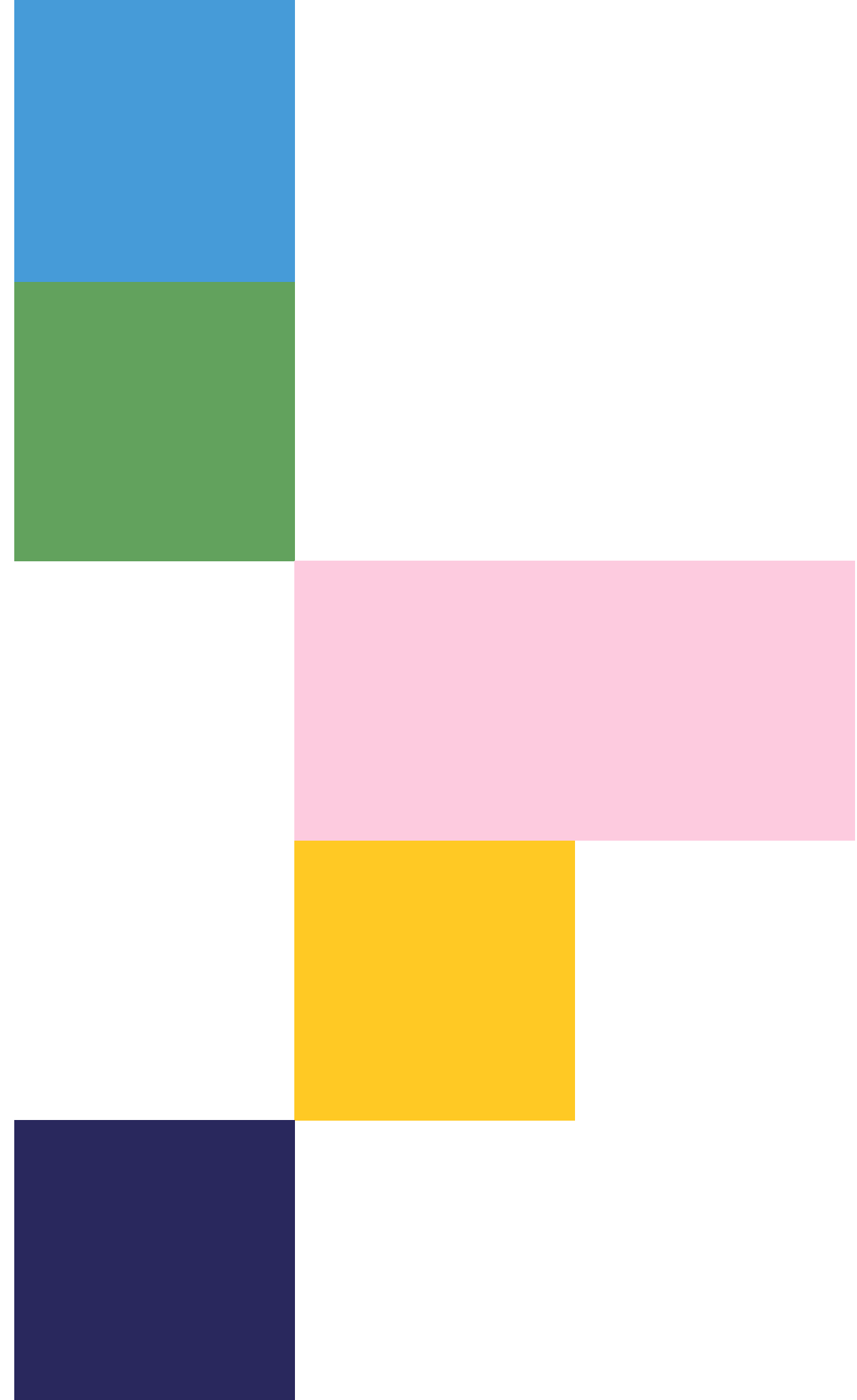


# Workshop Rural Proofing

2023 European LEADER Congress



# What about Rural Proofing

## Instrument to guarantee the quality of life in depopulated areas

- Methodology to reverse depopulation
- Ensures that all national, regional and local regulations are adapted to the different rural needs and demands
- It implies moving away from the urban-centric vision that governs our historical imagination

# History of Rural Proofing

- Cork 2.0. European Conference on Rural Development (2016)

*The rural potential to deliver innovative, inclusive and sustainable solutions for current and future societal challenges such as economic prosperity, food security, climate change, resource management, social inclusion, and integration of migrants should be better recognised. A rural proofing mechanism should ensure this is reflected in Union policies and strategies*

- Long-term vision for rural areas (LTVRA) (2021)

# The case of Spain

- **Law 27/2022, of December 20, on the institutionalization of the evaluation of public policies in the General State Administration**

## **Sixth additional provision. Rural Guarantee Mechanism**

- 1. The Government will promote a Rural Guarantee Mechanism, ensuring the participation of stakeholders in its design and application**
- 2. In any case, said Mechanism will include:**
  - a. The incorporation of the evaluation of the effect of public policies on territories, the environment and rural society, in accordance with the provisions of article 2.1. of this law.**
  - b. The development of a specific evaluation methodology that takes into account the principles, recommendations and tools proposed by the European Union in this field.**

# Rural Proofing and LEADER

Rural Proofing must place the rural population as a subject when creating legislation and public policies.

LEADER/CLLD community-led local development approach

It is essential that when starting this Rural Proofing Mechanism, the LEADER and the Local Action Groups maintain a leading role so that the actions carried out have a greater measured and coordinated impact.

## How do we achieve a real implementation?

- Awareness policy
- Dialogue and sharing experiences
- Creation of practical material adapted to different actors
- Start up of specific bodies for follow-up and evaluation

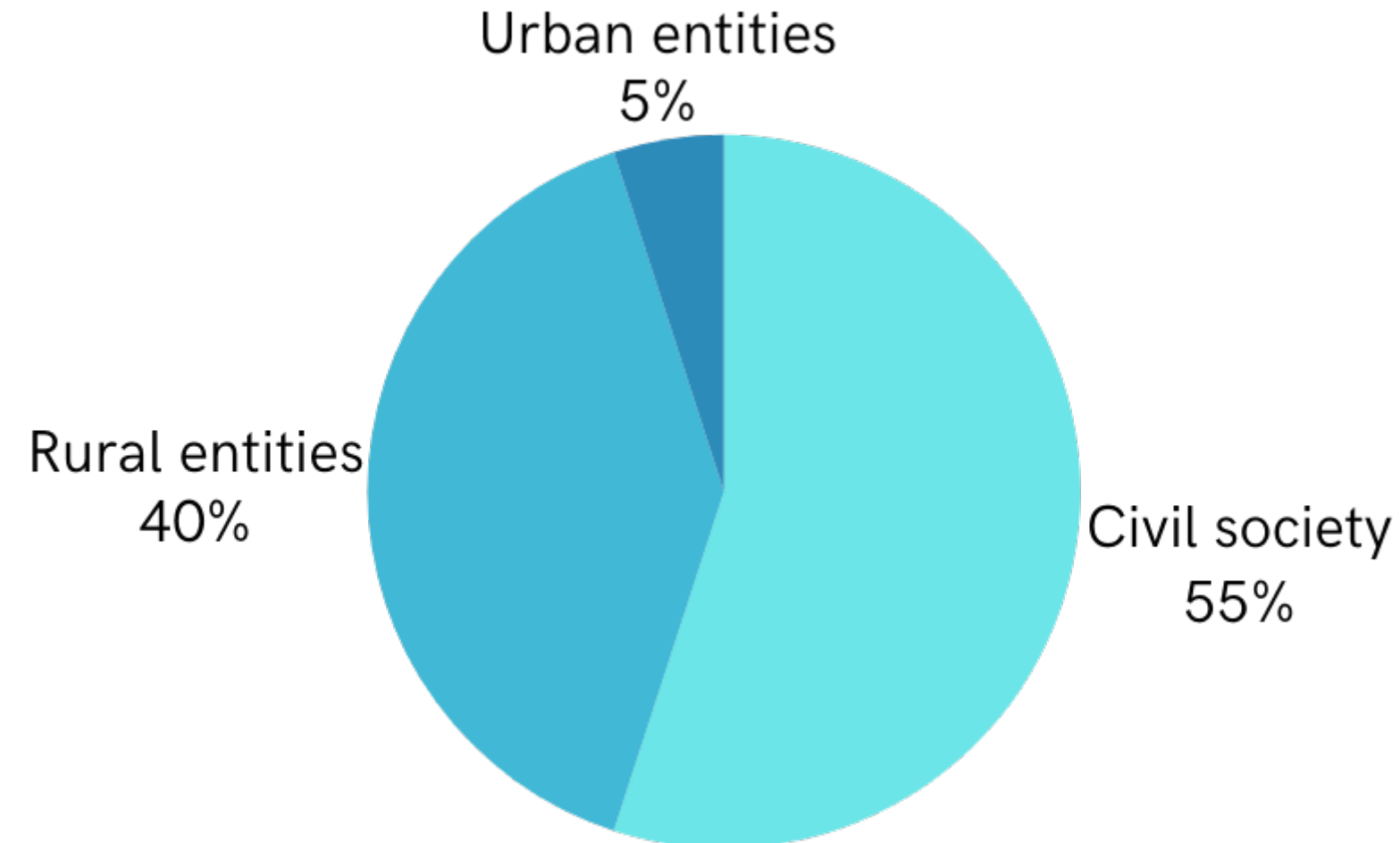
# REDR actions



## National survey and awareness campaign !!! 30,000 receivers!!!

"Listening to the population: testimonies for the implementation of Rural Proofing"

166 contributions



# National survey and awareness campaign



**Lo rural, ¡Escalando posiciones!**

El Rural Proofing como herramienta para transversalizar lo rural a nivel nacional e internacional

**Habla la ciudadanía rural**  
Rural Proofing contra la España "vacilada"

**REDR apuesta por el Rural Proofing**

Accede aquí a la publicación "Lo rural, ¡escalando posiciones!"

El **Rural Proofing**, Mecanismo Rural de Garantía Rural surge como metodología que permite revertir la tendencia de despoblación, gracias al impulso de la revisión normativa, estrategias empresariales y políticas desde una perspectiva rural.

Para lograr su correcta implementación, es necesario que lo conozcamos, estemos familiarizados con su aplicación y seamos conscientes de su importancia.

**¿Cuál es el objetivo de nuestra campaña?**

1. Concienciar sobre la importancia de aplicar la metodología del Rural Proofing
2. Impulsar alianzas a todos los niveles para una actuación coordinada por el reequilibrio territorial

**¿A quién dirigimos la campaña?**

+ de 33.000 receptores

<b>Nivel internacional</b>	<b>Sociedad civil</b>
<ul style="list-style-type: none"> <li>• Organizaciones internacionales</li> <li>• Organizaciones de Naciones Unidas</li> <li>• Instituciones europeas</li> </ul>	<ul style="list-style-type: none"> <li>• Institutos y centros educativos (ESO, FP, Bachillerato) y Centros Rurales Agrupados</li> </ul>
<b>Administración pública</b>	<b>Medios de comunicación</b>
<ul style="list-style-type: none"> <li>• Ministerios</li> <li>• Comisiones Nacionales</li> <li>• Administración regional (Juntas, consejerías, diputaciones, direcciones generales, jefes de servicio)</li> <li>• Administración local (Ayuntamientos, centros cívicos, oficinas de empleo)</li> </ul>	<ul style="list-style-type: none"> <li>• Medios nacionales, autonómicos, provinciales, locales, revistas especializadas y redes sociales</li> </ul>
<b>Tercer sector</b>	<b>Sector privado</b>
<ul style="list-style-type: none"> <li>• Entidades del Tercer sector (ONG, asociaciones, sindicatos)</li> </ul>	<ul style="list-style-type: none"> <li>• Empresas privadas a nivel regional, nacional e internacional con presencia/cobertura en el medio rural</li> </ul>

**The rural environment, making strides!**

Rural Proofing as a tool to bring the rural environment to the mainstream at the national and international

**Rural citizenship speaks**  
Rural Proofing against the "deceived" Spain

Access here to read the REDDR magazine: **The rural areas, making strides!**

Rural Proofing emerges as a methodology that allows reversing the depopulation trend, thanks to the promotion of the revision of regulations, business strategies and policies from a rural perspective.

In order to achieve its correct implementation, it is necessary to be familiar with its application and be aware of its importance.

**What is the main goal of our campaign?**

1. Raising awareness about the importance of applying the Rural Proofing methodology
2. Promoting alliances at all levels to achieve coordinated action for territorial rebalancing

**Who are we directing the campaign to?**

+ than 33,000 receivers

<b>International level</b>	<b>Civil society</b>
<ul style="list-style-type: none"> <li>• International organizations</li> <li>• United Nations institutions</li> <li>• European institutions</li> </ul>	<ul style="list-style-type: none"> <li>• High schools (Secondary, vocational training and Baccalaureate) and "Grouped Rural Centers"</li> <li>• Public universities</li> <li>• Individual defenders of rural areas</li> <li>• Local Action Groups and Regional Networks</li> </ul>
<b>Administration</b>	<b>Media</b>
<ul style="list-style-type: none"> <li>• Commissions</li> <li>• Administration (Bords, ministries, councils, general directorates, heads of service)</li> <li>• Administration (town halls, civic centers, employment offices)</li> </ul>	<ul style="list-style-type: none"> <li>• National, regional, provincial and local media specialised magazines and social networks</li> </ul>
<b>Third sector</b>	<b>Private sector</b>
<ul style="list-style-type: none"> <li>• Third sector entities (NGOs, associations, unions)</li> </ul>	<ul style="list-style-type: none"> <li>• Private companies at a regional, national and international level with presence in rural areas</li> </ul>

## National survey and awareness campaign

### ■ High level congratulations received for the initiative:

– Head of Cabinet Spain Presidency Pedro Sánchez



*On behalf of the President of the Government: for us it is important that entities like yours make us participate in their proposals that will certainly enrich us and contribute to achieving more accurate needs that arise in our society.*

- *Ministry of Social Affairs*

- *Ministry of Education and Vocational Training*

- *Ministry of Culture and Sports*

- *Ministry of Tax Authorities*

- *Ministry of Agriculture and Rural Development*

# National survey and awareness campaign

## ■ Main concerns

### Access to health services

”

We only have a pediatrician 2 times a week and sometimes not even that. Video assistance with pediatrics would be a good option to at least have someone to consult if there are no serious issues. Pharmacies or medicine cabinets are also a scarce commodity. In my town, although there are two pharmacies, there is no emergency pharmacy and, if you need it urgently, you have to go to Aranda de Duero, 50 km away go and return (if you have a car, of course).

Isabel B. C.  
46 years old  
Roa de Duero, Burgos

### Promotion of employment and entrepreneurship

”

The legislation of different *concellos* are very old and inconsistent regulations for the opening of establishments. For example, in a place I opened, I was obliged to have a bathroom for every 100 square meters. The premises were 520 square meters... you can imagine! Barbaric expenses. Nowadays it is difficult to open a business due to the lack of up-to-date regulations.

Amelia G.  
52 years old  
Sardiñeiro, A Coruña

## Digitalization and connectivity

”

No matter how hard they try to say that there is no digital divide, there is still a lot of rural territory with huge deficiencies in connectivity issues. For example, to pay a tax, make a transfer or attach a document on your computer, you need a verification code that arrives on your cell phone. It is necessary that the mobile operator and the Internet operator are the same to be able to do it from home. There are times when you have to take the car and travel to get the verification code and pray that your computer session is not cancelled. That is not equality.

Blanca M.  
Molino de Alcuéza  
S.L.

## Housing

”

There is no housing policy in small municipalities, only social housing or social rental housing is built in the capital or county seats. Builders are not attracted to make small promotions of houses or apartments so that people can have access to housing in conditions in small municipalities. The rehabilitation of the old quarters is not favored either.

Blanca Z. P.  
53 years old  
Allo, Navarra



# Recommendations

## ■ National, regional administrations; companies, third sector and civil

■	■	■	■	■
Sharing of good practices and real testimonies (awareness campaigns)	Involvement of all administrative levels	Creation of national Rural Observatories	Involvement of the private sector with rural development	Being active in the consultation processes
	■	■	■	
	Advocacy at all levels	Contact with Internationals Organisations	Monitoring and measurement of impact	

# Thank you!

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