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**European rural development
post 2013**

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Rural development

“... a deliberate process of sustained and sustainable social, economic, cultural and environmental change, designed to improve the quality of life of the local population.”

An integrated approach

- Folk, Work and Place
= Society, Economy and Environment
- Top-Down and Bottom-up
- Involving all sectors
(public, private, voluntary)
- Based on partnership and collaboration

Community-based development

Development should be based on the local community, because :

- They know their problems and needs
- They control the crucial resources
- Their skills, knowledge, energy are the main resource
- Their commitment is vital

Sustainable development

**“Development that meets the needs
of the present generation
without compromising the ability
of future generations
to meet their own needs”**

Brundtland 1987

Win-Win-Win solutions

'Broad' and 'narrow' rural development

The EAFRD may be the main resource

But other policies + programmes of EU, and of national & regional governments, also apply:

- EU Regional, Social and Cohesion Funds
- MS Education, health & social services, transport, infrastructure, defence etc

Therefore, distinguish 'narrow' from 'broad' RD; and find ways to link them

e.g. Rural Policy Committee, Finland

ARC - Agricultural and Rural Convention

Aim

- to give civil society a strong voice
- to prepare a powerful common message for a new European agricultural and rural policy.
- wide range of civil society organisations representing European citizens, urban and rural.

Imperatives

- More responsible use of all global resources
- Radical reduction of greenhouse gases
- Halt the drastic loss of biodiversity
- Protect the cultural heritage
- Respect the rights to food, water, health, well-being, civil liberties and livelihood
- Tackle poverty, inequality, and gross disparities between regions
- Enable citizens and local communities to determine their own futures

ARC Vision

A paradigm shift in agriculture,

from a dominant European model of intensive industrial farming and a centralised food industry

to - sustainable farming everywhere

- a diversified pattern of regional and local production and processing of food, with closer connections between farmers and consumers, and high care for public health and environment

An economic renaissance of rural areas

building upon the strength and diversity of communities, cultures and resources, linked effectively to regional development and honouring the EU's commitment to social, economic and territorial cohesion.

A new European Policy

Common Food, Agriculture and Rural Policy

Clearly stated objectives, beyond those stated in the Treaty of Rome, to include

- food security,
- food quality and public health
- sustainable standards in agriculture
- protection of the environment
- mitigation of climate change
- strengthening and diversification of the rural economy
- the well-being of rural communities.

Food security, trade and aid

- Food sovereignty at local, regional, national or continental level
- Cessation of subsidy to food exports
- Stimulus to production of animal-feed protein in Europe, as alternative to protein imports
- Insistence on sustainable standards in food imports
- Separation of agriculture from other industries in world trade talks
- Support to Third World farmers to preserve or develop sustainable farming systems

Food supply management

Future policy must address crises in food supply, price volatility, and the balance of returns to different interests within the food chain, so that farmers can secure remunerative farm-gate prices. So ...

- Food supply management, through mechanisms such as strategic storage of grain, and a Milk Market Configuration Agency.
- Support for creation, by farmers and others in the food chain, of collective trading groups, to increase their bargaining power.



Food quality, health + related issues

Major food scares have raised public awareness of the vital importance of healthy food. Concern re impact of industrial food production and processing on health, animal welfare, biodiversity, environment. So .

- Public information programmes about food, diet, health, sustainable lifestyles, responsible consumption and the avoidance of food waste
- Programmes for education of children about food, its origin, links to health etc.
- Public procurement and catering policies to set example of affordable use of good-quality, natural, healthy and nutritious food
- Tighter regulation of all food labelling

Sustainable Agriculture

The current mainstream system is inherently unsustainable.

Need for a progressive shift from industrialised agriculture towards a more sustainable form of farming. So ...

- clear definition of standards of sustainability in agriculture;
- incorporate these into codes of good practice
- enforce these codes through cross-compliance;
- a radically revised basis of payments to farmers
- support for small and family farms + labour force;
- support transition into organic + low-input farming



Targeted payments for environmental services

A rich and highly diversified heritage of ecosystems, cultural landscapes and other environmental assets. Protection and management depends largely on stewardship by farmers, foresters, other land managers. So ...

- **Targeted support, conditional upon clear environmental standards, to farmers in :**
 - mountain areas and others with significant handicap
 - High Nature Value Grasslands
 - Natura 2000 areas.
- **Continuation of agri-environment payments, with growing emphasis on landscape and the cultural heritage.**
- **New programme of payments for carbon storage or sequestration**



The Character of England

Landscape, Wildlife, Natural and Cultural Features

Joint Character Areas

- 01 North Northamptonshire Local Plan
- 02 Northamptonshire Districts LPA
- 03 Charns Range
- 04 Charns
- 05 Great Ouse and Fens
- 06 Arden Basin
- 07 West London Local Plan
- 08 London High Rise
- 09 East London
- 10 North Thames
- 11 East of London Local Plan
- 12 East of London Metropolitan Local Plan
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In 1996 the former Countryside Commission and English Nature, with support from English Heritage, produced The Character of England map. The original English Nature National Sites and the former Countryside Commission Countryside Character Areas were merged into a single Joint Character Area for the purpose of defining planning objectives in the subsequent Countryside Act 2000. The map is a synthesis of the character of each of the 100 Joint Character Areas from the information gathered in the original study. The map is published as a series of maps for each of the 100 Joint Character Areas. The Joint Character Areas are a series of geographical areas defined for a range of purposes, including the setting of Special Environmental Sensitivity Areas.

This map shows the extent of the Joint Character Areas, together with the original National Sites. It is a synthesis of the original National Sites and the Joint Character Areas. It is a synthesis of the original National Sites and the Joint Character Areas. It is a synthesis of the original National Sites and the Joint Character Areas.

For more information about the Joint Character Areas and to download the National Sites map, visit the Countryside Agency website: www.countryside.gov.uk/character

Scale: 1:100,000

Legend:

- Joint Character Area
- National Site
- County Boundary
- Local Authority Boundary
- Major Road
- Water
- Sea Level

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Produced by the Countryside Agency and English Nature. The map is a synthesis of the original National Sites and the Joint Character Areas. It is a synthesis of the original National Sites and the Joint Character Areas.

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CCG

English Heritage

Environment Agency

Local Authorities





Support farm modernisation, SMEs

- Support for farm modernisation, where this will assist sustainable practice or farm diversification
- Support for diversification of farm economies
- Measures to provide access to land, building or working capital for new entrants to farming and for SMEs in the added-value sectors and other parts of the rural economy.

Support regional and local production + processing of food

Aim - add value to food and other farm products at local and regional level, taking advantage of the multiplicity of national, regional, local and 'niche' markets. So ...

- Support creation and strengthening of regional and local food systems; and for branding and labeling of regional products.
- Provide exemptions from hygiene and other regulations for micro-enterprises and SMEs
- Modify public tendering rules to permit the flexible use of public procurement and catering systems to promote use of regional and local foods

Strengthen + diversify rural economy

Support multi-national exchange in pre-career education and vocational training, apprenticeships, mid-career training, advisory + extension services etc

- Strengthen EU interest in forestry, to create jobs, diversify local economies, provide environmental services
- Support action by local communities to conserve energy or generate renewable energy
- Support tourism + its links to environment, heritage, added value, local services







Strengthen rural communities, services + infrastructure

- Support provision + strengthening of rural services + infrastructure.
- Recognise key role of small towns as centres of social, cultural and economic life; sustain the range + quality of services in those towns.
- Radical new approach to sustaining the social vitality of communities based on long-established patterns of subsistence and semi-subsistence farming
- Lay the foundations for a new approach to assist the rural communities where there are concentrations of poverty







Research, Development, Training and Innovation

A new paradigm for agriculture, and a rural renaissance, will depend upon innovation, new application of existing knowledge, new knowledge.

The new Policy should provide – either directly through the future CFARP or through a dedicated Research fund – funding for a programme of applied research, development and innovation related directly to the knowledge that is needed in order effectively to pursue the range of policies set out in this Communication.

Governance and delivery

- A common EU-level strategic framework for the ERDF, ESF, Cohesion Fund, EAFRD and EFF
- Regulations for these five Funds which are fully harmonised with each other
- National strategic frameworks which set a clear basis
- for active complementarity between the Operational Programmes related to the five EU Funds.
- Sub-regional or territorial development strategies
- Sub-regional partnerships, with powers to deliver all relevant measures within the Operational Programmes related to all five EU Funds