

Rural Pact Conference

15-16 June 2022



Social economy as catalyst to boost resilience and twin transition in rural areas



Speakers

Mr. Karel VANDERPOORTEN

Policy Officer, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Ms. Patricia ANDRIOT

Vice-president, RTED (Social Economy Local Authority Network)

Rurality project manager, National Agency for Territorial Cohesion, France

Ms. Marta LOZANO MOLANO

President WAZO COOP, Spain

Ms. Sandra BERTHOLET

Vice-president, RURAL TOUR – European Federation of Rural, Luxembourg

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Thank you

Transition Pathway **‘Proximity and Social Economy’**

Mr Karel Van der Poorten

European Commission
DG GROW



Transition pathways: a key pillar of our new industrial policy



1. May 2021: Update of the Industrial Strategy with lessons learned following the COVID-19 crisis.
2. Development of a new approach based on 14 industrial ecosystems. Among them, 'Proximity and Social Economy'.
3. Co-creation of a transition pathway for the P&SE with a release expected in Fall 2022.



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Transition Pathway 'Proximity and Social Economy': 3 pillars

Green transition

1. Scale & spill-overs of green innovations
2. Emerging green markets and sustainable public procurement
3. Social infrastructure, energy poverty and social housing
4. Local Green Deals

Digital transition

1. Digital skills and access to technology
2. Investment 'TechforGood'
3. Social tech start-ups
4. Scaling social economy business models in the platform economy
5. Data management



Transition Pathway 'Proximity and Social Economy': three pillars

Resilience

1. A supportive business environment
2. Boost private investment with a social and environmental impact (impact investment): i.e. with support from social window under InvestEU
3. Targeted public investment

All three pillars linking to:

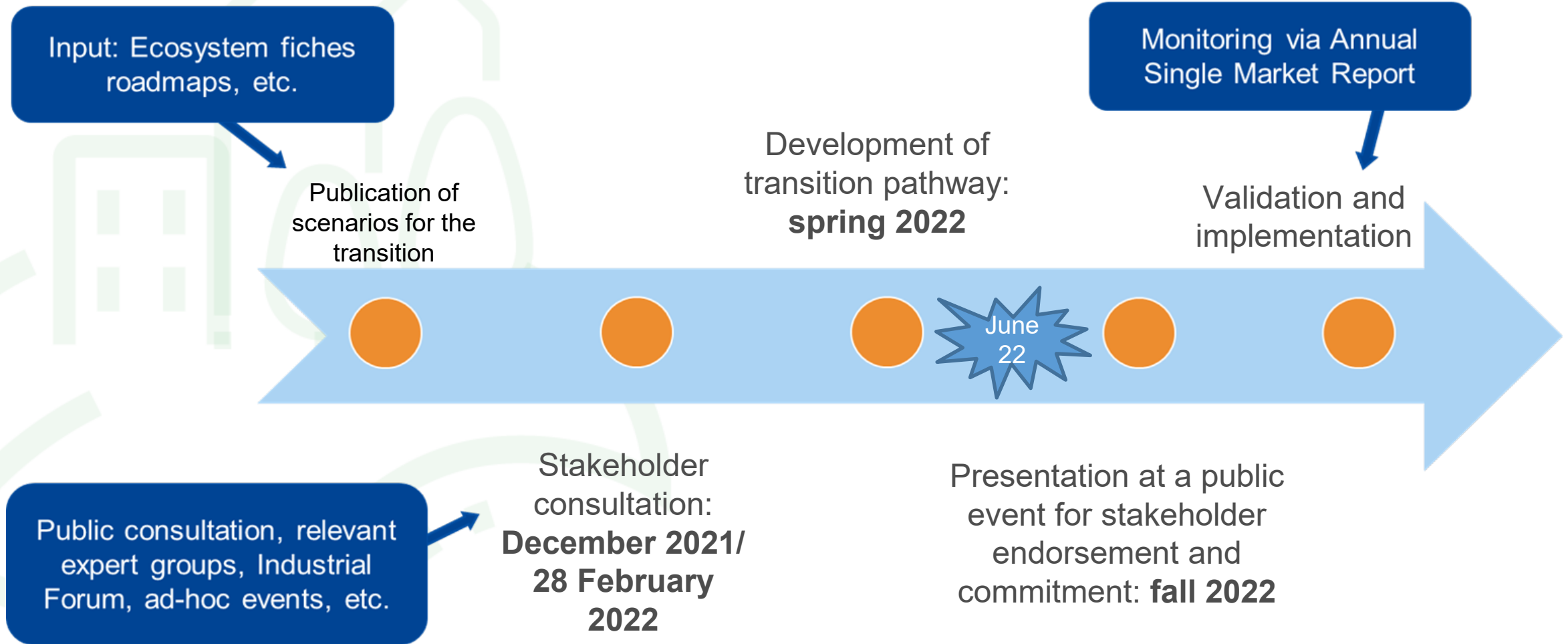
- SME policy,
- Skills Agenda,
- Reform support,
- Cohesion policy,
- Renovation Wave, ...

As well as funding opportunities:

- **MFF & RFF**



Timelines and next steps



Thank you





Ms. Patricia ANDRIOT



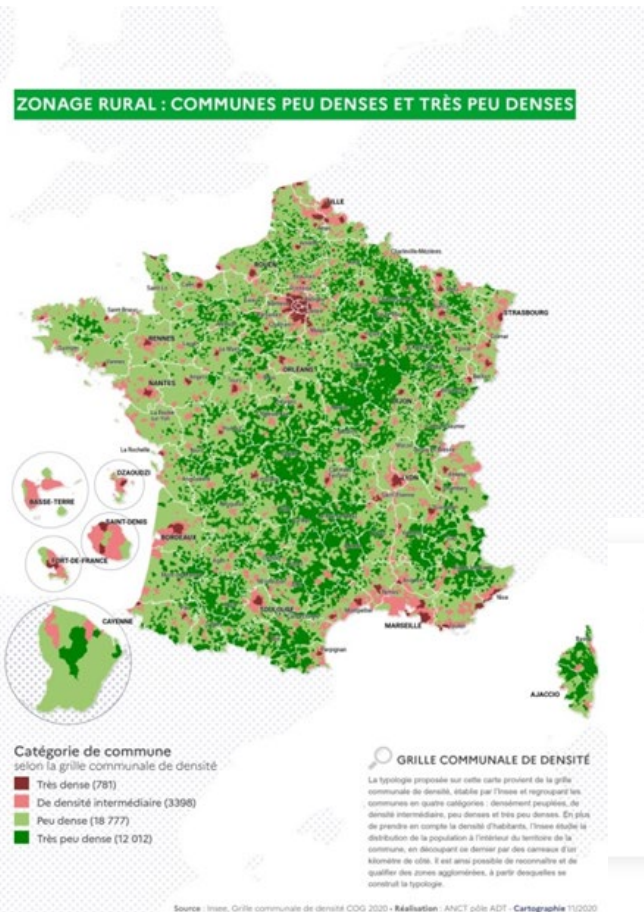
Where am I talking about?

Double cap or dual role but to sum up, it is a common voice of public policies about place of social economy in rural area at different levels...



What is the context of rurality in France?

main characteristics



- 30 % of population in rural areas
- High density for rurality
- Half the urban population consider living in rural areas would be an improvement to their quality of life
- But many bottlenecks remain with unequal access to core services as a result.
- These handicaps were seen as preventing many rural areas from making the most of their assets.
- A growing feeling that rural areas had been left behind emerged → yellow vests crisis in 2018





Crédits : A. Bouissou / Terra

In the “*Great national debate*” that followed the yellow vests crisis stakeholders advocated that a **French declination** of the **European Rural agenda** should be adopted.

A decision was made to **take action** in order to **step up the pace of change** : break down silos and bridge inequality gaps faster

A team of elected representatives was invited to formulate the content of the agenda through a **broad consultative process**

The result is the rural agenda: *it is at the same time* a long-term policy framework;
an implementation process and
an action plan of 181 measures to support the inclusion of rural areas in terms of health, mobility, youth and employment ;



3 objectives

- Enhancing the place of rural areas as drivers of change;
- Improving the daily life of people living in rural areas ;
- Replacing top-down decisions by more place sensitive and bottom up and decisions.

5 areas

- Digitalisation
- Health
- Mobility
- Youth & employment
- Services of general interest

181 measures

Measures are very concrete and focus on improving people's **every day life**
e.g. connected campuses, 1000 cafes initiatives, small railway lines, youth mentorship, engineering in local communities, houses providing core public services at less than 30' of every rural dweller.....



What place for social economy in this territory ? Why social economy is a pillar for transition ?



- The social economy already occupies a large place: many long-standing associations that play an economic role
- Services that are not provided by the market because the population is too low services for the elderly (cleaning house, care, etc.), childcare and activities for children,
- A choice by the territory to have a local food project that relies on local structures and school food: currently 500 meals provided by local actors: there is a lot of place for improvement
- on the environment, which is the most complicated issue, the main need is for local engineering for local authorities: we are too dependent on external consultancies and need to mobilise local skillsTranslated



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The TRESSONS Project

- A programme driven since 2018 by Avise and the RTES (Network of Local Governments for a Solidarity Economy) with the support of the National Rural Network and the European Agricultural Fund for Rural Development (EAFRD).
- Purpose: analyse and strengthen the impact of the social and Solidarity Economy (SSE) on rural communities.
- **Avise's activities:**
 - > Tools to highlight SSE solutions in rural areas: statistical study, monographs presenting the key factors of success for the ecosystem, projects booklets, etc.
 - > 10 experimentations about SSE support programmes in rural areas to give access to expertise
 - > A peer exchange group between 150+ rural development players in order to share knowledge about SSE solutions, models and innovations.
 - > Etc.





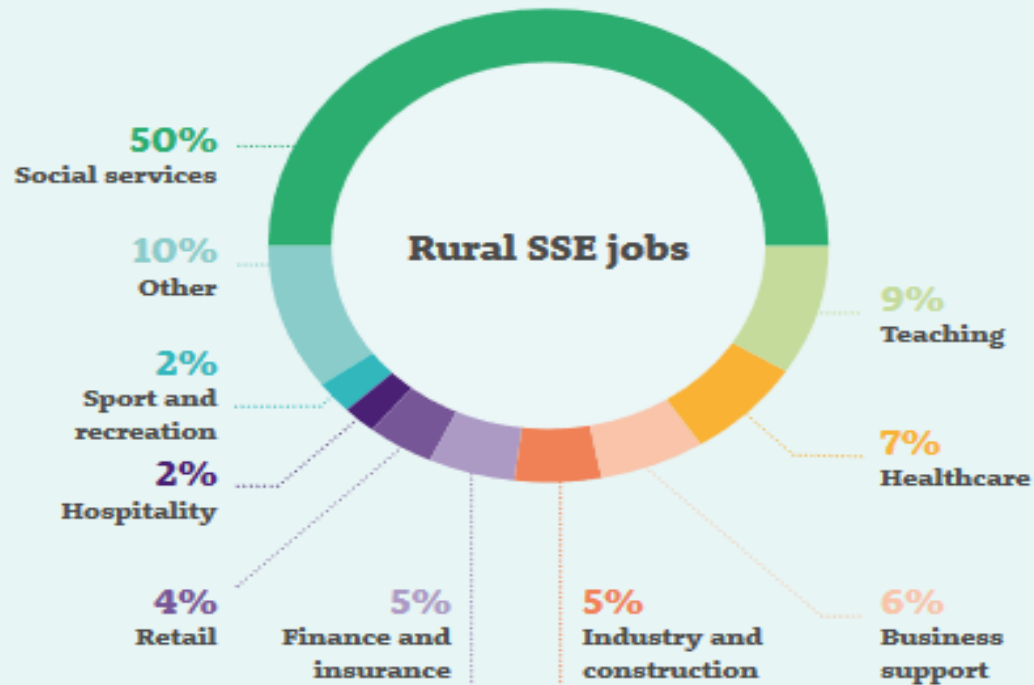
161,900
jobs in the SSE
in rural areas



22,510
rural SSE employers;
83% are micro-businesses



17.7%
of rural
private-sector jobs



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mains keys, challenges and conditions to success ?



challenges :

- lack of engineering
- awareness of environmental issues and urgency
- low demographics
- the place of young people
- lack of territorial ambition: a territory that has difficulty believing in itself

the levers

- the place of associations
- a very well preserved territory
- a 30-year history of local development
- support from the State and the region



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A scenic landscape featuring rolling hills, a small village, and distant mountains under a cloudy sky. The text "Thank you" is overlaid in the center.

Thank you

Ms. Marta Lozano Molano





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WAZO COOP

COOPERATIVA DE INICIATIVA SOCIAL SIN ÁNIMO DE LUCRO

Leading the change in Extremadura to create opportunities

Stop asking to start offering



Positive impact in rural areas



Non-profit social cooperative
working with Social Solidarity
Economy and Creative Cultural
Industries to generate positive
impact in rural areas

Motto: #WeAreTheImpact



Role Models



We promote inspiring strong role models to lead local communities to boost their leadership.

Let's cooperate for change!



Empowering rural inhabitants through knowledge and meaningful experiences

Local & Regional:



European:





Objectives:



Rural Sustainable
Development



Social Valorisation
of Heritage



Well-being of
people and planet

3 pillars:



Supported by
crowdfunding and
fundraising



Creative Cultural
Industries



Social Solidarity
Economy



Sustainable
Development
Goals



Research: Cooperative open source map

Dissemination: Podcasts, Webinars, Online platform, Stakeholder campaigns...

Training: lectures, workshops, books, tools...

Promotion: Thematic publications, Concerts, Sustainable Heritage Prize Awards and Ceremony...

Activities

| CONFERENCIA- CONCIERTO | SÁBADO 11 JUNIO 12:00 H |
|--|----------------------------------|
| MÚSICA SOCIAL POR UN PATRIMONIO SOSTENIBLE | |
|  | |
| CENTRO DE INTERPRETACIÓN RESERVA DE LA BIOSFERA | |
| TORIL | |
| CON LA COMPOSITORA MARTA LOZANO MOLANO Y JOSÉ LUIS DÍAZ (ARTE EN RUINAS) | |

| CONFERENCIA- CONCIERTO | SÁBADO 18 JUNIO 12:00 H |
|---|----------------------------------|
| MÚSICA SOCIAL POR UN PATRIMONIO SOSTENIBLE | |
|  | |
| CENTRO DE INTERPRETACIÓN SANTA LUCÍA DEL TRAMPAL | |
| ALCUESCAR | |
| CON LA COMPOSITORA MARTA LOZANO MOLANO Y JOSÉ LUIS DÍAZ (ARTE EN RUINAS) | |

| CONFERENCIA- CONCIERTO | SÁBADO 25 JUNIO 12:00 H |
|---|----------------------------------|
| MÚSICA SOCIAL POR UN PATRIMONIO SOSTENIBLE | |
|  | |
| CENTRO DE INTERPRETACIÓN DEHESA DE LA LUZ | |
| ARROYO DE LA LUZ | |
| CON LA COMPOSITORA MARTA LOZANO MOLANO Y JOSÉ LUIS DÍAZ (ARTE EN RUINAS) | |

Partners: 

¡Gracias!



WAZO COOP

COOPERATIVA DE INICIATIVA SOCIAL SIN ÁNIMO DE LUCRO

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A scenic landscape featuring rolling green hills, a small village with several houses, and distant mountains under a cloudy sky. The text "Thank you" is overlaid in large white letters across the center of the image.

Thank you

Ms. Sandra Bertholet



“Social Economy as a catalyst to resilience and the twin transition in rural areas”

Rural Tourism in Europe

A sector contributing to form stronger, more resilient,
connected and prosperous rural areas.



The History of Rural Tourism

Where do we come from?

“pre-history”

Spontaneous phenomenon after WW 1st

Agro- / Farm Tourism

Tourism service on a working farm

Diversification of income from **agriculture**

1960

Farm Tourism
DE, AT, IT



1952
Sommergäste

<https://www.jakobbauer.at/urlaub-romantik/>

Turnau,
Steiermark
Österreich

The History of Rural Tourism

Where do we come from?

Rural Tourism

Small-scale, mostly complementary tourism activity in rural areas
Diversification of **rural economy**

1985

LEADER approach
Cork Declaration
New countries in East Europe

Sustainable Tourism in Rural Areas

Integrated part of tourism industry
International and worldwide demand

200x

Internet – analogue to digital
Low-cost travel
Value change
COVID-19



Gastronomy and Food



Hiking and walking



Family holidays



Nature Parks



Farm Experience



Cycling



Live like a local



Adventure



Culture, Heritage, UNESCO sites



Events





RURALTOUR
EUROPEAN FEDERATION OF RURAL TOURISM



RURALTOUR, founded in 1991, is the professional tourism trade organisation representing the rural tourism sector at the European level.

Pact for skills

Expert Group
European Commission

Professional defence and advocacy

European networking

Knowledge exchange

Training, congresses and events

Product development

Promotion



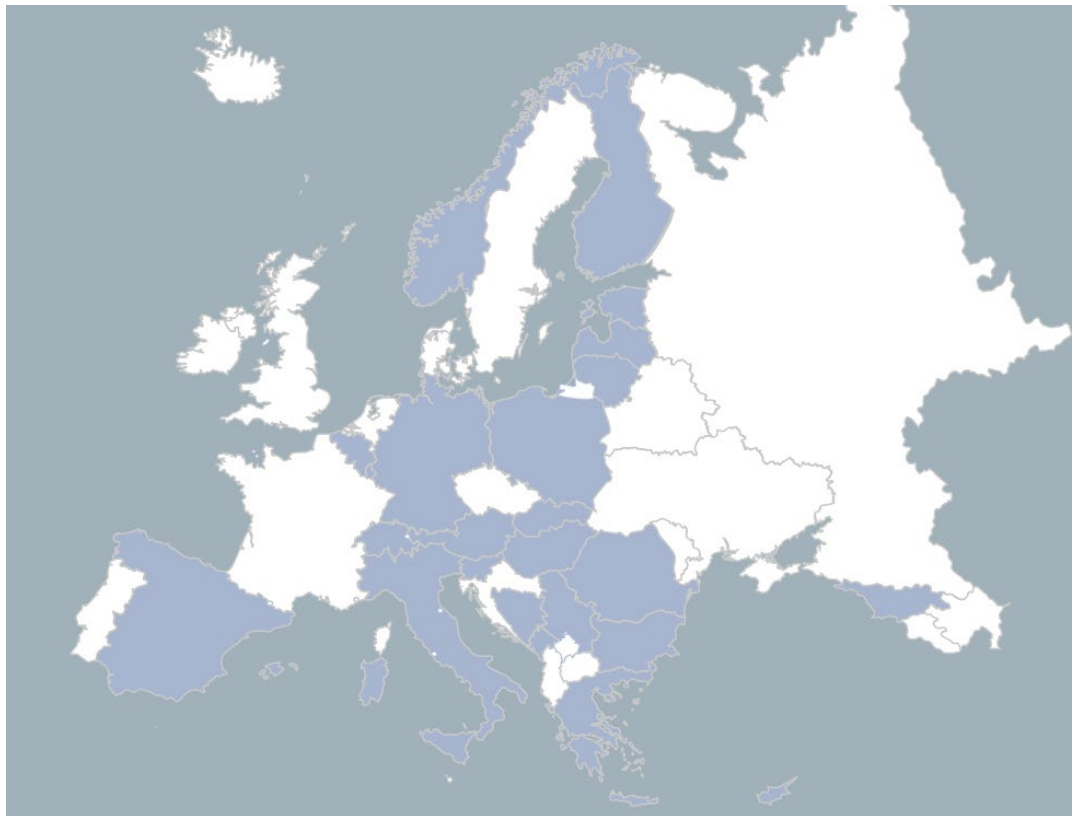
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RURALTOUR

EUROPEAN FEDERATION OF RURAL TOURISM



RURALTOUR is formed
by 30 national and
regional provider
organisations from 26
countries of geographical
Europe.



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The Importance of Rural Tourism

In Europe in 2022

- More than 600.000 accommodation units
- More than 6 million beds (*2x the capacity of Spain as second most important tourism destination in Europe*)
- 15% of hosting capacity in Europe
- 1.000.000+ direct or indirect jobs
- Generates more than 200.000 million EUR income in rural areas



STRENGTH

- Positive Image
- Diversity of products and service
- Human touch
- Authenticity
- Value for money

WEAKNESS

- Perception of reliability
- Connectivity
- Level of skills for mid-high level demand
- Professional USP image marketing
- Institutional backing / advocacy power

OPPORTUNITY

- Value Change in population
- Market trends
- COVID-19 impact on priorities
- Digitalization
- Policy priorities

THREAT

- Rural “Over-Tourism”
- Inadequate “professionalism” demand
- Conservative structures do not adapt
- Generation change
- Usurpation by commercial groups

SECRETARIAT

RURALTOUR

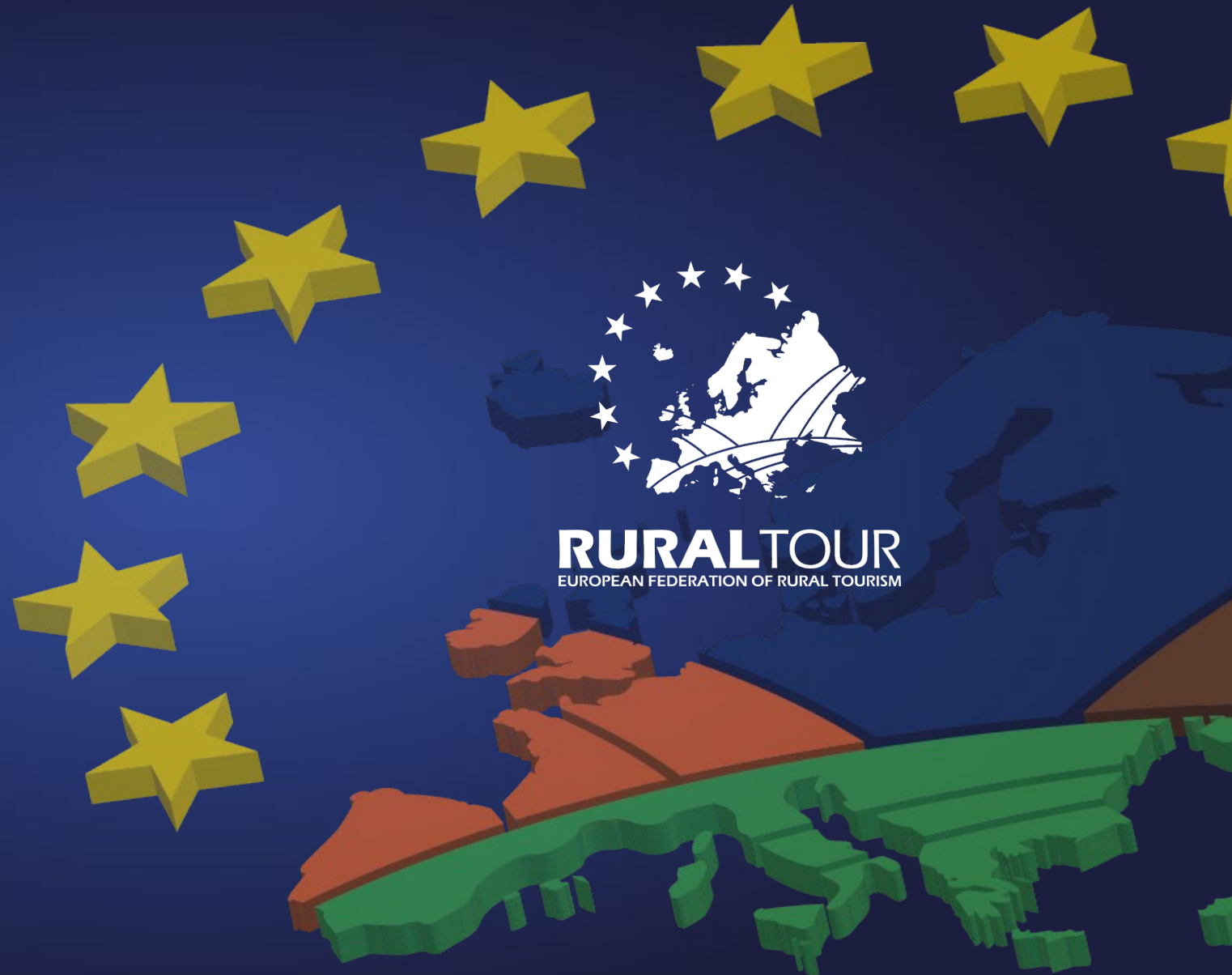
Sagunto, 8. 10 – 3
E-04004 Almería

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Thank you



Time for your voices





How can we contribute to the Rural Pact?



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Conversations in small groups

1. Introduce yourself to one another and share what connects you to the topic of this session
2. Exchange ideas and take notes on the Template



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Conversations in small groups etiquette

- Speak with intention
- Listen with attention
- Listen together for new insights and deeper questions
- Link and connect ideas
- Slow down



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Template



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How can we contribute to the Rural Pact?

Session topic: _____

Participants:

Key Ideas:

What new ideas emerged from the presentations? What key ideas can you share from your own context?

Opportunities for collaboration:

What opportunities for collaboration do you see?

Concrete actions (name, organisation, action)*:

What concrete actions are you willing to take to contribute to the Rural Pact?



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Commitment



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COMMITMENT CANVAS

What concrete actions am I / is my organisation willing to take to contribute to the Rural Pact?

Please fill out one canvas for each commitment you are willing to submit

| | |
|--|-----------------|
| This is: <input type="checkbox"/> An idea for a commitment / <input type="checkbox"/> A formal commitment | |
| Name: Name of organisation: Sector/type of organisation: | |
| Contact email: | Country: |
| Are you a member of the Rural Pact Community? <input type="checkbox"/> Yes / <input type="checkbox"/> No | |
| Description of the commitment: | |
| Key milestones you are planning: | |



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Harvesting from our conversation



- 1) What new ideas emerged from our conversations that see Social Economy as a way to contribute to the Rural Pact?*
- 2) What opportunities for collaboration came to life that would contribute to the Rural Pact?*



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Join at
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#river



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Don't forget to submit a commitment



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Thank you

