



# EU CAP Network Workshop 'Young entrepreneurs - Engines of innovation in rural areas'

30 Nov - 1 Dec 2023  
Dublin | Ireland



Funded by  
the European Union



# EU vision rural areas & support policies for Young Rural Entrepreneurship

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EU CAP NETWORK

Funded by the European Union











*Our rural areas are the fabric of our society and the **heartbeat of our economy**. The diversity of the 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



# Vision for rural areas

## Challenges for rural businesses



Analysis

- Access to **land** (young farmers)
- Access to **labour** (older population, women and young out-migration)
- Access to **services**
- Weaker **infrastructures** and enabling conditions for **innovation**
- Access to **fast internet**
- Lower **skills** (inc. Digital)

#RuralVisionEU



European  
Commission



# Vision for rural areas



#RuralVisionEU

## Opportunities for rural businesses



Analysis


- Key for ecosystem services
- Bio- and circular economy
- Ecological and digital transitions
- Increasing demands from **society** (e.g. food, recreation)
- Recovery from **COVID 19** crisis => more newcomers?



European  
Commission

# Rural economy

## Staff working document

 Agriculture, forestry & fishery

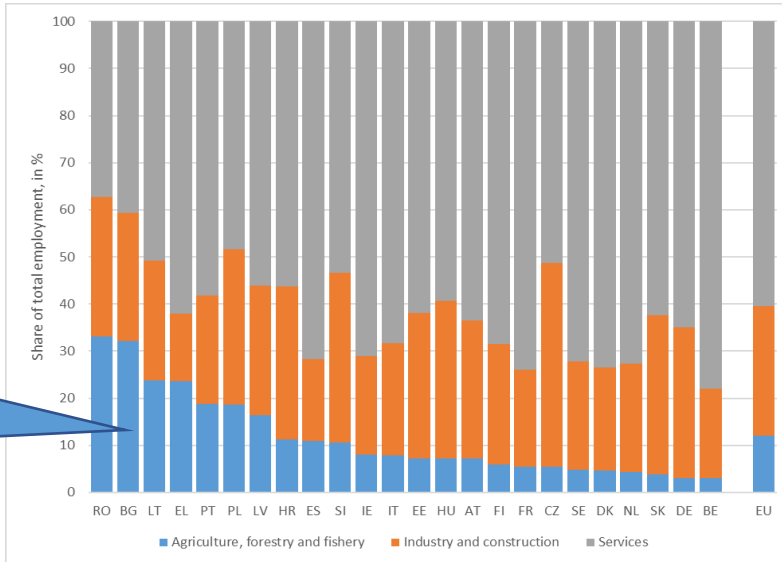
 Industry & construction

 Services



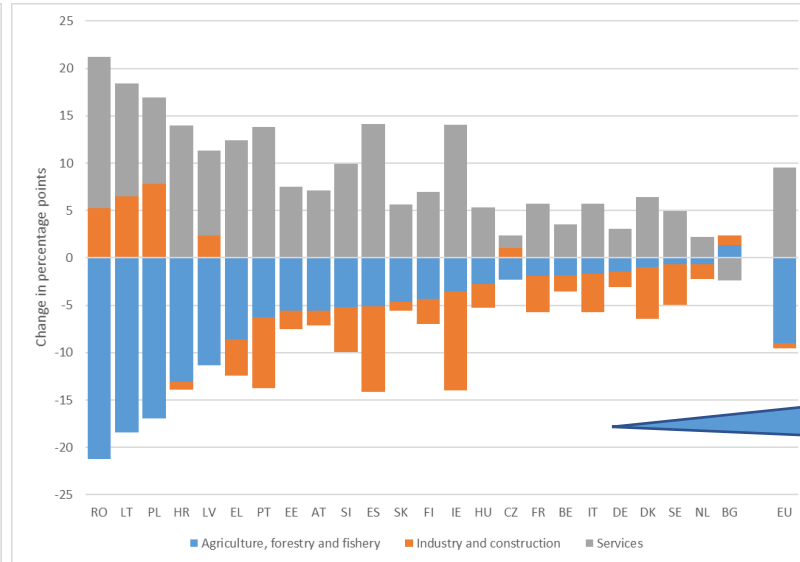
Analysis

Share of employment 2018



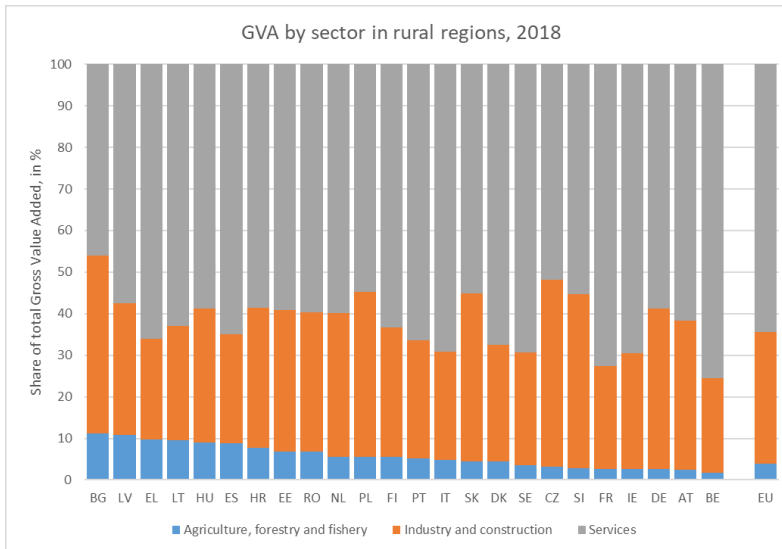
Farming still important

Evolution of employment 2000-2018

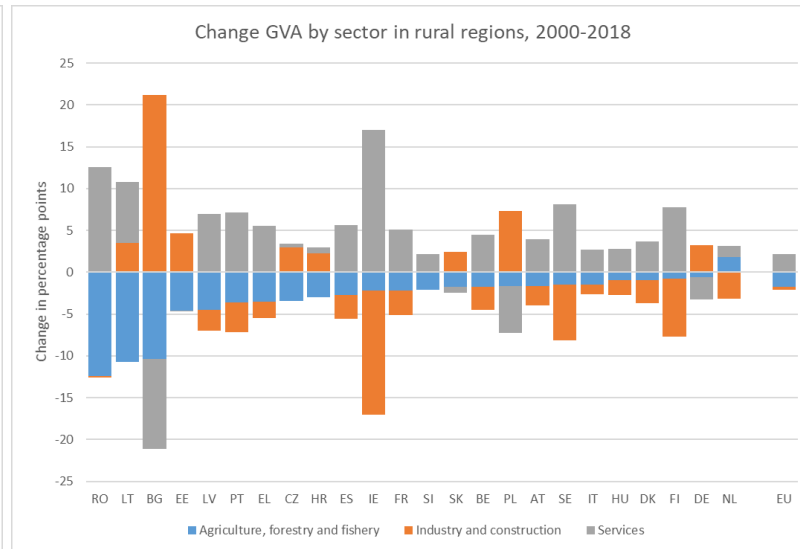


But economies are diversifying

Share of Gross value added 2018



Evolution of Gross Value added 2000-2018



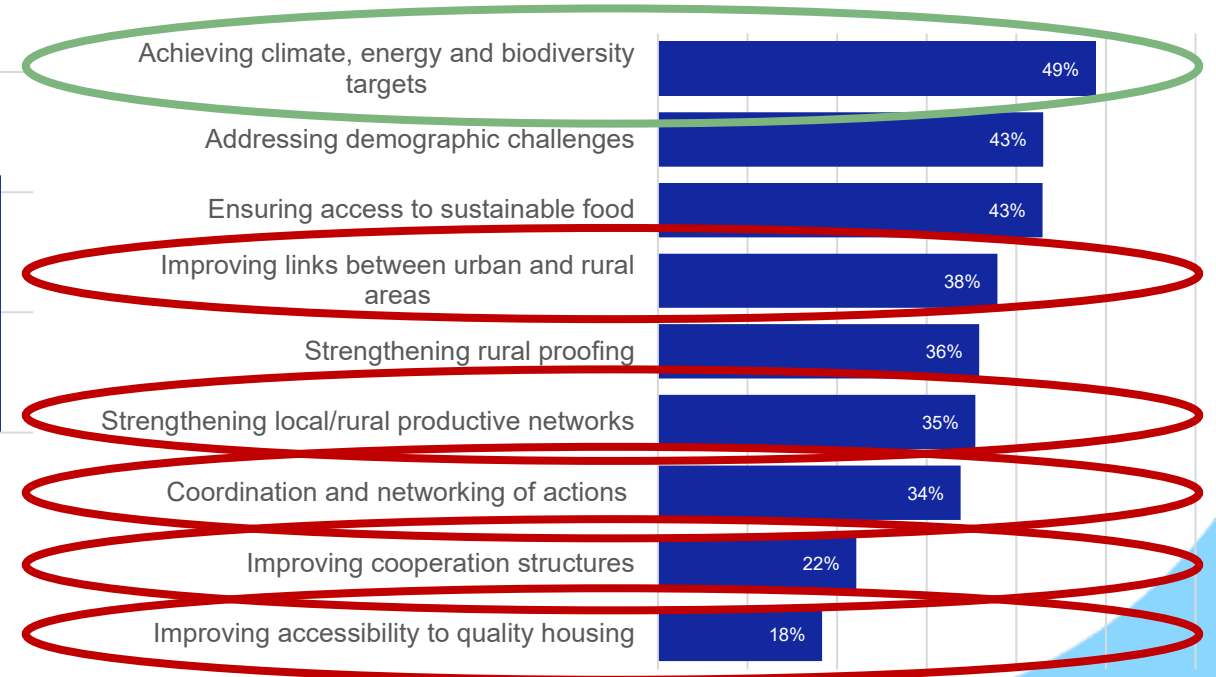
# What components should the EU's long-term strategy and action plan for the future of rural include?



**Green economy!**



Strategies to **enhance the economic perspectives** of rural areas are seen as key elements for the long-term strategy





# The vision and its shared goals

## Stronger

Empowered communities  
Access to services  
Social innovation



## Connected

Digital connectivity  
Transport links and  
new mobilities

## Prosperous

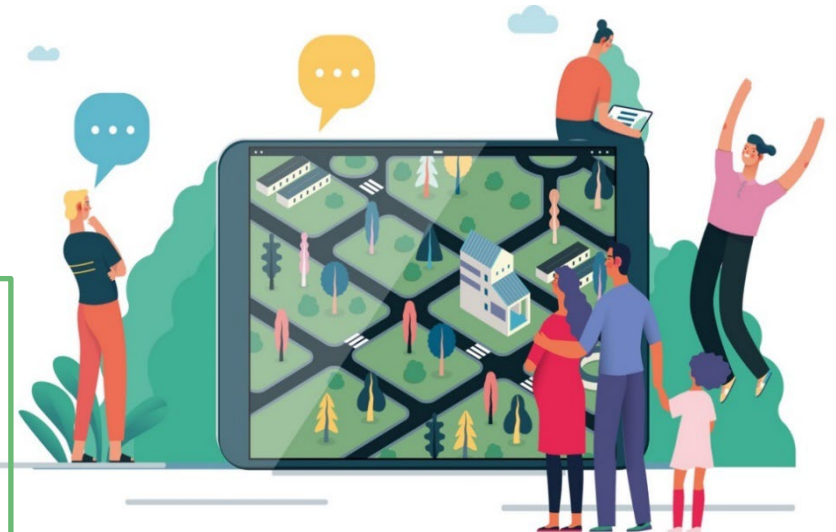
Diversification of  
economic activities  
Sustainable food production

## Resilient

Resilience to climate change  
Environmental resilience  
Social resilience

Shared goals  
for 2040

8. « *Rural people are entrepreneurial, innovative and skilled, co-creating technological, ecological and social progress* »



# Focus on rural entrepreneurship



## Stronger

- **Research and innovation for rural communities**
  - ✓ Dedicated calls under Horizon Europe
    - ✓ Social innovation
    - ✓ Women-led innovation
    - ✓ Smart solutions
  - ✓ European **Startup village forum**
    - ✓ Focus on startup driven innovation
- Networking for **LEADER and Smart villages**

## Connected

- Sustainable multimodal **mobility** best practices for rural areas
  - **SMARTA 3** Networking for municipalities
- Rural digital futures
  - **Connectivity**
  - **Technology development**
  - **Skills**

## Prosperous

- **Entrepreneurship and social economy in rural areas.**
  - ✓ Clusters of social and ecologic innovation (rural focus) report published – study by RTD
- **Strengthening producer groups (GIs)**
- **Promoting a sustainable bioeconomy**
  - Network of forest-dominant rural areas and municipalities

## Resilient

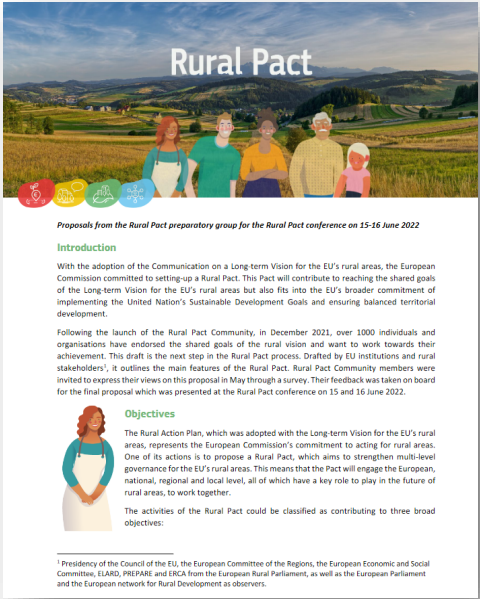
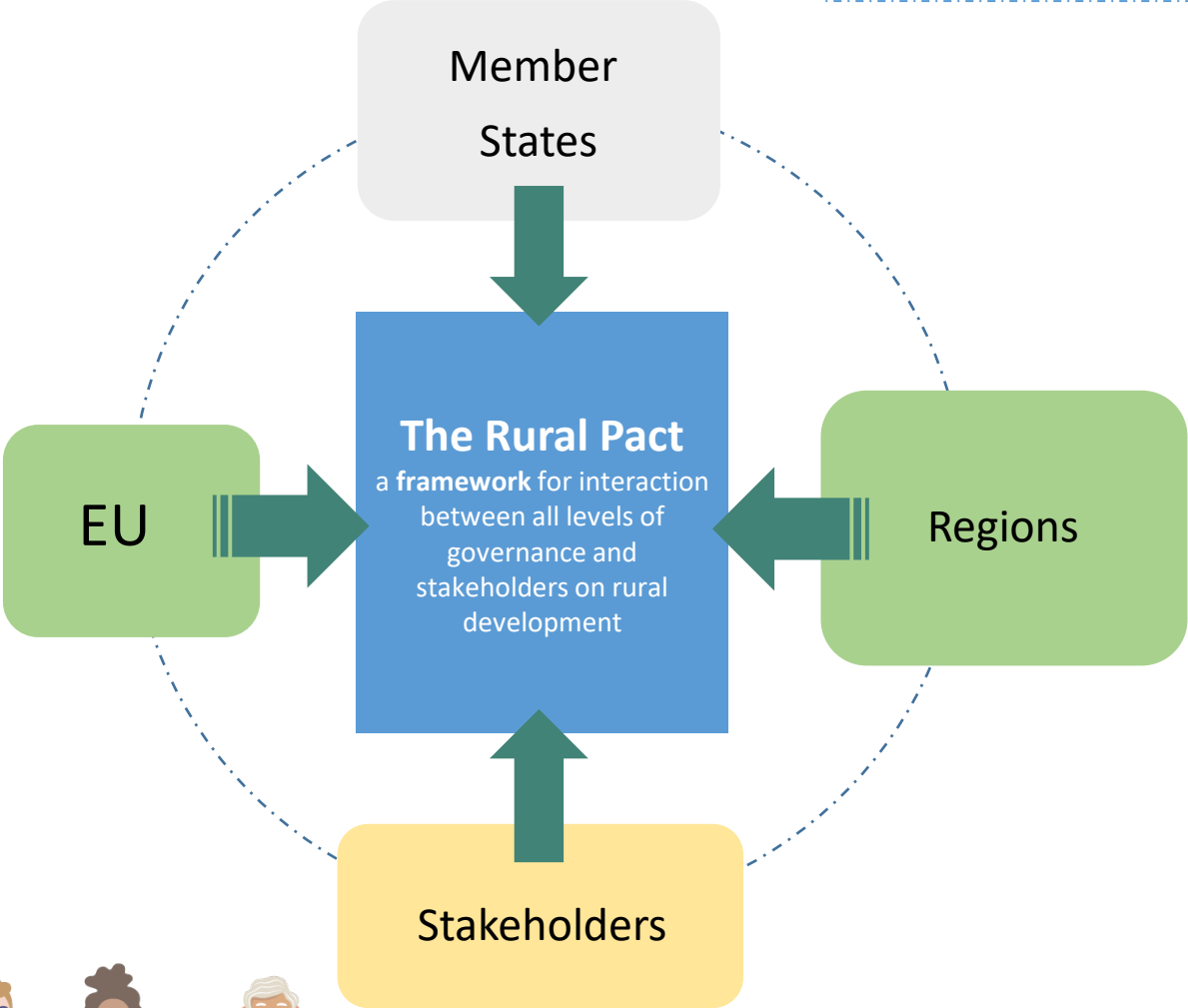
- **Support rural municipalities in energy transition and fighting climate change**
  - ✓ [Rural energy communities advisory hub](#)
- **European care strategy**





# The Rural Pact

## Participatory Process



**Proposal endorsed at Rural Pact conference**



Rural Pact



# Rural Pact objectives

Amplifying  
rural **voices**



**Networking,**  
collaboration &  
mutual learning



Encouraging  
and  
monitoring  
**action**



Rural Pact





# Rural Pact participants

Public  
authorities

Civil  
society

**Businesses**

Individuals

Academic  
and R&I  
bodies

Participating in the pact = committing to act for one or more of its objectives



Rural Pact



# European Commission facilitation of the Pact

- Keep up the discussion with the community
- Define governance structures, Coordination group
- Create collaboration platform (website)
- Set-up Rural Pact support office
- Networking events
- Dialogue with institutions and Member States



Rural Pact





# Thank you

Contact: [EC-VISION-RURAL-AREAS@ec.europa.eu](mailto:EC-VISION-RURAL-AREAS@ec.europa.eu)

Read the [Rural Pact](#)

Join the [Rural Pact community](#) &  
Tell us how [you want to contribute!](#)





# EU CAP Network workshop ‘Young entrepreneurs engines of innovation in rural areas’ 30 November – 1 December 2022 Dublin, Ireland

All information on the workshop is available  
on the [EU CAP Network website](#)

On the event webpage:

[https://eu-cap-network.ec.europa.eu/news-events/events/eu-cap-network-workshop-young-entrepreneurs-engines-innovation-rural-areas-2022-11-30\\_en](https://eu-cap-network.ec.europa.eu/news-events/events/eu-cap-network-workshop-young-entrepreneurs-engines-innovation-rural-areas-2022-11-30_en)

