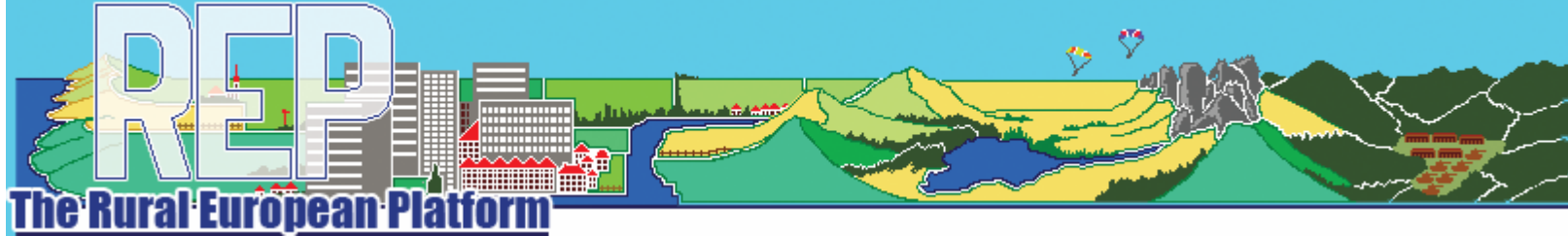


REP – an introduction

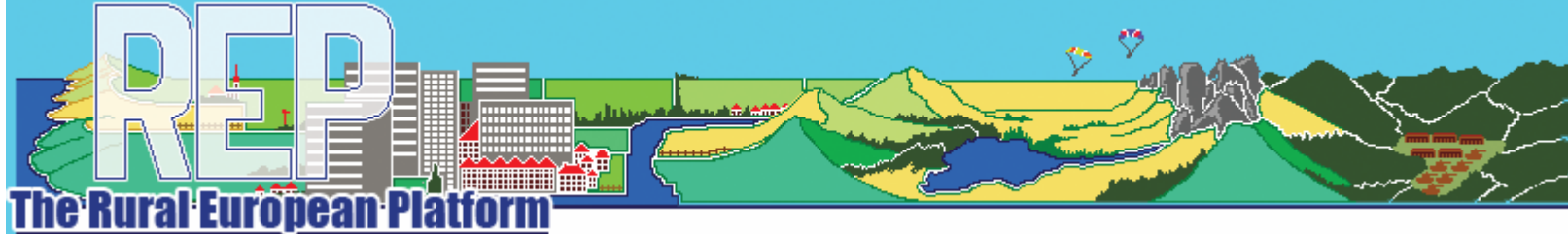
Reinier de Man

REP facilitator



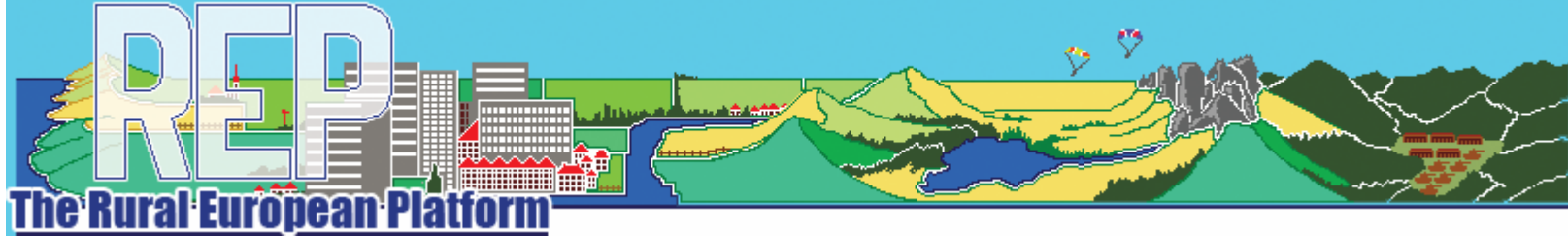
THE ISSUE

- 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



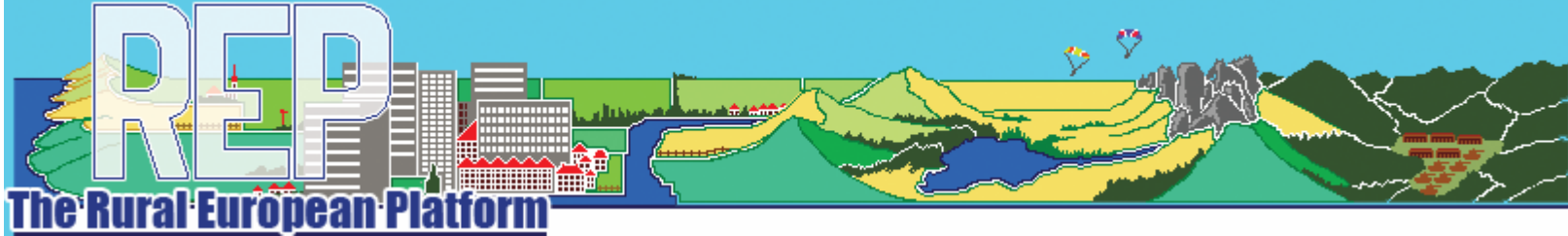
OPPORTUNITIES

- 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



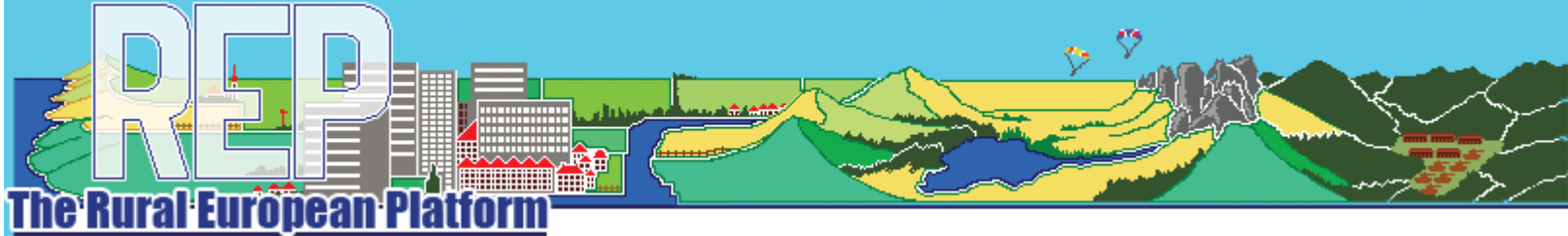
REP AND EU POLICIES

- to be discussed on February 6



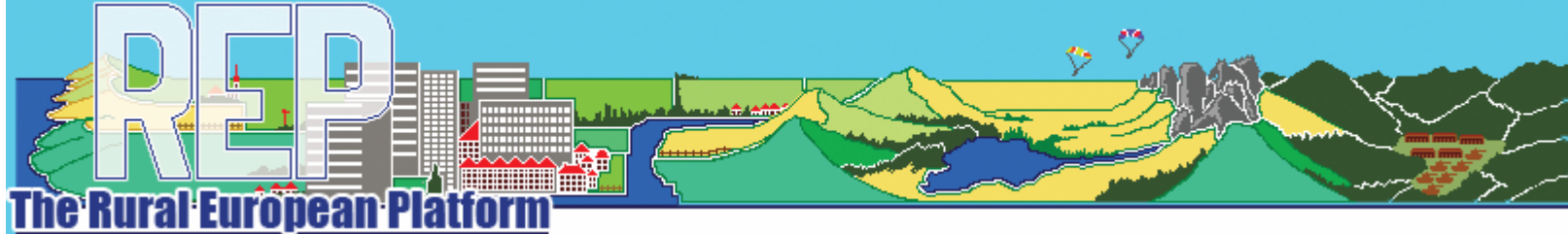
FROM KNOWLEDGE TO IMPLEMENTATION

- 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



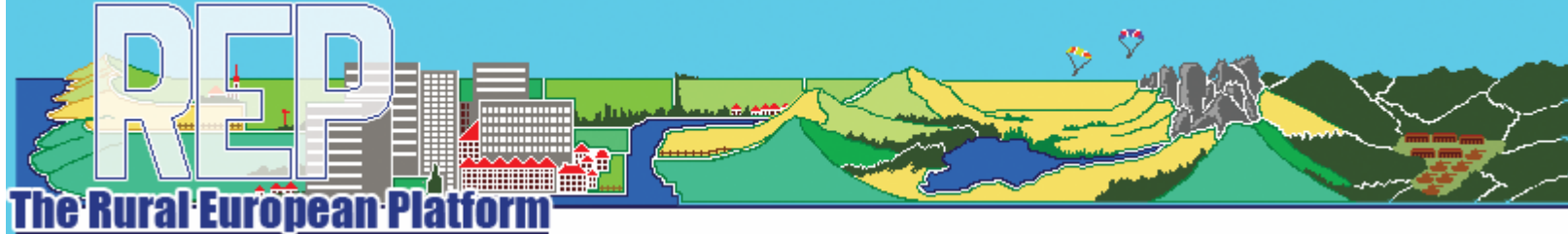
REP PROJECTS: CRITERIA

- 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



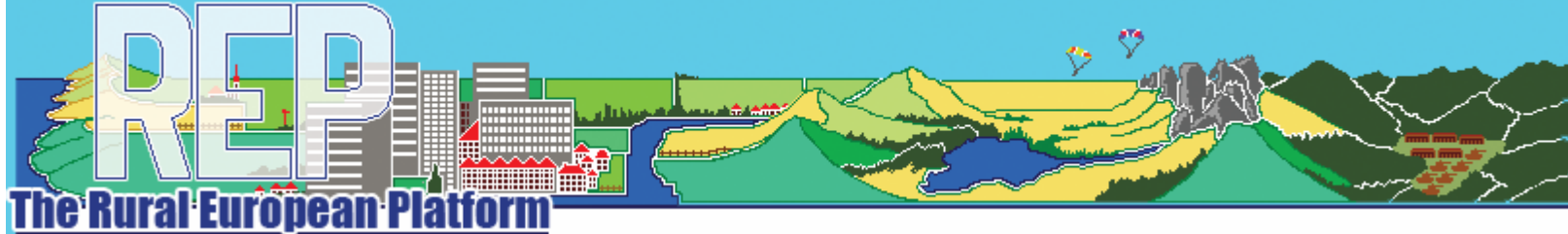
WHAT IS REP?

- 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



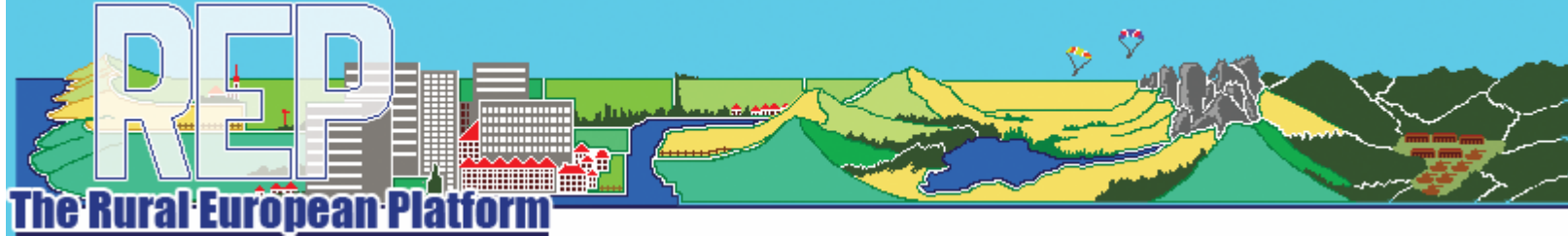
REP...

- 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



REP HISTORY

1. Constitution of REP at Lien, Norway (July 2004)
 - Joint initiative of Alterra (NL) and Planteforsk (N)
 - Participation/presentations from many European countries
 - Exploration of the Issue
 - → Lien declaration as kick-off for REP
2. Setting up REP (2005-2006)
 - Financed by Province Noord Brabant / LIFESCAPE (Interreg III)
 - Active Organising Committee
 - REP facilitator, website development www.rurep.org, etc.
3. REP Workshop in Falenty, Poland (October 2006)
 - First step in collecting key projects / partners
 - Participation, presentations from a variety of countries, including new EU countries + Ukraine.



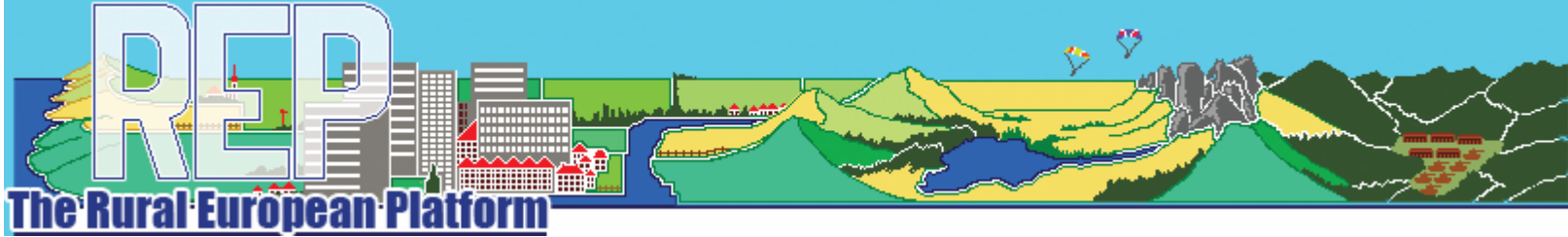
THE 2007 PROGRAM

1. Develop REP further

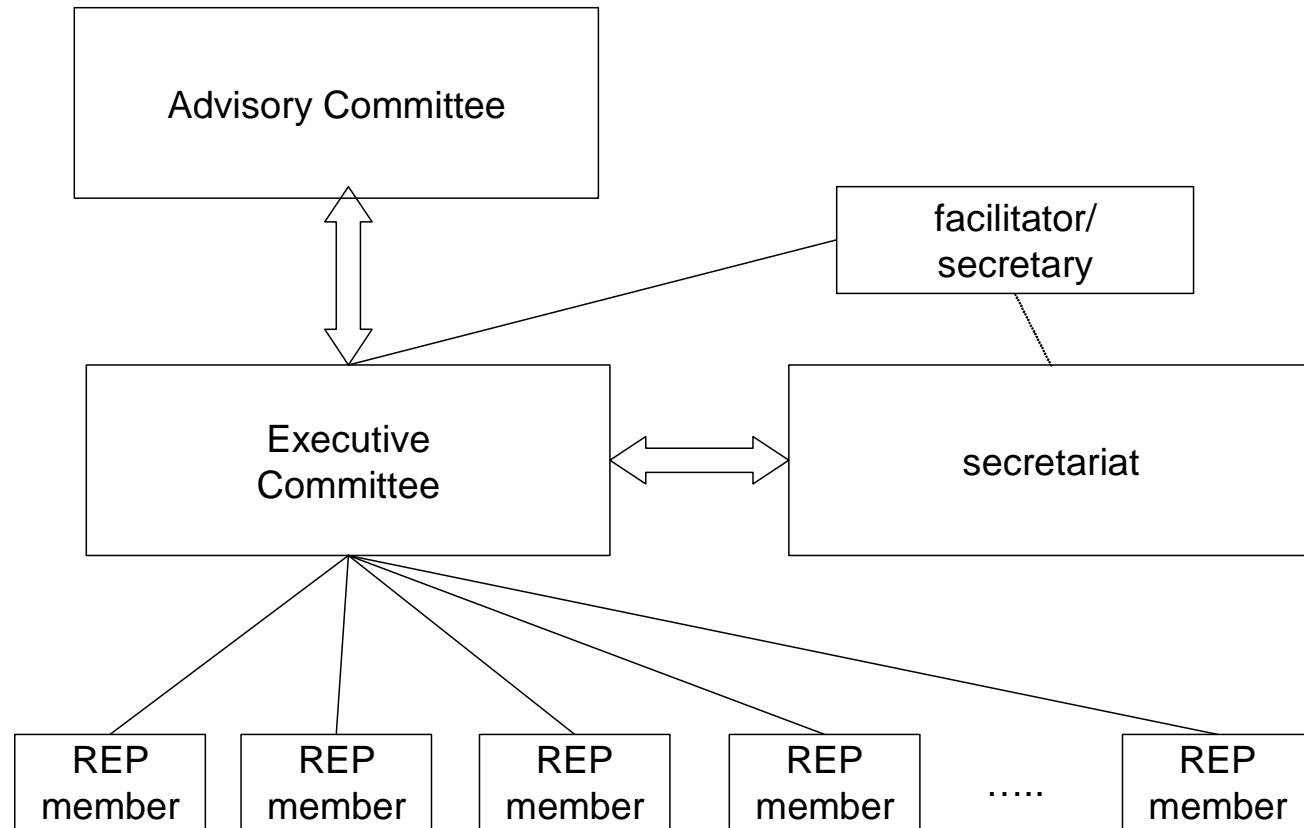
- formalise new governance structure
- create support in number of European countries
- create support at EU level
- create sustainable financial basis

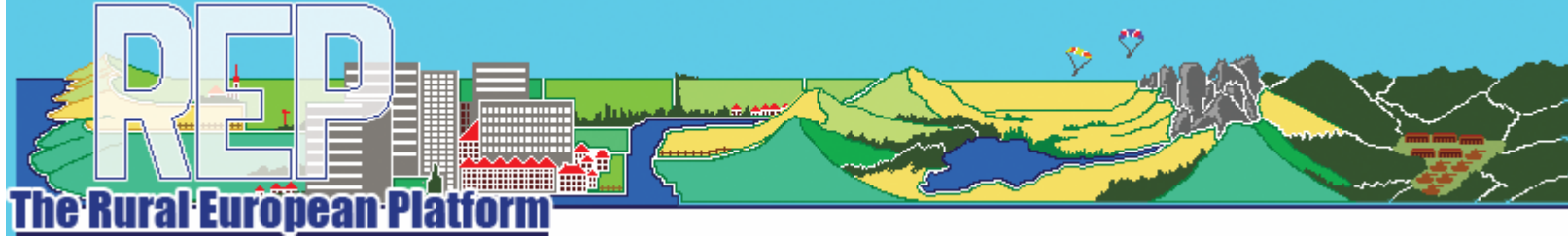
2. Organise Portugal Workshop

- document results of Poland workshop, develop web-site
- organise supporting activities at national level, if and when appropriate
 - discussion project with DBU, Greifswald University
 - activities in NL, UK, Poland ...
- → organise Workshop II: Portugal 2007



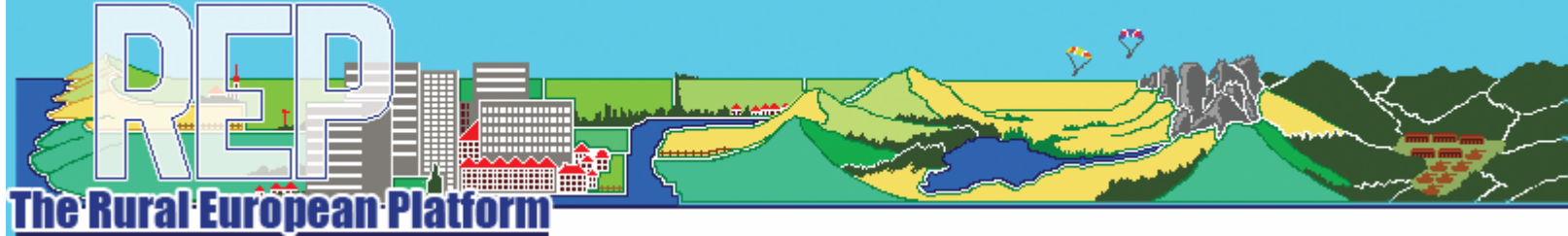
REP GOVERNANCE (1)





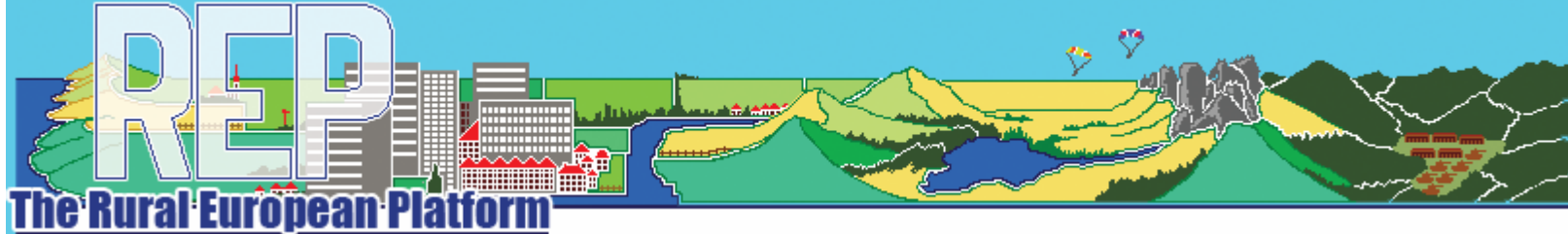
REP GOVERNANCE (2)

- Coordination
 - Advisory Committee (Advisory Board): high level people supporting the initiative in different countries and at EU level
 - Executive Committee = governing body of 4 – 8 people (formerly Organising Committee)
 - Facilitator: keeping goals / activities on track
 - Secretariate: practical organisation of activities (may be located at one of partners)
- REP Members
 - 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



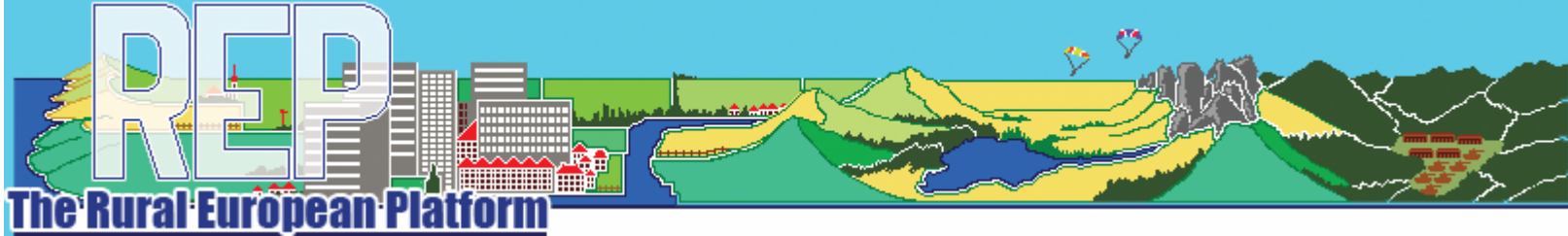
Yearly Budget

| cost item | quantity | in EUR |
|--|----------|-------------------------|
| secretariate: administrative support, including overhead | 100 days | € 50,000 |
| facilitator/secretary | 20 days | € 25,000 |
| 2 workshops | | € 40,000 |
| 2 Executive Committee meetings | | € 15,000 |
| website, communication, printing, other costs | | € 20,000 |
| | | € 150,000 (£ 93,000) |



TOPICS TO BE DISCUSSED IN UK

- The UK perspective on rural development and the future of EU policies
- People and organisations willing to support REP
 - Advisory Committee membership
 - Financial Contribution
- UK projects, eligible for 'REP status'



CONTACT

- REP – secretariate c/o
- Dr. Reinier de Man
sustainable business development
Kloksteeg 33, 2311 SK Leiden, The
Netherlands
- Phone +31 71 512 8422, mobile +31 6 5316
5441
- reinier.de.man@rdeman.nl