



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 Patricia Martinez, Rural Pact Support Office > Generational renewal and business continuity in rural economies: trends and opportunities European Rural Youth Observatory
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 on intergenerational fairness: territorial opportunities for rural areas Biliana Sirakova, European Commission > 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 Agnieszka Bednarska-Bernatek, DG REGIO, European Commission <p>Questions & Answers</p>
10.00 – 10.10	Virtual coffee break
10.10 – 11.50	<p>Parallel thematic exchanges: learning from practice and exploring solutions</p> <p>Parallel break-out sessions to explore inspirational examples supporting generational renewal in rural businesses, experts' presentations and facilitated discussions among participants.</p> <p>Tentative break-out sessions:</p> <ul style="list-style-type: none"> > 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
11.50 – 12.00	Virtual coffee break



12.00 – 12.10 Key insights and emerging recommendations from break-out sessions

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

12.10 – 12.50 Stakeholder panel discussion: what is needed to support generational renewal in rural businesses beyond agriculture?

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.

12.50 – 13.00 Closing remarks

- > Rural Pact Support Office
- > European Commission

