



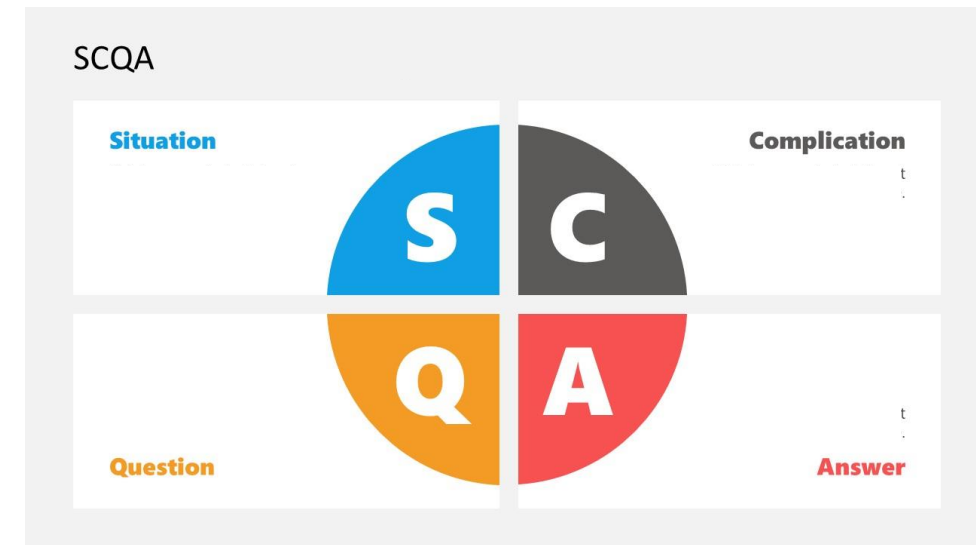
# Listening to what you said...

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**Policy Lab, 5 November 2025**



# What I'd like to share is ideas on...

- ▶ **Situation:** Where we are
- ▶ **Complication:** Challenges & what we need
- ▶ **Question:** How can we ensure that money is going to rural communities?
- ▶ **Answer** ... I will share some of the key messages in a minute



# WHERE WE ARE (Situation)

*"It's never easy to design a new framework, but this has been particularly difficult." (Catherine Geslain-Lanéelle)*

- ▶ Several **competing priorities** (security, competitiveness, etc.)
- ▶ Some of the **things we asked for: integrated approach** – no silos
- ▶ Obligation to keep the **territorial focus**, as well as territorial **tracking**
- ▶ **Flexibility: agile framework**
- ▶ The possibility to **create synergies** through integrated territorial development strategies
- ▶ **It comes at a price**: risk that the 'non-allocated' money will not go to rural areas



Source: Kai Böhme

*"The elephant in the room is how money distributed." (Fabio Cossu)*



# WHAT IS MISSING (Complication)

*"In principle the integrated approach is an opportunity, in practice it's a total disaster." (Marianne Selkainaho)*

- ▶ **Ring-fence funding** for rural development, LEADER & Smart Villages
- ▶ **Territorial tracking is crucial** – as well as how we define rural
- ▶ **Empower local rural communities** & people in territorial **cohesion** – ensure **rural proofing**
- ▶ Guarantee genuine **multi-level partnership** – **Rural Pact model**
- ▶ **Strengthen data availability** and evidence on rural territories (what is rural?)

# **HOW CAN WE ENSURE THAT MONEY IS GOING TO RURAL AREAS?**

# HOW CAN WE ENSURE THAT MONEY IS GOING TO RURAL AREAS? (Answer)

***“We do not ask for help we ask for support in partnership.”*** (Tom Jones, ERP)

- ▶ We can be part of the conversation with the co-legislator (EP...), but the co-legislator disagrees with the proposal, partly because there is no security for ‘rural development’ goal ...

## CHANGE or REJECT?

- ▶ **Form alliances:** Rural Pact Community / Rural Pact Coordination Group is an ‘alliance’. Cohesion policy & rural policy. All rural citizens & farmers.
- ▶ **Be specific:** e.g. concrete **legislative proposals** (RPCG, ELARD, SVNS). Define methodology on what is rural (and how it benefits the local community level)
- ▶ **Act at all levels:** Inspiring **national/ regional examples** – follow their example!

***“Please join forces and I’m sure we can make it.”*** (Radim Srsen)