RURALIZATION

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Youth Worker & Rural Heritage Promotion
Online Training Course
RURALIZATION: THE OPENING OF RURAL AREAS TO RENEW RURAL GENERATIONS, JOBS AND FARMS
RURALIZATION Perspective

- Foresight analysis to identify opportunities
- Facilitating: rural newcomers, new entrants to farming
- Tools to provide access to land
- Policy development

More young people move in, less move out

More opportunities for new generations

More economic activities

Renewal of population

<table>
<thead>
<tr>
<th>Eurostat indicators</th>
<th>Urban areas</th>
<th>Rural areas</th>
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</thead>
<tbody>
<tr>
<td>Population growth 2014-2050</td>
<td>+12%</td>
<td>-7%</td>
</tr>
<tr>
<td>GDP per head (2014)</td>
<td>€ 34,179</td>
<td>€ 19,104</td>
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</tbody>
</table>

3 % of farms cultivate 52 % of land

21 % of farms cultivate 37 % of land

76 % of farms cultivate 11 % of land
Work plan

1. Framework for research and innovation
2. Foresight analysis to identify opportunities
3. Facilitating: rural newcomers and new entrants to farming
4. Tools to provide access to land
5. Policy design and assessment

Communication and Dissemination
Framework for research and innovation

- Conceptual guidelines
- Literature review
- Assessment framework
- Selection of case studies and regions
- Development of detailed research and innovation guidelines

**Key lessons**

- What appear to be the potential regeneration pathways for this place or sector?
- How do these pathways generate locally rooted benefits and overcome local decline issues?
- Does the regeneration action have potential impacts on a number of decline issues?

**Questions for policy and practice**

- There are different pathways in different places
- Take an integrated response to decline and one that leads to catalytic effects
- Avoid prescriptive approaches
- Is the regeneration action sensitive and/or tailored to the local context?
- Can participative processes with different actors working together in partnership be better harnessed to shape more locally tailored action?
- Don’t overlook that decline problems can be interconnected and are complex
- Do a number of different interconnected decline issues need attention?
- What else is impacting decline and what are the levers of action we can influence?
Work plan

- Framework for research and innovation
- Foresight analysis to identify opportunities
- Facilitating: rural newcomers and new entrants to farming
- Tools to provide access to land
- Policy design and assessment

Communication and Dissemination
Foresight analysis to identify opportunities

- Trend analysis
- Inventory of future dreams of the youth
  - In 20 regions; over 2000 young people involved
    - Destination (location) of dreams
    - Livelihood, Accommodation, Lifestyle
    - Obstacles
    - Extra question: impact of COVID 19 on dreams and obstacles
- 20 regional futures workshops with stakeholders (early-mid 2021)
- Conferences and workshops
Trend analysis

- Analysis based on over 1500 observations of:
  - Megatrends (Overarching mainstream; most regions and activities),
  - Trends (Developments; specific regions and activities),
  - Weak signals (Symptoms of change; specific regions and activities)

- Developed towards 60 trend cards
- All trends have an end (developments)
- https://ruraltrends.eu/
Many of the contemporary megatrends have an adverse impact on many rural areas.

<table>
<thead>
<tr>
<th>Contemporary megatrends maintain and reproduce the dominant world model</th>
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<tbody>
<tr>
<td>Contemporary world model</td>
</tr>
<tr>
<td>• Ageing population</td>
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<tr>
<td>• (Benefiting from) globalisation</td>
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<tr>
<td>• (Benefiting from) urbanisation</td>
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<tr>
<td>• Caring for the environment</td>
</tr>
<tr>
<td>• Climate change</td>
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<tr>
<td>• (Counteracting) unequal development and rural decline</td>
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<tr>
<td>• Growing food demand</td>
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<tr>
<td>• Infrastructures, accessibility and connectedness of regions</td>
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<tr>
<td>• Migration patterns</td>
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<td>• Sustainability transition</td>
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<table>
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<tr>
<th>Contemporary trends are in-between the dominant and the new world model</th>
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<tbody>
<tr>
<td>Transition zone</td>
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<tr>
<td>• Alternative food systems</td>
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<tr>
<td>• Changing gender roles</td>
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<tr>
<td>• Circular economy</td>
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<tr>
<td>• Digital economy</td>
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<tr>
<td>• Diversification of rural economy</td>
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<tr>
<td>• Diversification/specialisation of farms</td>
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<tr>
<td>• e-commerce</td>
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<tr>
<td>• Food tourism</td>
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<tr>
<td>• Local paradigm</td>
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<tr>
<td>• Manifestations of new technologies</td>
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<tr>
<td>• Meaning and experience economy</td>
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<tr>
<td>• Multifunctional forests</td>
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<tr>
<td>• Remote work</td>
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<tr>
<td>• Rural business succession</td>
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<tr>
<td>• Rural in the social media</td>
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<tr>
<td>• Rural tourism</td>
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<tr>
<td>• Search for better quality of life</td>
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<tr>
<td>• Sharing economy</td>
</tr>
<tr>
<td>• Technology-intensive farming</td>
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<tr>
<td>• Transparency of the food system</td>
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<tr>
<th>Contemporary weak signals maintain and reproduce the new world model</th>
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<tbody>
<tr>
<td>World model after next bifurcation</td>
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<tr>
<td>• Care services</td>
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<tr>
<td>• Cheap rural housing and rural second homes</td>
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<td>• Co-operatives and partnerships</td>
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<tr>
<td>• Community-based action</td>
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<tr>
<td>• Creative economy</td>
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<tr>
<td>• Degrowth</td>
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<tr>
<td>• DIY movement</td>
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<tr>
<td>• Ecovillages</td>
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<tr>
<td>• Educational farms</td>
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<tr>
<td>• Food security</td>
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<tr>
<td>• Food sovereignty</td>
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<tr>
<td>• Heritage tourism</td>
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<td>• Integration of immigrants</td>
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<td>• Micro- and small units</td>
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<td>• Multi-local living</td>
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<tr>
<td>• Natural and cultural heritage</td>
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<td>• New governance models</td>
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<tr>
<td>• Pandemics and epidemics</td>
</tr>
<tr>
<td>• Place branding</td>
</tr>
<tr>
<td>• Policy incidence and effectiveness</td>
</tr>
<tr>
<td>• Pop-up culture and gig economy</td>
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<tr>
<td>• Public goods</td>
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<tr>
<td>• Resilience</td>
</tr>
<tr>
<td>• Rural artisans</td>
</tr>
<tr>
<td>• Rural energy communities</td>
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<td>• Rural hubs</td>
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<tr>
<td>• Rural lifestyle</td>
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<tr>
<td>• Self-sufficiency</td>
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<tr>
<td>• Smart solutions in rural space</td>
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<tr>
<td>• Social enterprises and entrepreneurs</td>
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Inventory of dreams of the youth

- **LIVELIHOOD RECIPE**
  - How do you earn your living?

- **ACCOMMODATION RECIPE**
  - Where do you live? In what kind of a place, neighbourhood and house?

- **LIFESTYLE RECIPE**
  - How do you live? What is your lifestyle?

**OBSTACLES**

- What are the main obstacles in realising your dream?

Extra question: impact of COVID19 on dreams and obstacles
Inventory in 20 regions

Ireland 196 responses
Intermediate region:
Mid-East
Predominantly rural region:
Western

The Netherlands 279 responses
Predominantly urban region:
Midden-Noord-Brabant
Intermediate region:
Overig Zeeland

France 202 responses
Predominantly urban region:
Plain of Versailles (Ile-de-France region)
Predominantly rural region:
Granville Terre et Mer + Coutances Mer et Bocages (Mance Department)

Spain 191 responses
Predominantly urban region:
Barcelona province
Intermediate region:
Tarragona province

Finland 531 responses
Intermediate region:
Pirkanmaa
Predominantly rural region:
North Karelia

Germany 187 responses
Predominantly urban region:
Dortmund
Predominantly rural region:
Vogelsberg

Poland 177 responses
Intermediate region:
Jeleniogorski
Predominantly rural region:
Chelmisko-zamojski

Hungary 270 responses
Intermediate region:
Szabolcs-Szatmár county
Predominantly rural region:
Hajdu-Bihar county, Fejér cour

Romania 51 responses
Intermediate region:
Cluj county
Predominantly rural region:
Buzău county

Italy 124 responses
Predominantly urban region:
Metropolitan City of Turin
Intermediate region:
Cosenza province
Profiles

LIVELIHOOD RECIPE
- Economic activity
  - Water supply, sewage, waste management and remediation activities
  - Construction
  - Real estate activities
  - Manufacturing
  - Transportation and storage

- Attributes
  - Short travel to work
  - Moving because of work opportunities
  - Working with children or youngsters
  - Not place-bound work
  - Self-sufficiency

ACCOMMODATION RECIPE
- Location
  - No neighbours nearby
  - Water (sea, lake, river) nearby
  - In the countryside

- House
  - Large yard
  - Possibility to keep animals
  - Own yard
  - Old house

LIFESTYLE RECIPE
- Hobbies
  - Garden
  - Animals

- Value orientation, behavioural tendency
  - Living with little stuff, sharing
  - High work orientation
  - Homing
  - Balance of work, leisure and family life
  - Green, peaceful, open environment

LIVELIHOOD RECIPE
- Economic activity
  - Agriculture, forestry and fishing
  - Water supply, sewage, waste management and remediation activities
  - Financial and insurance activities
  - Electricity, gas, steam and air conditioning supply
  - Accommodation and food service activities

- Attributes
  - Working outdoors
  - Working alone
  - Outside labour market
  - Working with animals
  - Self-sufficiency
  - Not place-bound work
  - Remote work, telework
  - Nature, environment
  - Versatile tasks
  - Part-time work
  - Doing by hands
  - Freelance work
  - Entrepreneurship
  - Appreciated work
  - Self-actualisation

OBSTACLES
- Working conditions (lack of flexibility, precariousness etc.)
- Coronavirus pandemic (temporarily) or other pandemics
- Potential external event (sickness, accident etc.)
- Personal life (partner, family, children etc.)

POTENTIAL RESIDENTS
- Current place of residence: rural area close to a city (commuting distance)
- Place of residence upon birth: rural area close to a city (commuting distance)

- POTENTIAL RESIDENTS
  - Current place of residence: remote rural area
  - Place of residence upon birth: remote rural area
  - Entrepreneurs status: farm entrepreneur
  - Gender: male
  - Entrepreneurship status: other than farm entrepreneur
  - Age group: 25–30 years
  - Employment status: employed

CODE
- Strong profiler: bold font (location quotient >2)
- Weak profiler: regular font (location quotient 1.2–2)
- Profilers are presented in order of magnitude
Rural newcomers & new entrants into farming

- Analysis
- Case studies on promising practices (Apr 2020-Jun 2021)
  - 10 on rural newcomers
  - 10 on new entrants into farming
  - 10 on successors
- Confrontations of promising practices with 20 contexts (Jul 2021-Jan 2022)
- Comparative analysis
Regional mean age of farm holders

Source: FADN
Facilitating rural newcomers and new entrants into farming

- Large diversity exists between national literatures on key concepts (rural, village, newcomers, etc.)
- There are large differences between countries in the social sources of rural renewal
- Farm succession is main way of new generations entering farms
- Main issues faced by new entrants into farming:
  - access to land
  - openness and integration into rural communities
  - compatibility with the existing farmers
  - absence of policies addressed specifically to them
  - access to training.
Some conclusions from the analysis

- The rural is a diverse space
- Differences in potential social source for rural renewal
  - Small-scale farming (Italy)
  - Newcomers from outside farming (France, Germany, Spain)
  - Seasonal rural population (Finland)
  - Complex sources, but large issue of rural poverty (Poland, Hungary)
- Rural newcomers predominantly in the service sector
  - Extra local
- Some signals of repopulation of rural areas
Access to land

- Analysis of legal and policy arrangements
  - General: 28 member states (published)
  - Selective: 8 specific arrangements (in progress)
- Analysis of land holdings and land market trends (publ.)
- Current and novel innovative practices
  - Analysis of 64 current practices (submitted)
  - Development of novel practices (in progress)
- Focus group discussions (Nov 2021-March 2022)
Access to land

Legal and policy arrangements: Inventory of 28 national systems:
- Few/no established policies and legal instruments to provide access to land for new generations
- Most instruments facilitate consolidation towards larger farms

Land holdings and land markets
- Succession within family (no market transaction, patriarchal traditions are strong)
- Few market transactions: most towards consolidation of farms
Innovative actions: 4 main building block for upscaling:

- Strengthening human capital to promote the success of these practices (training, knowledge transfer and skill development)
- Adapting land regulation to new entrants
- Boosting the role of local authorities to promote novel agricultural models.
- Changing the CAP framework to foster access to land.
Policy Contribution, Synergies

- Good practice guide rural newcomers & new entrants to farming
- Hand book for policy makers
- Policy approach to support rural dream futures of the youth
- Policy assessment and communication of lessons learned
- Potential synergies with other projects

Communication & Dissemination

- Online
- Local and international conferences
- Tailored activities: webinars, MOOC
- Publications, online open toolbox