



Maximising the impact of the Declaration - Introduction

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Smart Village Network Services, RPCG Session, 4 June 2025





Exercises for the coffee break

RURAL PACT

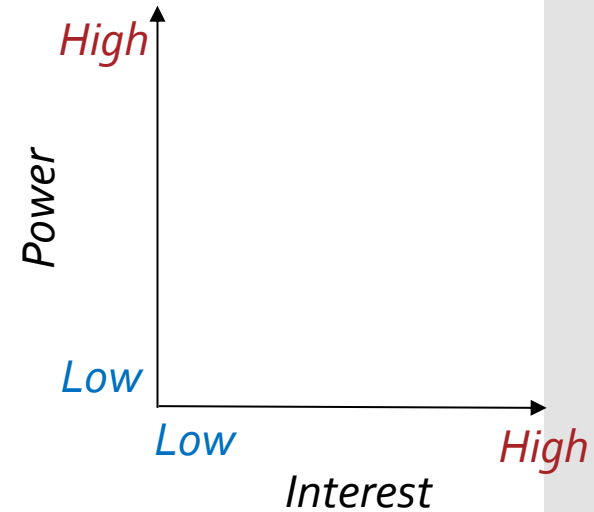
Exercise No 1

See flipchart
outside

1. Decide where you position yourself

INTEREST: How far you think the RPCG Declaration is a useful tool for you to influence policy? (Not really – > Very much so)

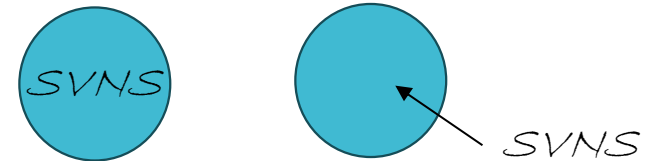
POWER: How far you are in the position to influence policy at any levels (EU, national, regional, local)? (No influence -> Strong Influence)



2. Chose your colour dot & place on filpchart

-  Public authority
-  NGO
-  Research
-  business

3. Put your organisation (optional)






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Exercise No 2

Previous “commitments”

Find your proposed action and indicate how far you got

	Completed	In progress	Unlikely
Proposed action 1			
Proposed action 2			
Proposed action 3			



State-of-play of using the Declaration

Purpose of the session

- **Review** what we achieved so far in terms of dissemination of the Declaration
- **Discuss** how can we achieve better impact (beyond dissemination) to influence policy (right now at the EU level)

Outcomes of SVNS session on the RPCG Declaration

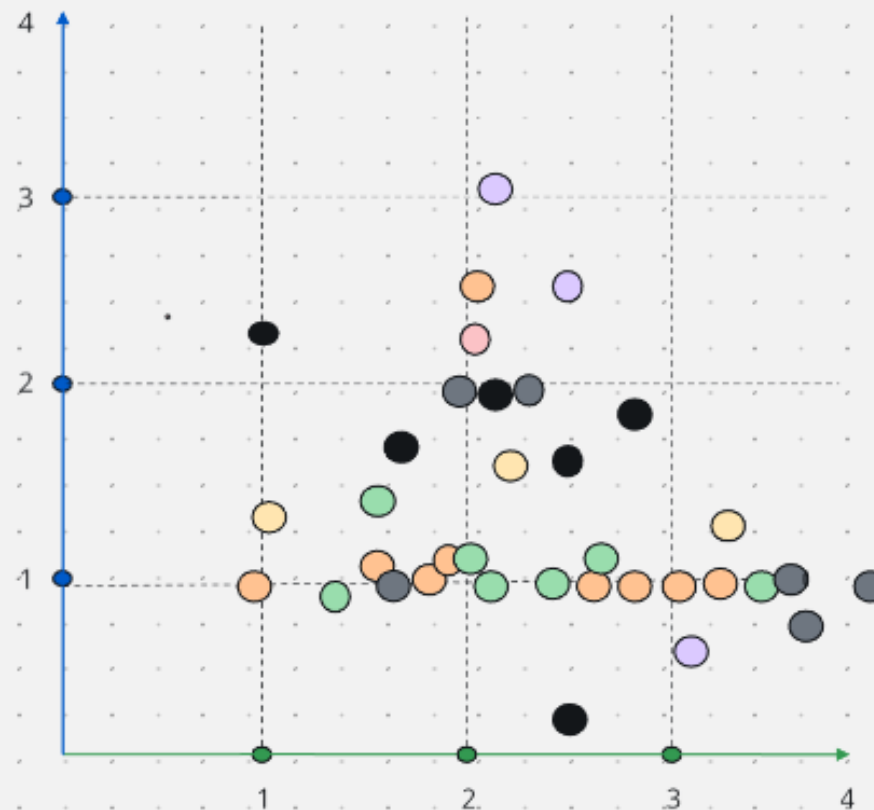
- 28 May 2025
- Targeted at RP members and wider interested audience
- Same exercise online

Outcomes

Type of organisations

- Municipalities / Local Authorities
- Local Action Groups (LAGs) / LEADER/ Village Associations
- Non-Governmental Organisations (NGOs)
- Government Bodies (Regional / National)
- European stakeholder organisation
- EU Institutions
- Research / Education / Innovation Actors
- Other

POWER
How far you are in the position to influence policy at any level?

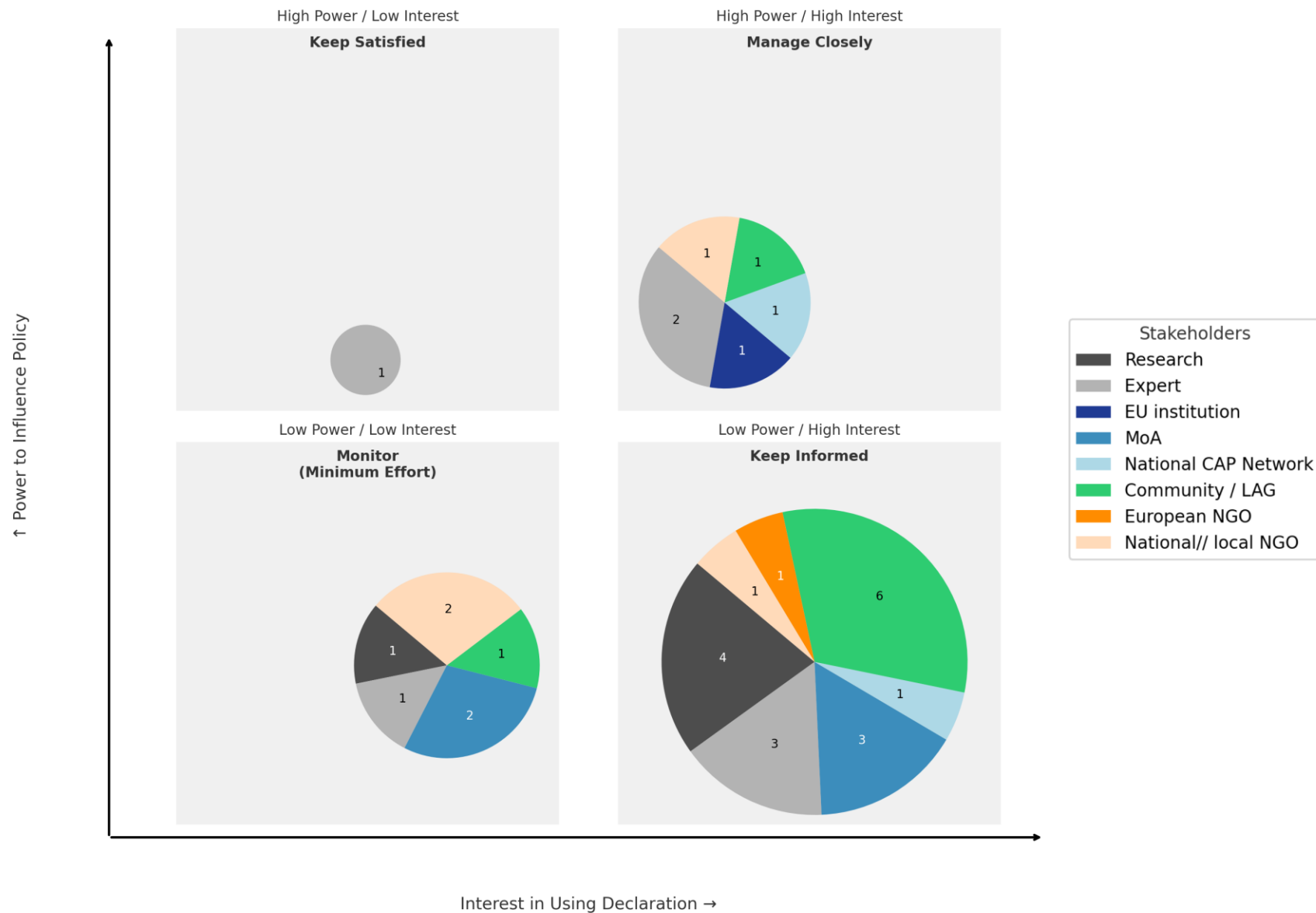


INTEREST
How far you think the RPCG Declaration is a useful tool for you to influence policy?

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'Cleaned' up
version

Power - Interest Matrix of Stakeholders in terms of using the RPCG Declaration

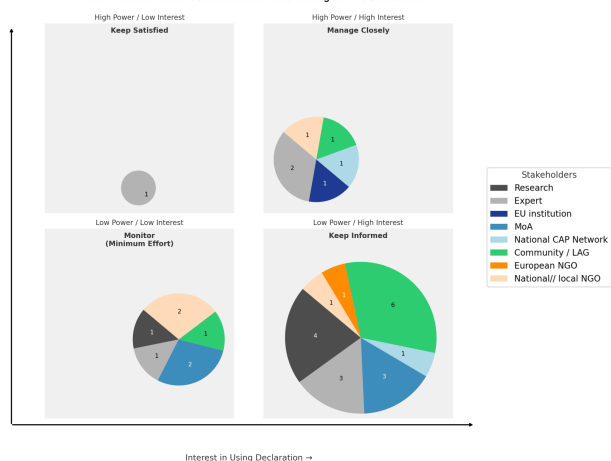


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Main message for discussion

- Most rural stakeholders agree/ strongly agree with the RPCG Declaration statements
- Many have interest in using the Declaration as a tool to influence policy
- Most stakeholders – even those in ministries / MAs – ‘individually’ feel “powerless” to influence policy

Power - Interest Matrix of Stakeholders in terms of using the RPCG Declaration

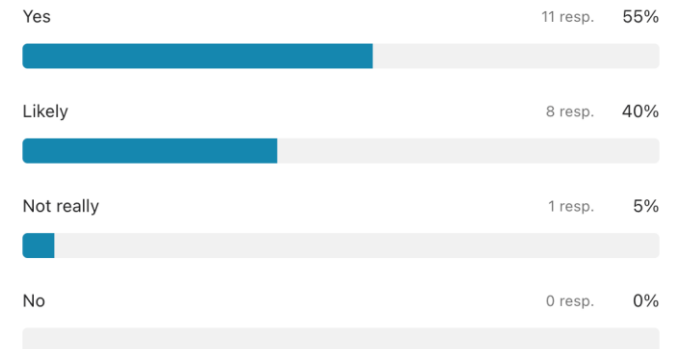


Source: SVNS/ E40 Europe, Meeting of 28/05/25

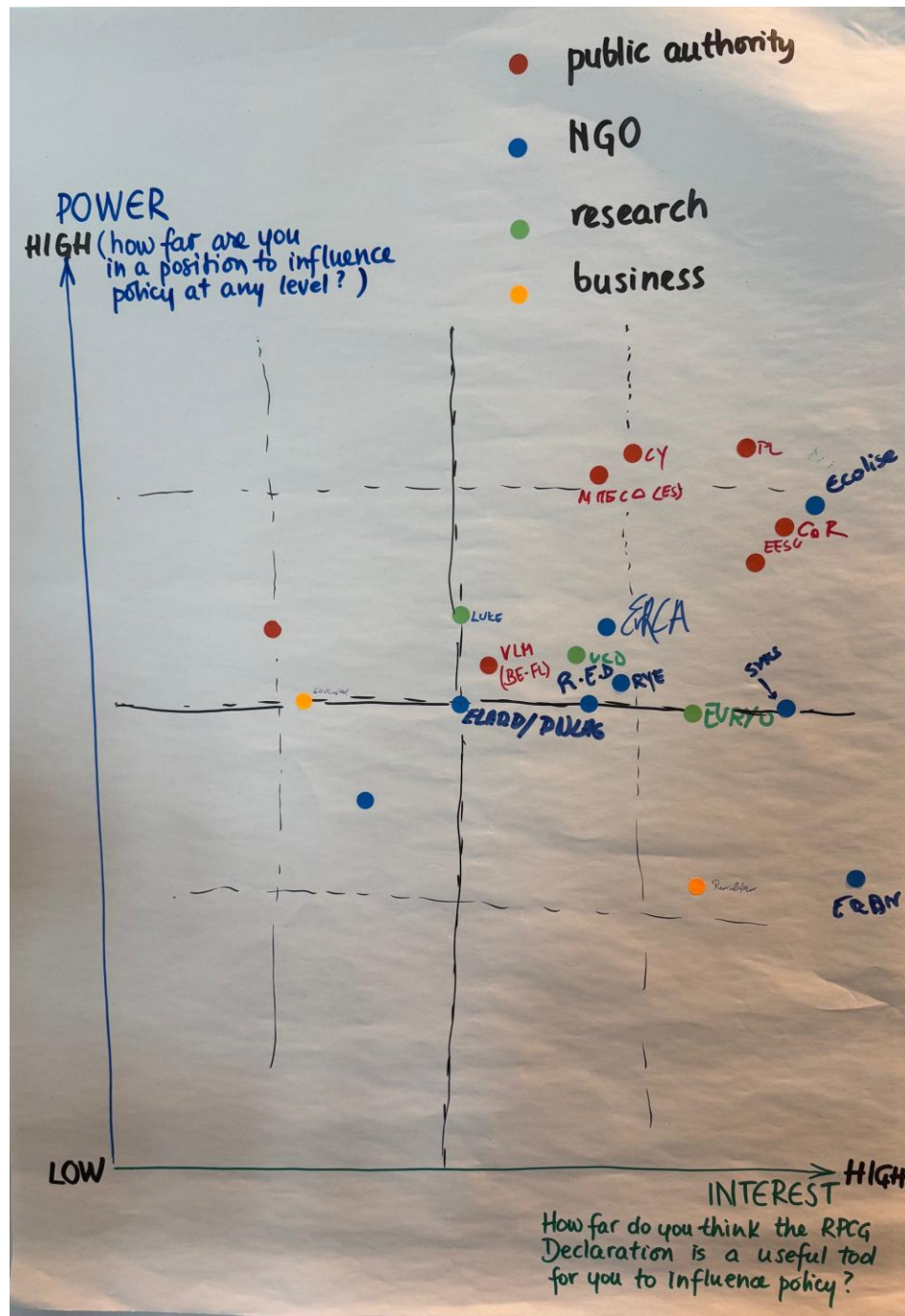
✓ 7 Do you overall agree with the statements in the RPCG Declaration?
20 out of 24 people answered this question



✓ 11 Do you think that Declarations – like that of the RPCG – can be useful in influencing policy?
20 out of 24 people answered this question



Outcome of Exercise 1



Outcome of Exercise 2

Ad hoc RPCG meeting on the Declaration (10/02/2025) - proposed actions by RPCG members

	Organisation	Action	Objective	Not yet started	Ongoing	Completed
February 2025	ERCA	Writing a National Manifesto for rural development in The Netherlands	Put rural areas higher in the political agenda			
March 2025	Deutscher Landkreistag / German County Association	Dissemination to all 294 County Councils (and to some extent small villages/towns) through specific communication channels and meetings with county presidents	Dissemination to local/regional politicians			
	European Rural Development Network	Distributing the declaration together with invitation for the research conference through mailing	Dissemination to researchers, rural activists			●
	Smart Village Network (SVN)	Inform relevant stakeholders beyond SVN members and organisation of a debate through a dedicated event	Dissemination to other interest stakeholders			●
	ELARD	Information shared on social media and website	Dissemination to members of ELARD network and MEPs			●
April 2025	European Rural Development Network	Informing ERDN living labs and project consortia during meetings (brief presentations, communication of links of online	Dissemination to researchers, rural activists			

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Outcome of Exercise 2

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	Organisation	Action	Objective	Not yet started	Ongoing	Completed
		versions of the Declaration in different languages)				
	UOC Rural Network	Dissemination through newsletter, internal communication tools, social media and UOC Network	Dissemination to researchers, students and Community members			
	ERCA	Organising monthly web events on the Declaration	Dissemination to ERCA member organisations			● ●
	Ecolise	Organising in-person advocacy training for Community-Led initiatives (CLI), leaders and local activists	Dissemination to CLI leaders and local activists			●
October 2025	ERCA	Including Declaration in the European Rural Parliament programme meeting in Scotland	Dissemination to ERP partner organisations			
April 2026	Ruraltour	Dissemination at the in person European Congress Rural Tourism	Dissemination to rural (tourism) entrepreneurs		●	
Additional ideas for action from the members	Euromontana	Dissemination through external newsletter and social media	Dissemination to members of Euromontana (around 70) and followers			
	Ruraltour	Dissemination through monthly actions via social media Setting up of a communication agenda	Dissemination to rural (tourism) entrepreneurs, public and professionals		●	

RURAL PACT

Outcome of Exercise 2

RURAL PACT						
	Organisation	Action	Objective	Not yet started	Ongoing	Completed
		Including Rural Pact presentations at events to promote the Declaration			●	
	Ruraltour	Contacting other DGs to promote the Declaration Organising a Signature campaign (online) Dissemination through social media	Dissemination to rural (tourism) entrepreneurs, public and professionals		●	
	Rurality Environment Development (RED)	Sharing key messages from the Declaration through regular communication channels (targeted emails, newsletter, social media campaigns focusing on environmental aspects of the Declaration)	Dissemination to rural environmental organisations including local environmental action groups		●	
	Ecolise	Planning a campaign with Funding Fairer Futures (FFF) partners on the theme "just transition" (food and housing as potential themes for campaign activities).	Dissemination to Funding Fairer Futures (FFF) project partners, CLI partners		●	
	ELARD	Considering to use the European Citizens Initiative (1 mio signatures from EU citizens) to ask the Commission to submit a legislative proposal				●



What can we as RPCG do?

Discussion questions

- What are the **lessons learnt from the actions to date** to disseminate and influence policymaking through the Declaration?
- What are **your planned commitments or suggestions** to not only further promote the Declaration but also **influence policymaking** at local/regional, national and/or European levels?
- Is there any **additional support RPSO** can provide to maximise the impact of your actions in terms of improved future policies?