

RURALIZATION

Willem Korthals Altes (TU Delft)

Youth Worker & Rural Heritage Promotion
Online Training Course





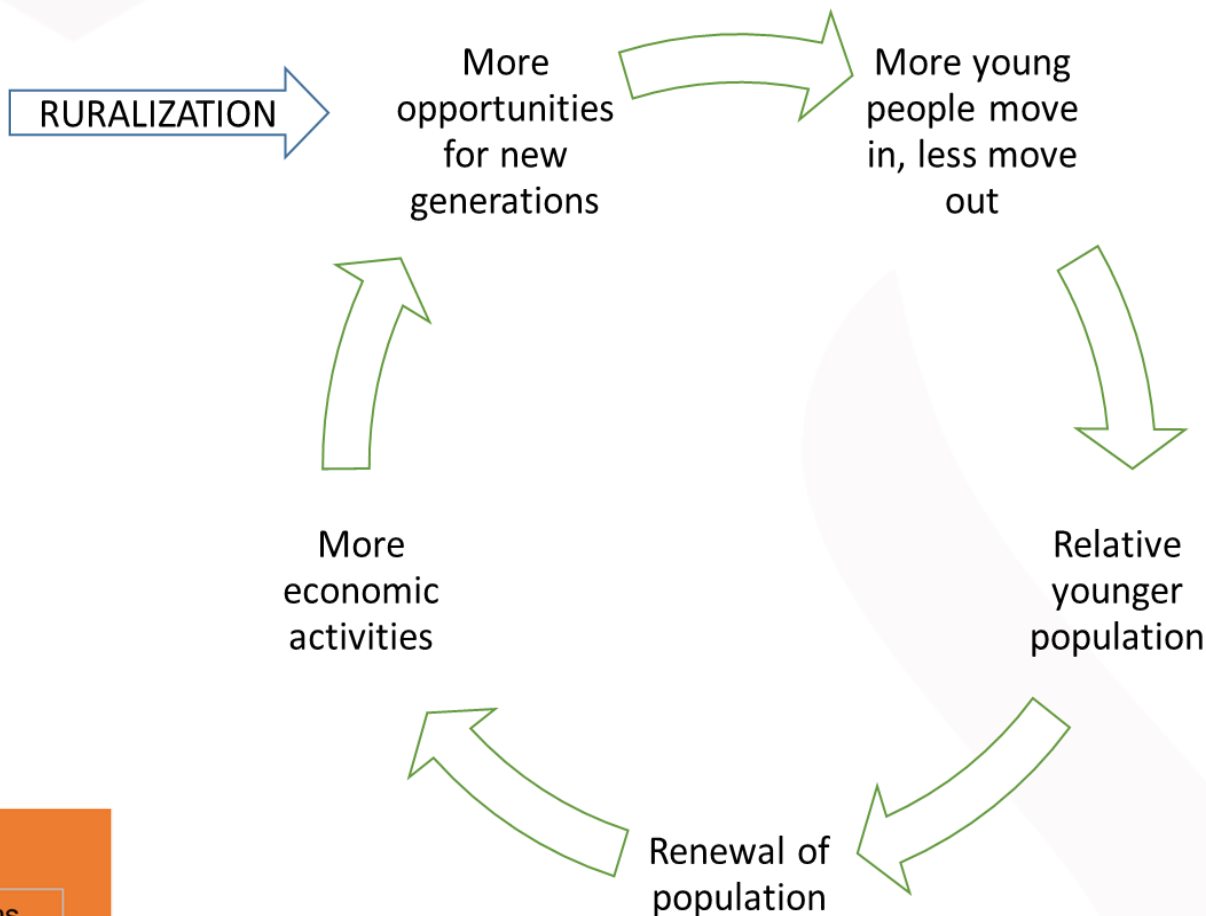
RURALIZATION

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



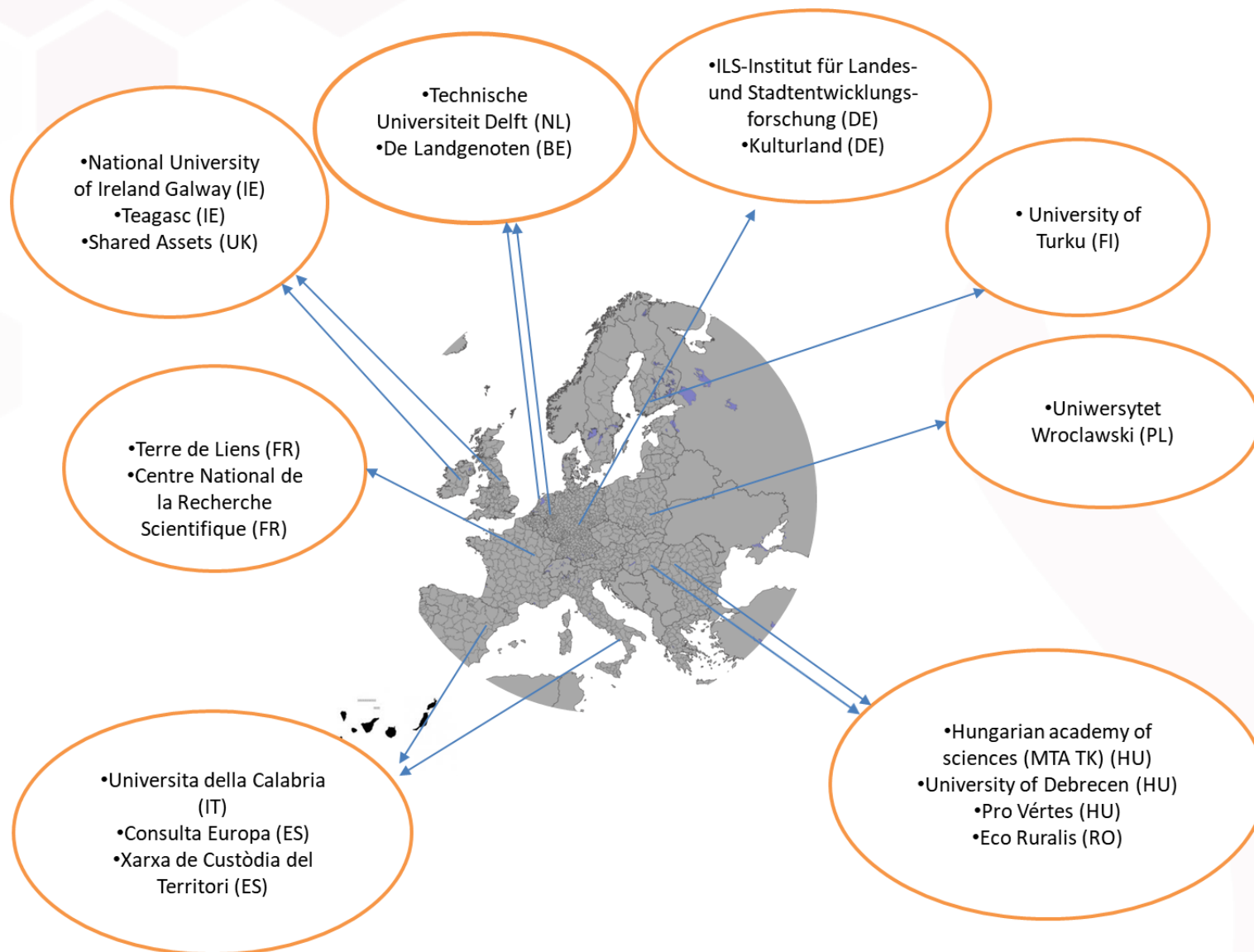
3 % of farms cultivate
52 % of land

21 % of farms cultivate
37 % of land

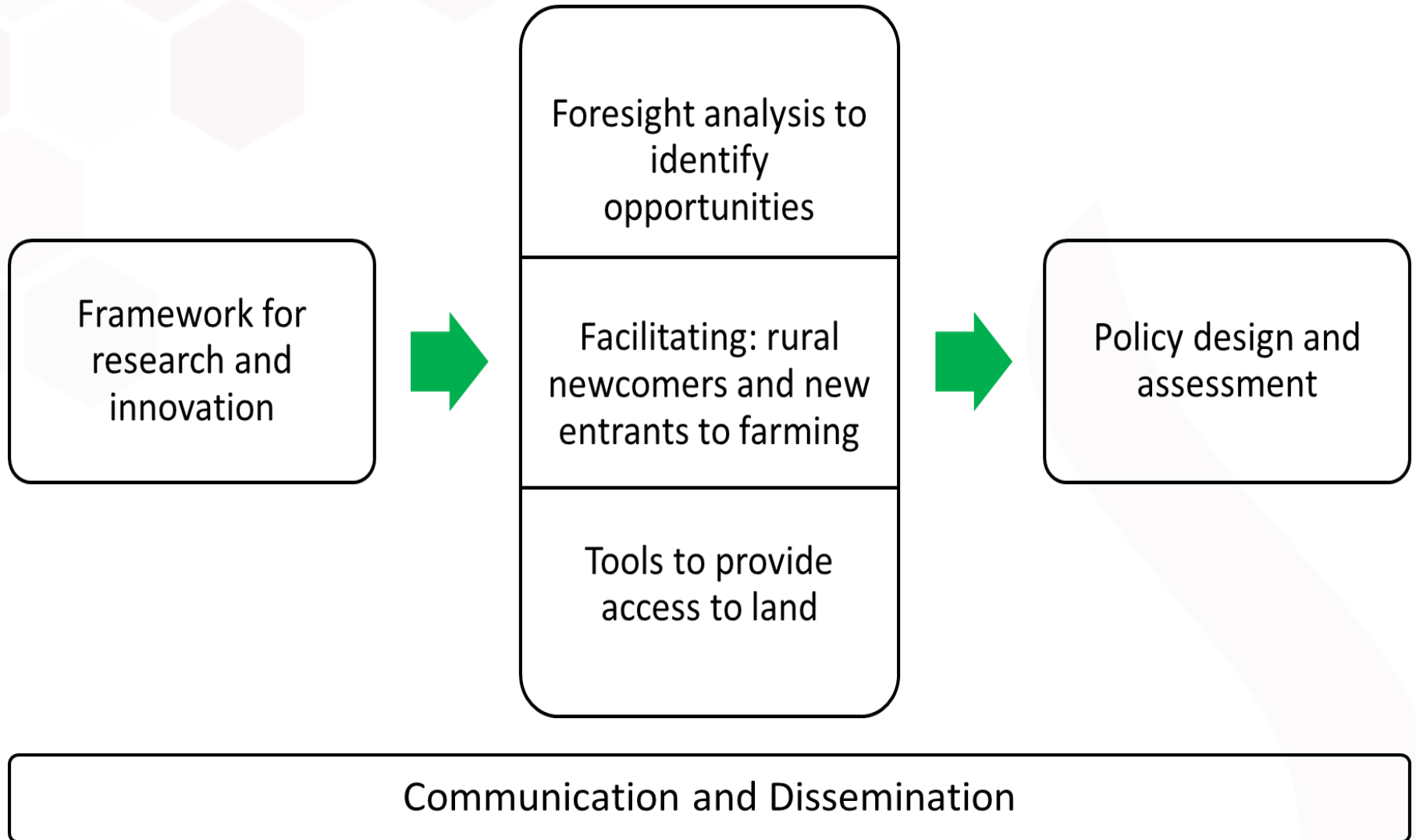
76 % of farms cultivate
11 % of land

Eurostat indicators	Urban areas	Rural areas
Population growth 2014-2050	+12%	-7%
GDP per head (2014)	€ 34,179	€ 19,104

Consortium

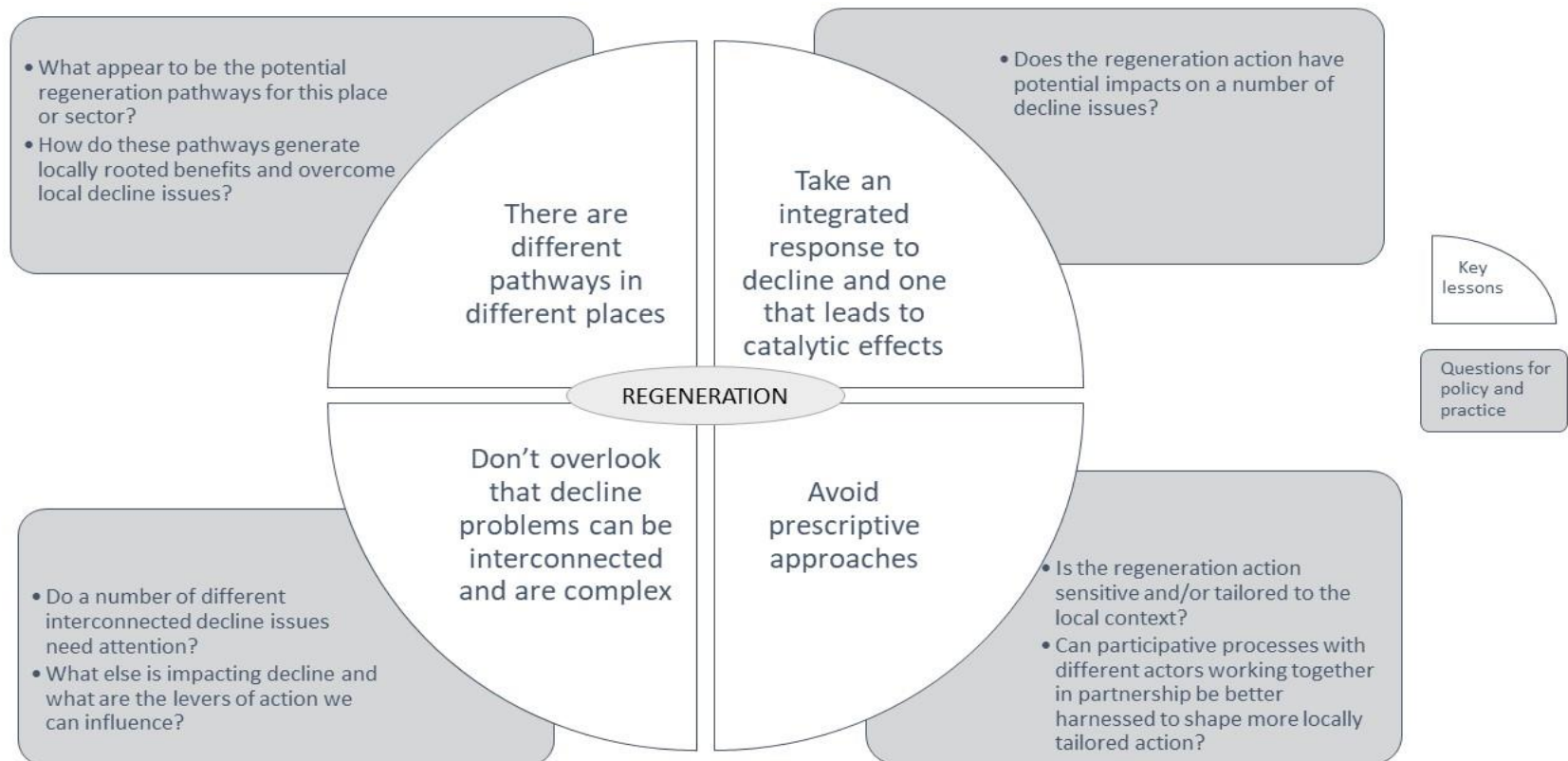


Work plan

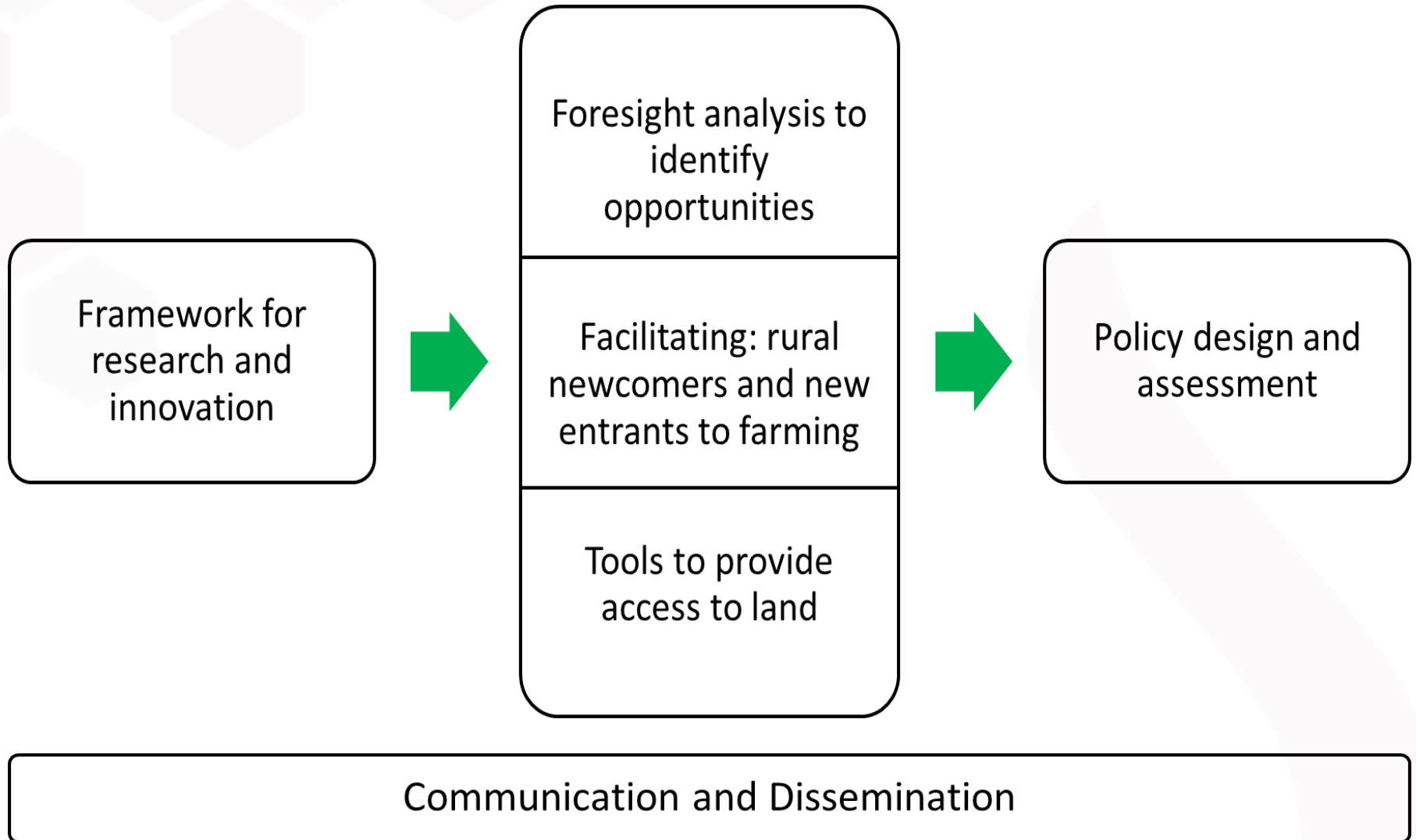


Framework for research and innovation

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



Work plan



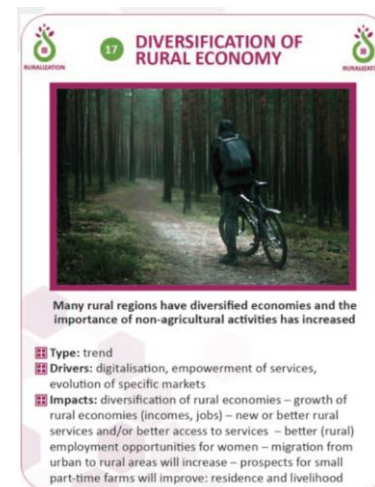
Foresight analysis to identify opportunities




- ▣ 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/>

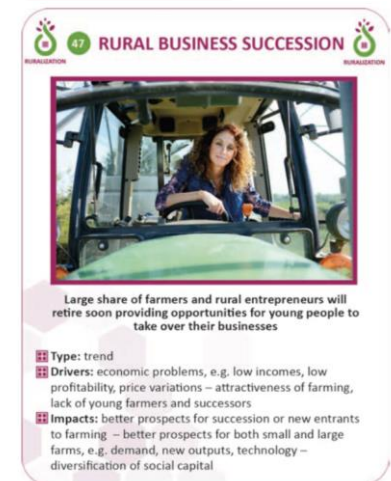


17 DIVERSIFICATION OF RURAL ECONOMY




Many rural regions have diversified economies and the importance of non-agricultural activities has increased

Type: trend
Drivers: digitalisation, empowerment of services, evolution of specific markets
Impacts: diversification of rural economies – growth of rural economies (incomes, jobs) – new or better rural services and/or better access to services – better (rural) employment opportunities for women – migration from urban to rural areas will increase – prospects for small part-time farms will improve: residence and livelihood



47 RURAL BUSINESS SUCCESSION



Large share of farmers and rural entrepreneurs will retire soon providing opportunities for young people to take over their businesses

Type: trend
Drivers: economic problems, e.g. low incomes, low profitability, price variations – attractiveness of farming, lack of young farmers and successors
Impacts: better prospects for succession or new entrants to farming – better prospects for both small and large farms, e.g. demand, new outputs, technology – diversification of social capital

Contemporary megatrends maintain and reproduce the dominant world model

Contemporary world model

- Ageing population
- (Benefiting from) globalisation
- (Benefiting from) urbanisation
- Caring for the environment
- Climate change
- (Counteracting) unequal development and rural decline
- Growing food demand
- Infrastructures, accessibility and connectedness of regions
- Migration patterns
- Sustainability transition

Many of the contemporary megatrends have an adverse impact on many rural areas

Contemporary trends are in-between the dominant and the new world model

Transition zone

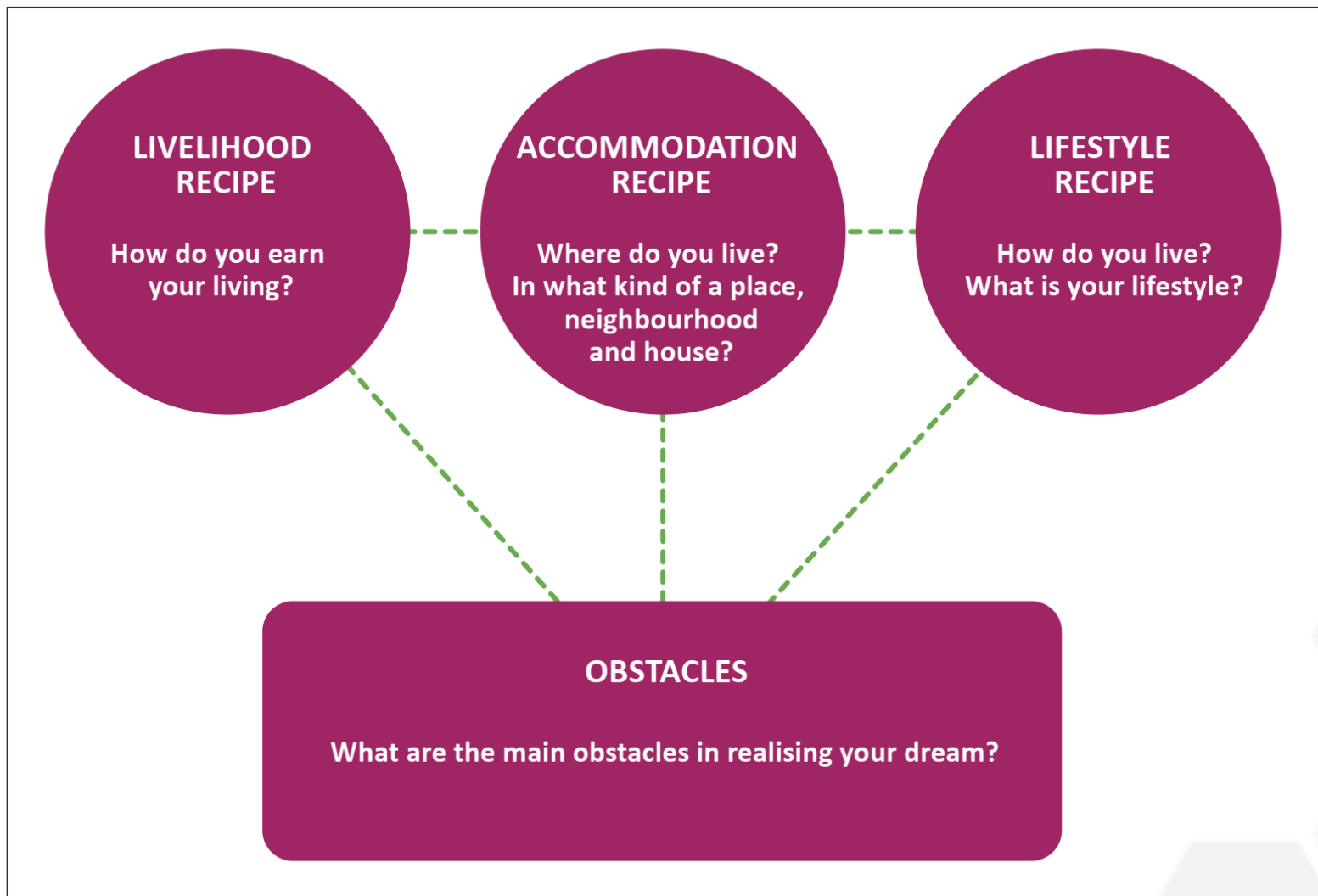
- Alternative food systems
- Changing gender roles
- Circular economy
- Digital economy
- Diversification of rural economy
- Diversification/specialisation of farms
- e-commerce
- Food tourism
- Local paradigm
- Manifestations of new technologies
- Meaning and experience economy
- Multifunctional forests
- Remote work
- Rural business succession
- Rural in the social media
- Rural tourism
- Search for better quality of life
- Sharing economy
- Technology-intensive farming
- Transparency of the food system

Contemporary weak signals maintain and reproduce the new world model

World model after next bifurcation

- Care services
- Cheap rural housing and rural second homes
- Co-operatives and partnerships
- Community-based action
- Creative economy
- Degrowth
- DIY movement
- Ecovillages
- Educational farms
- Food security
- Food sovereignty
- Heritage tourism
- Integration of immigrants
- Micro- and small units
- Multi-local living
- Natural and cultural heritage
- New governance models
- Pandemics and epidemics
- Place branding
- Policy incidence and effectiveness
- Pop-up culture and gig economy
- Public goods
- Resilience
- Rural artisans
- Rural energy communities
- Rural hubs
- Rural lifestyle
- Self-sufficiency
- Smart solutions in rural space
- Social enterprises and entrepreneurs

Inventory of dreams of the youth



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)

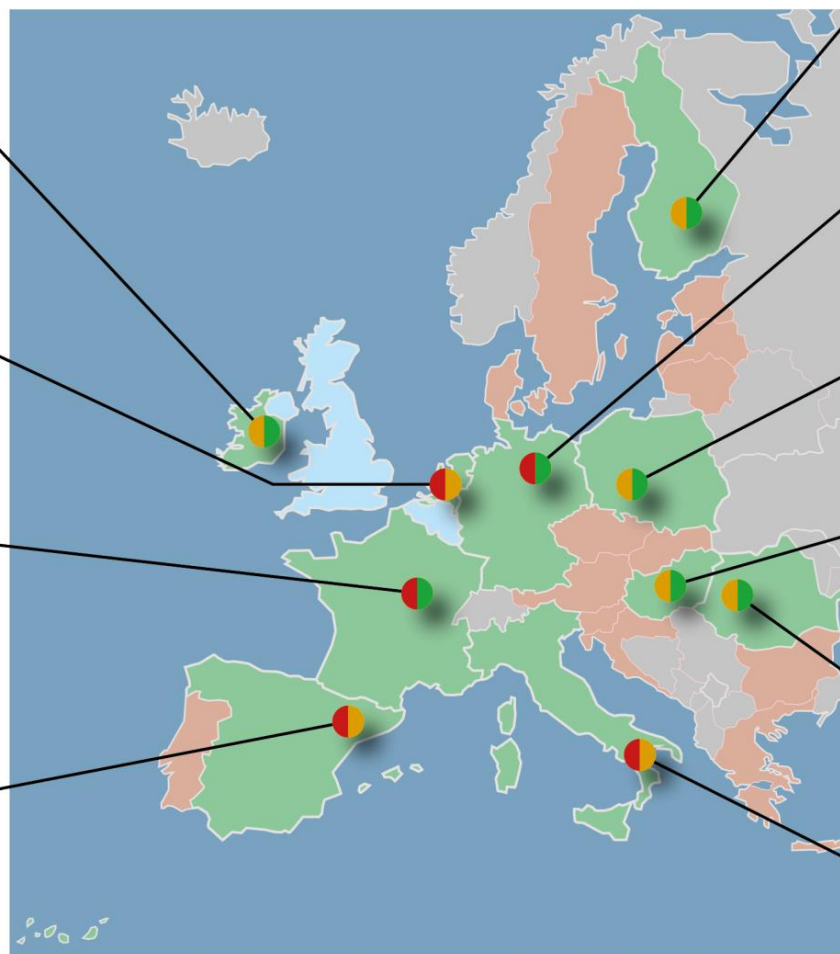
Spain 191 responses

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:

Chelmsko-zamojski

Hungary 270 responses

Intermediate region:

Szabolcs-Szatmár county

Predominantly rural region:

Hajdu-Bihar county, Fejér county

Romania 51 responses

Intermediate region:

Cluj county

Predominantly rural region:

Buzău county

Italy 124 responses

Predominantly urban region:

Metropolitan City of Turin

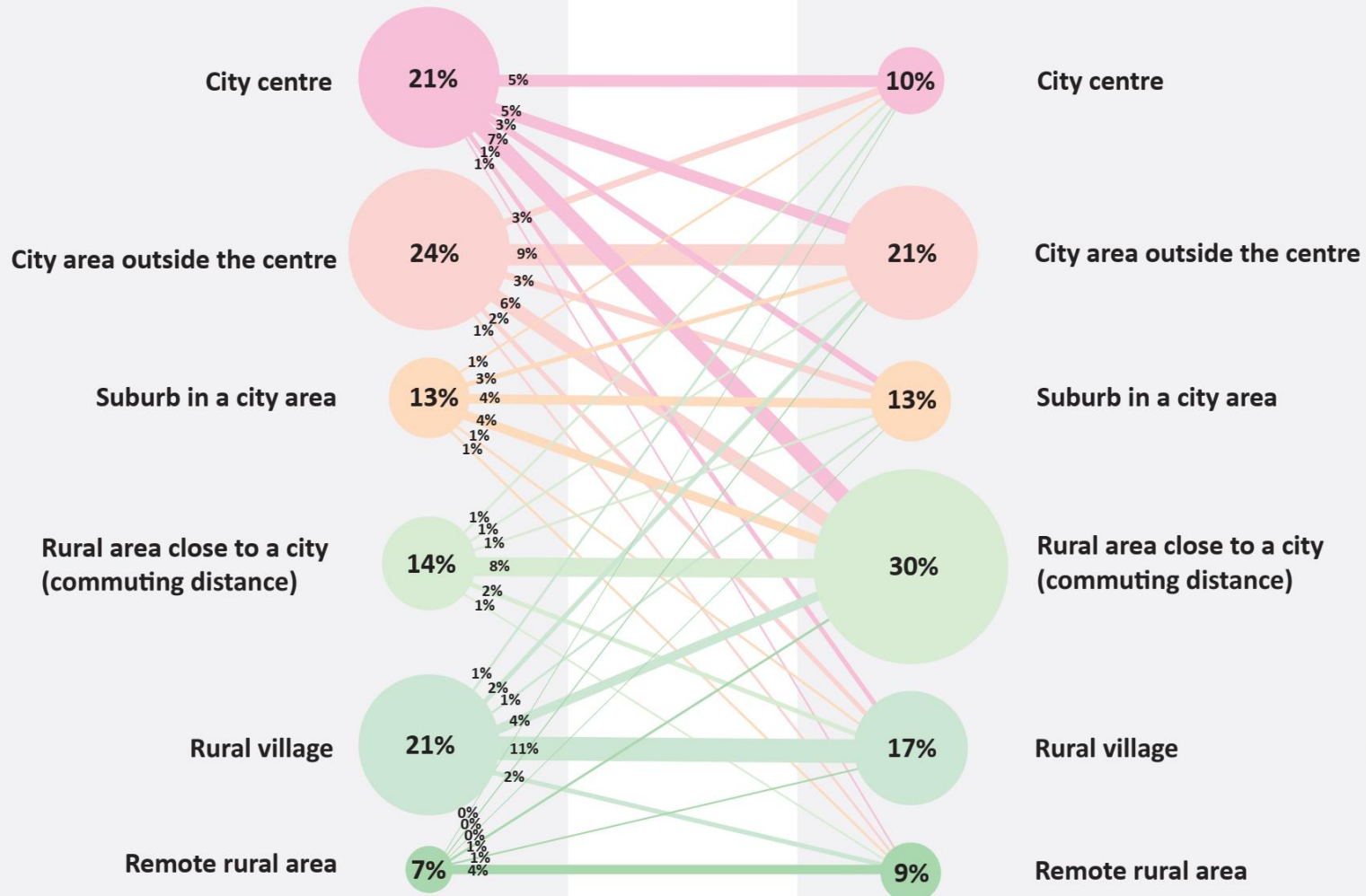
Intermediate region:

Cosenza province

Dream futures

Current place of residence

Dream place of residence



Profiles

LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
Economic activity <ul style="list-style-type: none"> Water supply; sewage, waste management and remediation activities Construction Real estate activities Manufacturing Transportation and storage 	Location <ul style="list-style-type: none"> No neighbours nearby Water (sea, lake, river) nearby In the countryside House <ul style="list-style-type: none"> Large yard Possibility to keep animals Own yard Old house 	Hobbies <ul style="list-style-type: none"> Garden Animals Value orientation, behavioural tendency <ul style="list-style-type: none"> Living with little stuff, sharing High work orientation Homing Balance of work, leisure and family life Green, peaceful, open environment
Attributes <ul style="list-style-type: none"> Short travel to work Moving because of work opportunities Working with children or youngsters Not place-bound work Self-sufficiency 		



RURAL AREA CLOSE TO A CITY (COMMUTING DISTANCE)

OBSTACLES	POTENTIAL RESIDENTS
<ul style="list-style-type: none"> 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.) 	<ul style="list-style-type: none"> 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)



REMOTE RURAL AREA

OBSTACLES	POTENTIAL RESIDENTS
<ul style="list-style-type: none"> Society (economy, debt, taxation, regulation, unrest, values, politics etc.) Unspecified obstacles Obscurity of own thoughts and dreams Lack or insufficiency of money 	<ul style="list-style-type: none"> Current place of residence: remote rural area Place of residence upon birth: remote rural area Entrepreneurs status: farm entrepreneur Children: yes Housing arrangement: living with a partner (and possibly child or children) Gender: male Entrepreneurship status: other than farm entrepreneur Age group: 25–30 years Employment status: employed



RURAL AREA CLOSE TO A CITY (COMMUTING DISTANCE)

CODE
<ul style="list-style-type: none"> Strong profiler: bold font (location quotient >2) Weak profiler: regular font (location quotient 1.2–2) Profilers are presented in order of magnitude

LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
Economic activity <ul style="list-style-type: none"> 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 	Location <ul style="list-style-type: none"> No neighbours too close In the countryside Water (sea, lake, river) nearby Nature nearby or within nature House <ul style="list-style-type: none"> Farmhouse Environmentally friendly housing Possibility to keep animals Garage or barn Large house Small house Own yard 	Hobbies <ul style="list-style-type: none"> Cars, motorbikes, machines, motoring Animals Enjoying the outdoors: hiking, cycling, walking Sailing, boating Garden Community activities Value orientation, behavioural tendency <ul style="list-style-type: none"> Self-sufficiency Entrepreneurial orientation Simple lifestyle Independence, freedom Sustainable lifestyle Spiritual lifestyle Calm, quiet, slow lifestyle High work orientation Valuing local food and services
Attributes <ul style="list-style-type: none"> 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 		



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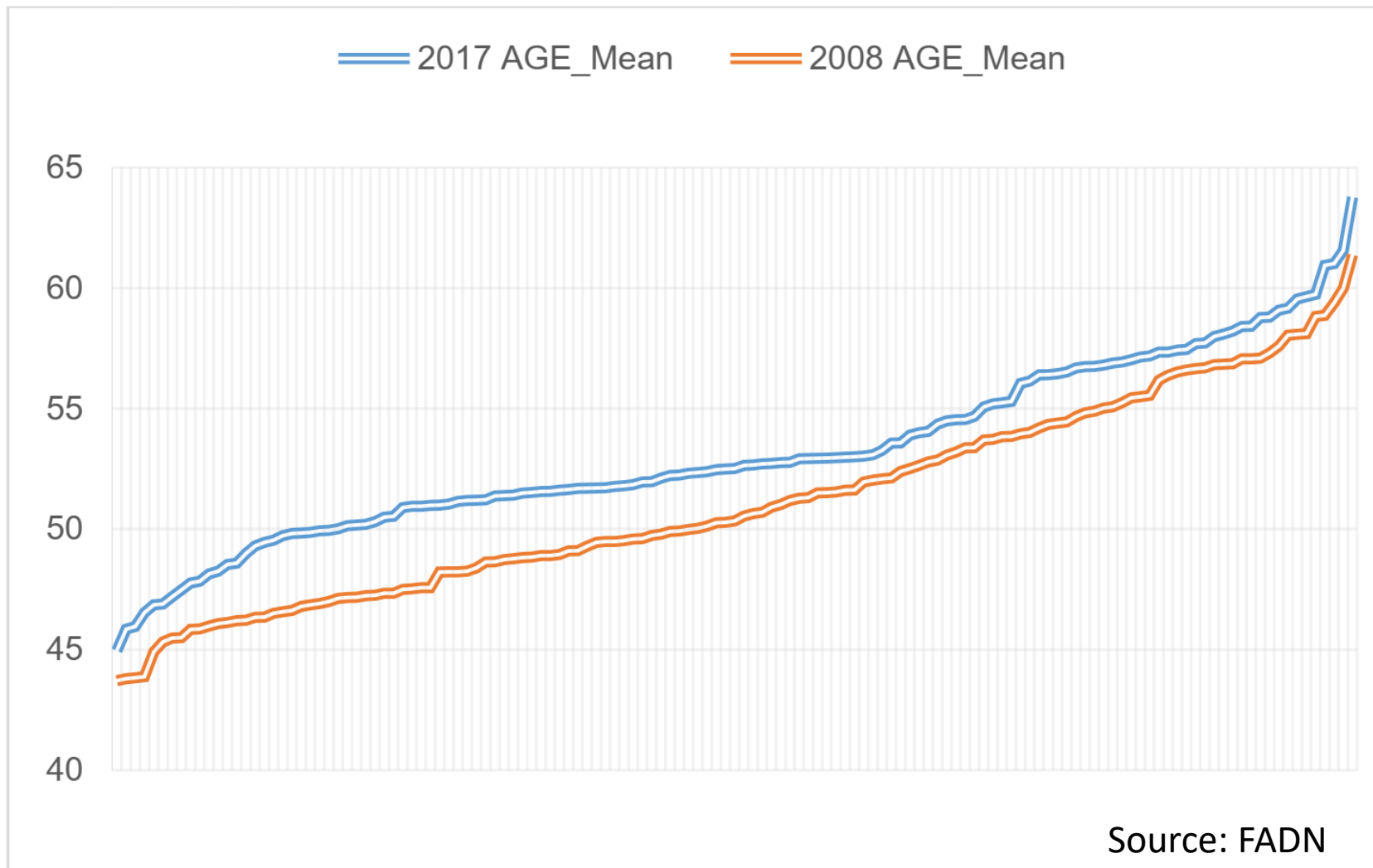
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Rural newcomers & new entrants into farming



- ▣ 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



- ❑ 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

- ▣ 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)

- ▣ 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



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