



## The LTVRA and sustainable rural tourism: building resilient and thriving communities

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Unit D1, Rural Areas & Networks

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# The long-term vision for EU's rural areas

“

Rural areas are a formative part of the European economy and cultural diversity.

They are home to hundreds of millions of Europeans who enjoy living and working there. We stand by their side and want Europe's rural areas to flourish.

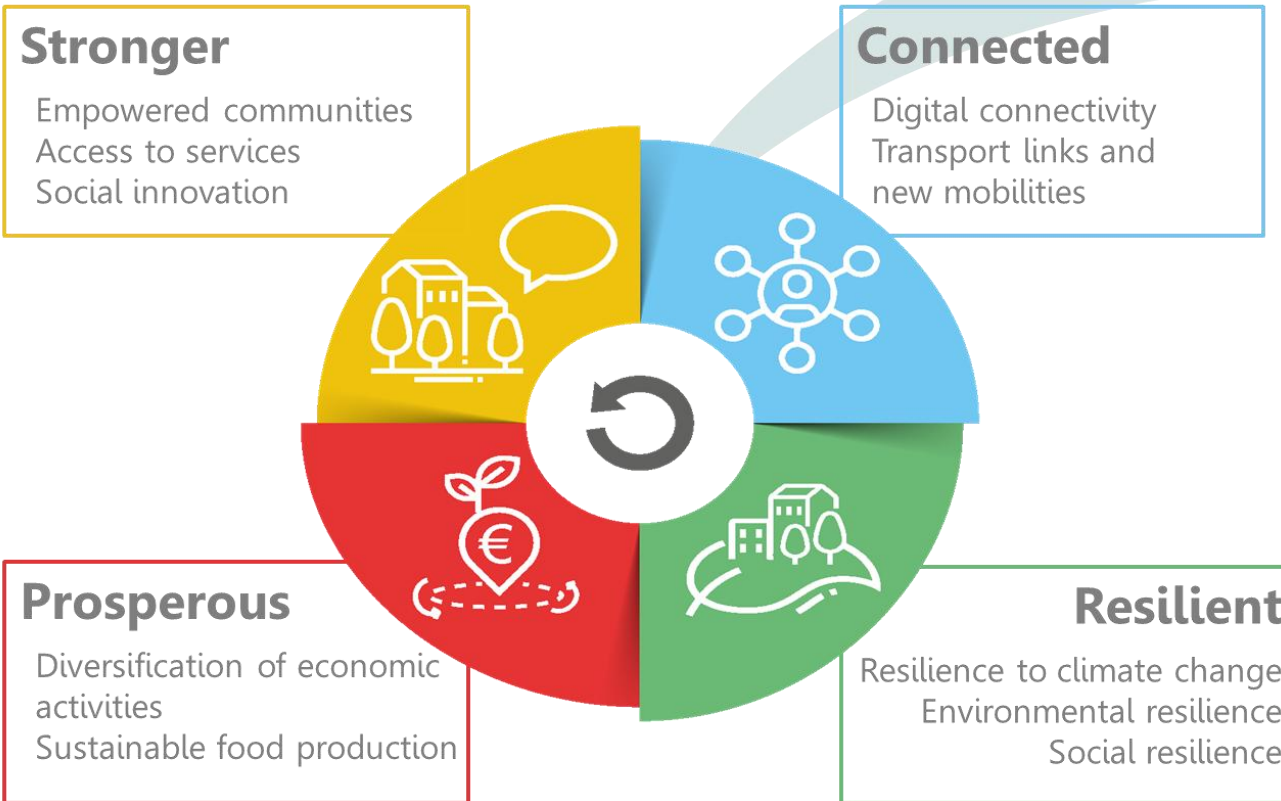
Europe is investing in rural areas because their prospects are Europe's future.

**European Commission President Ursula von der Leyen**  
**27 March 2024**



# The long-term vision for EU's rural areas

Communication from the EC (June 2021)



Shared goals for 2040

**Vision for  
Agriculture and  
Food**

- **Update of the rural action plan** in 2025
- **Strengthening the Rural Pact**



# The rural action plan: 24 thematic actions



- **Rural revitalisation platform launched**

- **Research and innovation for rural communities**

- **60 multi-actor** research projects under Horizon EU
- European **Start-up village forum** launched

- **Networking for LEADER** (EU CAP Network) **and Smart villages** (SmartRural 21 & 27)

- **Study on land-use** for **sustainable agriculture** working on 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



- **Rural energy communities advisory hub** (RECAH)
  - **27 municipalities** received technical assistance
  - **Guidance** for all

- **Certification of Carbon removals**

- **EU mission: A soil deal for Europe** (R&I calls)
  - Funding for 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)**
  - Providing **good practices for social economy in rural areas** under "Transition pathway for proximity and social economy"
  - Funding for **consortia in SE in rural areas**

- **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**

# The Rural Pact – a space to work together

The Rural Pact is a formal space and framework to boost cooperation between national, regional and local governments, civil society organisations, businesses, academics and citizens to act towards the shared goals of the rural vision.

## Objectives



**Amplifying rural voices** and bringing them higher on the political agenda

**Policies**



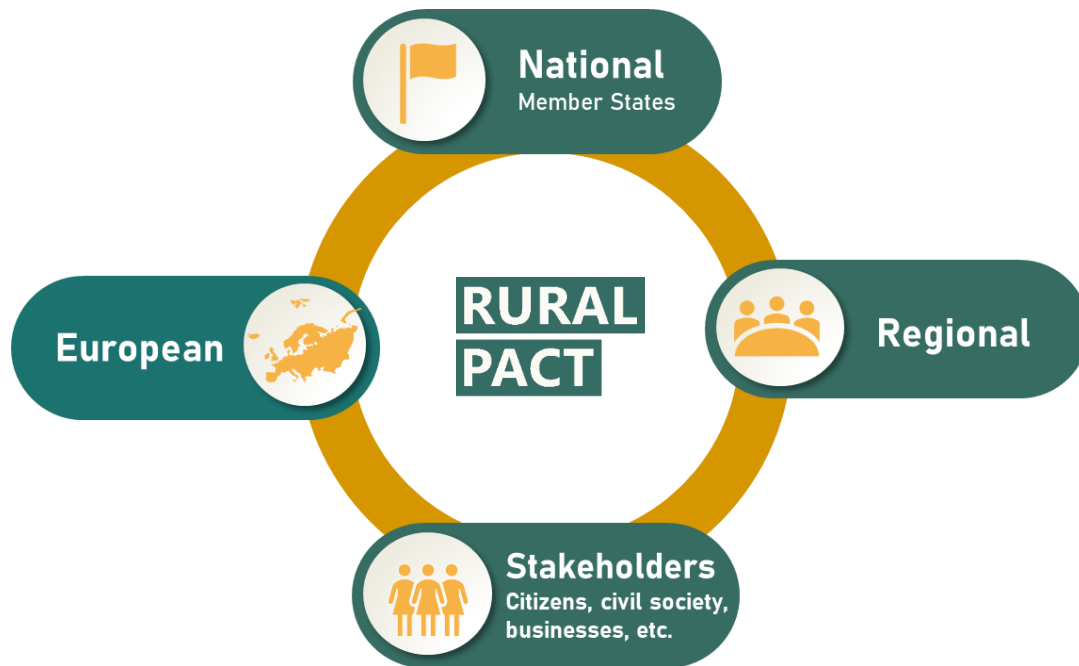
Structuring and enabling **networking, collaboration & mutual learning**

**Capacities & Networking**



Encouraging and monitoring voluntary **commitments to act for the vision**

**Action**

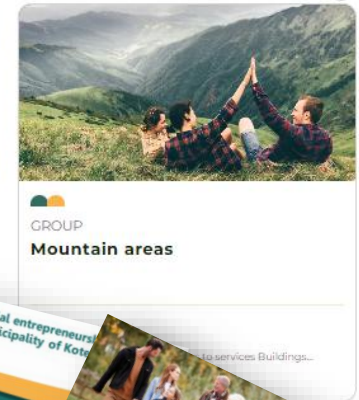


# The Rural Pact Community Platform

A growing online rural community with a focus on rural revitalisation

What do we offer?

- **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](#)



# Commitments to the Rural Pact



## Why commit?

- > Gain pan-European visibility for your action in being a rural champion
- > Inspire others to take action and learn from rural champions
- > Bring up key rural needs, demonstrate power of rural action, and influence political agendas



## Who can commit? **Everyone!**

As an individual, a rural stakeholder/network, as well as a public authority!

## **94 stakeholders' commitments**

- > Citizens
- > Local, regional, national, European networks
- > NGOs

## **2 public authorities' commitments**

- > Government of Andalusia
- > European Economic and Social Committee (EECS)
- > 4 more expressed authorities' interest





# Thank you!



**Join the Rural Pact Community and online platform**

[www.ruralpact.rural-vision.europa.eu/become-member\\_en](http://www.ruralpact.rural-vision.europa.eu/become-member_en)



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