



Vision for rural areas

Rural trends Webinar – 27 November 2020
Alexandre MARTIN – DG AGRI F.5




Why?

#RuralVisionEU



European
Commission

A blue-tinted portrait of Ursula von der Leyen, President of the European Commission, is positioned on the left side of the image. She is looking slightly upwards and to the right with a gentle smile.

“Our 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 – July 2019

Policy guidelines for 2019-2024

Vision for rural areas

Challenges in rural areas

- Demographic change
- Low income levels
- Limited access to services
- Low connectivity
- Feeling of being overlooked
- Limited resilience

#RuralVisionEU



European
Commission

Vision for rural areas

Opportunities in rural areas

- Key for ecosystem services
- Bio- and circular economy
- Ecological and digital transitions
- Increasing demands from society

#RuralVisionEU



European
Commission

What?

#RuralVisionEU



European
Commission

Vision for rural areas

Communication from the Commission

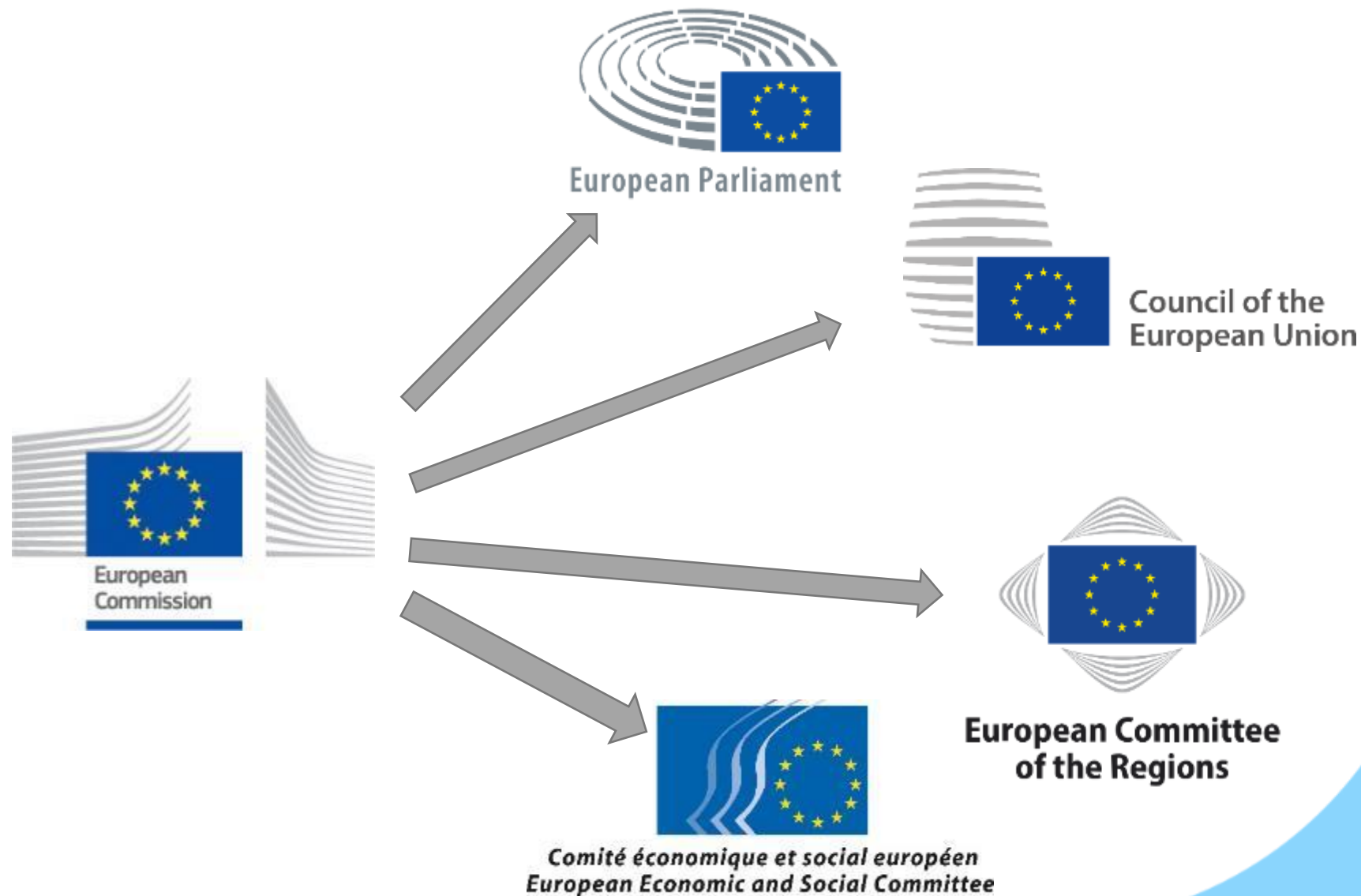
- Set out a vision and steps for the future of rural areas by 2040
- Create a debate on the role of rural areas in society
- Delivery: Q2 2021

#RuralVisionEU



European
Commission

What?



How?

#RuralVisionEU



European
Commission

How?



**Public
consultation
& engagement**



Analysis



Foresight

**Our vision for rural
areas in 2040**



European
Commission

#RuralVisionEU



Public consultation & engagement

- [Online](#) until 30/11
- Over 1600 answers
- 70% EU citizens
- 23% Stakeholders
- 7% public authorities

**Vision for
rural areas**



European
Commission



Public consultation & engagement

- Eurobarometer results
- Stakeholders engagement workshop toolkit available for download EN, FR, DE, NL, PL, SE
- Final conference: March 2021



European
Commission

Vision for rural areas



Analysis

- Facts & figures (statistics)
- Reports
- Various policies and targets
- **Horizon 2020 projects**
- Literature review

Vision for rural areas



Foresight

- Provide elements for a vision
- Close cooperation with JRC
- ENRD Thematic Group
#Rural2040
- Horizon 2020 projects

#RuralVisionEU



European
Commission