

# "European Rural Transformation and the Concept of a 'Europe of Many Rural Characteristics"

In rural areas of the EU, the population is on average older than in urban areas and will slowly decline over the coming decade. This, combined with poor connectivity, underdeveloped infrastructure and a lack of diverse job opportunities and limited access to services, makes rural areas less attractive places to live and work.

# A long-term vision for rural areas: for stronger, connected, resilient and prosperous rural areas in the EU

The aim is to make our rural areas stronger, connected, resilient and prosperous. Four areas of action supported by flagship initiatives, which aim to:

- **strength**: focus on empowering rural communities, improving access to services and facilitating social innovation,
- -connectivity: improve connectivity in terms of transport as well as digital access,
- **resilience**: preserve natural resources and green agricultural activities to combat climate change, while ensuring social resilience by providing access to training courses and a variety of quality job opportunities,
- **prosperity**: diversify economic activities and improve the added value of agricultural and agri-food activities and agri-tourism.

### Strategy for our countryside

- •The countryside and the people living in it are exposed to various changes. It is necessary to create conditions for improving their status ad protecting them in the interests of all citizens.
- •It is necessary to support the balance and feedback between man and the environment. An integrated solution should be sought between different state positions and municipal councils.
- Create certain activities for the revitalization and strengthening of the economy in rural regions

## Strategy for our countryside

- •It is recommended that agricultural policy be directed from quantity to quality of food.
- •Forests have multifaceted functions for the countryside and its inhabitants. Therefore, efforts should be made to increase the pressure in forestry to improve the health of forests.
- Production and production services should be based on regional resources and the local business environment.
   Telecommunications can support this process.

## Strategy for our countryside

- •Rural tourism should be supported to an extent that respects the character and capacity of the area.
- •The rural population should have good living conditions with modern amenities while preserving traditional local construction. Governments should maintain rural service offerings and prioritize the social and cultural vitality of rural communities.
- •We consider it a crucial priority to maintain the diversity of the cultural landscape in the long term, while respecting the conditions for animal and plant life and agricultural production. In each country, it would be necessary to recommend effective systems for the protection of cultural heritage sites and to strengthen public awareness of pride in this heritage.