

## Schleswig-Holstein

### Overview

- About the MAP:
  - Governance of environmental issues with particular importance of coastal areas
  - Trust, cooperation and values based networks in socially and culturally viable rural communities
- Current composition of the MAP: Society: 9; Science: 3; Policy: 3

**Gerald Schwarz, Thünen Institute of Farm Economics**

01 December 2020

SHERPA Annual Conference



SHERPA receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862448.



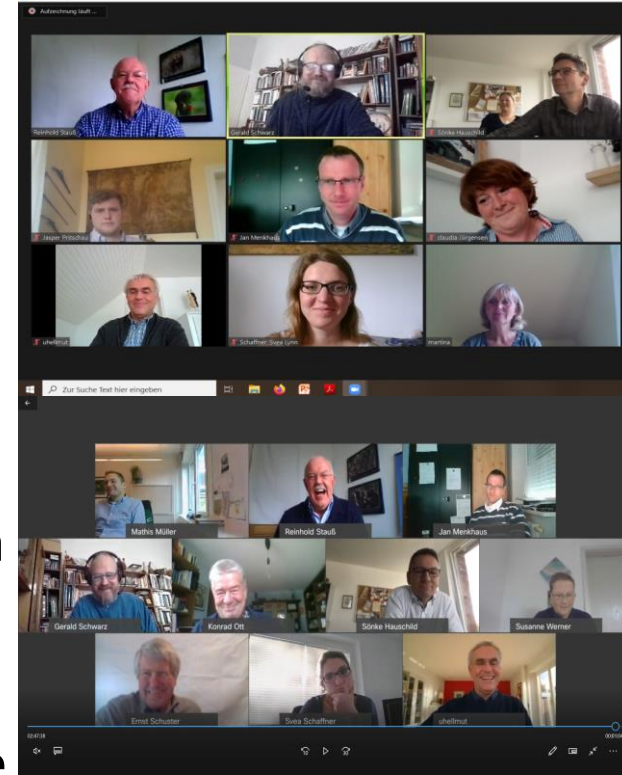
**@ruralinterfaces**



# Overview of the MAP

## *Steps of engagement*

- **Introductory bilateral meetings with** MAP members to establish relationship, to reflect on socio-economic and environmental challenges and to identify and frame the themes of the MAP
- **Interviews and first workshop** with MAP members to discuss the main strengths, weaknesses, opportunities and challenges for rural areas in Schleswig-Holstein in the next 20 years
- **Synthesis of results** from the contextual analysis, interviews and workshop informing the themes and questions of the survey of rural actors in Schleswig-Holstein
- **Survey** of rural actors
- **Second workshop** with MAP members to discuss preliminary survey results on future rural visions and policy implications and key issues for the draft position paper





# What we did?

## *Trying to engage a diverse set of actors*

- Topic(s) of the MAP are future-oriented – aim to specifically target actors who represent the young generation
  - E.g. through recruitment of MAP members at universities, vocational schools representing rural youth organisations
- Society: Tried to include a wider range of views in addition to actors from the agricultural and environmental sectors
  - E.g. Through involvement of the rural women's organisation and the Service for work and economics of the Evangelical Lutheran Church in Northern Germany
- Setting up a new MAP
  - Time-intensive to establish a MAP with previously unknown actors – establishment of trust takes time and requires multiple engagements (in particular if only virtual engagements are possible) – but time well spent.
  - Involvement of a well trusted local actor very helpful for establishing the MAP



# Challenges and further steps

*Some avenues not yet explored:*

- Other economic sectors including rural infrastructure and finance
- More rural community representatives through engaging with social community groups including sport clubs
- Urban actors to cover both sides of rural-urban linkages, e.g. through engagement with food policy councils



**THANK YOU**

**Rural Science-Society-Policy  
Interfaces**



**Get informed through the SHERPA Newsletter**

**Subscribe**

**Follow us:**



[www.rural-interfaces.eu](http://www.rural-interfaces.eu)



[@ruralinterfaces](https://www.facebook.com/ruralinterfaces)



[@ruralinterfaces](https://www.twitter.com/ruralinterfaces)

