

# La visión a largo plazo del desarrollo rural

## El posible papel de LEADER

**Paul Soto**

ENRD Contact Point

8 Junio 2021



European Network for  
Rural Development



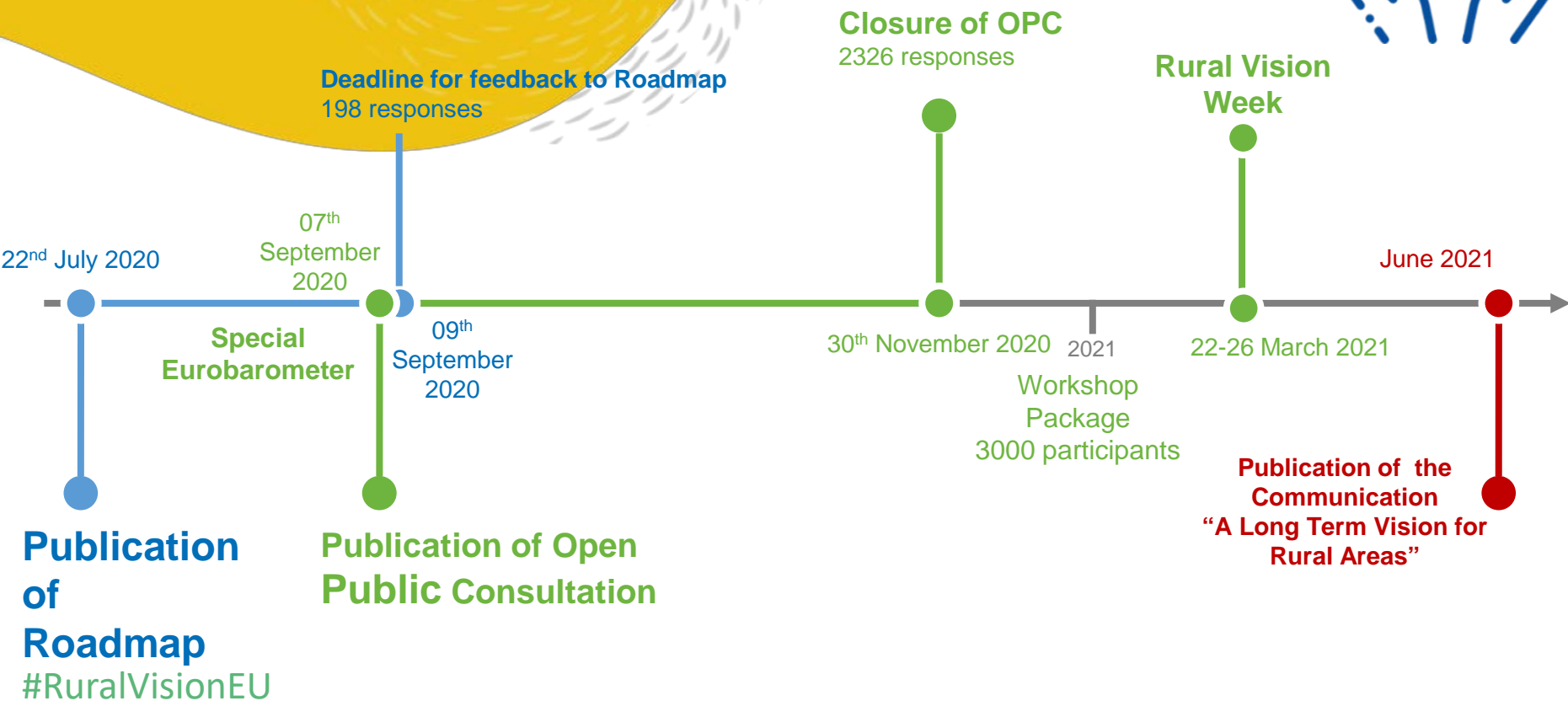
***Rural areas are the fabric of our society and the heartbeat of our economy. The diversity of landscape, culture and heritage is one of Europe's most defining and remarkable features.***

***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 2019

# PUBLIC CONSULTATION - Timeline



# “Rural Voices” – desde el nivel local

170 contribuciones – 19 EM – mas de 3 000 participantes

## Acción a corto plazo – que refleja la diversidad

1. Transición digital – conectividad, formación, aplicaciones.
2. Infraestructura y servicios – Estado de Bienestar Rural
3. Animación, creación de capacidades
4. Ecosistemas de innovación tecnológica y social
5. Cambio climático y transición verde. Reconocer y retener valor de servicios ecosistémicos, cambio de actitudes
6. Nuevos modelos territoriales (alimentación, energía, e. circular, bioeconomía trabajo a distancia ).
7. Nuevos modelos de gobernanza y partenariado. Planificación territorial integrada.





## Objetivos y ambiciones globales

*Inspiradores; Cambiar la narrativa; Transición verde y digital; Contribución de lo rural a bienestar de la sociedad.*



## Estrategias, programas y planes a distintos niveles

*Agendas Rurales aplicadas a la arquitectura actual, potenciar la acción local.*



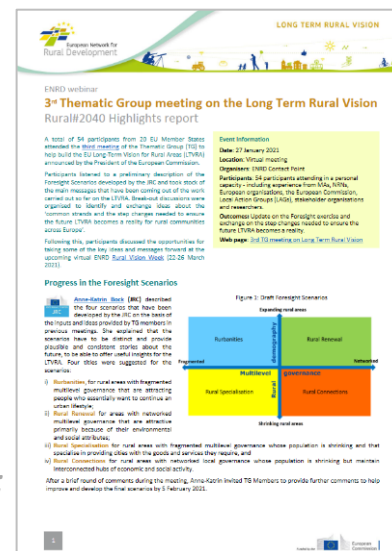
## Objetivos, indicadores y metas “SMART”

*Acciones y operaciones concretas y medibles, descentralizadas, a escala humana.*



## Proofing y seguimiento de resultados

*“Rural proofing”; Impacto territorial; sistemas de seguimiento.*



**ENRD webinar**  
**3<sup>rd</sup> Thematic Group meeting on the Long Term Rural Vision Rural2040 Highlights report**

A series of 54 participants from 23 EU Member States attended the third meeting of the Thematic Group (TG) to hold the Long Term Vision for Rural Areas (LTVA) announced by the President of the European Commission.

Participants listened to a preliminary description of the Foresight Scenarios developed by the JRC and took note of the main messages that have been coming out of the work carried out so far in the LTVA. Breakout discussions were organised to identify and exchange views about the common strands and the key messages needed to ensure the future LTVA becomes a reality for rural communities across Europe.

Following this, participants discussed the opportunities for being some of the key messages forwarded at the upcoming virtual ENRD Rural\_Vision\_Meet, (22-24 March 2023).

**Event Information**  
**Date:** 27 January 2023  
**Location:** Virtual Meeting  
**Organiser:** ENRD Content Team

**Participants:** 54 participants, extending to a personal capacity including experience from MSs, NGOs, European organisations, the European Commission, Lead Action Groups (LAGs), international organisations and researchers.

**Discussion topics on the Foresight scenarios and exchange on the key changes needed to ensure the future LTVA becomes a reality.**

**Web page:** [3rd TG meeting on Long Term Rural Vision](#)

**Progress in the Foresight Scenarios**

The Association of Chiefs of State (ACS) described the four scenarios that have been developed by the JRC on the basis of the inputs and ideas provided by TG members in previous meetings. She explained that the scenarios have to be distinct and provide positive and credible stories about the future, to be able to offer useful insights for the LTVA. Four ideas were suggested for the scenarios:

- 1) Resilience for rural areas with fragmented multilevel governance that are attracting people who essentially want to continue an urban lifestyle.
- 2) Rural Revival for areas with networked multilevel governance that are attractive primarily because of their environmental and landscape attributes.
- 3) Rural Consolidation for rural areas with fragmented multilevel governance whose population is shrinking and that are active in providing services to the agri-food and services they require, and
- 4) Rural Communities for rural areas with networked local governance whose population is shrinking but maintain interconnected hubs of economic and social activity.

After a brief round of comments during the meeting, Anna Kozlov invited TG Members to provide further comments to help refine and develop the four scenarios by 5 February 2023.

**Figure 1: Draft Foresight Scenarios**

|                       |                   |
|-----------------------|-------------------|
| Expanding rural areas |                   |
| Rural Resilience      | Rural Revival     |
| Rural Consolidation   | Rural Communities |
| Shrinking rural areas |                   |

# El Grupo Temático ENRD – desde el nivel Europeo



## Gobernanza, liderazgo, división de responsabilidades

*Liderazgo político superior a las competencias sectoriales*



## Policy alignment and coordination

*Mecanismos claros de coordinación; Semester Europeo.*



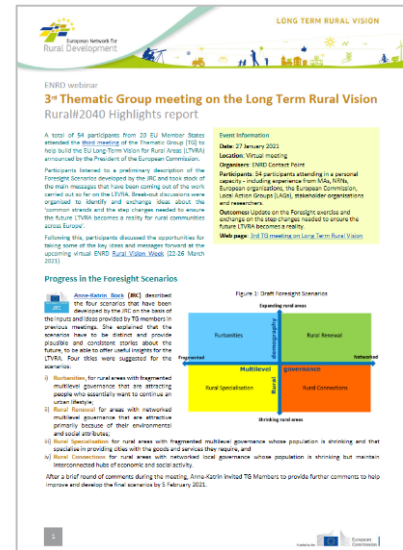
## Análisis y conocimiento

*Observatorio; Plataformas de cooperación Sociedad-Ciencia; “knowledge hubs”.*



## Creando las condiciones y facilitando la acción local

*Herramientas y presupuestos adecuados; Animación; “Hubs”; Cooperación horizontal y vertical; Juventud.*



**ENRD webinar**  
**3<sup>rd</sup> Thematic Group meeting on the Long Term Rural Vision Rural2040 Highlights report**

A series of 54 participants from 22 EU Member States attended the third meeting of the Thematic Group (TG) to hold the Long Term Vision for Rural Areas (LTVA) announced by the President of the European Commission.

Participants listened to a preliminary description of the Foresight Scenarios developed by the JRC and took note of the main messages that have been coming out of the work carried out so far in the LTVA. Relevant discussions were organised to identify and exchange ideas about the common strands and the key issues needed to ensure the future LTVA becomes a reality for rural communities across Europe.

Following this, participants discussed the opportunities for being some of the key issues and messages focused on the upcoming virtual ENRD Rural\_Vision\_Meet (22-24 March 2021).

**Event Information**  
Date: 27 January 2021  
Location: Virtual Meeting  
Language: ENRD Content Team

**Participants:** 54 participants attending in a personal capacity including experience from MSs, NGOs, European organisations, the European Commission, Local Action Groups (LAGs), international organisations and researchers.

**Discussion topics on the Foresight scenarios and exchange on the key changes needed to ensure the future LTVA becomes a reality.**  
**Web page:** [3rd TG meeting on Long Term Rural Vision](#)

**Progress in the Foresight Scenarios**

1. **Annexation:** JRC (ENR) described the four scenarios that have been developed by the JRC on the basis of the inputs and ideas provided by TG members in previous meetings. She explained that the scenarios have to be distinct and provide positive and credible stories about the future, to be able to offer useful insights for the LTVA. Four ideas were suggested for the scenarios:

- 1) **Restoration:** for rural areas with fragmented multifunctional governance that are attracting people who essentially want to continue an urban lifestyle.
- 2) **Rural Renewal:** for areas with metropolitan multifunctional governance that are attractive primarily because of their environmental and landscape attributes.
- 3) **Rural Consolidation:** for rural areas with fragmented multifunctional governance whose population is shrinking and that are providing services to the agri-food and services they require.
- 4) **Rural Conversion:** for rural areas with metropolitan local governance whose population is shrinking but maintain interconnected hubs of economic and social activity.

After a brief round of comments during the meeting, Anna Kozlová invited TG Members to provide further comments to help improve and develop the final scenarios by 5 February 2021.

**Figure 3: Draft Foresight Scenarios**

|                       |             |                       |                  |
|-----------------------|-------------|-----------------------|------------------|
| Expanding rural areas |             | Rural Renewal         |                  |
|                       |             | Rural Consolidation   | Rural Conversion |
| Fragmented            | Restoration | Shrinking rural areas |                  |

# Irlanda

## “Nuestro Futuro Rural”

- **Consulta nacional. División clara de responsabilidades. Liderazgo político.**
- **Más de 150 acciones cubriendo todo el estado.**
- **Maximizando las oportunidades de la banda ancha.**
- **El potencial transformador del trabajo a distancia.**
- **Apoyando el empleo y la formación en el mundo rural.**
- **La revitalización de pueblos.**
- **Facilitando la participación, el liderazgo y la resiliencia.**



# Agenda Rural Francesa



Crédits : A. Bouissou / Terra

El 30% de la población vive en el mundo rural  
El 50% de la población quiere vivir en el mundo rural

## Consulta nacional después de la crisis de los chalecos amarillos).

Plan de acción con 181 para apoyar la inclusión mundo rural en términos de salud, movilidad, juventud, empleo.

### 3 objetivos :

- Revalorizar el mundo rural
  - Una mejora concreta en la condiciones de vida de los ciudadanos
  - Más decisiones a nivel local
- Fábricas territoriales, pueblos del futuro, contratos locales, ventajas fiscales

**Gobernanza** – Secretaría de Estado

....



- La Vision a Largo Plazo del Mundo Rural – proceso y algunos mensajes preliminares
- Algunos ejemplos nacionales y regionales
- El posible papel de LEADER

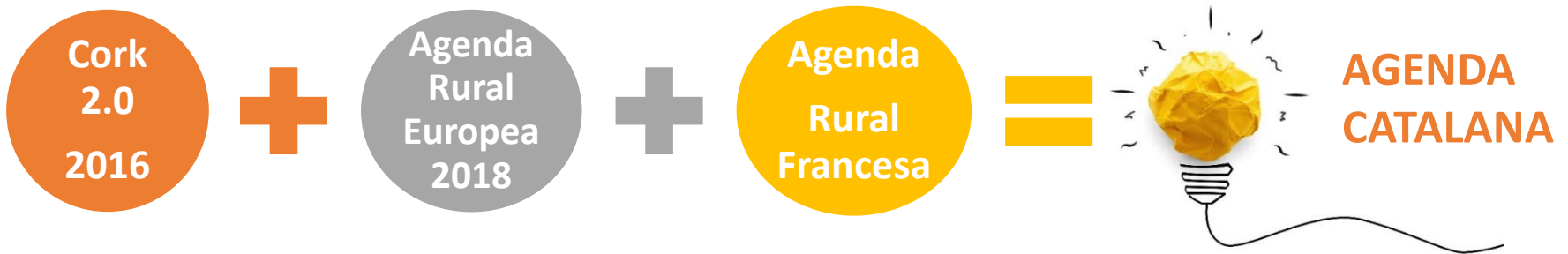
# Construyendo la Rural Agenda Catalana

---

## 1. ¿Que queremos conseguir?



## 2. ¿Cual es nuestro marco de referencia?



# Facilitar una transición

Herramientas flexibles y ágiles que facilitan  
una transición por parte  
de las comunidades rurales



## Punto salida

- Pérdida de empleos
- Servicios deficientes
- Brecha digital
- Despoblación
- Crisis medioambiental
- COVID



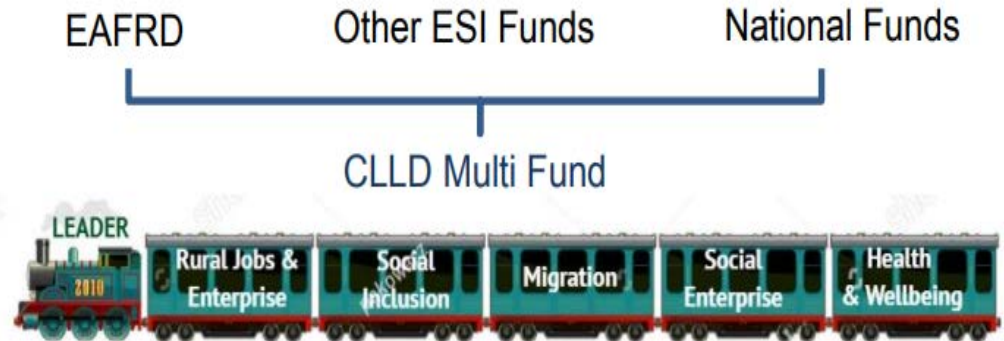
## Punto de llegada

- Nuevas cadenas de valor
- Innovación en los servicios
- Transformación digital
- Cooperación rural-urbano
- Pacto Verde
- Resiliencia

Visión a largo  
plazo

Innovación social y digital

## LEADER como locomotora



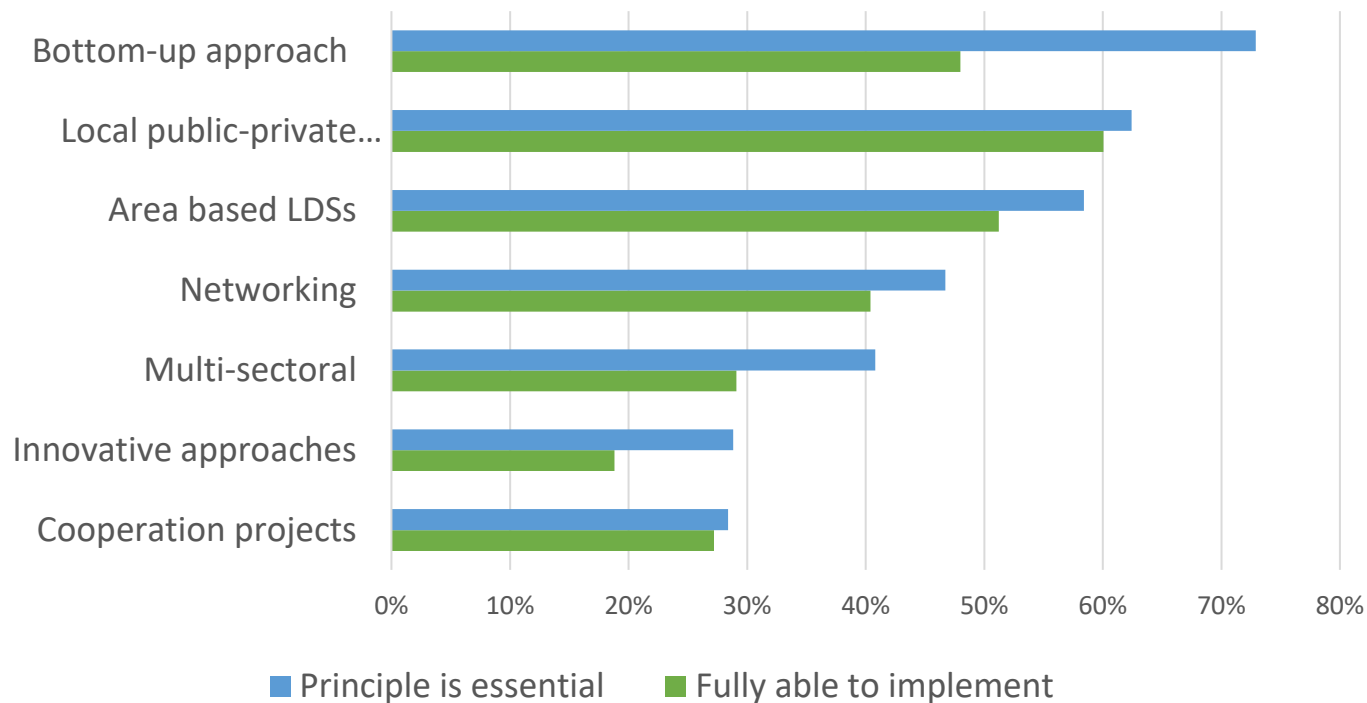
*“Leader reúne todas las características para ser el vehículo principal siempre que se potencia todos los principios LEADER.*

*Pero para cumplir este papel, tiene que existir un entorno político favorable (entorno reglamentario, vínculo con inversiones de mayor tamaño, coordinación).”*

**Comisión Europea. Sexta Reunión Grupo Temático de la ENRD**

# Importancia y ejecución de los principios LEADER

**Bottom Up**  
Highest  
Ranked  
Principle



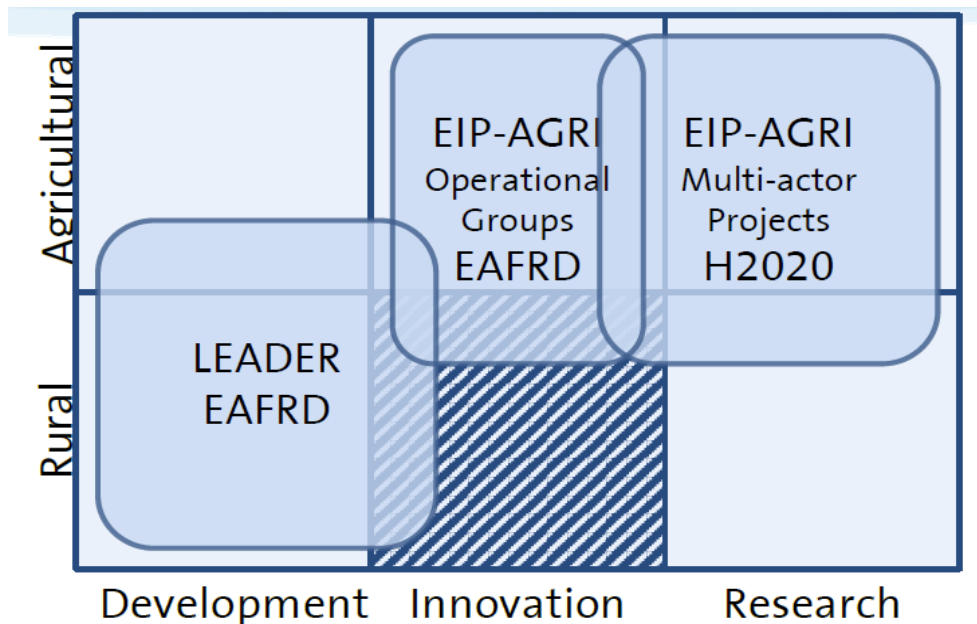
| Ejecución de los principios LEADER (Encuesta a los GAL)     | Mejor EM | Peor EM |
|-------------------------------------------------------------|----------|---------|
| La burocracia impide la ejecución de los principios LEADER* | 43%      | 100%    |
| Los grupos pueden poner en marcha soluciones innovadoras    | 100%     | 11%     |

\*España 93%

[https://enrd.ec.europa.eu/sites/enrd/files/leader-resources\\_lag\\_survey\\_report\\_es.pdf](https://enrd.ec.europa.eu/sites/enrd/files/leader-resources_lag_survey_report_es.pdf)

- Ventanilla de apoyo a pequeñas iniciativas locales
- Agencia Local de Desarrollo (ej. Sajonia)
- Plataforma de innovación (ej. Finlandia, Pay de Condreuse, Bélgica)

# Como rellenar las lagunas en el sistema de información y conocimiento al medio rural



Source: Pertoldi, Muriel and Lopez (2016), page 5.

Pertoldi, M., Muriel, M., & Lopez, J. (2016). Smart LEADER: Challenging Smart specialization in the scope of rural development. Presentation at the conference on Smart Specialization and Territorial Development. Retrieved from [https://3ftfah3bhjub3knerv1hneul-wpengine.netdna-ssl.com/wp-content/uploads/2018/07/Pertoldi\\_SmarLEADER\\_final.pdf](https://3ftfah3bhjub3knerv1hneul-wpengine.netdna-ssl.com/wp-content/uploads/2018/07/Pertoldi_SmarLEADER_final.pdf). (Retrieved in January 2019).

### CORNERSTONES OF ACTIVITIES

#### Leader as a platform

A coordinator will be needed in order to benefit from the physical environment and local dimension – to maintain and encourage interaction, assemble teams, provide small-scale financial assistance and help with the dissemination of the results.

#### Pilots and an experimental culture

Leader-platform tools. The village or municipality will operate as a pilot environment in which public actors, citizens and businesses work together to bring new solutions to the markets.

#### Leader as a forerunner

Leader will be a promoter of new practices, solutions and technologies, a "risk financier" and a disseminator. Leader actors will be pioneers of digitalisation and set an example.

#### Everyone lives in villages

Everyone lives in villages, including city residents. Leader will provide the means and tools for rural and urban development.

#### Local focus

Physical environment and local focus will continue to be the key issue. Virtual world will bring networks that cross administrative boundaries.

#### Citizen-orientation

Leader will function alongside local communities, to complement old and create new innovation systems.





# Imaginar el pueblos del futuro (Francia)

## Les villages du futur en Nivernais Morvan

Tentative de guide de « bonnes » pratiques  
pour les communes rurales

**1ers Constats:** La campagne attire à nouveau, demain sera différent d'hier, et surtout meilleur si nous savons nous prendre en main.

L'exode urbain a succédé à l'exode rural.

Depuis plusieurs années, le solde migratoire des territoires ruraux est positif.

Même s'il y a encore plus de décès que de naissances, certaines communes regagnent des habitants.

Ce mouvement net et nouveau doit être soutenu et accompagné (par l'Etat, la Région, le Département et l'intercommunalité).

Pour cela, les propositions concrètes du bouclier rural, et de l'appel pour des nouvelles ruralités, sont sur la table.

Elles ont d'ores et déjà permis des avancées concrètes et sont une référence pour construire une vraie politique publique de la ruralité.



- Empleo
- Juventud
- Vivienda
- Sanidad
- Educación
- Movilidad y transporte
- Conectividad
- Cultura
- Y mucho más

# Un ecosistema en acción

## Incubadora



## Nuevo agricultor



Clientes /  
familias

FUNGI



Clientes /  
familias

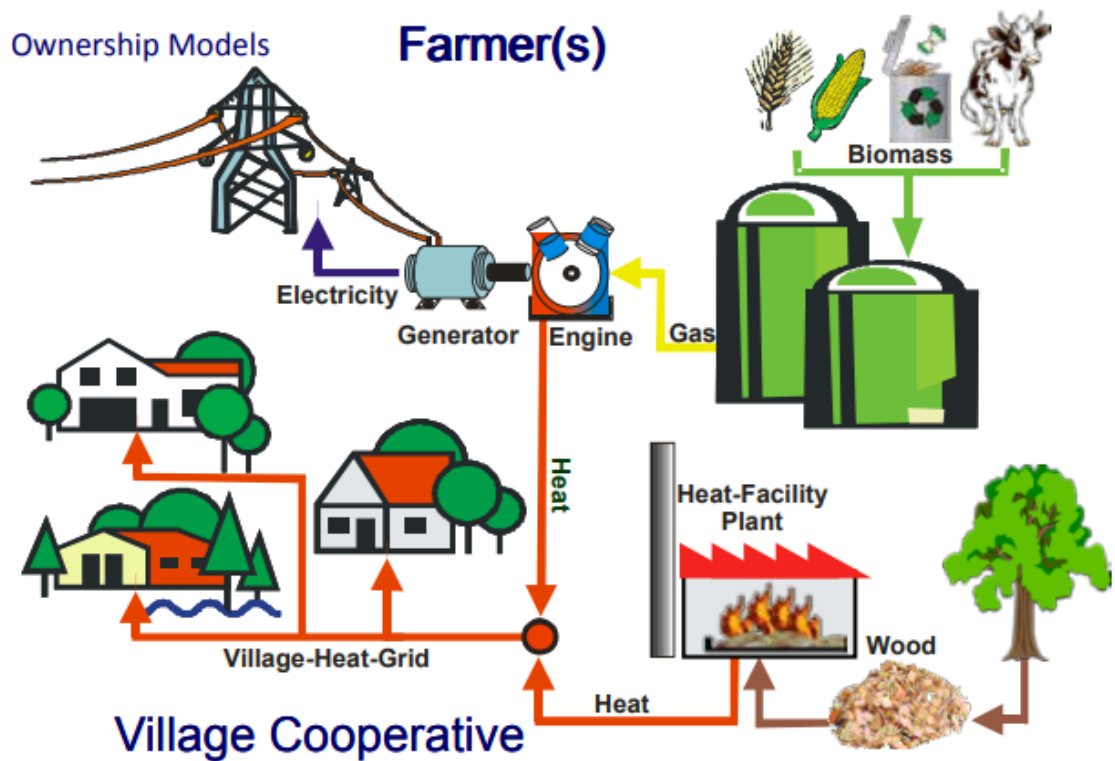


Organic and local canteens



Capacitación : Mercado  
orgánico

# Pueblos Bioenergéticos Alemania



| Financiación                    | EUR              |
|---------------------------------|------------------|
| Acciones en la Cooperativas     | 300 000          |
| Préstamos cooperativos          | 1 500 000        |
| Gobierno Federal - Subvenciones | 500 000          |
| LEADER                          | 200 000          |
| <b>Total</b>                    | <b>2 500 000</b> |

Source: Leader Göttingerland



European Network for  
Rural Development



European Network for  
Rural Development



## Community Broadband – Kuhno (FI)

| Infrastructure | Length of network | Data speed                                      | (Potential) subscribers                              |
|----------------|-------------------|-------------------------------------------------|------------------------------------------------------|
| Fibre optic    | 165 km            | 100 Mbps to 1 Gbps Intranet data transfer speed | 200 households (74% of all households in 8 villages) |

| Financing                          | EUR              |
|------------------------------------|------------------|
| EAFRD                              | 627 372          |
| National co-finance                | 766 788          |
| Private funding/ loans:            | 122 460          |
| Value of villagers' voluntary work | 367 380          |
| <b>Total</b>                       | <b>1 884 000</b> |



# Apoyo a pueblos inteligentes



**IDEA,  
vision**

# Como pueblos inteligentes puede añadir valor a las políticas existentes

|                                                            |                                                                                                                                                      |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Más recursos para la animación del territorio</b>       | Ayuda preparatoria en base a suma global (Polonia), Proyectos de Cooperación y Activación (Finlandia)                                                |
| <b>Mejor acceso al conocimiento</b>                        | Brokers de innovation, digital hubs, coworking sitios de coworking, fab-labs, living labs, equipos especializados, Tiers lieux.                      |
| <b>Financiación más ágil y flexible para la innovación</b> | Costes simplificados – Borradores de presupuestos “draft budgets” (Finlandia) Proyectos paraguas (Austria), proyectos propios                        |
| <b>Mejor coordinación con otras medidas y políticas</b>    | Coordinación de las convocatorias y criterios de selección, ventanillas comarcales únicas (Tyrol), centros de coordinación provinciales y regionales |
| <b>Cooperación más flexible</b>                            | Entre la sociedad civil, entre pueblos y comarcas, dentro de y entre distintos sectores                                                              |

# Muchas gracias!



<https://enrd.ec.europa.eu>



Like the  
**ENRD** Facebook page



Follow **@ENRD\_CP**  
on Twitter



Watch **EURural** videos  
on YouTube



Join the **ENRD** LinkedIn  
discussion group

ENRD Contact Point  
Rue de la Loi/Wetstraat, 38 (bte 4)  
1040 Bruxelles/Brussel  
BELGIQUE/BELGIË  
Tel. +32 2 801 38 00  
info@enrd.eu