New ESPON activities

ESPON Seminar
“Territory matters: Keeping Europe and its regions competitive”
16-17 June 2016
Amsterdam, The Netherlands
Key policy questions on the basis of the PURR Project:

- What can be considered for assessing the territorial potential of rural regions in Europe?
Workshop E: Territorial specificities

Rural Potentials

Territorial Assets: People, Place, Power

Spectrum of Rural Knowledges

Processes and Dynamics of Rural Change

- Farm Structural Change
- Climate Change
- Institutional Capacity
- Services of General Interest
- Cultural Heritage

Demography
- Employment
- Business Development

Knowledge Arenas and Channels
- Quantitative Statistical Data
- Community Understanding
- Local Knowledge
- Expert Scientific Analysis
- Qualitative Narrative Data
- Soft Data
Workshop E: Territorial specificities

Top Down Perspective (TD)

Step 1: Benchmarking the region in its broader context
- Comparative quantitative data from European, national and sub-national sources
- Application of the ‘Magnifying Glass Method’

Step 2: The regional context and stakeholder perspective
- Stage 1: Informal discussions with stakeholders
- Stage 2: Formalised workshops involving use of ‘Rural Potentials Stakeholder Template’ and SWOT analysis technique

Step 3: Assessing the region’s territorial potentials
- Consolidation of Template and SWOT analysis
- Possible use of scenario or foresight techniques
- Reflection upon development meta-narrative

Step 4: Policy options and future development
- Consideration of strategic postures
- Analysis of possible policy options, scenarios and actions
- Exploring frameworks of policy implementation

Bottom Up Perspective (BU)
Workshop E: Territorial specificities

**People**
- Profile of Demographic Structure and Dynamics
- Audit of Skills, Talents and Education
- Health, Wellbeing and Livelihood
- Assessment of Social and Cultural Capital

**Place**
- Profile of the Rural Economy
- Audit of Natural and Landscape Resources
- The Traditional Rural Economy
- The New Rural Economy: Production and Consumption

**Power**
- Audit of Governance, Policy and Finance
- Profile of Local Networks of Knowledge
- Assessment of Political Capital
- Ownership, Management and Control of Rural Futures
Workshop E: Territorial specificities

Drivers
Contextual: Demography, economy, rural development, energy, transport, climate change, value change etc.
Policy related: Global, EU, state, regional and local policy interventions

Scenarios:
...as general strategies and actions for developing potential
based on qualitative foresight
improving strategic decision making and consensus building

Strategy
Strategic postures and portfolio of actions

Based on:
Key issues and potentials in regions
Ex-ante impact assessment of existing scenarios
Stakeholder perspective

Development narratives
Prevailing development paradigms and values

Implementation
Governance, frameworks of policy implementation
Key things to consider when assessing potential of rural regions:

- Spectrum of knowledge
- 4-step methodology: adaptable, flexible and intuitive
- Holistic approach: people, place and power
- Challenges and opportunities for territorial governance
- Data issues (availability, scale...)
- ESPON data is useful but only part of story
- Spatial planning processes can help to identify and realise territorial potential strengthen regional resilience and promote effective governance
Key things to consider when assessing potential of rural regions:

• Rurality and rural development agendas are highly contested and diverse
• Difficult to define a rural stakeholder and rural stakeholder communities can be fragile
• Rural regions need to be creative and proactive
• Regional resilience (economic, social, environmental...)
• Identify your assets eg. natural heritage activities, ‘core’ activities (environmental management....), ‘primary production and extraction’ activities; and ‘reliant’ activities
List of authors of PURR Final Report

Neil Adams, London South Bank University
Hild-Marte Bjørnsen, Norwegian Institute for Urban and Regional Research
Dace Jansone, Vidzeme University of Applied Sciences
Steinar Johansen, Norwegian Institute for Urban and Regional Research
Philip Pinch, London South Bank University
Visvaldis Valtenbergs, Vidzeme University of Applied Sciences

Thank you for your attention Neil Adams adamsn3@lsbu.ac.uk