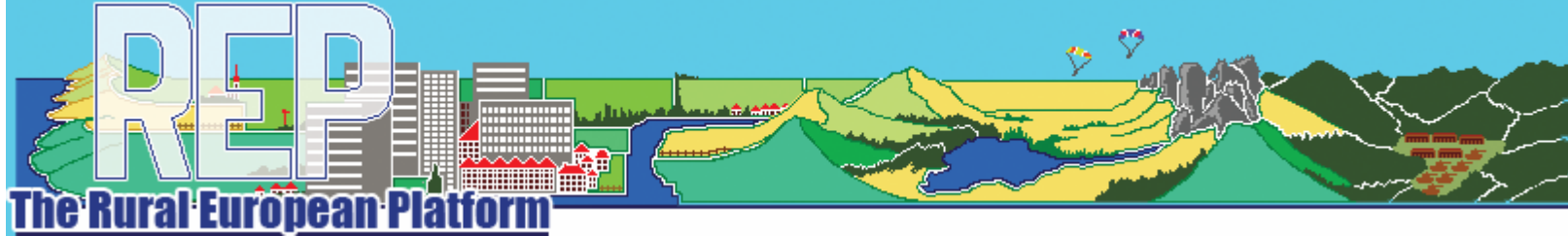


REP – an introduction

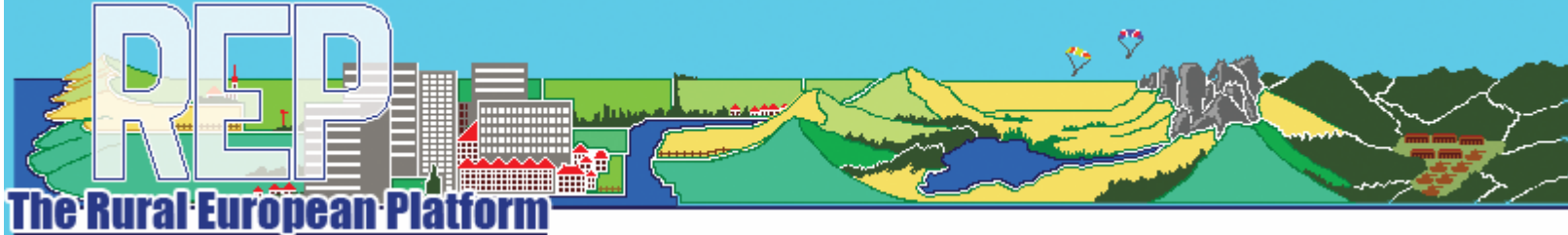
Reinier de Man

REP facilitator



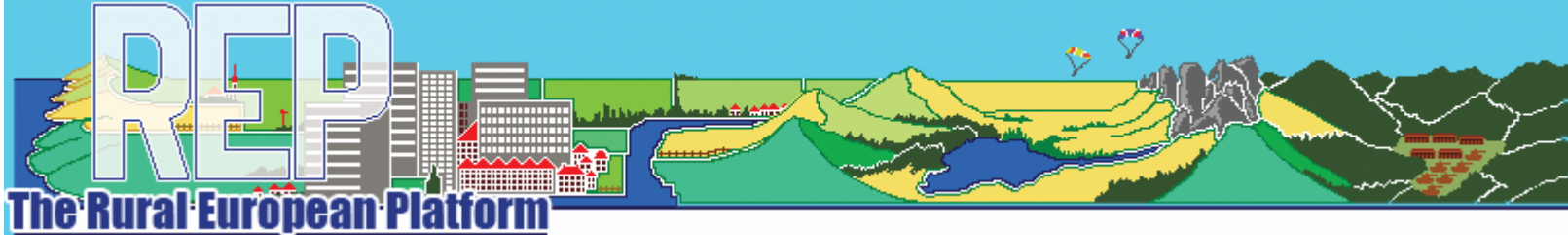
THE ISSUE

- Profound and rapid changes in Europe's rural areas
 - intensification of agriculture
 - abandonment of low productivity areas
 - urbanisation
 - etc.
- Fundamental changes in global context, EU policies and subsidy systems
 - liberalisation, globalisation, increasing imports from outside EU
 - alarmingly low effectiveness of EU subsidies,
 - EU agriculture reform
- Risks:
 - loss of agriculture linked biodiversity, loss of open space
 - damage to cultural and esthetic values
 - no sustainable income for rural population



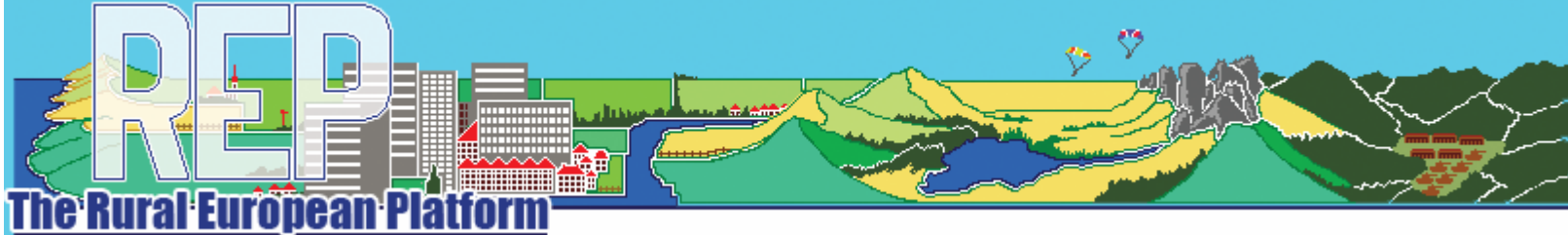
OPPORTUNITIES

- Sustainable Rural Development creates opportunities
 - rural areas represent economic value
 - development of rural area = regional development: jobs and income + biodiversity
 - multi-purpose agriculture
 - increasing service functions of ‘farmer’
 - optimally linked with new EU policy regime: towards payment for rural services
 - enhancing performance of public money spent
- Development of Urban – Rural link
 - rural areas are important for urban development
 - urban spending creates rural income
 - rural areas represent high value to urban population



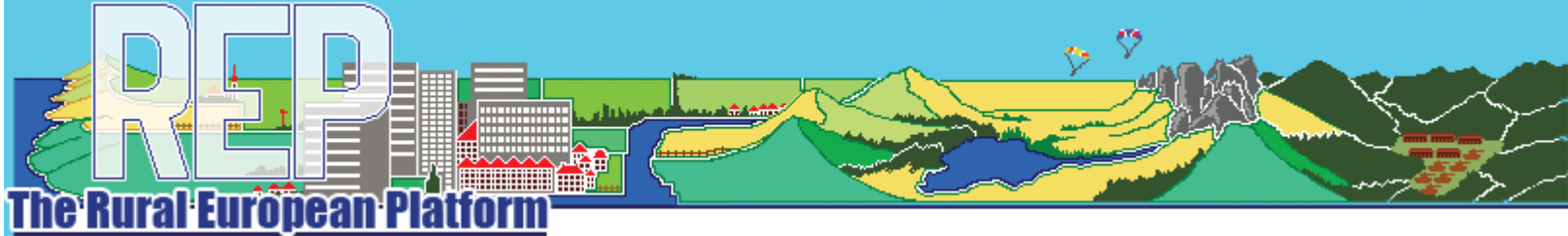
FROM KNOWLEDGE TO IMPLEMENTATION

- There is a growing body of practical, policy and business relevant knowledge
 - on sustainable development of rural areas (also linked to urban development)
 - on policy instruments, investment models, etc.
 - on real contributions to economy and ecology
 - both on the general and on the regionally or locally specific level
- There is a need to link this (mainly project-based) knowledge to
 - new projects, new areas, ...
 - policy makers (regional, national, EU)
 - private investors



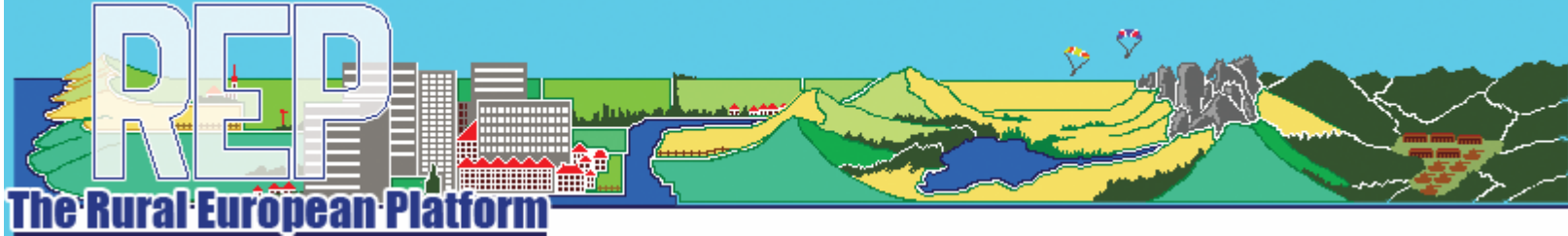
WHAT IS REP?

- Rural European Platform (REP) is a network of successful projects and professional knowledge
 - on sustainable rural development
 - policy instruments, investment/business models
 - funding opportunities, etc.
- REP is a network that helps new initiatives for rural develop develop effectively and efficiently
 - making knowledge available
 - linking initiatives to knowledge and funds
 - linking policies to realities on the ground



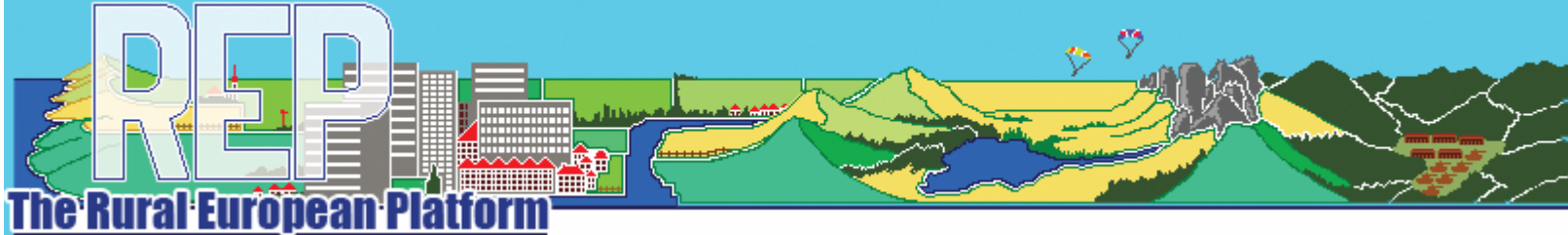
REP...

- IS NOT:
 - a new network of University Researchers
 - a farmer pressure group
 - an ecological NGO
 - a network of policy makers
- IS LINKING
 - existing practical experience and knowledge
 - to NEW initiatives



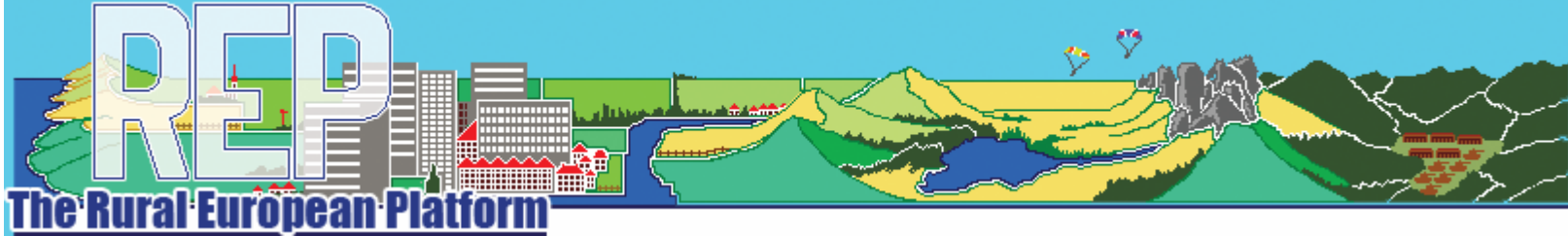
THE 2006-2007 PROGRAM

1. establish the knowledge base
 - define objectives
 - create minimal structure / governance / finance
 - collect key projects / partners
 - communicate REP, website, draft at <http://www.ruraleuropeanplatform.org/website/>
 - → organise Workshop I: Poland or UK 2006
2. develop new REP opportunities / projects
 - create new coalitions, involve governments/EU
 - stimulate private sector initiatives
 - mobilise funding
 - → organise Workshop II: Portugal 2007



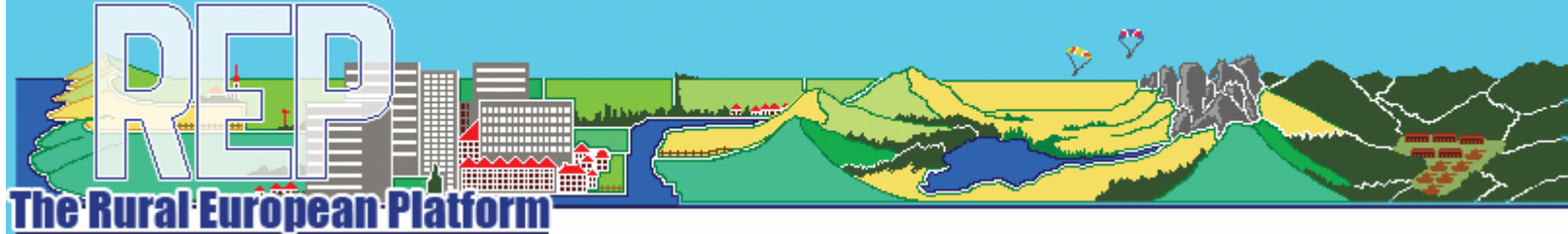
REP PROJECTS: CRITERIA

- goal = sustainable rural development
 - the project aims at developing a rural area,
 - protecting/developing nature values, biodiversity,
 - creating a future for farmers and other people living in the area
- outcome = convincing
 - the project can be shown to create jobs/income/regional development whilst protecting nature/biodiversity, etc.
- lessons are relevant for other areas
 - lessons for other projects
 - lessons for public policy makers on different levels
 - lessons for private sector players



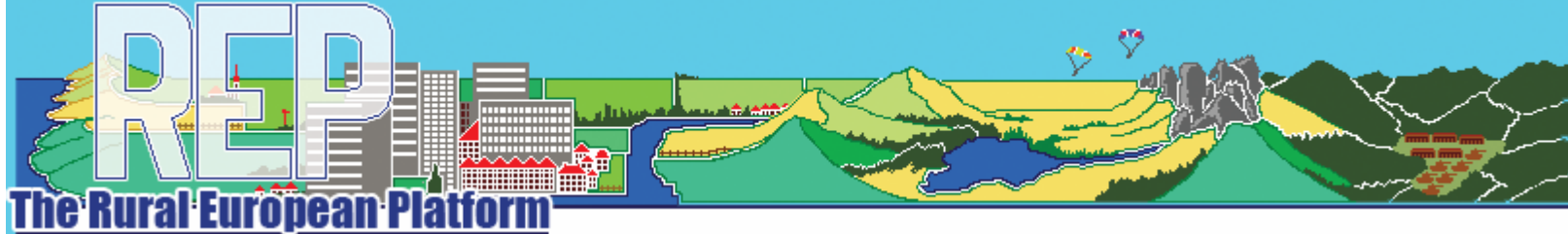
POTENTIAL REP PROJECTS & PARTNERS

- to be discussed later



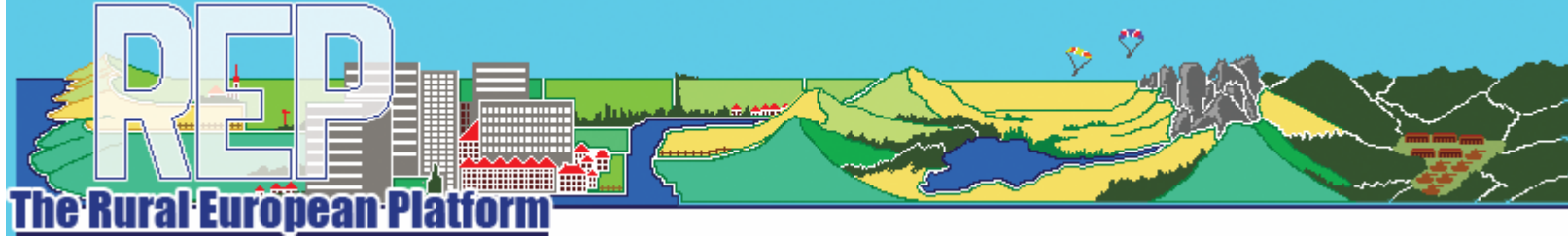
REP: STRUCTURE

- Coordination
 - Organising Committee = governing body of 4 – 8 people
 - Facilitator (Reinier de Man): keeping goals / activities on track
 - Supporting services (e.g. website design)
- REP Partners
 - are all directly linked to a REP project in different roles and can contribute practical experience and knowledge:
 - farmer organisations
 - institutes
 - government / administration, incl. EU
 - investors, relevant business players
- Funding
 - initial funding by LIFESCAPE / Province Noord Brabant (contract partner = Alterra)
 - additional funding to be raised short term



QUESTIONS TO YOU

1. How could REP (potentially) serve your interests? What role could REP play in the future of LIFESCAPE projects?
2. Do you see a role for yourself in REP: as an OC member, as a partner?
3. What projects do you propose for a 'REP status'?
4. What partners (apart from yourself) do you suggest?



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(operational from June 1, 2006)