



# The rural revitalisation platform

**Marie Lambert**

**European Commission**

29 June 2023, Policy action lab "Taking action to tackle rural depopulation"



**#RuralPact**



Funded by  
the European Union

# The long-term vision for EU's rural areas



The vital importance of rural territories to society as a whole must be recognised, its image and perception among urban populations and decision-makers must be improved, with a deconstruction of stereotypes.



**Consultation activities for the long-term Vision**



# The long-term vision for the EU's rural areas

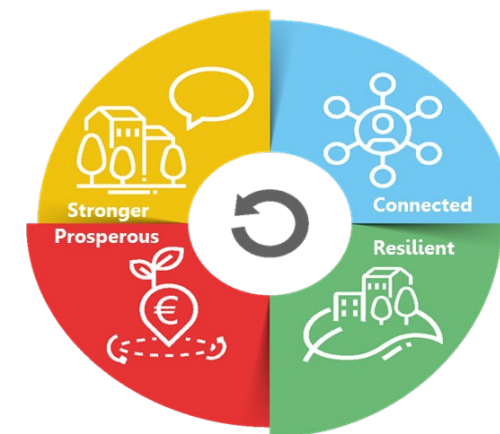
## LONG-TERM VISION FOR RURAL AREAS

### 10 SHARED GOALS FOR 2040

### EU RURAL ACTION PLAN

#### 9 Flagship initiatives

1. **Rural revitalisation platform**
2. **Research and innovation** for rural communities
3. Sustainable multimodal **mobility** best practices for rural areas
4. Rural **digital futures**
5. Support rural municipalities in **energy transition** and fighting climate change
6. Climate action in peatland through **carbon farming**
7. **EU mission** : a soil deal for Europe
8. **Social resilience** and **women** in rural areas
9. **Entrepreneurship** and **social economy** in rural areas



# The long-term vision for the EU's rural areas

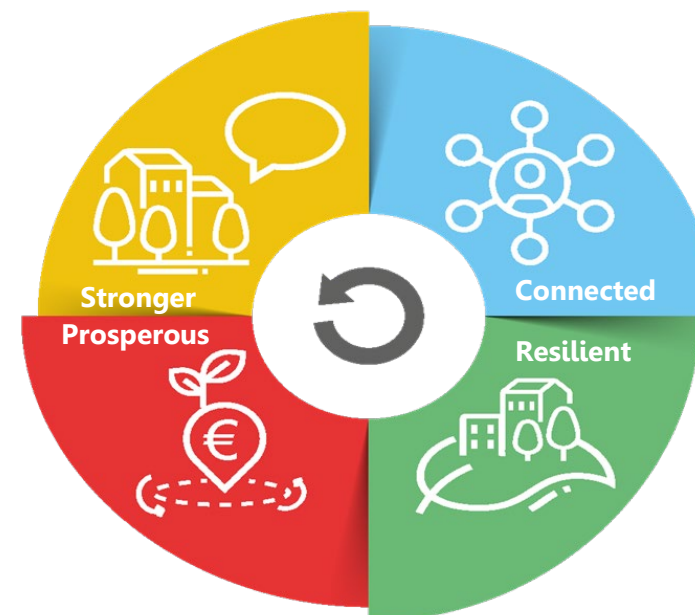
## LONG-TERM VISION FOR RURAL AREAS

10 SHARED GOALS FOR 2040

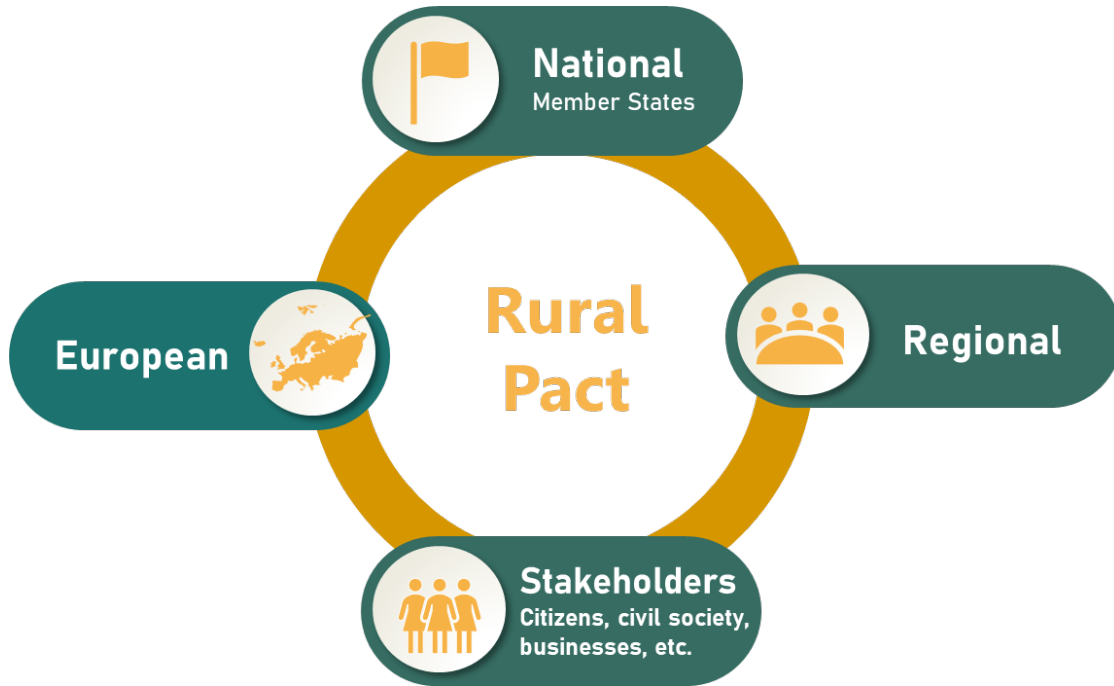
EU RURAL ACTION PLAN

6  
Horizontal  
actions

1. Rural Observatory
2. Functional Rural Areas
3. Improved Statistics
4. Rural Proofing
5. Toolkit on EU funding
6. **Rural Pact**



# The Rural Pact



## What is the Rural Pact ?

The Rural Pact is a formal space and framework to boost **cooperation** between national, regional and local governments, civil society organisations, businesses, academics and citizens to act towards the shared goals of the rural vision.

#RuralPact

## Participatory process



**Rural Pact**

*Proposals from the Rural Pact preparatory group for the Rural Pact conference on 15-16 June 2022*

**Introduction**

With the adoption of the Communication on a Long-term Vision for the EU's rural areas, the European Commission committed to setting-up a Rural Pact. This Pact will contribute to reaching the shared goals of the Long-term Vision for the EU's rural areas but also fits into the EU's broader commitment of implementing the United Nation's Sustainable Development Goals and ensuring balanced territorial development.

Following the launch of the Rural Pact Community, in December 2021, over 1000 individuals and organisations have endorsed the shared goals of the rural vision and want to work towards their achievement. This draft is the next step in the Rural Pact process. Drafted by EU institutions and rural stakeholders<sup>1</sup>, it outlines the main features of the Rural Pact. Rural Pact Community members were invited to express their views on this proposal in May through a survey. Their feedback was taken on board for the final proposal which was presented at the Rural Pact conference on 15 and 16 June 2022.

**Objectives**

The Rural Action Plan, which was adopted with the Long-term Vision for the EU's rural areas, represents the European Commission's commitment to acting for rural areas. One of its actions is to propose a Rural Pact, which aims to strengthen multi-level governance for the EU's rural areas. This means that the Pact will engage the European, national, regional and local level, all of which have a key role to play in the future of rural areas, to work together.

The activities of the Rural Pact could be classified as contributing to three broad objectives:

<sup>1</sup> Presidency of the Council of the EU, the European Committee of the Regions, the European Economic and Social Committee, ELARD, PREPARE and ERCA from the European Rural Parliament, as well as the European Parliament and the European network for Rural Development as observers.

**Proposal endorsed**  
**Rural Pact Conference (15-16 June 2022)**



# The rural revitalisation platform... ... as part of the Rural Pact community platform



## This is your space

Find the latest information about the [Rural Pact](#) and [rural revitalisation](#), connect with your peers and get inspired!

Go and check the existing “[Community Groups](#)” to discuss the topics of your interest. Or create one to gather all the actors around one place or one topic.

We wish you an inspiring discovery of all the good things happening in rural Europe.

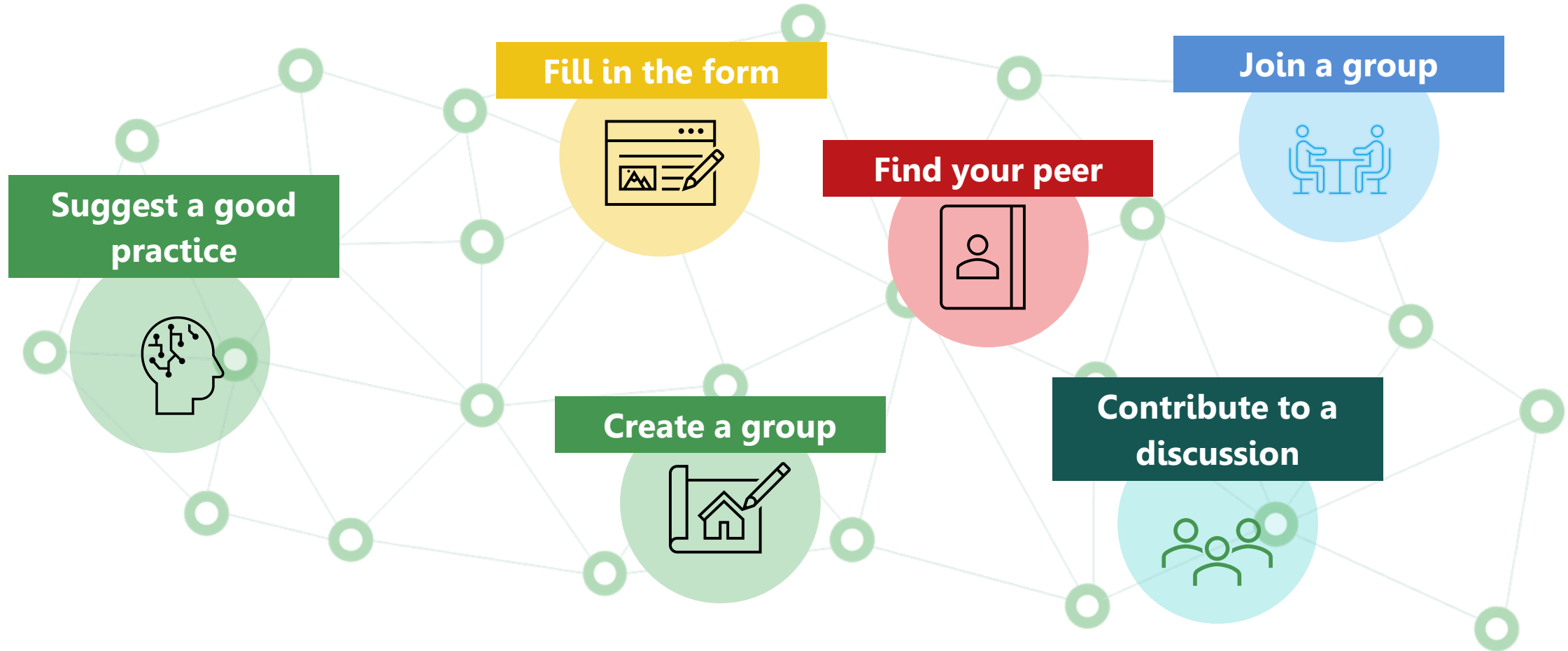
# The platform - Objectives



- **Stay informed**
- **Connect with each other**
- **Exchange and interact**

**Let's deep dive into it!**

# How can you contribute?



**This tool is designed for you = Make the best use out of it!**



Join us! [Become a member of the Rural Pact | Rural Pact Platform \(europa.eu\)](https://europa.eu/rural-pact)





# Thank You!

[@ec-vision-rural-areas](https://twitter.com/ec-vision-rural-areas) @  
[ec-vision-rural-areas@ec.europa.eu](mailto:ec-vision-rural-areas@ec.europa.eu)

<https://ruralpact.rural-vision.europa.eu>



#RuralPact



Funded by  
the European Union