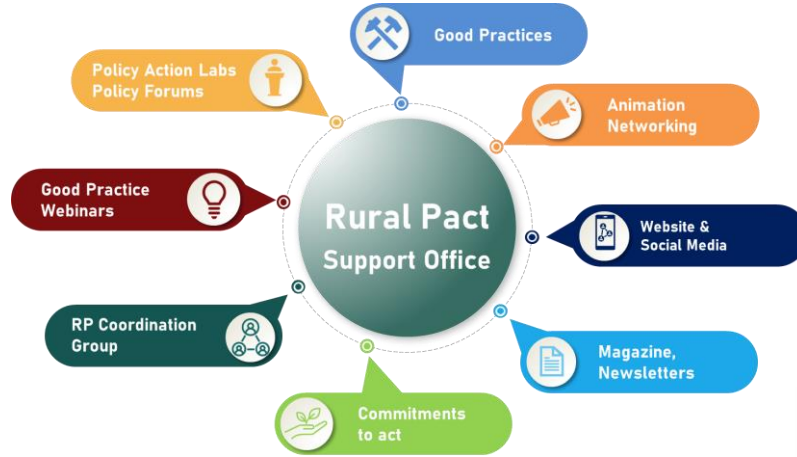
All building blocks are operational

+2750

Rural Pact
Community
Members by
Sept 2024

+121

Commitments to
act



Rural pact
support
office
created
(Dec 2022)

**Rural Pact
Coordination
Group**



Rural pact
Coordination
group created
(June 2023)

Welcome to the Rural
Pact community platform!

Join us



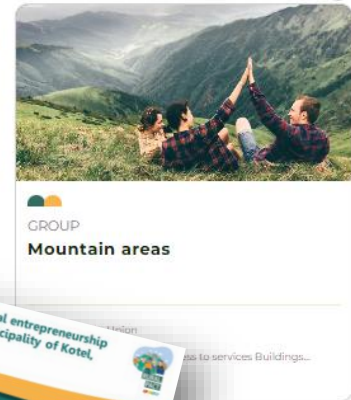
Rural pact
community
platform
launched
(June 2023)

The Rural Pact Community Platform

A growing online rural community with a focus on rural revitalisation

What is in it for you?

- **Connect** with peers
- Join the **Community Groups**
- Get inspired from **good practices**
- Receive invitations to **participate in events**
- Be informed from **publications, news & events**
- **Commit** to act for rural areas
- Receive the monthly **newsletter**



Become a member of the Rural Pact and platform

Looking forward – EU policies



**Contributions from
EU institutions &
stakeholders**

Ways forward – Questions for reflection

- ▶ **What are the key challenges arising from depopulation, ongoing transitions and structural changes?**
- ▶ What are the best ways to address them in a **targeted way** that takes due account of the diversity of rural areas?
- ▶ How to **enhance financial support** for rural areas and communities through EU, national and regional funds, including improving synergies and complementarities?
- ▶ **What is needed to improve financing, quality of delivery and effectiveness via e.g. CLLD/LEADER?**
- ▶ How to improve the **monitoring and assessment of the resources** from the different EU funds and programmes?
- ▶ What is needed to **improve access to support** for the final beneficiary?
- ▶ What can be done for wider implementation of the **rural proofing mechanism** at all levels?
- ▶ What are the best policy tools to ensure **institutional, governance and integrated support** for rural areas?
- ▶ How to improve the **availability of policy-relevant rural statistics and data**, without increasing the administrative burden?



Thank you!

Join the Rural Pact Community and online platform

www.ruralpact.rural-vision.europa.eu/become-member_en



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