

SHERPA

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SESSION 1:

Contribution to the EU Long-Term Vision for
Rural Areas



#SHERPAConference



Welcome to our panel



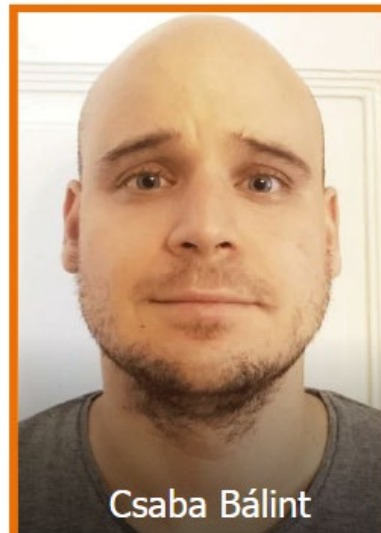
Gerald Schwarz

Thünen-Institute



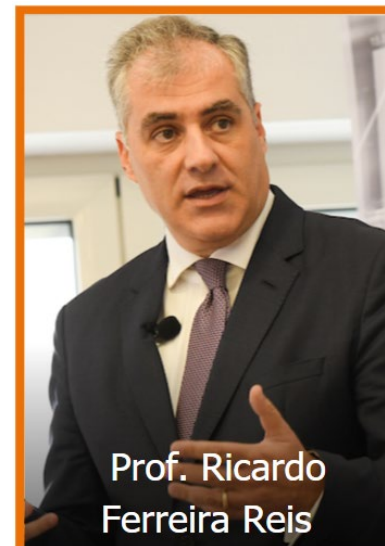
Katerine Irvine

EU MAP



Csaba Bálint

MAP AKIS



Prof. Ricardo
Ferreira Reis

MAP Southwest
Alentejo



Alexia Rouby

EU MAP - DG AGRI



Contribution to the LTVRA Rural Action Plan

**Prosperous and Connected Rural
Areas**



Gerald Schwarz

Thünen-Institute



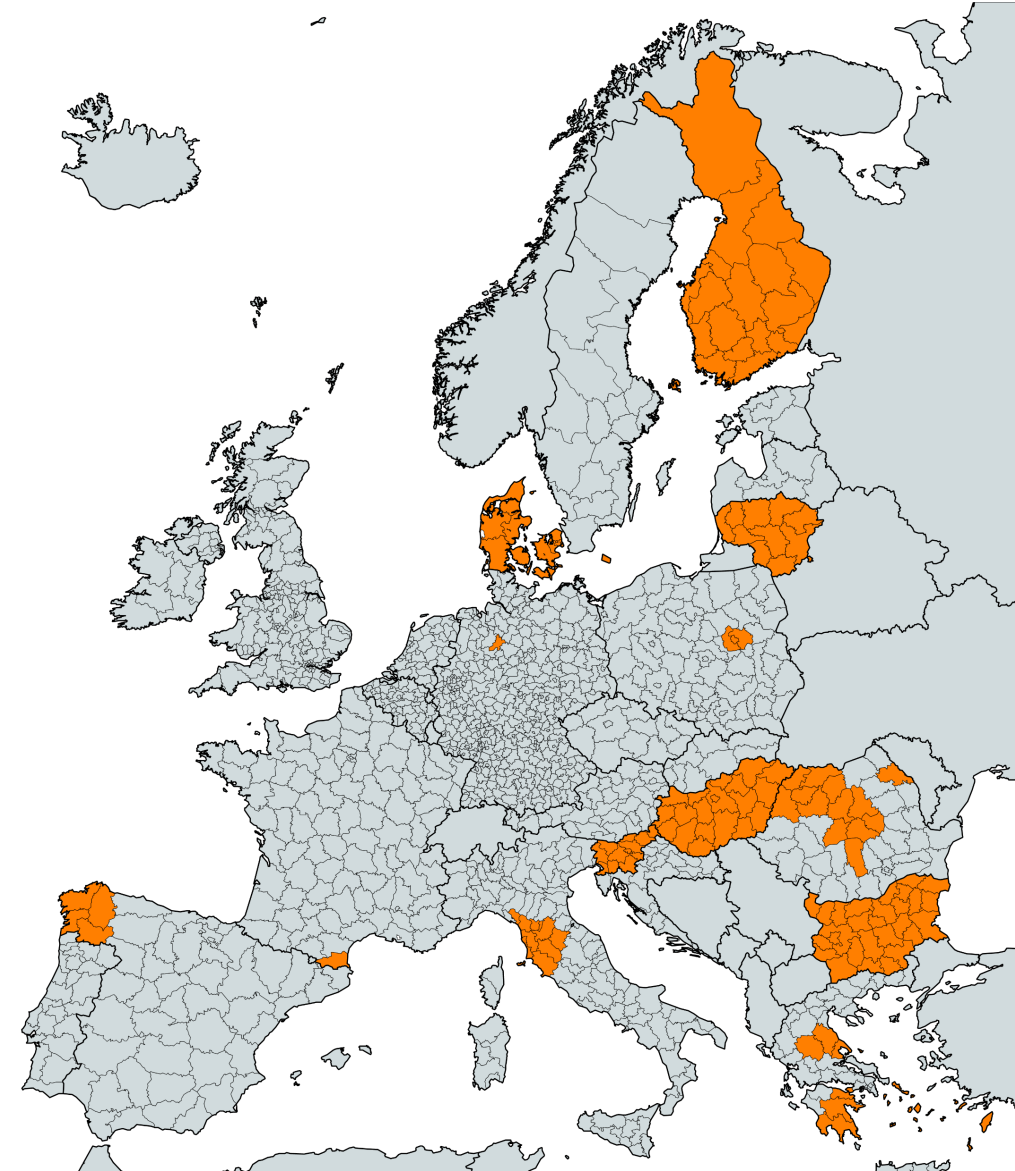
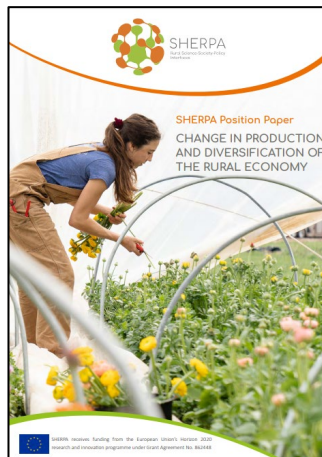
Prosperous Rural Areas





Prosperous Rural Areas

- Supporting social economy, address needs of young people, promote bioeconomy and support producer organisations and producer groups
- Related SHERPA Position Papers:
 - Sustainable and resilient value chains
 - Change in production and diversification of the rural economy





Four LTVRA Actions for Prosperous Rural Areas

1. Flagship: Entrepreneurship and the social economy in rural areas
2. Promote the development of a sustainable bioeconomy, including in the framework of the EU Forest Strategy and in the carbon-farming initiative
3. Promote the role of Producer Organisations (POs) in rural development and strengthen producer groups
4. Continue encouraging Member States to increase education, training and employment opportunities for young people in rural and remote areas under the reinforced Youth Guarantee and the European Education Area





SHERPA views on Action 1

Action 1. Flagship: Entrepreneurship and the social economy in rural areas

- Funding mechanisms to upskill all workforce sectors in line with commitments to training and lifelong learning in the European Pillar of Human Rights
- Mentoring and advice for micro- and small and medium sized enterprises through early and subsequent stages of innovation
- Investment of public funds in human and social infrastructure to ...
 - reduce and simplify administrative burden on business and civil society bodies
 - stimulate product, service and social innovation (e.g. public/private procurement)
 - enable access to accredited, networks for advice, training and facilities
- Tax-relief for incentivising entrepreneurial initiatives within local value chains





SHERPA views on Action 2

Action 2. Development of a sustainable bioeconomy

- Develop common, integrated and long-term strategies and policies to support transitions to a bio-based economy and green innovation
- Share knowledge and develop business activities around the sustainable use of natural resources
- Test new business models (e.g. sharing economy, platform economy)
- Develop sustainable tourism as part of rural entrepreneurship





SHERPA views on Action 3

Action 3. Support roles of producer organisations and groups in rural development

- Invest in local infrastructure for collaborative value chain initiatives
- Fund measures to create and maintain networks that facilitate cooperation, particularly building short supply chains and local markets (e.g. cooperatives)
- Design labelling and marketing schemes that increase consumer recognition and confidence in locally-produced foods
- Create conditions conducive for strengthening sustainable supply (e.g. mandatory requirements of green public procurement at national and local levels)
- Provide technical assistance to de-risk implementation of quality schemes

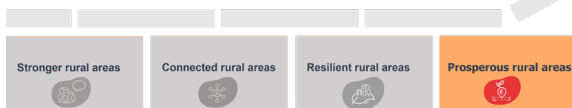




SHERPA views on Action 4

Action 4. Education, Training and Employment for Young People

- Develop a strategy for life-long and life-wide education and training for gaining knowledge and skills, and increase capabilities of all people involved in transitions, particularly younger generations (e.g. SMEs, micro-businesses, communities, citizens, public agencies)
- Broaden roles of agricultural advisory services in which advisors work with young people to act as initiators of entrepreneurship and land use change
- Create voluntary mentoring systems for young people from across actor types; one-to-one access for sharing experiences; coordinated by recognised bodies (e.g. farmers unions; NGOs)





Proposed SHERPA actions for the Rural Action Plan for Prosperous rural areas

1. Local food

Action to stimulate entrepreneurial initiatives within local and sustainable value chains (e.g. mandatory requirements of green public procurement, invest in local infrastructure, support marketing schemes that increase confidence in locally-produced foods)

2. Strengthening social economy

Action to incentivise community empowerment as well as collaboration between municipalities to achieve an equitable green transition

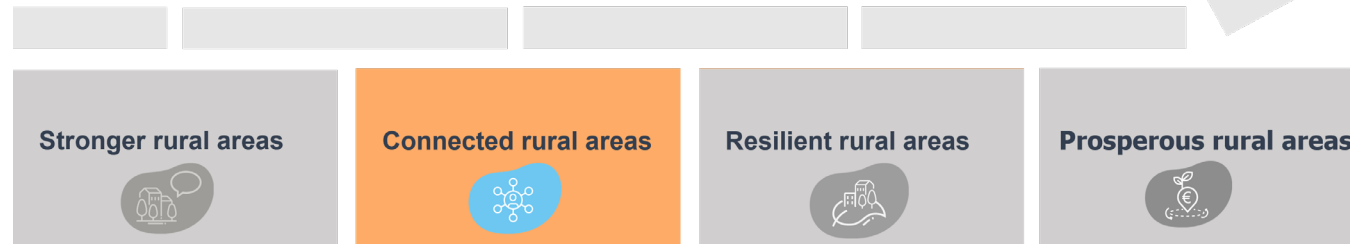
3. Supporting youth in entrepreneurship

Action to promote development of, and access to, education, training and networks of advice, and mentoring systems for young people from across rural actor types tailored to local contexts of rural economy, needs, and responsibilities





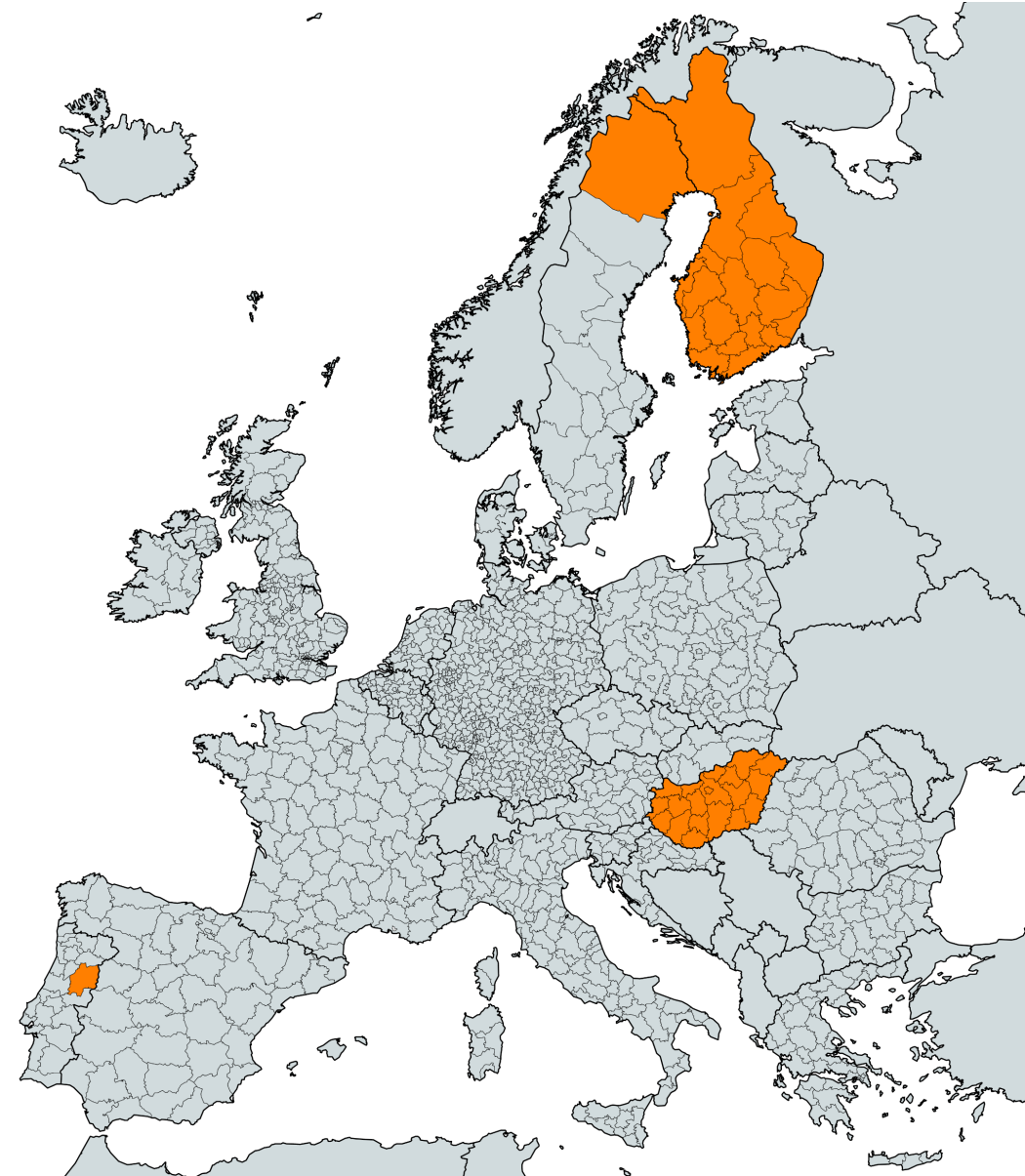
Connected Rural Areas





Connected Rural Areas

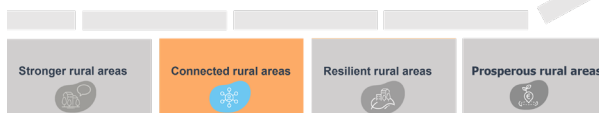
- Boost sustainable transport links and digitalisation through investments in infrastructure, technology development and skills enhancement activities
- Related SHERPA Position Papers:
 - Digitalisation in rural areas





Six LTVRA Actions for Connected Rural Areas

1. Flagship: Develop rural mobility through:
 - i) support to rural municipalities in identifying best practices
 - ii) multimodal digital mobility services
2. Flagship: Rural Digital Futures
3. Support social and technical roll-out and uptake of broadband in rural areas
4. Continue promoting digitalisation of the agricultural sector through capacity building (e.g. digital skills), research and innovation, and demonstration including Internet of Things, robotics and automation, big data management and use
5. *Highlight urban-rural linkages in the new EU Urban Mobility Framework*
6. *Improve accessibility of rural areas through the Drone Strategy 2.0*

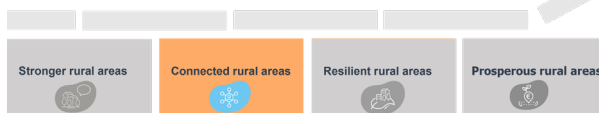




SHERPA views on Action 1

Action 1. Flagship action: Develop rural mobility through

- i) Support to rural municipalities in identifying best practices
 - ii) Multimodal digital mobility services
- Design national strategies to support remote working and develop multi-service centres to bring together public, private and third sector services
 - Launch trials of operational and funding models of multi-service centres to promote location-independent, community-based remote working
 - Set up “mobile offices” to enable residents in rural areas for undertaking administrative tasks and deliver official advice directly to people's homes





SHERPA views on Action 2

Action 2. Flagship: Rural Digital Futures

- Facilitate public and private investment in digital infrastructure in rural areas
- Facilitate digital access to public services and systems (e.g. e-government, e-banking), and centralise online provision of basic services
- Invest adequate resources in ensuring basic digital competences in rural areas, with particular attention to low-skilled and vulnerable groups (e.g. migrants and refugees, elderly, hard-to-reach)
- Enable digitalisation of public procurement by connecting supply platforms, aiming to improve negotiating positions of supply groups in value chains





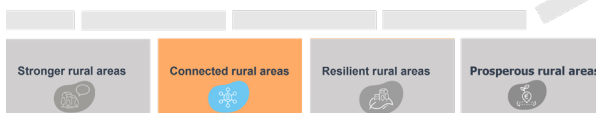
SHERPA views on Actions 3 and 4

Action 3. Support roll-out of broadband in rural areas

- Strategic coordination of infrastructure and regionally-tailored public funding to extend geographical coverage and uptake of broadband

Action 4. Continue promoting digitalisation of the agricultural sector

- Encourage technology transfer in agriculture (e.g. peer-to-peer learning)
- Support digital solutions and technologies across agricultural activities
- Broaden roles of agricultural advisory services in which advisors can act as initiators of land use change and climate change adaptation
- Promote cooperation between farms and along value chains, with solutions inclusive for all sizes of farms and businesses





Proposed SHERPA actions for the Rural Action Plan for Connected rural areas

1. Rural e-services

Action to facilitate digital access to public services and systems (e.g. e-government and e-banking, centralise online provision of basic services, use of “mobile offices” to enable residents to do administrative tasks directly at home

2. Cooperative approach for digitalisation

Action to encourage cooperation among societal groups (including policy-makers, businesses, civil society, and research) to design strategies and exchange best practices (e.g. creation of spaces for the co-design of locally adapted strategies)

3. Enhanced skills and digital competences

Action to enhance and update digital competences and access to technical assistance and need-based services in key sectors at local level and targeted at particularly vulnerable groups