



Generational renewal in rural businesses: empowering youth, supporting elders

10 June 2026

Draft agenda

| Timing (CET) | Agenda items |
|---------------|---|
| 09.00 – 09.15 | <p>Welcome and introduction to the day</p> <ul style="list-style-type: none"> > Outline of the event objectives and agenda Rural Pact Support Office > Generational renewal and business continuity in rural economies: trends and opportunities Expert presentation |
| 09.15 – 10.00 | <p>Setting the scene: EU initiatives supporting generational renewal in rural economies</p> <p>Presentations of key EU policy frameworks and funding opportunities supporting generational renewal in rural businesses</p> <ul style="list-style-type: none"> > Strategy for generational renewal in agriculture: ensuring a fair standard of living in rural areas Alba Barrutieta, DG AGRI, European Commission > The Talent Booster Mechanism: lessons learned from support to regions to attract and retain talent DG REGIO, European Commission > Strategy on intergenerational fairness: territorial opportunities for rural areas DG EAC, European Commission <p>Questions & Answers</p> |
| 10.00 – 10.30 | <p>Learning from inspirational initiatives, projects and practices supporting generational renewal in rural businesses</p> <p>Selected presentations will showcase practical initiatives from different EU Member States, which support generational renewal in rural businesses beyond agriculture. Examples will illustrate approaches such as attracting young workers and entrepreneurs to rural areas, facilitating business succession and knowledge transfer, mentoring programmes, and initiatives linked to the silver or social economy.</p> |



10.30 – 10.45

Virtual coffee break

10.45 – 12.00 **Sharing experiences and drawing lessons and recommendations**

Parallel break-out sessions to explore inspirational examples supporting generational renewal in rural businesses.

Tentative break-out sessions:

- > **Generational renewal and business transfer in rural economies**
- > **Building attractive rural ecosystems for young talent and entrepreneurship**
- > **Women's entrepreneurship and inclusive rural business ecosystems**

12.00– 12.15

Virtual coffee break

12.15 – 12.30 **Reporting back from break-out sessions**

Overview of main messages emerging from the break-out discussions.

12.30 – 12.55 **Stakeholder panel discussion: lessons for current and future implementation**

The panel will bring together representatives from youth organisations, senior networks, and research institutions to reflect on the challenges and opportunities discussed during the webinar.

12.55 – 13.00 **Closing remarks**

- > Rural Pact Support Office
- > European Commission

