



**Vision
for rural
areas**

Engaging rural Stakeholders: Stakeholder Workshop Toolkit

**NRN meeting
22nd October 2020**

#RuralVisionEU



A portrait of Ursula von der Leyen, President of the European Commission, looking upwards and to the right with a slight smile. She is wearing a white textured jacket over a white top. The background is blurred, showing other people in a formal setting.

A political priority



Rural areas are the fabric of our society and the heartbeat of our economy. The diversity of landscape, culture and heritage is one of Europe's most defining and remarkable features.

They are a core part of our identity and our economic potential.

We will cherish and preserve our rural areas and invest in their future.

President Von der Leyen - EC Political Guidelines



European
Commission

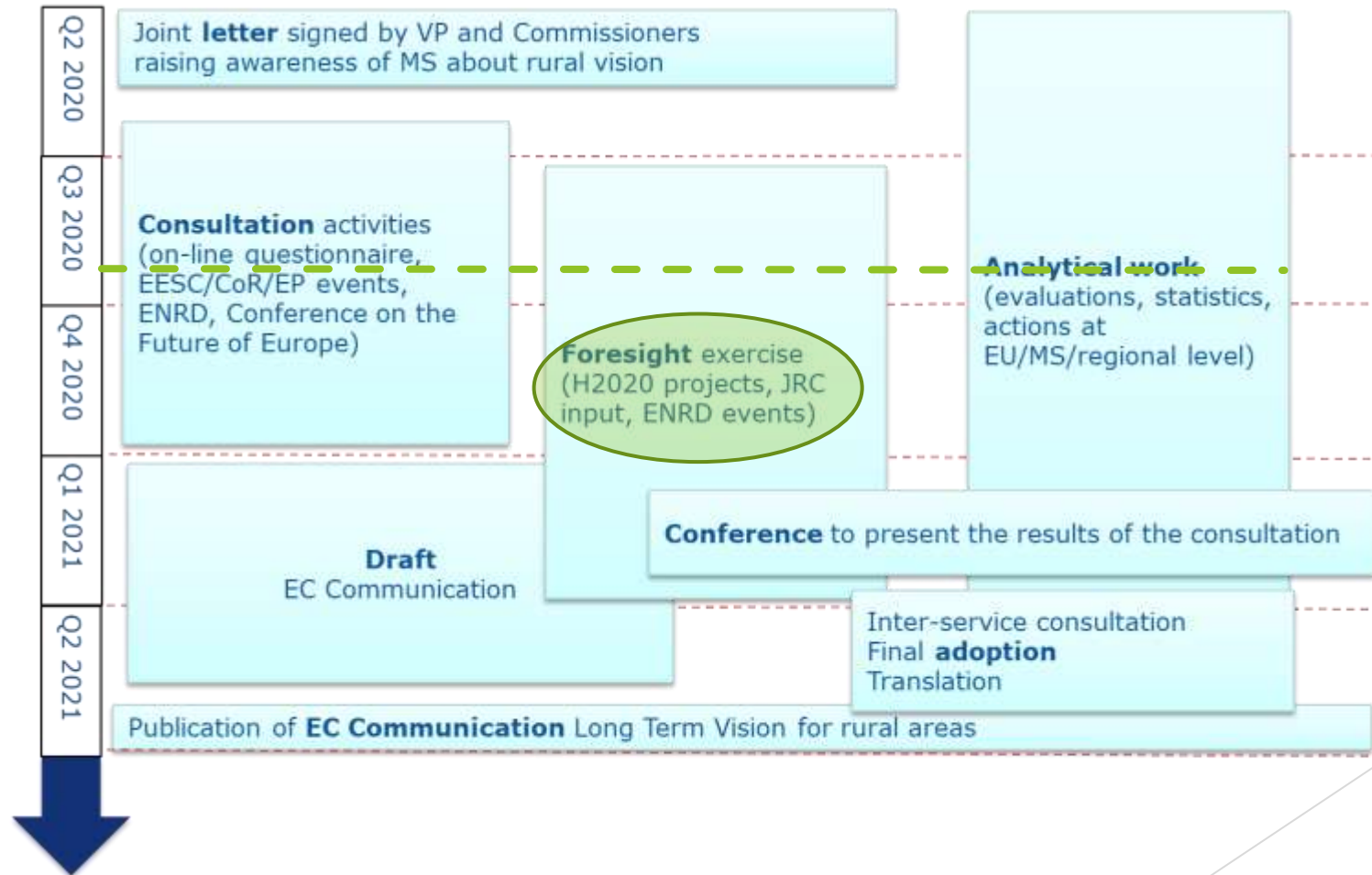


Vision for rural areas

The Long Term Vision

- ▶ With and for rural communities
- ▶ Wide ranging scope
- ▶ Highlighting new challenges and opportunities
- ▶ Many Commission services involved
- ▶ Coordinated by VP Suica
- ▶ Communication 2nd Q 2021

Overview of the whole LTVRA process





Vision for rural areas

A Toolkit: What and Why?

- ▶ Package to download
- ▶ Enables any rural group to:
 - ▶ Assess their area
 - ▶ Contribute to RV
- ▶ Complements on-line questionnaire and foresight
- ▶ Highlights local examples/stories



Key criteria

- ▶ Clear and simple
 - ▶ Accessible/non-specialist
 - ▶ Sufficient guidance
 - ▶ Short!
 - ▶ Flexible
- ▶ Appealing and attractive
 - ▶ Interesting process
 - ▶ Added-value for group
- ▶ Input in standard format

Vision for rural areas



Workshop outline

- ▶ Intro/Ice-breaker
- ▶ Where are we heading? How is our area likely to change.....
- ▶ Where would we like to be ?
- ▶ Identifying enabling conditions/stories
- ▶ Next steps/Check-out

Supporting materials

- ▶ Design and script
- ▶ Downloadable visuals
 - ▶ Visual canvas
 - ▶ Driver cards
 - ▶ Harvest sheet
- ▶ Support for host
 - ▶ Organisation/hosting
 - ▶ Practical info
 - ▶ Content related background

Driver Cards



1. CLIMATE CHANGE AND ENVIRONMENTAL DEGRADATION

Human induced greenhouse gas emissions, pollution, overexploitation of natural resources and environmental degradation are increasing global warming, desertification, biodiversity loss and the actions

2. DIGITAL AND TECHNOLOGICAL CHANGE

DIGITAL AND TECHNOLOGICAL CHANGE

Ongoing technological change has potential for both positive and negative impacts. It may reduce demand for labour in some sectors, whilst create jobs in others. Broadband connectivity, mobile phones enable digital commerce, services and social contact, provided people have both the skills and access. There are issues of data privacy and security. How will our area be affected?

3. DEMOGRAPHIC CHANGE (including urbanisation)

Some rural areas are losing population, whilst others are growing. People may move in or move away for a variety of reasons. How will our area be affected? a higher proportion of the population are over 65 years of age, or in size, or gender?

4. GLOBALISATION / LOCALISATION

GLOBALISATION/LOCALISATION

Global supply chains may reduce costs and produce goods and services far from where they are consumed, with large corporations dominating certain sectors, whilst smaller firms struggle. Local shorter supply chains may offer increased resilience, assurance of labour and environmental standards, and keep profits closer to production. How will our area be affected?

4. GLOBALISATION / LOCALISATION

Rural Vision - Harvest Sheet

Host		email	
Group		No. participants	
Location		Date	
Territory			

Biggest gaps/greatest potential between likely and desired future

<i>Characteristic</i>	<i>Gaps/Opportunities</i>

How to fill gaps/achieve potential....

<i>Enabling conditions</i>

Inspiring story

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We hope it will encourage rural communities to contribute to the long term vision!

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