



Generational renewal in rural businesses: empowering youth, supporting elders

10 June 2026

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 Martínez, Rural Pact Support Office > Generational renewal and business continuity in rural economies: trends and opportunities Alen Mujčinović and Tatiana Ferreira, 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, DG EAC 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> <ul style="list-style-type: none"> • Generational renewal and business transfer in rural economies <ul style="list-style-type: none"> > Supporting business succession in rural tourism through CAP-funded advisory schemes (Austria) Renate Penitz, Federal Ministry of Economy, Energy and Tourism (BMWET) > Facilitating the transfer of rural businesses through territorial matching: the 'Reconnecting generations' initiative (Spain) Elena Plaza Díaz, Asturian Rural Development Network (Reader)



- > **Intergenerational mentoring and skills transfer through senior expert networks: the VerAplus initiative (Germany)**
Bernd Tuchen, Senior Expert Service (SES)
- **Building attractive rural ecosystems for young talent and entrepreneurship**
 - > **Supporting youth entrepreneurship and rural business creation through incubation and tailored mentoring: the PONI programme (Slovenia)**
Maruša Bonča, Kovačnica Business Incubator, Melita Meglič, rural young entrepreneur
 - > **Attracting digital talent and remote workers to rural areas through digital nomad initiatives: the Nomadland project (EU)**
Matevž Straus, ID20 Institute
 - > **Supporting generational renewal in rural healthcare: attracting young medical professionals to underserved rural areas (Czech Republic)**
David Halata and Kateřina Javorská, rural general practitioners
- **Women's entrepreneurship and inclusive rural business ecosystems**
 - > **Supporting international students revitalising businesses in depopulating rural areas in Central Finland**
Taneli Minkkinen, Economic Development Centre of Central Finland, Anna Tenhunen, JAMK University of Applied Sciences
 - > **Community-based support for rural entrepreneurship, employment and inclusion: the CAPES initiative (Spain)**
Ana Isabel Alarcón López, Action Against Hunger
 - > **Women-led rural diversification and sustainable micro-entrepreneurship in remote rural areas**
Aoife Gould, entrepreneur and member of the GRASS CEILING project Living Lab Scotland

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?

- > Tatiana Ferreira and Alen Mujčinović, European Rural Youth Observatory
- > Ismael Páez Cívico, Confederation of European Senior Expert Services
- > Blanca Casares, Community Group on Rural Women Coordinator, AEIDL
- > Adriana Borsellino, Rural Youth Europe

12.50 – 13.00

Closing remarks

- > Patricia Martínez, Rural Pact Support Office
- > Marie Lambert, European Commission

