



June 2021
#RuralVisionEU

A long-term vision for the EU's rural areas

The long-term vision for EU rural areas is an initiative by the European Commission creating a new momentum for rural areas, which are home to 30% of the EU's population, building on the new opportunities created by EU's green and digital transitions and on the lessons learnt from COVID 19.

VISION



➤ STRONGER RURAL AREAS

Empowered communities.
Better access to services.
Social innovation.



➤ CONNECTED RURAL AREAS

Deeper digital connectivity.
Transport links and new forms of mobility.



➤ MORE RESILIENT RURAL AREAS THAT FOSTER WELL-BEING

Environmental resilience.
Climate action.
Social cohesion.



➤ PROSPEROUS RURAL AREAS

Diversification of economic activities.
Improving the value added of farming and agri-food activities.

RURAL PACT

The Rural Pact will provide a common framework for the engagement and cooperation of a wide range of actors at the EU, national, regional and local level.



EU RURAL ACTION PLAN

The Rural Action Plan will bring different EU policy areas together to turn the Vision into a reality by...

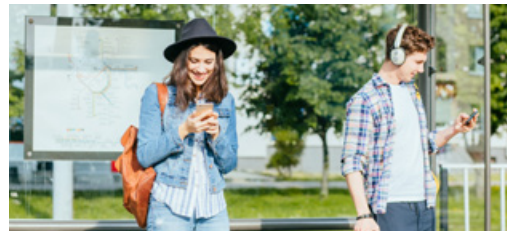


▶ CREATING AN INNOVATION ECOSYSTEM

Rural revitalisation platform.
Research and innovation for rural communities.

▶ BOOSTING SUSTAINABLE MOBILITY LINKS AND DIGITALISATION

Sustainable multimodal mobility best practices for rural areas.
Promoting digital future for rural areas.



▶ INCREASING ENVIRONMENTAL, CLIMATIC AND SOCIAL RESILIENCE

Support rural municipalities in energy transition and fighting climate change.
Climate action in peatland through carbon farming.
Proposed EU Mission on soil health and food.
Social resilience and women in rural areas.

▶ SUPPORTING ECONOMIC DIVERSIFICATION

Entrepreneurship and social economy in rural areas.



RURAL PROOFING will be introduced to review major EU policies and consider potential impacts and implications on rural areas.



A RURAL OBSERVATORY will be set up in the Commission to deepen data collection and analysis on rural areas to support policymaking.

“Our rural areas are the fabric of our society and the heartbeat of our economy”

President von der Leyen - July 2019
(Policy guidelines for 2019-2024)

