



Next steps and activities of the Rural Pact

Patricia Martínez

Deputy Team Leader

Good Practice Webinar on generational renewal

10 June 2026



Next steps

EVENT | WEBINAR

Generational renewal in rural businesses: empowering youth, supporting elders

Rural Pact > Rural Revitalisation Platform > Stronger Rural Areas > Youth > ...

This Good Practice Webinar will explore successful initiatives that support the transfer, creation and development of rural businesses beyond agriculture, and examine how older generations can contribute through mentorship, knowledge transfer, and business succession. It will showcase policy measures and practical examples that enhance the attractiveness of rural areas, support intergenerational collaboration and strengthen local economies.

Objectives

- ▶ Showcase effective models and policy interventions that attract and support young people in establishing or taking over rural businesses beyond agriculture, with a particular focus on entrepreneurial opportunities and diversification of rural economies and services;
- ▶ Explore how intergenerational collaboration can facilitate generational renewal in rural economies, particularly through mentoring, knowledge transfer and succession planning that enable young people to establish or take over local businesses;
- ▶ Foster peer learning for participants to share experiences, insights, and best practices, with the aim of developing concrete, actionable strategies for generational renewal across European rural areas.

The webinar is targeted at rural business owners, public authorities at national, regional and local levels, civil society organisations, networks and project implementers working on youth empowerment, intergenerational cooperation and rural development.

Agenda

English language

Agenda (PDF - 245.61 KB) Download

Organised by Rural Pact

10 Jun 2026

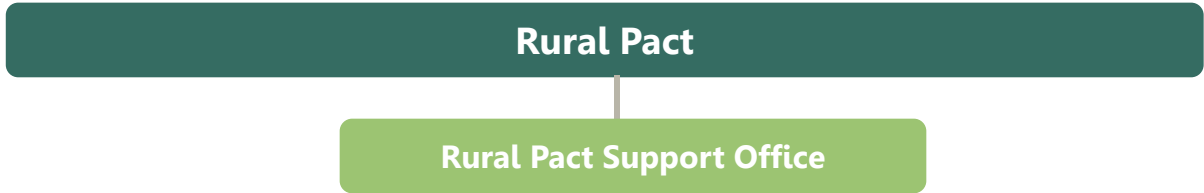
English

Online

- ▶ **Presentations** available on the [website](#)
- ▶ **Participants lists** to encourage networking
- ▶ **Video recordings** of presentations
- ▶ **Highlights Report**

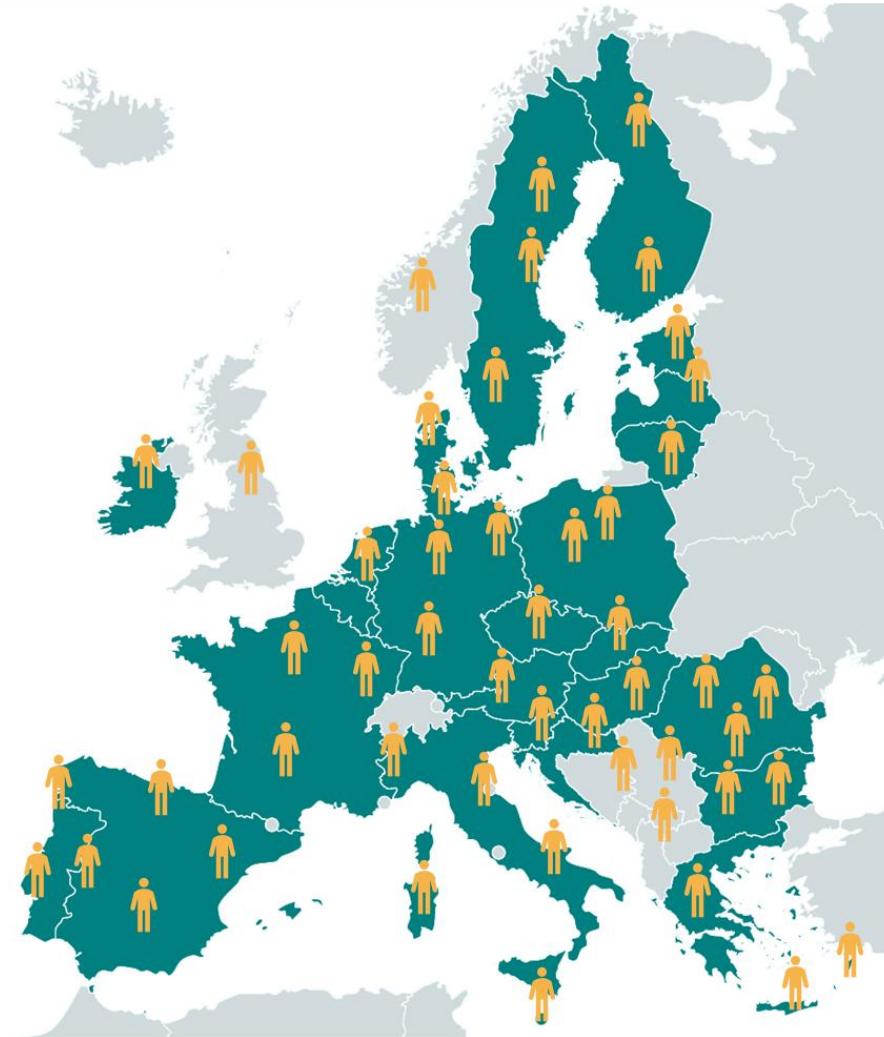
The Rural Pact – a space to work together

Nearly **4 200** members
27 EU Member States & other
8 Governments committed
13 Community Groups



Community Groups

- Youth
- Energy
- Tourism
- Culture & creativity
- Depopulation
- Innovating rural policy
- Mobility
- Social Economy
- Migrants
- Mountains
- Women
- Smart Villages
- RPCG



Rural Pact events

Good Practice Webinars (online) | Upcoming events

22

APR

Territorial instruments (LEADER/CLLD, Integrated Territorial Investments, and Smart Villages): lessons for the future

▶ [More information](#)

Highlights report & recordings available

10

JUN

Generational renewal in rural businesses: empowering youth, supporting elders

▶ [More information](#)

17

SEP

Unlocking rural competitiveness

Expression of interest will be launched soon

EoI will open soon

26

NOV

Rural resilience in a changing world

Date to be confirmed.

TBC



Rural Pact events

High-level Rural Policy Forum – in person, 200 participants

3 & 4

NOV 2026

Integrated national and regional rural strategies and LEADER

Organised by IE presidency of the Council of the EU



Naas, Ireland



Policy Labs – in person, 100 participants

03

JUN 2026

Anchoring rural areas in National & Regional Partnership Plans



Brussels, Belgium

▶ [More information](#)

Recording and presentations available

29

SEP-01 OCT

Boosting the rural economy with the NRPPs



Finland

Tentative dates



Rural Pact events

National Rural Pact Events

End 2026

TBC

France

TBC

Focus of the event under discussion with national stakeholders



In person, 100 participants



Rural Pact in my country — webinars

09

JUN 2026

Latvia

Integrated national rural strategies in Latvia



Hybrid

19

JUN 2026

Poland

Engaging stakeholders in the NRPP process



Online

H2

2026

Flanders (BE)

TBC

Under discussion with national stakeholders



Online (tbc)

H2

2026

Hungary

TBC

Under discussion with national stakeholders



Online (tbc)

TBC

TBC



Rural Pact publications



Newsletter

MONTHLY

11 editions per year

News

Events

Pulse

Policy

Funding



BECOME A MEMBER TO RECEIVE THE NEWSLETTERS

ruralpact.rural-vision.europa.eu/become-member_en



Rural Vision Magazine

ANNUAL

Edition #4 in 2026 ·

Available in all official EU languages

Expected publication (End December)



VISIT

https://ruralpact.rural-vision.europa.eu/publications/search_en



Policy Briefing

ANNUAL

Focus in 2026:

“How to foster integrated approaches for rural areas in NRPPs”

Available in all EU languages

Expected publication (End December)



VISIT

https://ruralpact.rural-vision.europa.eu/publications/search_en



Good Practices Brochure

QUARTERLY

NEW product in 2026

ISSUES IN 2026

- | | |
|---|---|
| 1 Place-based innovation
Mar 2026 | 2 Housing
Jun 2026 |
| 3 Integrated rural dev.
Sep 2026 | 4 Generational renewal
Dec 2026 |



VISIT

https://ruralpact.rural-vision.europa.eu/publications/search_en



Scan me



Thank you!

Join the Rural Pact Community and online platform

www.ruralpact.rural-vision.europa.eu/become-member_en



www.ruralpact.rural-vision.europa.eu

