Rural well-being: geography of opportunities

This publication presents OECD’s updated policy framework on rural development, which reflects several important changes in rural development in recent years.

The analysis finds that rural places are facing stronger demographic pressures, with many countries experiencing population decline in rural regions. The analysis also finds that the “penalty of distance” in rural economies can be quite substantial, despite the fact that most of the OECD’s rural population lives within reach of cities.

'Rural well-being' offers governments timely policy advice to mitigate the challenges presented by these trends. Yet, as the subtitle ‘Geography of opportunities' suggests, the framework is predominantly focused on the untapped potential of rural places and how to capitalise on the opportunities that change will bring, while remaining centred on the well-being of citizens.

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