



Generational renewal in rural businesses: empowering youth, supporting elders

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Deputy Team Leader

Good Practice Webinar on generational renewal

10 June 2026



Housekeeping rules



**video ON,
microphone OFF**



Raise your hand: Be active!



Rename: Name-Surname-Org-MS



Meeting is recorded



Presentations from speakers and a highlights report will be available on the event webpage and sent by email

Agenda

9.00 – 09.15

Welcome and introduction to the day: Generational renewal and business continuity in rural economies beyond agriculture: trends and opportunities

9.15 – 10.00

Setting the scene: EU initiatives supporting generational renewal in rural economies



Virtual coffee break (10 minutes)

10.10 – 11.50

Parallel thematic exchanges: learning from practice and exploring solutions

1. **Generational renewal and business transfer in rural economies**
2. **Building attractive rural ecosystems for young talent and entrepreneurship**
3. **Women's entrepreneurship and inclusive rural business ecosystems**



Virtual coffee break (10 minutes)

12.00 – 12.50

Reporting back from break-out sessions and stakeholder panel discussion: what is needed to support generational renewal in rural business beyond agriculture?

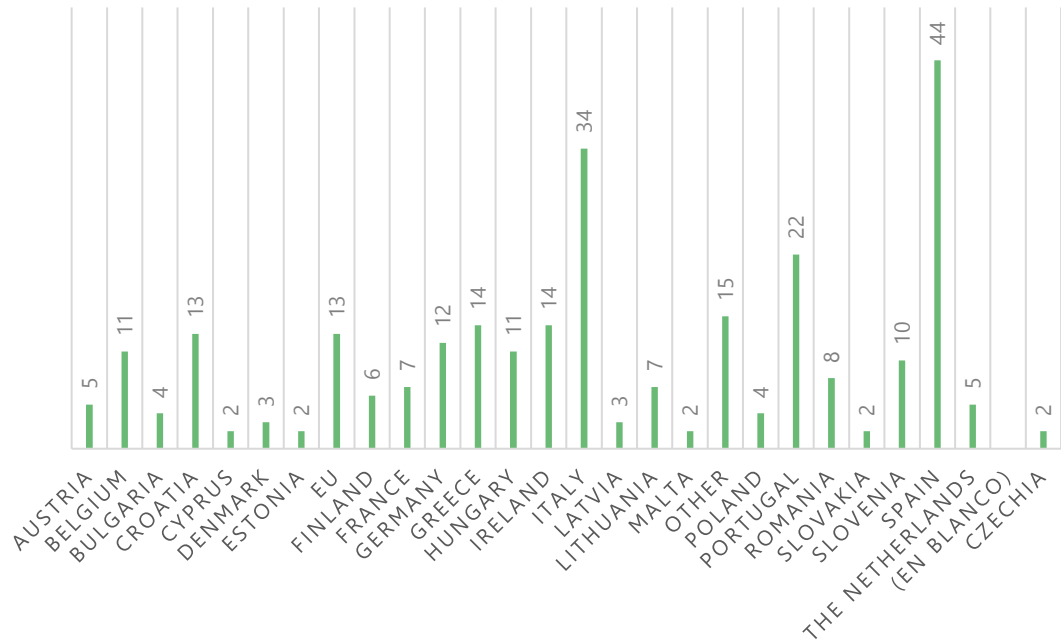
12.50 – 13.00

Next steps & closing remarks

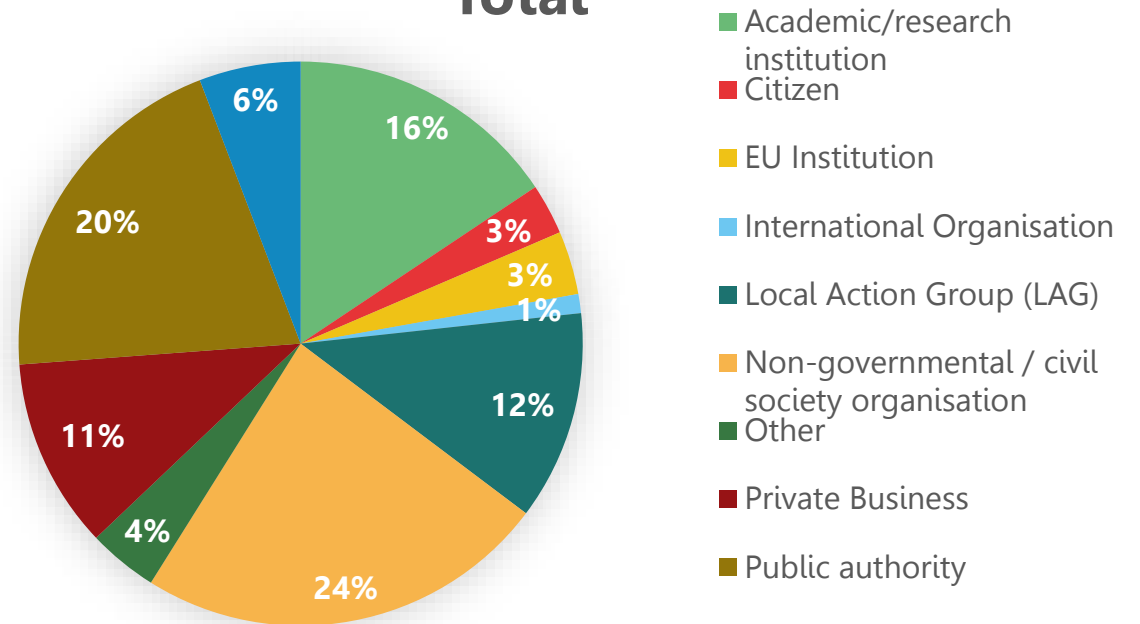
Who is here today?

- ▶ **20 speakers**
- ▶ Significant interest: over 270 applications from 25 EU countries and 8 non-EU countries

PARTICIPANTS BY COUNTRY



Total



Who is here today?

IMPORTANT

- **47% of participants** do not get information from the Rural Pact
- **47% of participants** are not YET in the Rural Pact Community Platform



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➔ Join the Rural Pact Community Platform - https://ruralpact.rural-vision.europa.eu/become-member_en



Thank you!

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