



Multi-Actor Platform Innovation in rural development in Aragón (IDRA)

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MAP IDRA (Aragón, Spain)

The context:

- The share of rural population is 15.9%, after a decrease by 8.9% between 2008 and 2018. About 50% of the Aragonese population is concentrated in the capital.
- Rural areas are characterised by an ageing population explained by an outflow of the young population and women.

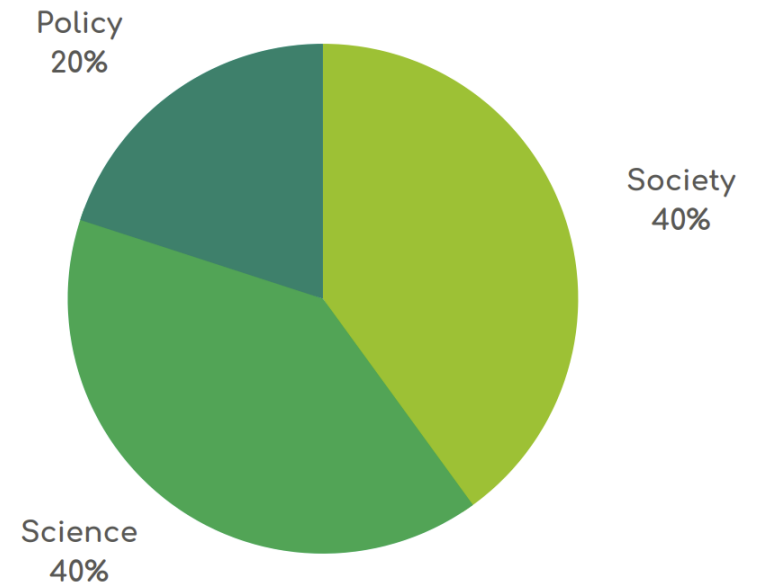
Focus of the MAP (2nd cycle)

- Diversification of the rural economy

The MAP and activities

- MAP's members: Universities, NGOs and private rural entrepreneurs, Rural Development responsible/staff.
- Meetings: 2 online meetings (18-21.06.2021) and 1 face-to-face meeting (4.10.2021).

MAP membership:





MAP experiences and insights

Agreed **main actions** that contribute to the diversification of rural economy:

- **Coordination** (integrated approach that goes beyond the sectoral interventions) and **administrative simplification**.
- Support for **entrepreneurship and business creation** (mentoring, training, services, business ecosystems...).
- **Diversification and modernization of family farm activities** (organic production, distribution, cooperatives, traditional varieties, bioeconomy).
- Implementation of **market actions**: distribution platforms, online commerce, short channels...)



What can be done better?

Coordination & bureaucracy

1) Clear **objective and prioritisation** among the policy actions and 2) emphasis on **“rural proofing”** to ensure not disfavoring rural areas.

1) Develop **online administrative procedures** and **One-step solutions**; 2) **Strengthen the relationships** between regional administrations and rural citizens/entrepreneurs; and 3) Prioritisation of family business.

Restructuring LEADER groups functioning: **Centralisation of the administrative burden** of the 20 LEADER groups. It will lead to free-up resources and **reinforce the dynamisation and innovation actions** in the LEADER programs.

Favour housing: Define mechanism to make housing market more flexible by defining clear incentives for owners to sell their properties safely. Create “building management boards” to manage abandoned buildings at local level.

Support of cultural activities, increasing the chances of the young population staying (not just to attract tourism).

THANK YOU

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