



RURALIZATION

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The opening of rural areas to renew rural generations, jobs and farms

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## D4.5 Summary report of the foresight analysis: trends, dreams and assessments



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## Acronyms and Abbreviations

<b>EU</b>	European Union
<b>LQ</b>	Location Quotient, a measure of regional profile
<b>NGO</b>	Non-governmental organisation
<b>NUTS</b>	Nomenclature of territorial units for statistics, including three hierarchical levels (NUTS 1–3)
<b>WP</b>	Work Package

### Partner short names in the report

<b>CE</b>	Consulta Europa Projects and Innovation (Spain)
<b>CNRS</b>	Centre National de la Recherche Scientifique (France)
<b>EcoRur</b>	Asociația Eco Ruralis-In Sprijinul Fermierilor Ecologici Si Traditionali (Romania)
<b>ILS</b>	Institut für Landes- und Stadtentwicklungsforschung, Research Institute for Regional and Urban Development (Germany)
<b>KulturLand</b>	Kulturland eG (Germany)
<b>Landg</b>	De Landgenoten (Belgium)
<b>MTA</b>	Magyar Tudományos Akadémia Társadalomtudományi Kutatóközpont (Hungary)
<b>NUIG</b>	National University of Ireland, Galway
<b>ProVertes</b>	Pro Vértés Nonprofit Zrt. (Hungary)
<b>SA</b>	Shared Assets Limited (United Kingdom)
<b>TdL</b>	Terre de Liens (France)
<b>Teagasc</b>	The Agriculture and Food Development Authority (Ireland)
<b>TUD</b>	Delft University of Technology (The Netherlands)
<b>UNICAL</b>	University of Calabria (Italy)
<b>UNIDEB</b>	University of Debrecen (France)
<b>UTU</b>	University of Turku (Finland)
<b>UWr</b>	University of Wrocław (Poland)
<b>XCN</b>	Xarxa per a la Conservació de la Natura (Spain)

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Vesanto, Finland, 29<sup>st</sup> October 2021

**Tuomas Kuhmonen**

Leader of the Work Package 4 (Foresight Analysis)

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# 1 Objective and approach in the foresight analysis

If we knew the future, we could make choices that would be beneficial, effective and meaningful. Unfortunately, we have no observations and no data about the future (Bell 1997, Voros 2007). For this reason, **all future-related information is conjectural, speculative, prospective and subject to several interpretations** (Checkland 2000; de Jouvenel 1967). Future remains 'epistemically inaccessible' (Barnes and Cameron 2009, 298). This leads also modern scientific futures research to design and evaluate several alternative possible futures instead of making forecasts.

The manifestations of alternative futures are most often organised in the form of trends, scenarios or futures images (Bell and Mau 1971). Systematic and transparent design and evaluation of several alternative futures gives an idea of the space of alternatives (Kuhmonen 2017). This setting is the most important argument for studying the futures: 'To the extent that we become aware of different future alternatives, we gain access to new choices in the present' (Slaughter 1993, 290). Through exploring alternative futures, **we may become aware of futures** that we would have no idea about without studying the futures field. Further on, **we are able to make informed choices in the present** as we see the possible future outcomes of our choices. Luckily, a human being has the ability 'to be a citizen of two worlds: the present and the imagined – out of this antithesis the future is born' (Polak 1973, 1).

**Various foresight activities can be carried out to find out signs, primitives or ongoing developments of possible futures from a specific point of view** let it be an organisation, a region, a business sector or some other social construct. The outputs of foresight engagements can be utilised in the assessment of future prospects. Within the RURALIZATION project framework, foresight activities served **rural regeneration**: how various trends and futures dreams of the youth could promote rural regeneration and how these could be turned into positive action in various contexts. Even though regeneration is an ambiguous concept, the main idea of this concept in RURALIZATION project is worth of repeating because it plays such an important role also in the trend analysis (Murtagh et al. 2020, 18):

*'Regeneration should enable transformation, be it on a smaller or larger scale that allows places to reach their potential. Rural regeneration is more than just reversing decline, or trying to restore a previous state of development, but implies a process of transition and more positive reinvention or revival. Regeneration must respond to the need to re-make, to transform in response to decline. Regeneration can be theorised as an ambitious, transformative process.'*

RURALIZATION project has organised a wide array of foresight activities to find out ingredients for alternative futures in different types of rural areas in Europe. These include identification and assessment of trends, inventory of futures dreams of the youth and assessment of the findings in several regional contexts. These **participatory foresight activities** have involved thousands of participants across Europe and serve promotion of rural regeneration.

All in all, 1,560 trends that are relevant for rural regeneration were identified and assessed for their impacts across Europe. These were further analysed, synthesised, reported<sup>2</sup> and transformed into 60 trends cards which are openly available ([www.ruraltrends.eu](http://www.ruraltrends.eu)). regarding the futures dreams of the youth aged 18–30 years, an inventory was carried out in 20 regions. As much as 2,208 responses were received featuring the livelihood, accommodation and lifestyle dreams as well as obstacles for the realisation of the dreams. These were also analysed, synthesised, tuned into profiles for different types of regions as destinations of the dreams and finally reported<sup>3</sup>. The outputs provide a rich set of ingredients for designing and promoting positive futures for diverse rural areas.

In order to encourage and instruct the stakeholders interested in rural, regional and local development, a series of assessment events was organised to find out ways to benefit from the trends and to make the dreams come. The assessment process consisted of three parts: 20 regional futures workshops, three thematic workshops and one international research conference (these are described in detail in a separate report<sup>4</sup>). These events attracted 466 stakeholders to come together and assess the trends and the dreams from diverse viewpoints. The main idea was to put the trends and the dreams back to different types of contexts (environmental, economic, demographic, political etc.) to find out ways to benefit from the trends and to make the dreams come true (Figure 1).

This report provides a brief summary of all these activities and their outcomes which have been carried out in Work Package 4 (WP4) in the RURALIZATION project.

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<sup>2</sup> D4.1 Trend analysis, technical report: [https://ruralization.eu/wp-content/uploads/2021/03/RURALIZATION\\_D4.1\\_Trend-analysis\\_technical-report\\_v1.0-1.pdf](https://ruralization.eu/wp-content/uploads/2021/03/RURALIZATION_D4.1_Trend-analysis_technical-report_v1.0-1.pdf), D4.2. Trend analysis, summary report: [https://ruralization.eu/wp-content/uploads/2021/03/RURALIZATION\\_D4.2\\_Trend-analysis\\_summary-report\\_v1.0-1.pdf](https://ruralization.eu/wp-content/uploads/2021/03/RURALIZATION_D4.2_Trend-analysis_summary-report_v1.0-1.pdf)

<sup>3</sup> D4.3 Dream inventory, technical report: [https://ruralization.eu/wp-content/uploads/2021/03/RURALIZATION\\_D4.3\\_Dream-inventory\\_technical-report\\_v1.0-1.pdf](https://ruralization.eu/wp-content/uploads/2021/03/RURALIZATION_D4.3_Dream-inventory_technical-report_v1.0-1.pdf), D4.3 Dream inventory, summary report: [https://ruralization.eu/wp-content/uploads/2021/03/RURALIZATION\\_D4.3\\_Dream-inventory\\_summary-report\\_v1.0-1.pdf](https://ruralization.eu/wp-content/uploads/2021/03/RURALIZATION_D4.3_Dream-inventory_summary-report_v1.0-1.pdf)

<sup>4</sup> D4.4 Interactive assessment of the trends and the dreams: technical report.

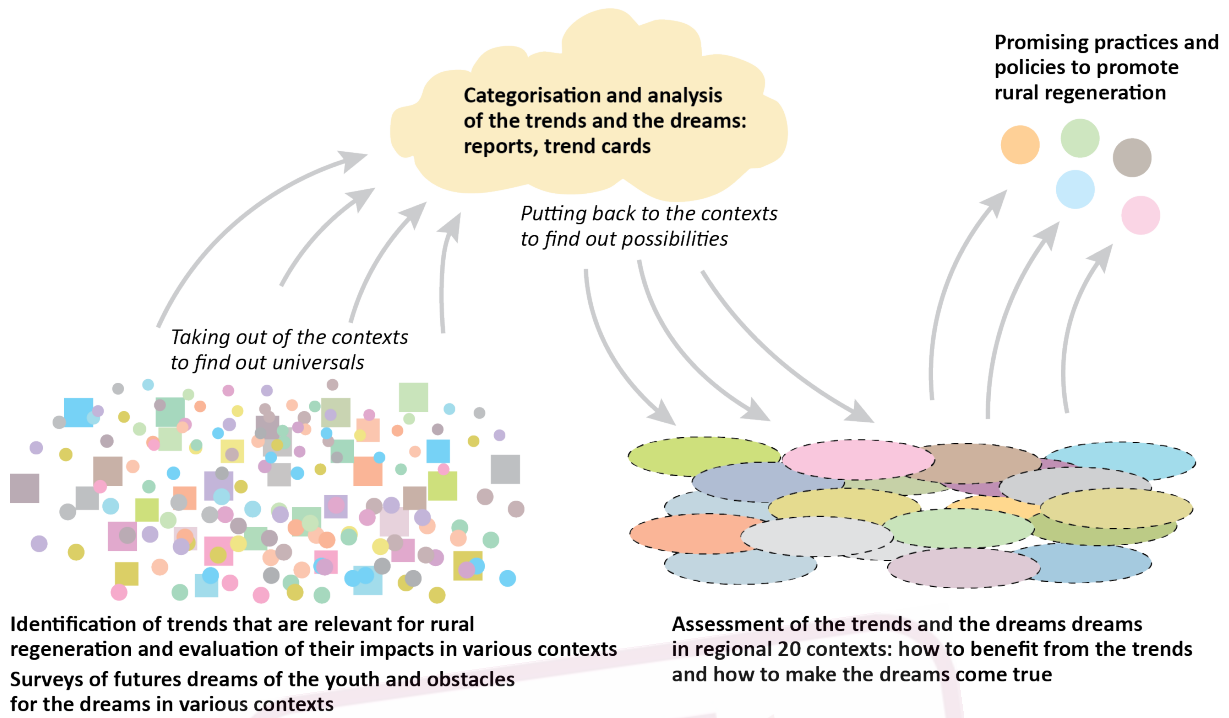


Figure 1. Assessment of the trend and the dreams as participatory foresight analysis

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## 2 Methodology of the foresight activities

### 2.1 Trend analysis

Trend analysis included several steps and all participants of the RURALIZATION project were involved in the identification and assessment of the trends. The methodology was attuned to observe many kinds of trends in many kinds of contexts. The trend identification process was not expected to bring about any representative or balanced set of trends that could be used to delineate and define the future of the rural Europe. Such an approach would be neither possible nor feasible. Rural regeneration processes and trends hosting them are diverse and different across contexts, but they include some degree of universality especially in their drivers, contents and general level impacts.

Identification of the trends included two tracs: 1) targeted search and 2) national search. The strand of **targeted search** included identification of relevant trends in 1) European projects, 2) scientific journals and 3) futures research organisations and mixed futures literature. In the strand of **national search**, the participants of RURALIZATION project were instructed to do search within their own country and region. This effort was carried out 1) to observe trends that are not reported in the English language headlines or articles and 2) to observe the diversity of the impacts of (common) trends or the impact of the diversity of contexts. Identification of the trends resulted in 1,560 trend observations: 810 trends in the targeted search and 750 trends in the national search.

Three types of trends were identified: megatrends, trends and weak signals. **Megatrends** are overarching mainstream that affects most regions and activities. **Trends** are developments that are effective in specific regions and activities. **Weak signals** are symptoms of change in specific regions and activities.

Each trend was **assessed** based on the source (e.g. report, article) or based on the field observations in the regional or local context. Each trend was assessed for its general characteristics (type, scale, domain), drivers and expected impacts. The assessment of the impacts was performed from two perspectives: the *territorial perspective* (for three types of rural areas: rural areas within functional urban areas, rural areas in urban proximity and remote rural areas) as well as the *thematic perspective* (for six preselected themes related to rural development: gender, social capital migration, access to land, farm structures and farming perspectives). Conventional content analysis (Hsieh and Shannon 2005) was employed to synthesise the trends, their drivers and their impacts into smaller number of categories that expose their universals at a higher level of abstraction. In this way, for example, the 1,560 trend observations were first categorised into 195 more general trends and further synthesised into 60 trend cards.

## 2.2 Dream inventory

Besides the prevailing trends, also futures dreams of the youth provide some insights on possible futures. In this vein, inventory of futures dreams can be considered as a social technology to access the becoming. A dream future connects the personal dreams and intentions to specific possible states of the future toward which one is inclined to navigate. Of course, changing preferences and various obstacles may cause these dreams to not become a reality. Still, through studying the images of the future in the minds of the people it becomes possible to get some understanding of the possible futures states and developments. It could be expected that part of the dreams will turn into intentions and finally into actions causing some societal macro-patterns to arise from micro-behaviours (Schelling 2006).

The target group of the inventory included young people aged **between 18 and 30 years** who were asked to describe their personal dream future in about **15 years** (year 2035). The dream inventory consisted of three steps: 1) selection of the regions for the inventory, 2) organisation of the inventory of the futures dreams and 3) analysis of the inventory data.

Regarding the **selection of the inventory regions**, different kinds of regions provide varying possibilities for realising specific livelihood, accommodation and lifestyle. To observe this setting, a balanced set of regions in terms of urbanization rate, land use patterns, GDP per capita, population density, climate, culture and economic structure was selected for the inventories. This resulted in 20 regions in 10 Member States: Finland, France, Germany, Hungary, Ireland, Italy, The Netherlands, Poland, Romania and Spain. In each country, two NUTS3 level regions representing different categories in the urban–rural typology became selected (Figure 2).

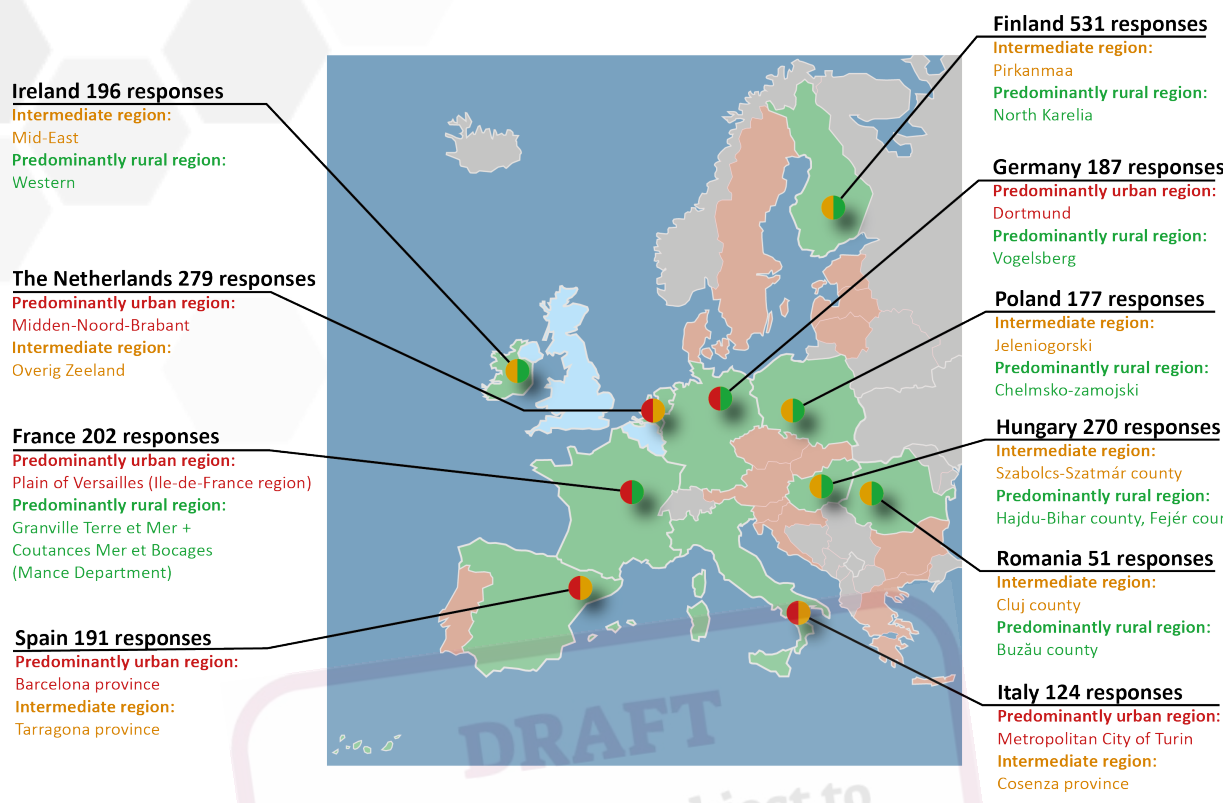


Figure 2: Dream inventory regions

Regarding the organisation of the inventories, all of them except one were organised as online surveys. Non-representative invitation procedures meant that the results cannot be generalised to represent the views of the European youth. The respondents were asked to fill in a survey that included background information (e.g., age, sex, employment status, family status, education and type of current residential area), description of personal dream future in terms of livelihood, accommodation and lifestyle recipes as well as perceived obstacles for realising the dream (Figure 3). The surveys included both closed and open-ended questions, they were organised in local languages and they were carried out in April–September 2020. A total of 2,208 responses were received.

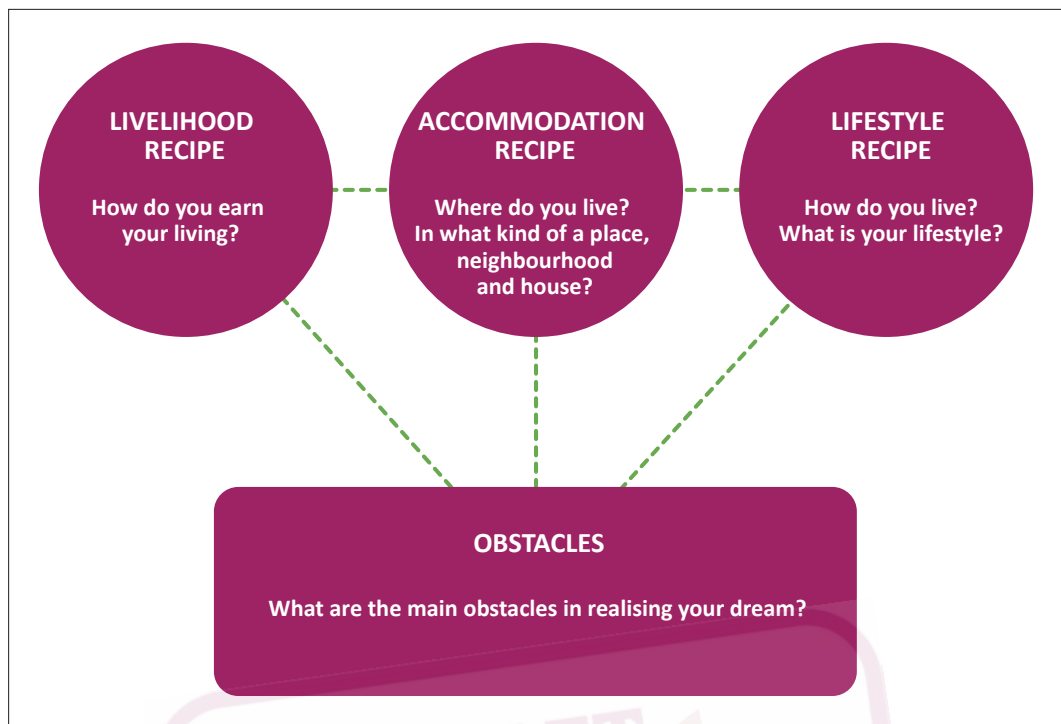


Figure 3: Domains of personal futures (adopted from Kuhmonen et al. 2016)

Regarding the analysis of the inventory data, the profiles of different types of areas as destinations for the dreams were of special interest for the RURALIZATION process. For this reason, contents and obstacles of the dreams were analysed and reported by the spatial type of the dream destination: city centre, city area outside the centre, suburb in city areas, rural area close to a city (commuting distance), rural village and remote rural area. The open answers were first categorised by means of conventional content analysis where the categories were derived from the data (Hsieh and Shannon 2005; Krippendorff 2004). Profiles of the various types of areas were first described by means of simple distributions and then summarised by means of location quotients (LQ). The LQ value was computed as a topic's share in a particular type of area divided by the topic's share in all types of areas. For example, as the share of 'diverse services available' in the futures targeted to the city centres was 21% and the share of 'diverse services available' in all types of areas was 10%, the LQ value for this topic in the city centres is  $21\% / 10\% = 2.1$ . The share of 'diverse services available' in the city centres is more than twice as common as the average share in all types of areas. The more common or popular the specific characteristic in the dream area was compared to the average of all areas, the higher the LQ value. Topics which had LQ values higher than 2 were considered 'strong profilers' and topics which had LQ values between 1.2–2 were considered 'weak profilers'.

## 2.3 Assessment

The main idea of the assessment process was to put the trends and the dreams back to different types of contexts (environmental, economic, demographic, political etc.) to find out ways to benefit from the trends and to make the dreams come true. The trends – especially

the megatrends – have some degree of universal impact across different kinds of regions, but the incidence of each trend differs among the regions. For example, the incidence of remote work depends on the economic structure, organisation culture, infrastructure (internet connections) and many other place-specific and region-specific factors. *It is an illusion that there could be one trend which could 'save the world' or bring about rural regeneration in all European regions.* In envisioning, designing or planning positive futures for the regions and places, the context is the key. To ensure diversity of the assessment contexts, 20 regional futures workshops, three thematic stakeholder workshops and one international research conference was organised.

Regarding the **regional futures workshops**, they were organised online in the same regions where the dreams inventories had been carried out. Participants who were invited to the regional futures workshops included competent actors that may play a role in the novel or modified activities. The 351 participants represented regional or national administration, farmers or entrepreneurs, local policy makers, educational or research organisations, NGOs, the LEADER groups, development or advisory organisations, professional organisations, other organisations and private persons without organisational affiliation. The participants had a pre-assignment upon registration. They were first asked to choose the type of the region they were most interested in for the assessment of the trends and the dreams: 1) city areas, 2) rural areas close to city (commuting distance), 3) rural villages or 4) remote rural areas. Then they were asked to rate the 60 trends presented in the trend cards from the viewpoint of this specific type of region. In the actual workshop, participants were allocated to groups where they identified actions and actors 1) to benefit from the most high-ranking trends in the pre-assignment and 2) to make the dreams of the youth come true. As much as 1,312 actor roles were defined for the 630 specified actions to benefit from the trends and 1,272 actor roles were specified for the 627 actions to make the dreams come true. The analysis of the workshop data was based on content analysis methodology, which made it possible to take a higher level of abstraction to find out universals, e.g. among same type of regions.

Regarding the **thematic stakeholder workshops**, they elaborated three themes that were considered important in the rural regeneration processes: 1) futures of rural employment, 2) futures of rural land use and access to land and 3) agency in creating positive rural futures. Participants were invited via various professional and stakeholder networks by the RURALIZATION consortium members. There were 10 registered participants from six different countries (Finland, Hungary, Italy, Lithuania, Poland, the Netherlands): eight persons from universities, one person from LEADER group and one person from private research organisation. Finally, only half of them actually participated. Causal maps were used as analytical devices in the workshops. Causal maps were constructed using consecutive why-questions, starting from a key question in each theme. These key questions were: 1) why do we have too few attractive rural employment opportunities? 2) why do we have too limited access to land in many areas? and 3) why do local rural actors have too little agency? Each workshop was started with scanning of most important or obvious reasons. This resulted in 6–8 reasons per topic. After simple voting, one of these was selected for the causal map analysis. Each of the three causal maps were constructed interactively.

Regarding the **international research conference**, the online conference was organised on the 10th of June, 2021. The title of the conference was 'Rural and urban futures – place-based challenges and solutions' (RUFUS2021). Call for abstracts, the conference program and the book of abstracts were published on the conference website [www.rufus2021.eu](http://www.rufus2021.eu). There were two keynote presentations and 20 presentations in the sessions. The sessions were titled as follows: 1) rural communities and local agency, 2) landscapes and heritage, 3) the youth, 4) regional development and planning, 5) farms, farmers and farming, 6) regional development trends and patterns and 7) food systems. The 22 speakers came from 11 different countries and the 105 registered participants in the conference from 24 different countries.

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## 3 Results

Some main findings, outputs and insights of the trend analysis, dream inventory and assessment process are presented next. More detailed information can be found in the original reports.

### 3.1 Trends

#### 3.1.1 Trends

To show some of the diversity of developments going on in various regions across Europe, the long list of 195 **trends** is presented in Table 1. Even though there are some well-known trends, there is a rich array of developments and force fields in each regional context.

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Table 1: The long list of trends

Accessibility	Food demand	Population growth
Ageing farmer population	Food security	Postconsumerism
Ageing population	Food sovereignty	Postmaterialism
Agri-environmental policies	Food tourism	Practice-oriented food systems
Agritourism	Food waste	Precision farming
Agroecology	Food-related health risks	Primary sector employment
Agrosocial paradigm	Forest coverage	Productivity and competitiveness
Alternative lifestyles	Forest ecology	Professional networks
Animal welfare	Forest ownership	Protectionism
Anthropocene	Fossil economy	Public goods
Biodiversity loss	Fragmentation of land ownership	Quality of life
Bioeconomy	From farms to firms and from farmers to managers	Regional and local food
Black market	Fusion of sectoral policies	Regulation and subsidies
Business clusters and ecosystems	Gender roles	Remote work
Business ownership	Gig economy	Renewable and bioenergy
Care services	Globalisation	Resilience
Changing favourability of agricultural regions	Governance gaps and conflicts	Resource competition
Changing food trade patterns	Growth of energy demand	Rural artisans
Changing housing preferences	Growth of traffic	Rural decline
Changing role of the public sector	Heritage tourism	Rural energy communities
Cheap housing in rural fabric	Home gardening	Rural entrepreneurship
Circular economy	House and land squatting	Rural festival tourism
Climate change	Import competition	Rural hubs
Co-operatives	Individualisation	Rural labs and observatories
Collaborative problem solving	Industry 4.0	Rural lifestyle
Community-based action	Informal settlements	Rural second homes and villas
Community-oriented food systems	Infrastructure	Rural sports and adventures
Commuting	Innovations	Rural tourism
Concentration	Integration of immigrants	Rural volunteering
Counterurbanisation	Interdependency	Secularisation vs. religiousness
Creative economy	Interregional networks	Self-sufficiency
Decarbonisation	Knowledge economy	Sharing economy
Deconcentration	Labour shortage	Shifts in labour demand
Degrowth	Land consolidation	Shorter work time
Deindustrialization	Land management	Silver economy
Delivery-oriented food systems	Land markets	Slow food and slow living
Demonstrations, events and fairs	Lifelong learning	Smart solutions in rural space
Depopulation	Local paradigm	Social capital
Diet-oriented food systems	Manifestations of new technologies	Social enterprises and entrepreneurs
Digital economy	Market volatility	Social innovations
Diversification of rural economy	Meaning and experience economy	Social media
Diversification/specialisation of farms	Micro- and small units	Socio-economic models
DIY movement	Migration patterns	Speculative economy
Dominant food regime	Minorities' rights	Staycation
Dual food markets: price and quality	Mobile services	Suburbanisation
e-commerce	Multi-local living	Succession
Easy food	Natural and cultural heritage	Sustainability transition
Eco-efficiency	Natural lifestyle	Sustainable food
Economic growth	Neoliberalism	Sustainable lifestyles
Ecotourism	New entrants	Sustainable tourism
Ecovillages	New geopolitics	Techno-food
Educational farms	New mobility systems	Transparency of food system
eGovernment	New nomads	Tribal lifestyle
Empowerment	Night-time economy	Uberisation
Environmental conservation	Oligopolistic markets	Unequal development and inequality
Environmentalism	Outsourcing of environmental impacts	Urban insecurity
Exploitation of development potential	Pandemics and epidemics	Urban sprawl
Extreme weather events	Partnerships	Urbanisation
Farm fragmentation	Peri-urbanisation	Volunteer tourism
Farm population	Place branding	Welfare state
Farm size	Place identity	Wellness
Farmers facing new risks	Policy incidence and effectiveness	Wild food
Farming lifestyle	Political instability and fragmentation	Wood demand
Farming techniques and intensity changes	Pollution	Work-life fusion
Farmland prices	Pop-up culture	Young farmers

Each of the trends was assessed in the context where it was identified in terms of several aspects, including significance of the trend for the rural areas in the short run and in the long run. Figure 4 presents top-20 trends that are assessed as 'highly significant' in the short run (1–10 years) and in the long run (10–30 years). Among the top-20 trends which were assessed to downgrade in importance over time were (1) unequal development and inequality, (2) rural decline, (3) migration patterns, (4) diversification/specialisation of farms, (5) farmland prices, (6) diversification of rural economy and (7) farm population. Practice-oriented food systems and primary sector employment were assessed to keep their rank. **A number of top-20 trends were assessed to rank higher in significance in the future: (1) climate change, (2) farm size, (3) ageing population, (4) digital economy, (5) young farmers as well as (6) renewable and bioenergy.** (1) Succession, (2) policy incidence and effectiveness, (3) accessibility, (4) ageing farmer population and (5) concentration would drop from the top-20 list in the long run. Concomitantly, **five new trends are on the top-20 list in the long run: (1) sustainability transition, (2) environmentalism, (3) resource competition, (4) productivity and competitiveness as well as (5) biodiversity loss.** The ranks and their changes give some indication of the evolving significance of specific trends for the rural areas in the future and also hint what might remain important also in the future and what might become less vs. more important. Still, not all trends and not all contexts were covered in the trend identification and analysis process which took place in the RURALIZATION project.

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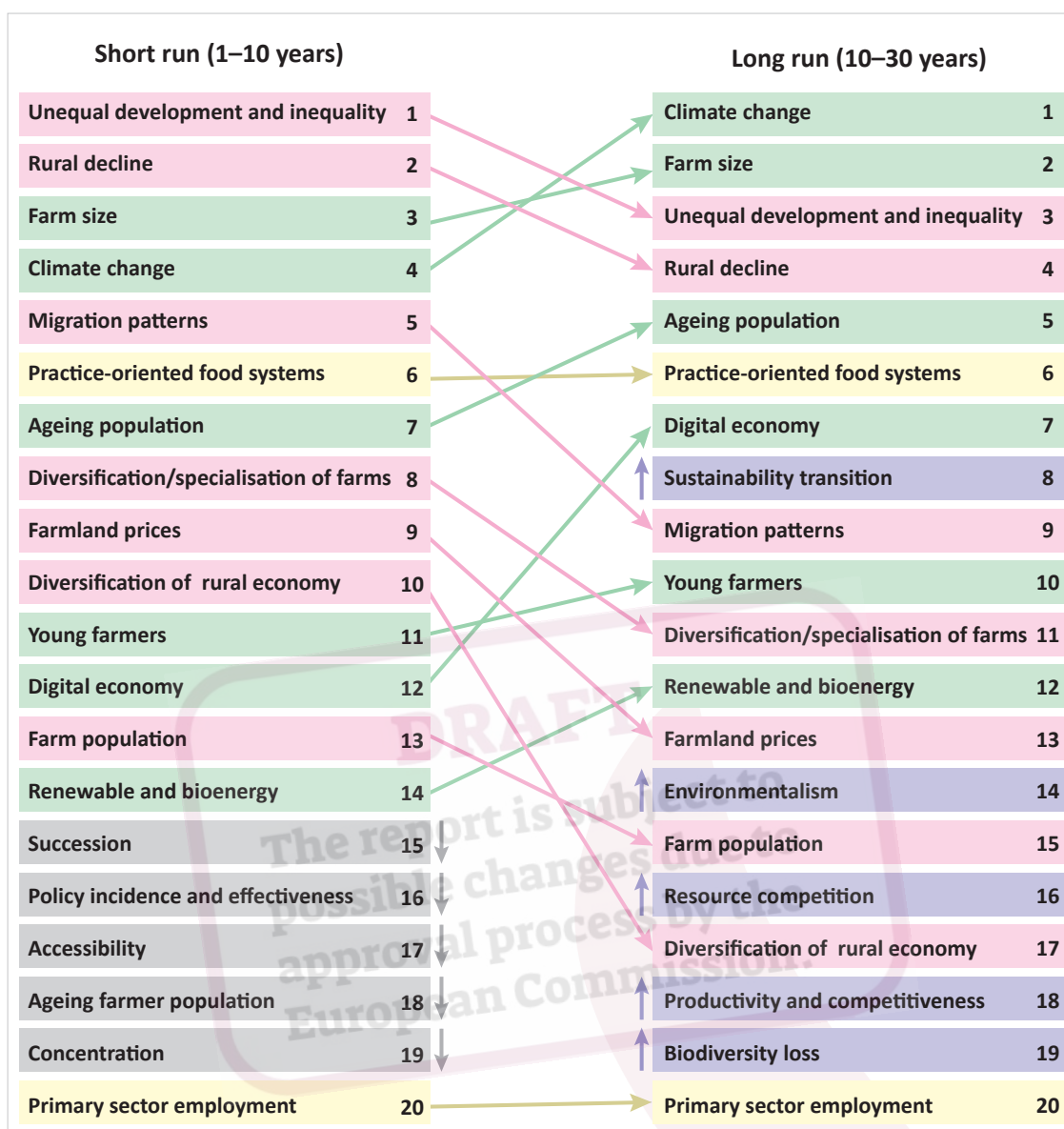


Figure 4: Most significant trends (top-20) in the short run (1–10 years) and in the long run (10–30 years) based on the frequency ranking of trends that were assessed to have ‘high significance’ for the rural areas

### 3.1.2 Drivers

Besides the trends, also their **drives** are important and interesting. Which forces drive rural and regional change? Table 2 provides a long list of the drivers that were observed to effectuate the trends. These forces may effectuate also other trends beyond the trend list and give rise to new trends in the future.

Table 2: The long list of drivers

Ageing population	Internet
Ageing rural population	Lack of effective governance strategies
Agri-environmental and environmental policies	Lack of public transport
Alternative lifestyles	Laws guiding farming and succession
Animal rights	Liberal lifestyle
Attractiveness of farming, lack of young farmers and successors	Limited energy resources and sources
Automation, robotisation	Limited supply of education
Availability and demand for local, healthy, sustainable food products	Limits of growth
Availability of jobs	Lobbying activities
Better accessibility	Local policy and issues of the participation society
Bottom-up approach, empowerment	Local pride, local first, local identity
Challenges in meeting educational demands	Localism, local paradigm
Changing health-related trends	Low-cost travel
Climate change	Manifestations and demands for transition
Common Agricultural Policy (CAP)	Manifestations of new technologies
Communality, solidarity, equality	Market liberalisation
Community co-operation and development	Mechanisation and industrialisation of farming
Competition between agricultural vs. non-agricultural land use	Migration patterns
Competitiveness and productivity	National agricultural policies
Concentration	Nature capital (landscape, biodiversity etc.)
Conflicts and governance failures	Nature conservation, environmental conservation
Consumption patterns and habits	Neoliberalism
Coronavirus pandemic, pandemics	Network-based governance
Crises	New geopolitics, rising East
Decline or poor status of private services	New governance modes and models
Decline or poor status of public services and infrastructures	New modes of work e.g. flexible, freelance, project
Demographic change	New types of travelling
Depopulation	Non-rural policies (fiscal, foreign, global, general etc.)
Digitalisation	Opportunities and entrepreneurship
Diversification of farms and farming practices	Outmigration from rural areas, possibly selective
Diversification of lifestyles	Place branding
Divorce or other crisis or change	Population decline, depopulation
Ecological awareness	Population growth
Economic crisis	Preservation of heritage
Economic growth	Problems with access to land vs. land abandonment
Economic problems, e.g. low incomes, low profitability, price variations	Problems with access to markets
Economies of scale	Progress of medicine and healthcare
Empowerment of services	Protectionistic or anti-based policies and actions
Environmental degradation, pollution and risks	Regional farming conditions
Environmentalism	Regional inequality and disparity
Ethical concerns and priorities	Remote work
European integration vs. disintegration	Rising educational demands and level of education
Evolution of specific markets	Rural and regional policies
Evolving values and attitudes	Rural decline
Farming traditions	Scarcity of natural resources
Financial constraints	Scarcity of public funds
Food demand and supply	Search for own lifestyle and quality of life
Food safety	Self-sufficiency, security
Forms of ecological and regenerative agriculture	Skills and competences, human capital
Fossil economy	Slow, peaceful, natural lifestyle
Global market competition and competitive pressure	Social awareness
Globalisation	Social discontent, isolation, lack of social inclusion
Grey economy	Social media
Growing energy demand	Socio-cultural evolution
Growing inter-farm competition for markets and resources	Stress
Health concerns and problems	Technological development
Health orientation, healthy lifestyle	Top-down, centralised governance
High demand of specific products	Tourism
High/low housing costs in cities/rural areas	Transparency of the food system
Increase of consumption	Unemployment
Increased leisure time, work-leisure balance	Urban farming
Increasing farm size, decreasing farm numbers	Urban sprawl, suburbanisation, decentralisation
Individualism	Urbanisation
Industrialisation	Value of traditions
Insecurity-motivated governance	Various economic factors
Intensive farming practices	Veganism, vegetarianism
International trade rules and patterns	Viability of farm business, productivity

### 3.1.3 Impacts

Regarding the **impacts of the trends on different types of rural areas**, megatrends had clearly more negative than positive impacts on rural areas – the more remote the area, the more adverse the impact (Figure 5). Trends offered opportunities and threats in a rather balanced way, whereas weak signals provided mainly positive impacts – the more remote the area, the more positive the impacts.

As a conclusion, while looking at the ways to benefit from trends in a way that promotes rural regeneration, the most promising ingredients may be found in the weak signals.

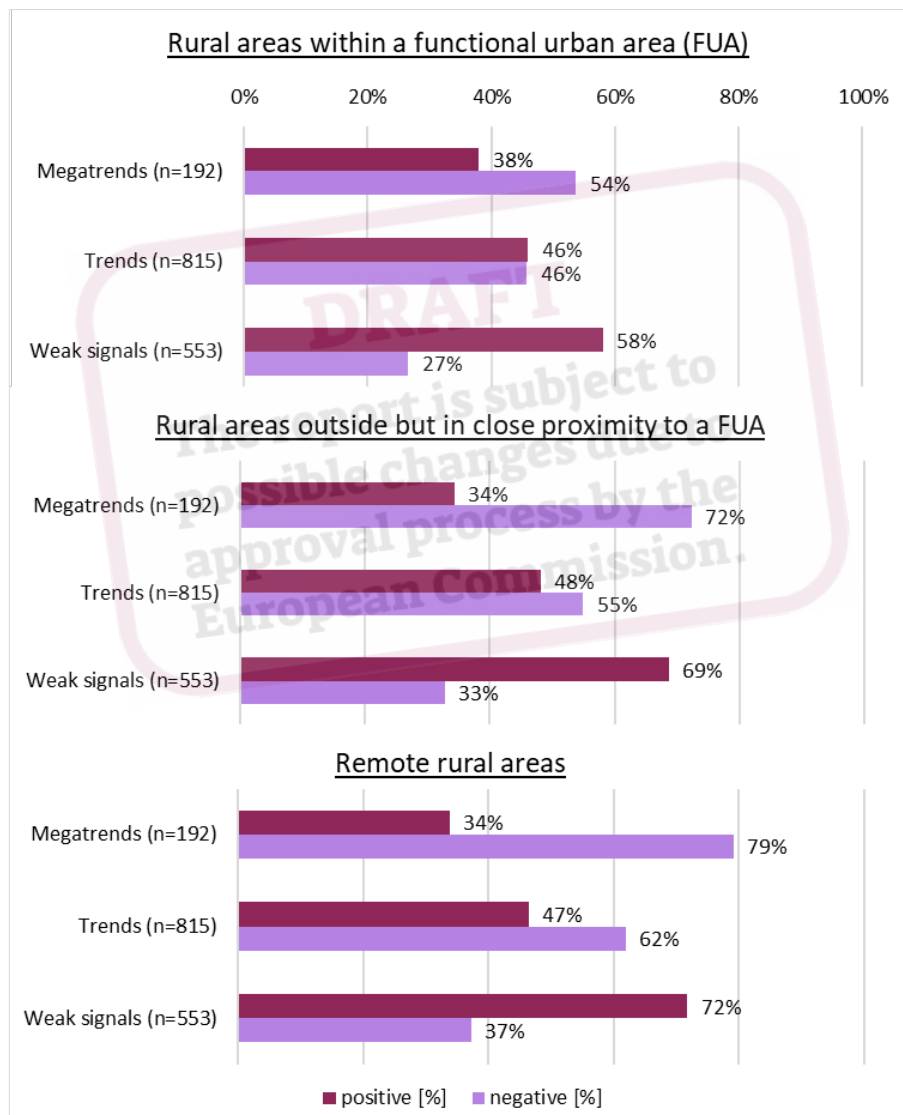


Figure 5: Trends with identified impacts on rural areas by trend type, % of all trend observations

The highest frequency of positive impacts in all three types of rural areas were allocated to the same trends: (1) community-oriented food systems, (2) migration patterns, (3), regional

and local food, (4) practise-oriented food systems, (5) sustainability transition, (6) digital economy, (7) local paradigm and (8) integration of immigrants. Other top-10 trends were manifestations of new technologies and new entrants to farming in rural areas within functional urban areas, deconcentration and co-operatives in rural areas in urban proximity as well as community-based action and creative economy in remote rural areas.

The most common positive impacts – that we are specifically interested in – in the rural areas were (1) growth of rural economies in terms of incomes and jobs, (2) entry of new inhabitants, (3) diversification of rural economies, (4) increase of environmental conservation/reduction of degradation, (5) more equal and inclusive social fabric as well as (6) more demand for (local) rural products and services. This assessment was based on the source of the trend observations and it gives some idea of the potential the trends have to offer for the rural areas.

**Thematic impacts of the trends were assessed for gender, social capital, migration, access to land, farm structures and farming prospects.** Here, what could be considered as positive impact is not that straight-forward. Starting with **gender impacts**, positive gender impacts could include better employment opportunities, empowerment, better gender equality, more balanced gender structure and reformed gender roles. Top trends which were associated to these impacts included (1) diversification of rural economy, (2) recruitment of new entrants to farming, (3) regional and local food, (4) community-based action, (5) migration patterns and (6) sustainability transition.

The trends had wide impacts on **social capital**. Positive impacts could include increase, diversification and maintenance or reproduction of social capital, empowerment, more inclusive social fabric, new ideas and innovations, new or more extensive networks, new ways of interaction or more productive interaction as well as upgrade or novel application of the knowledge or skills. Top trends which were associated to these impacts included (1) community-oriented food systems, (2) migration patterns, (3) regional and local food, (4) creative economy, (5) local paradigm, (6) new entrants to farming and (7) co-operatives.

**Migration** takes very varied forms, directions and magnitudes and for this reason its impacts were difficult to grasp synthetically. Top trends which were associated to positive impacts included (1) specific favourable migration patterns, (2) new entrants into farming, (3) renewable and bioenergy, (4) creative economy and (5) rural lifestyle.

Positive impacts of the trend on **access to land** were very context specific. For example, in some regions new demand of land for residential, farming or 'other' (energy, plants, recreation, conservation) purposes could be considered very positive, but in some other regions the very same impact could be considered very negative. If the increase of accessible land and new organised opportunities for access to land were considered as positive impacts, then the trends related to (1) community-oriented food systems, (2) ecovillages, (3) new entrants to farming and (4) sharing economy could be studied to find out promising practices and policies. If also additional demand for land for various purposes was considered positive, then the promising policies and practices could be found in (1) renewable and bioenergy, (2) community-oriented food systems, (3) diversification/specialisation of farms, (4) multi-local living and (5) environmental conservation.

The relationship between the trends and **farm structures** was also versatile. Some trends contributed to declining farm numbers, whereas some other trends favoured specific kinds of farms (capital-intensive, small, large, non-mainstream, part-time etc.). If competitiveness was considered as positive impact – i.e. structural change will continue and economies of scale and productivity gains dominate – then the trends related to (1) farm size, (2) farm population, (3) migration patterns, (4) digital economy, (5) manifestations of new technology, (6) productivity and competitiveness, (7) farmland prices and (8) diversification/specialisation of farms could be relevant ones to be put under scrutiny. If more diversified farm structures and better prospects for small, non-mainstream and part-time farms was considered as positive impact, then the trends related to (1) practice-oriented food systems, (2) climate change, (3) sustainability transition, (4) community-oriented food systems, (5) diversification/specialisation of farms, (6) renewable and bioenergy, (7) digital economy, (8) regional food, (9) environmentalism and (10) new entrants into farming could offer some ingredients for effective practices and policies.

The **prospects for farming** are partly related to farm structures, but also provide a general overview of the future prospects. If generally positive impacts for specific types of farms, farm businesses and farming regions were taken as a starting point, then (1) regional and local food, (2) new entrants to farming, (3) practice-oriented food systems, (4) diversification/specialisation of farms, (5) sustainability transition, (6) community-oriented food systems and (7) digital economy could be trends worth of consulting to find out context relevant practices and policies to take advantage of.

As a conclusion, the various trends do not provide any silver bullet for rural regeneration. Each trend has many kinds of impacts. Incidence of the trend varies across regions. Same type of impacts may arise from several trends. The trends have reinforcing and balancing impacts. Potential provided by the trends should be assessed in each specific context and also from the point of view of the impact that is sought for.

### 3.1.4 Trend cards

The trends are synthesised into **60 trend cards**. All the trend cards illustrate trends that have potential to promote rural regeneration at least in some regions, sectors or actor groups. Several per se negative megatrends are included for their positive impacts. Purpose of the trend cards is to assist rural policy design and development work. For example, in crafting rural development programs and plans, the trend cards might be consulted to find some promising priority topics which are considered possible, feasible and productive in each specific context. Next, short versions of the 60 trend cards are presented. **They feature 10 megatrends, 20 trends and 30 weak signals.** The short versions include some basic information of each trend. Full versions of the trend cards may be found in the technical report and in the **RURALIZATION trend database** ([www.ruraltrends.eu](http://www.ruraltrends.eu)). The full versions include more detailed information of the characteristics of the trends, their drivers and their impacts. About half of them also include some statistical information of the quantitative developments related to the trend, presented in maps and graphics.



### 1 AGEING POPULATION



**Average age of the population is quite high and increasing in many rural regions, which increases the demand of targeted services**

- ▣ **Type:** megatrend
- ▣ **Drivers:** demographic change – globalisation – economic growth – skills and competences, human capital
- ▣ **Impacts:** expansion of silver economy implies more demand for care and health services – structural evolution of farms will be hampered or slow down, e.g. succession, land use, resources – migration from rural to urban areas will increase



### 2 ALTERNATIVE FOOD SYSTEMS



**Diverse community-, delivery-, diet- and practice-oriented food systems challenge the dominant food regime**

- ▣ **Type:** trend
- ▣ **Drivers:** environmental awareness – availability and demand for local, healthy, sustainable food products
- ▣ **Impacts:** expansion of client population (online or new segments) for rural businesses – genesis of novel producer, prosumer or consumer organisations – prospects for non-mainstream farms will improve, e.g. local, ecological, educational, CSA, care, energy



### 3 BENEFITING FROM GLOBALISATION



**Finding ways to benefit from open markets and specialisation while acknowledging various adverse effects and risks of interdependency**

- ▣ **Type:** megatrend
- ▣ **Drivers:** globalisation – food demand and supply – network-based governance – international trade rules
- ▣ **Impacts:** increased export demand for sustainable food products – large farms become more and more dominant, e.g. productivity, exports – mixed farming prospects, positive or negative, depending on the type of farm, business, region etc.



### 4 BENEFITING FROM URBANISATION



**Increase of cities in terms of people and land use will make 'rural' more rare and valuable but challenge rural economy and autonomy**

- ▣ **Type:** megatrend
- ▣ **Drivers:** globalisation – population growth – demographic change – economies of scale – urban sprawl
- ▣ **Impacts:** demand for ecological, affordable, safe and ecological rural housing will increase – more demand for local (rural) products and services – entry of new inhabitants to rural areas – rural places and areas get new attractions and effective brands

**5 CARE SERVICES**



**Diversified set of activities with many rural and novel models: green care, homecare, telemedicine, mobile services**

- ▣ **Type:** weak signal
- ▣ **Drivers:** scarcity of public funds – bottom-up approach, empowerment – internet – depopulation – pandemics
- ▣ **Impacts:** more equal and inclusive social fabric – growth of rural economies (incomes, jobs) – better (rural) employment opportunities for women – migration from rural to urban areas will decrease

**6 CARING FOR THE ENVIRONMENT**



**Ideologies, policies and practices to reduce environmental degradation, to safeguard earth systems and to improve the status of the environment**

- ▣ **Type:** megatrend
- ▣ **Drivers:** climate change – environmental degradation, pollution and risks – ecological awareness – urbanisation
- ▣ **Impacts:** mitigation of climate change – better resourced and targeted local policies – increase of environmental conservation and/or reduction of degradation – prospects for non-mainstream farms will improve, e.g. local, ecological, educational, CSA, care, energy

**7 CHANGING GENDER ROLES**



**Evolving traditional and modern gender roles in private life and working life**

- ▣ **Type:** trend
- ▣ **Drivers:** communality, solidarity, equality – farming traditions – attractiveness of farming, lack of successors
- ▣ **Impacts:** more equal and inclusive social fabric – enhanced communality – migration from urban to rural areas will increase – empowerment – more balanced gender structure – increase in the stock of social capital

**8 CHEAP RURAL HOUSING AND RURAL SECOND HOMES**



**Affordable houses, second homes or holiday houses close to nature and away from crowds**

- ▣ **Type:** weak signal
- ▣ **Drivers:** availability of jobs – technological development – pandemics – economic growth – urbanisation
- ▣ **Impacts:** entry of new inhabitants to rural areas – demand for ecological, affordable and safe rural housing will increase – growth of local rural economies (incomes, jobs) – migration from urban to rural areas will increase – demand for land will increase for residential purposes



## 9 CIRCULAR ECONOMY



**Economic model based on recycling, reuse, sharing and repair of previously extracted materials**

- 📌 **Type:** trend
- 📌 **Drivers:** ecological awareness – scarcity of natural resources – opportunities and entrepreneurship
- 📌 **Impacts:** increase in environmental conservation and/or reduction of degradation – diversification of rural economies – prospects for non-mainstream farms will improve, e.g. local, ecological, energy – new ideas and innovations



## 10 CLIMATE CHANGE



**Multifaceted phenomenon with progressive impacts on food production, land use, policies and lifestyles**

- 📌 **Type:** megatrend
- 📌 **Drivers:** industrialisation – fossil economy – population growth – mechanisation and industrialisation of farming
- 📌 **Impacts:** more demand for (rural) raw materials (e.g. biomasses) – demand for ecological, affordable and safe rural housing will increase – prospects for non-mainstream farms will improve, e.g. local, ecological, energy – scarcity for usable land will increase



## 11 CO-OPERATIVES AND PARTNERSHIPS



**Organisation models to reach economies of scale and benefits of specialisation and co-operation or to facilitate mutual interests**

- 📌 **Type:** weak signal
- 📌 **Drivers:** viability of farm business, productivity – internet – globalisation – problems with access to markets
- 📌 **Impacts:** halting of rural decline, preservation of activities – genesis of novel producer, prosumer or consumer organisations – new ways to or more productive interaction – positive prospects for specific types of farms, farm businesses or farming regions



## 12 COMMUNITY-BASED ACTION



**Community-based initiatives and actions serve shared interests, capacities, identity, participation and communality in many domains**

- 📌 **Type:** weak signal
- 📌 **Drivers:** bottom-up approach, empowerment – community co-operation and development – financial constraints
- 📌 **Impacts:** more equal and inclusive social fabric – genesis of novel producer, prosumer and consumer organisations – new ways to or more productive interaction – empowerment – prospects for non-mainstream farms will improve, e.g. local, ecological, energy

**13 COUNTERACTING UNEQUAL DEVELOPMENT AND RURAL DECLINE**



**Efforts to halt the vicious circle (less population, less services, less infrastructure, less population etc.) which marginalises rural areas**

- ▣ **Type:** megatrend
- ▣ **Drivers:** market liberalisation – demographic change – urbanisation – globalisation – decline of public services
- ▣ **Impacts:** more equal and inclusive social fabric – entry of new inhabitants to rural areas – growth of rural economies (incomes, jobs) – halting of rural decline, preservation of activities – improved infrastructures – new or better rural services and/or better access to services

**14 CREATIVE ECONOMY**



**Nests of artists, creative work and creative class in the countryside**

- ▣ **Type:** weak signal
- ▣ **Drivers:** internet – globalisation – slow and natural lifestyle
- ▣ **Impacts:** possibility to adopt new working practices, e.g. remote work, virtual teams – diversification of rural economies – demand for ecological, affordable and safe rural housing will increase – diversification of social capital – migration from urban to rural areas will increase

**15 DEGROWTH**



**Antithesis to economic growth paradigm; emphasis in social and ecological well-being**

- ▣ **Type:** weak signal
- ▣ **Drivers:** new modes of work e.g. flexible, freelance, project – environmental degradation, pollution and risks
- ▣ **Impacts:** expansion of alternative lifestyles, e.g. degrowth, slow, natural – more demand for rural nature-based and immaterial welfare services – more demand for local, regional or domestic food – migration from urban to rural areas will increase

**16 DIGITAL ECONOMY**



**Economic activities facilitated by digital technologies and tools; provides productivity gains and platforms for new economic activities**

- ▣ **Type:** trend
- ▣ **Drivers:** technological development – digitalisation – internet – globalisation
- ▣ **Impacts:** business benefits (reduced costs, better productivity) – new or better rural services and/or better access to services – possibility to adopt new working practices, e.g. remote work, virtual teams – better prospects for both small and large farms

**17 DIVERSIFICATION OF RURAL ECONOMY**



**Many rural regions have diversified economies and the importance of non-agricultural activities has increased**

- ▣ **Type:** trend
- ▣ **Drivers:** digitalisation – empowerment of services – evolution of specific markets
- ▣ **Impacts:** diversification of rural economies – growth of rural economies (incomes, jobs) – new or better rural services and/or better access to services – better (rural) employment opportunities for women – migration from urban to rural areas will increase

**18 DIVERSIFICATION/SPECIALISATION OF FARMS**



**Diversification (on-farm and off-farm) and specialisation are the two main farm business and livelihood strategies**

- ▣ **Type:** trend
- ▣ **Drivers:** Common Agricultural Policy (CAP) – empowerment of services – ecological awareness
- ▣ **Impacts:** diversification of rural economies – better or more stable farm income and employment – prospects for non-mainstream farms will improve, e.g. local, ecological, educational, CSA, care, energy – demand for land will increase for 'other' purposes, e.g. energy

**19 DIY MOVEMENT**



**Do-It-Yourself is a polymorphic phenomenon featuring home crafting, repair, on-demand development, self-production, bricolage and community-supported innovations**

- ▣ **Type:** weak signal
- ▣ **Drivers:** technological development – bottom-up approach, empowerment – diversification of lifestyles
- ▣ **Impacts:** preservation or development of skills and knowledge – valorisation of existing rural sites, villages and heritage – better prospects for agro-ecological, environmental or organic farming, farms and farmers

**20 e-COMMERCE**



**Online markets remove the need for a physical presence and allow reach of distant customers**

- ▣ **Type:** trend
- ▣ **Drivers:** availability and demand for local, healthy, sustainable food products – internet – digitalisation
- ▣ **Impacts:** expansion of client population (online or new segments) for rural businesses – positive prospects for specific types of farms, farm businesses or farming regions – new ways to or more productive interaction – migration from urban to rural areas will increase



**21 ECOVILLAGES**





**Settlement communities aiming at integration of all four dimensions of sustainable development: economic, social, environmental and cultural**

- Type:** weak signal
- Drivers:** ecological awareness – slow, peaceful, natural lifestyle – social discontent, lack of social inclusion
- Impacts:** new or better rural development opportunities – migration from urban to rural areas will increase – new organised opportunities for access to land – prospects for non-mainstream farms will improve, e.g. local, ecological, educational, CSA, care, energy



**22 EDUCATIONAL FARMS**






**Co-operation between farms and schools contributes to demonstrative and participatory education about food, environment, technology etc.**

- Type:** weak signal
- Drivers:** availability and demand for local, healthy, sustainable food products – attractiveness of farming
- Impacts:** introduction of novel services activities (shops, care etc.) for the farms – entry of new inhabitants to rural areas – prospects for non-mainstream farms will improve, e.g. local, ecological, educational, CSA, care, energy



**23 FOOD SECURITY**





**Availability of food for all at all times is constantly challenged by the weather, diseases, crises, markets, policies and inequality**

- Type:** trend
- Drivers:** coronavirus pandemic, pandemics – new governance modes and models – climate change – crises
- Impacts:** genesis of novel producer, prosumer and consumer organisations – better or more stable farm income and employment – adoption of new management practices that reduce risks – more demand for local, regional or domestic food



**24 FOOD SOVEREIGNTY**





**Antithesis to corporate food regime; emphasis in culturally embedded food systems governed by producers and consumers**

- Type:** weak signal
- Drivers:** environmentalism – communality, solidarity, equality – bottom-up approach, empowerment
- Impacts:** diversification of rural economies – better prospects for agro-ecological, environmental or organic farming, farms and farmers – more demand for local, regional or domestic food – new organised opportunities for access to land



### 25 FOOD TOURISM



**Touristic activities organised around food: routes, tours, festivals, visits, cookery experiences, local specialties etc.**

- ▣ **Type:** trend
- ▣ **Drivers:** availability and demand for local, healthy, sustainable food products – slow, natural lifestyle
- ▣ **Impacts:** diversification of rural economies – rural places and areas get new attractions and effective brands – growth of rural economies (incomes, jobs) – conservation of rural heritage – migration from urban to rural areas will increase



### 26 GROWING FOOD DEMAND



**Global food demand increases and is expected to increase further along with population growth**

- ▣ **Type:** megatrend
- ▣ **Drivers:** food demand and supply – Common Agricultural Policy (CAP) – globalisation – population growth
- ▣ **Impacts:** increased export demand for sustainable food products – better or more stable farm income and employment – demand for land will increase for farming and home gardening purposes – large farms become more and more dominant, e.g. productivity, exports



### 27 HERITAGE TOURISM



**Historical attractions based on nature, industries, buildings, milieus, culture, food etc.**

- ▣ **Type:** weak signal
- ▣ **Drivers:** low-cost travel – preservation of heritage – community co-operation and development
- ▣ **Impacts:** growth of local rural economies (incomes, jobs) – valorisation of existing rural sites, villages and heritage – conservation of rural heritage – migration from urban to rural areas will increase – positive prospects for specific types of farms, businesses or farming regions



### 28 INFRASTRUCTURES, ACCESSIBILITY AND CONNECTEDNESS OF REGIONS



**Availability and quality of roads, railways, water, electricity, telecommunications etc. necessary for settlements and economic activities**

- ▣ **Type:** megatrend
- ▣ **Drivers:** decline or poor status of public services and infrastructures – rural and regional policies
- ▣ **Impacts:** new or better rural services and/or better access to services – improved infrastructures – improved access to rural areas and destinations – multi-local lifestyle becomes more common enhancing rural economies

**29 INTEGRATION OF IMMIGRANTS**



**Integration of immigrant to local labour market and civic society promotes inclusive social fabric and the possibility to make a societal contribution**

- ▣ **Type:** weak signal
- ▣ **Drivers:** migration patterns – community, solidarity, equality – conflicts and governance failures
- ▣ **Impacts:** more equal and inclusive social fabric – diversification of rural economies – increase in the socio-cultural diversity – entry of new inhabitants to rural areas – migration from urban to rural areas will increase


**30 LOCAL PARADIGM**



**Territorial, holistic and integrative approach to promote decentralisation and local autonomy, governance, media, business, specialities etc.**

- ▣ **Type:** trend
- ▣ **Drivers:** globalisation – availability of local, healthy, sustainable food products – social discontent
- ▣ **Impacts:** new or better rural development opportunities – new or better rural services and/or better access to services – more demand for local (rural) products and services – enhanced communality – new ways to or more productive interaction

**31 MANIFESTATIONS OF NEW TECHNOLOGIES**



**Artificial intelligence, automation, robotics, blockchain, big data, virtual and augmented reality, internet of things etc. and their applications**

- ▣ **Type:** trend
- ▣ **Drivers:** technological development – digitalisation – globalisation – internet
- ▣ **Impacts:** growth of local rural economies (incomes, jobs) – improved infrastructures – business benefits e.g. reduced costs, better productivity – new or better rural services and/or access to services – migration from urban to rural areas will increase

**32 MEANING AND EXPERIENCE ECONOMY**



**Markets of stories, meanings, experiences, roles, identities and uniqueness may supersede traditional livelihood and business conceptions**

- ▣ **Type:** trend
- ▣ **Drivers:** urbanisation – individualism – viability of farm business, productivity – diversification of lifestyles
- ▣ **Impacts:** expansion of alternative lifestyles, e.g. degrowth, slow, natural – introduction of novel service activities (shops, care etc.) for the farms – more demand for local (rural) products and services – expansion of client population (online or new segments) for rural businesses



### 33 MICRO- AND SMALL UNITS



**Small farms, businesses, neighbourhoods and civic organisations offer various benefits: affordability, familiarity, flexibility, autonomy, participation**

- ▣ **Type:** weak signal
- ▣ **Drivers:** globalisation – evolution of specific markets – technological development – ecological awareness
- ▣ **Impacts:** better prospects for small farms – enhanced communality – entry of new inhabitants to rural areas – migration from urban to rural areas will increase – increase in the stock of social capital



### 34 MIGRATION PATTERNS



**National and international migration flows modify both the point of departure and the point of arrival**

- ▣ **Type:** megatrend
- ▣ **Drivers:** liberal lifestyle – globalisation – search for own lifestyle and quality of life – climate change – urbanisation
- ▣ **Impacts:** migration from urban to rural areas will increase – migration from rural to urban areas will increase – decrease/increase in the stock of social capital – diversification of social capital – mixed impact on farming prospects depending on the type of the farm, business, region etc.



### 35 MULTI-LOCAL LIVING



**Seasonal or periodic living in urban and rural residences**

- ▣ **Type:** weak signal
- ▣ **Drivers:** slow, peaceful, natural lifestyle – financial constraints – digitalisation – urbanisation – globalisation
- ▣ **Impacts:** more demand for local (rural) products and services – diversification of rural economies – migration from urban to rural areas will increase – diversification of social capital – demand for ecological, affordable and safe rural housing will increase



### 36 MULTIFUNCTIONAL FORESTS



**Use of forests for economic, social, environmental and cultural purposes: timber, fuel, food, health, recreation, conservation, carbon sink, hiking, education**

- ▣ **Type:** trend
- ▣ **Drivers:** globalisation – non-rural policies (fiscal, foreign, global, general etc.) – environmental degradation
- ▣ **Impacts:** increase in the environmental conservation and/or reduction in the degradation – growth of local rural economies (incomes, jobs) – mitigation of climate change – demand for land will increase for 'other' purposes, e.g. energy, plants, recreation, conservation

**37 NATURAL AND CULTURAL HERITAGE**



**Natural and cultural heritage carry on valuable environments, fabrics and artefacts from the past which contribute to identity and attractiveness of places**

- ▣ **Type:** weak signal
- ▣ **Drivers:** preservation of heritage – farming traditions – individualism – ecological awareness
- ▣ **Impacts:** conservation of rural heritage – enhanced local, regional or rural identity or brand – valorisation of existing rural sites, villages and heritage – maintenance or reproduction of social capital

**38 NEW GOVERNANCE MODELS**



**The challenge of finding an appropriate governance model for contradictory topics related to regions, use of land and natural resources, advocacy etc.**

- ▣ **Type:** weak signal
- ▣ **Drivers:** urbanisation – urban sprawl – protectionistic policies and actions – socio-cultural evolution
- ▣ **Impacts:** better prospects for succession or new entrants to farming – better resourced and targeted local policies – transition toward better problem solving capacity – increase of environmental conservation and/or reduction of degradation

**39 PANDEMICS AND EPIDEMICS**



**More frequent or more dangerous epidemic diseases would affect whole societies and could increase preference for safe rural living environments**

- ▣ **Type:** weak signal
- ▣ **Drivers:** coronavirus pandemic, pandemics – scarcity of natural resources – environmental degradation
- ▣ **Impacts:** entry of new inhabitants to rural areas – demand for ecological, affordable and safe rural housing will increase – more demand for local, regional or domestic food – more demand for local (rural) products and services

**40 PLACE BRANDING**



**Development, management and communication of images, affections and brands related to specific places**

- ▣ **Type:** weak signal
- ▣ **Drivers:** problems with access to markets – localism, local paradigm – internet – market liberalisation
- ▣ **Impacts:** rural places and areas get new attractions and effective brands – new or better rural development opportunities – entry of new inhabitants to rural areas – expansion of client population (online or new segments) for rural businesses

**41 POLICY INCIDENCE AND EFFECTIVENESS**



**The challenge of effective policy design and delivery in service of several objectives while also facing large diversity of contexts**

- ▣ **Type:** trend
- ▣ **Drivers:** Common Agricultural Policy (CAP) – lack of effective governance strategies – rural and regional policies
- ▣ **Impacts:** increase of environmental conservation and/or reduction of degradation – conservation of rural environment – halting of rural decline, preservation of activities – better resourced and targeted local policies – conflicts related to land use and access will increase

**42 POP-UP CULTURE AND GIG ECONOMY**



**Pop-up restaurants, shops, cinemas, art projects, camps, charity events etc. and short-term work engagements or stays**

- ▣ **Type:** weak signal
- ▣ **Drivers:** evolving values and attitudes – globalisation – digitalisation – new modes of work e.g. flexible, freelance
- ▣ **Impacts:** growth of local rural economies (incomes, jobs) – possibility to adopt new working practices, e.g. remote work, virtual teams – problems in the exploitation of existing social capital, e.g. conflicts – positive prospects for specific types of farms, farm businesses or regions


**43 PUBLIC GOODS**



**Non-excludable and non-rivalrous goods open to all: national security, air, landscape, public media, many ecosystem services**

- ▣ **Type:** weak signal
- ▣ **Drivers:** environmental degradation, pollution and risks – ecological awareness – urbanisation
- ▣ **Impacts:** rural places and areas get new attractions and effective brands – diversification of rural economies – increase of environmental conservation and/or reduction of degradation – prospects for non-mainstream farms will improve, e.g. local, ecological, CSA, energy

**44 REMOTE WORK**



**Working from outside of a traditional office environment e.g. from home or in rural hubs, which saves commuting time and the environment**

- ▣ **Type:** trend
- ▣ **Drivers:** internet – increased leisure time, work-leisure balance – skills and competences – human capital
- ▣ **Impacts:** possibility to adopt new working practices, e.g. remote work, virtual teams – growth of local rural economies (incomes, jobs) – increase of environmental conservation and/or reduction of degradation – migration from urban to rural areas will increase

**45 RESILIENCE**



**Capability of various systems (e.g. food, energy) to meet their purpose in all situations asks for maintenance of diversity and adaptive capacities**

- ▣ **Type:** weak signal
- ▣ **Drivers:** ecological awareness – new governance modes and models – environmental degradation – crises
- ▣ **Impacts:** mitigation of climate change – adoption of new farm management practices that reduce risks – better prospects for agro-ecological, environmental or organic farming, farms and farmers – less food waste and more efficient utilisation of raw materials

**46 RURAL ARTISANS**



**Artisanal and craft production of food, beverages and traditional products maintain small businesses and vitality of the rural areas, skills and cultures**

- ▣ **Type:** weak signal
- ▣ **Drivers:** viability of farm business, productivity – globalisation – localism, local paradigm – internet
- ▣ **Impacts:** growth of local rural economies (incomes, jobs) – valorisation of existing rural sites, villages and heritage – rural places and areas get new attractions and effective brands – expansion of client population (online or new segments) for rural businesses

**47 RURAL BUSINESS SUCCESSION**



**Large share of farmers and rural entrepreneurs will retire soon providing opportunities for young people to take over their businesses**

- ▣ **Type:** trend
- ▣ **Drivers:** economic problems, e.g. low incomes, low profitability, price variations – attractiveness of farming
- ▣ **Impacts:** better prospects for succession or new entrants to farming – better prospects for both small and large farms, e.g. demand, new outputs, technology – diversification of social capital

**48 RURAL ENERGY COMMUNITIES**



**Community owned wind farms, solar energy systems and bioenergy plants contribute to multidimensional sustainable development**

- ▣ **Type:** weak signal
- ▣ **Drivers:** climate change – ecological awareness – limited energy resources and sources – localism, local paradigm
- ▣ **Impacts:** growth of local rural economies (incomes, jobs) – diversification of rural economies – more demand for (rural) raw materials (e.g. biomasses) – better prospects for rural energy, service, food, housing etc. communities and cooperatives



### 49 RURAL HUBS



**Multi-purpose spaces offering coworking and meeting facilities, broadband access, workstations, activity arenas and possibly some business services**

- ☒ **Type:** weak signal
- ☒ **Drivers:** decline or poor status of private services – internet – depopulation – community-operation
- ☒ **Impacts:** possibility to adopt new working practices, e.g. remote work, virtual teams – improved infrastructures – diversification of rural economies – new or more extensive networks – new ways to or more productive interaction



### 50 RURAL IN THE SOCIAL MEDIA



**Presence, visibility and profiling of the rural activities, actors, places and communities in the social media platforms**

- ☒ **Type:** trend
- ☒ **Drivers:** digitalisation – internet – diversification of lifestyles
- ☒ **Impacts:** expansion of client population (online or new segments) for rural businesses – rural places and areas get new attractions and effective brands – entry of new inhabitants to rural areas – increase in the stock of social capital



### 51 RURAL LIFESTYLE



**Rural idyll, space, nature, peace, animals, housing, safety, traditions and communities contribute to social welfare and attract new residents**

- ☒ **Type:** weak signal
- ☒ **Drivers:** slow, peaceful, natural lifestyle – nature capital (landscape, biodiversity etc.) – health concerns
- ☒ **Impacts:** rural places and areas get new attractions and effective brands – diversification of rural economies – increase in socio-cultural diversity – growth of local rural economies (incomes, jobs) – migration from urban to rural areas will increase




### 52 RURAL TOURISM



**Touristic activities, resorts, routes and attractions in the rural environment: farm holidays, festivals, hiking, fishing, hunting, horseback adventures etc.**

- ☒ **Type:** trend
- ☒ **Drivers:** slow, peaceful, natural lifestyle – new types of travelling – internet
- ☒ **Impacts:** more demand for local (rural) products and services – rural places and areas get new attractions and effective brands – growth of local rural economies (incomes, jobs) – new ways to or more productive interaction

**53 SEARCH FOR BETTER QUALITY OF LIFE**



**Stress, crime, pollution, loneliness and other discomforts drive people to search for alternative pathways to better life**

- ▣ **Type:** weak signal
- ▣ **Drivers:** population growth – diversification of lifestyles – top-down, centralised governance – stress
- ▣ **Impacts:** halting of rural decline, preservation of activities – demand for ecological, affordable and safe rural housing will increase – expansion of alternative lifestyles, e.g. degrowth, slow, natural – increase in the stock of social capital


**54 SELF-SUFFICIENCY**



**Better self-sufficiency at various levels (individual, household, farm, region, nation, Europe) in food, energy, competences etc. increases costs but reduces risks**

- ▣ **Type:** weak signal
- ▣ **Drivers:** insecurity-motivated governance – socio-cultural evolution – conflicts and governance failures
- ▣ **Impacts:** better prospects for diversification of farming practices – entry of new inhabitants to rural areas – more demand for local, regional or domestic food – diversification of social capital – more diversified farm structures arising from risks, policies, partnerships etc.

**55 SHARING ECONOMY**



**Modern non-profit or commercial sharing economy is based on internet platforms and allows limited and low-cost access to many resources: rooms, vehicles, tools**

- ▣ **Type:** weak signal
- ▣ **Drivers:** internet – digitalisation – ethical concerns and priorities – community co-operation and development
- ▣ **Impacts:** business benefits, e.g. reduced costs, better productivity – more equal and inclusive social fabric – new organised opportunities for access to land – new or more extensive networks – mitigation of climate change – generally positive impacts for farming prospects

**56 SMART SOLUTIONS IN RURAL SPACE**



**Maintaining capacity for continuous innovation is essential in rural areas to bring up 'smart' villages, power grids, schools, machines, land use practices etc.**

- ▣ **Type:** weak signal
- ▣ **Drivers:** internet – socio-cultural evolution – digitalisation – globalisation – technological development
- ▣ **Impacts:** preservation or development of skills and knowledge – access to new business, professional or development networks – better quality of life – better prospects for rural energy, service, food, housing etc. communities and cooperatives



57

### SOCIAL ENTERPRISES AND ENTREPRENEURS



Rural areas provide fabrics for many kinds of social enterprises to improve health, rehabilitation and social inclusiveness

- ▣ **Type:** weak signal
- ▣ **Drivers:** agri-environmental and environmental policies – opportunities and entrepreneurship – unemployment
- ▣ **Impacts:** new or better rural development opportunities – new or better rural services and/or access to services – introduction of novel service activities (shops, care etc.) for the farms – more equal and inclusive social fabric



58

### SUSTAINABILITY TRANSITION



Transformation towards more sustainable production and consumption especially in food, energy, construction and mobility systems; giving up fossil economy

- ▣ **Type:** megatrend
- ▣ **Drivers:** environmental degradation, pollution and risks – climate change – environmentalism
- ▣ **Impacts:** more demand for (rural) raw materials (e.g. biomasses) – mitigation of climate change – growth of local rural economies (incomes, jobs) – prospects for non-mainstream farms will improve, e.g. local, ecological, educational, CSA, care, energy



59

### TECHNOLOGY-INTENSIVE FARMING



Technology provides productivity and environmental benefits but some applications (e.g. genetic modification, lab-grown food) raise ethical, cultural or economic doubts

- ▣ **Type:** trend
- ▣ **Drivers:** technological development – digitalisation – diversification of farms and farming practices – globalisation
- ▣ **Impacts:** better or more stable farm income and employment – more demand for local, regional or domestic food – mitigation of climate change – less food waste and more efficient utilisation of raw materials – niche markets will proliferate



60

### TRANSPARENCY OF THE FOOD SYSTEM



Transparency of the food system in terms of origins, production methods, compliance (laws, standards) and distribution of value added in the food chain

- ▣ **Type:** trend
- ▣ **Drivers:** food safety – ecological awareness – increase of consumption – neoliberalism – ethical concerns
- ▣ **Impacts:** transition toward fairer food system – better prospects for succession or new entrants to farming – better or more stable farm income and employment – positive prospects for specific types of farms, farm businesses or farming regions

## 3.2 Dreams

The main objective of the dream inventory was to learn about the contents and the obstacles of the dreams per type of the dream area as well as to learn about the background of the young people dreaming about specific types of regions. Figure 6 illustrates the crossflows of the respondents between their current place of residence and dream place of residence in terms of type of the area. The rural areas, especially, attract a significant part of their respondents to stay in the current type of area. If the dreams of the respondent were realised by now, about 41% of the respondents would stay in their current type of area and 59% would move into a different type of area. The biggest crossflows would take place from the city centres to the rural areas close to cities (7% of the respondents), from the city areas outside the centre to the rural areas close to cities (6%), from the city centres to the city areas outside the centre (5%), from the suburbs to the rural areas close to cities (4%) and from the rural villages to the rural areas close to cities (4%). Consequently, the rural areas close to cities and the remote rural areas would gain in popularity and all the other regions would lose in popularity. This is not a forecast due to sample selection bias, however, but indicates there is potential for the rural areas to attract new residents.

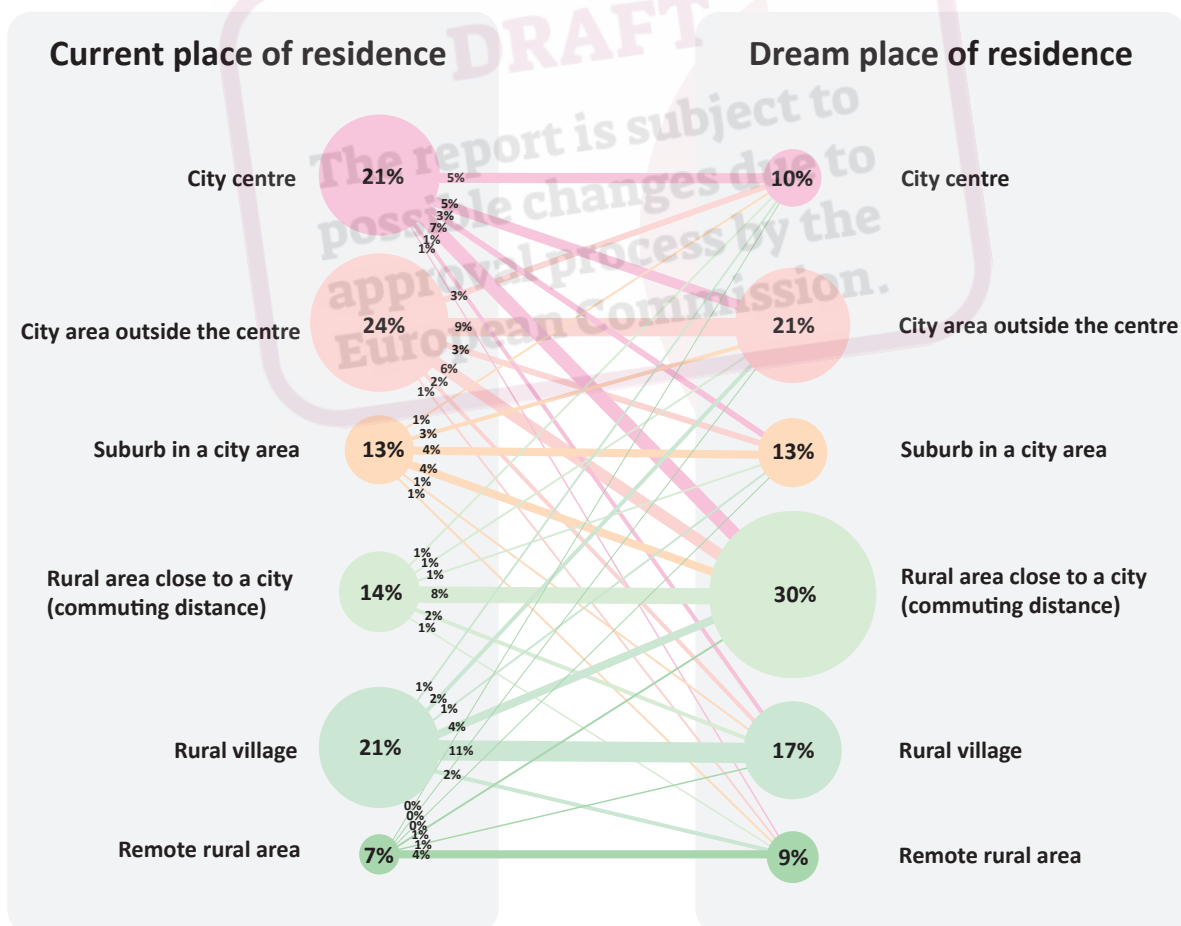


Figure 6: Respondents by type of the current place of residence and dream place of residence, % of all respondents

Luckily, there was a rather large group of respondents dreaming about each of the six types of areas: city centres, city areas outside the centres, suburbs, rural areas close to cities, rural villages and remote rural areas. This made possible a (1) **comparative profiling of the regions as destinations of the dreams** and (2) **profiling of the young people who are interested in specific types of areas**. In this case, the sample selection makes no significant bias. Figures 7–12 present a summary of the findings by type of the dream area.

The positive profilers presented in the figures may be considered as strengths or attractions of the various types of areas in the minds of the youth. To respond to the dreams of the youth, each area should provide means to realise the specific contents of the dreams and to remove the specific obstacles. The profiles of the various types of areas were surprisingly similar across the countries and regions: the destination of the dream was strongly associated with the content of the livelihood, accommodation and lifestyle recipes as well as the obstacles.

### 3.2.1 Profile of city centres

Characteristics of the dreams targeted to **city centres** are summarised in Figure 7. City centres had a very large number of profilers, almost as much as the remote rural areas. This indicates that there was a rather diverse set of interesting, attractive, expected or desired topics that were included in the dreams of those young people who were dreaming about the city centres. Strong profilers (LQ>2) were found in all three recipes: livelihood, accommodation and lifestyle. When taking a bit higher level of abstraction, the futures targeted to the city centres could be featured by a few general topics.

First, being on the move and being international were typical ingredients of the city dreams: travel for work, international working environment and working abroad profiled the livelihood recipe and travelling profiled the lifestyle recipe; being born in other country than the current country of residence profiled also the people who were dreaming about the city centres. Second, at least some particular group of the city dreamers preferred creativity: arts, entertainment and recreation, self-determination, self-actualisation and creative work were profiling the livelihood recipe and creative hobbies were profiling the lifestyle recipe. Third, social life and city services were common ingredients of the dreams: social interaction at work, diverse local services available in the place accommodation as well as fashion, going out, cultural affairs and eventful life in the lifestyle.

Fourth, career, success and high status are profiling these most urban dreams: appreciated work and career and/or high position (livelihood) and successful lifestyle in terms of business, career or wealth. Fifth, a kind of short-termism of the life was manifested by the popularity of freelance work and project work in the livelihood recipe. Sixth, there are also demand for a life balance: balance of work and leisure while earning the livelihood, second home, villa or cottage (in the countryside) as well as sailing or boating in the leisure time and lifestyle featured as calm, quiet, slow or simple. Seventh, regular life was in most demand in the city centres: many young people who were dreaming about city centre futures preferred a stable, regular job and regular lifestyle with robust frames and routines (Figure 6).

Finally, the futures dreams targeted to the city centres also manifested strong life cycle impacts. The background of the respondents who were dreaming about the city centres were young, single, students or unemployed or outside labour market. Many of the people who dreaming about the city centres were already living in the city centres to study there (educational facilities are not available in all regions). This early stage of the personal life cycle is also manifested in the obstacles of the dreams: unpredictability of the (still open) future, unspecified obstacles and personal attitude (laziness, lack of patience, harmful or not productive preferences). These particular young people had also problems in getting or keeping a suitable job or business, in the lack of sufficiency of own skills and competences as well as in getting the needed education. The fit between the own preferences, resources and competences and the demands of the society were still in the process to become established. Futures targeted to the city centres were characterised by this early stage of the personal life cycle.

Summing up, dreams targeted to the city centres are the dreams of rather young people and people who dream about mobile, eventful, international, creative, successful city life and the balancing effect of regularity.

**DRAFT**

The report is subject to possible changes due to approval process by the European Commission.


LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p><b>Economic activity</b></p> <ul style="list-style-type: none"> <li>▣ <b>Financial and insurance services</b></li> <li>▣ Information and communication</li> <li>▣ Other service activities</li> <li>▣ Professional, scientific and technical activities</li> <li>▣ Arts, entertainment and recreation</li> <li>▣ Administrative and support service activities</li> <li>▣ Public administration and defence; compulsory social security</li> </ul> <p><b>Attributes</b></p> <ul style="list-style-type: none"> <li>▣ <b>Travel for work</b></li> <li>▣ <b>Outside labour market</b></li> <li>▣ <b>International work environment</b></li> <li>▣ Working abroad</li> <li>▣ Social interaction</li> <li>▣ Appreciated work</li> <li>▣ Stable, regular job</li> <li>▣ Self-determination</li> <li>▣ Self-actualisation</li> <li>▣ Freelance work</li> <li>▣ Project work</li> <li>▣ Balance of work and leisure</li> <li>▣ Career, high position</li> <li>▣ Creative work</li> </ul>	<p><b>Location</b></p> <ul style="list-style-type: none"> <li>▣ <b>Within a city</b></li> <li>▣ <b>Diverse local services available</b></li> <li>▣ Public transport services</li> </ul> <p><b>House</b></p> <ul style="list-style-type: none"> <li>▣ <b>Apartment</b></li> <li>▣ <b>Also a second home, villa or cottage</b></li> <li>▣ Modern house</li> </ul>	<p><b>Hobbies</b></p> <ul style="list-style-type: none"> <li>▣ <b>Sailing, boating</b></li> <li>▣ <b>Fashion, clothing and beauty</b></li> <li>▣ Going out for shopping, coffee, dinner, pub, movies</li> <li>▣ Gaming</li> <li>▣ Travelling</li> <li>▣ Cultural affairs</li> <li>▣ Creative hobbies: visual arts, writing, photography, theater</li> </ul> <p><b>Value orientation, behavioural tendency</b></p> <ul style="list-style-type: none"> <li>▣ <b>Regular lifestyle</b></li> <li>▣ <b>Successful life: business, career, wealth</b></li> <li>▣ <b>Eventful life</b></li> <li>▣ Calm, quiet, slow lifestyle</li> <li>▣ Ordinary lifestyle, work and leisure</li> <li>▣ Valuing local food and services</li> <li>▣ Simple lifestyle</li> </ul>
		
<p><b>OBSTACLES</b></p> <ul style="list-style-type: none"> <li>▣ Unpredictability of the future</li> <li>▣ Personal attitude (laziness, patience, preferences)</li> <li>▣ Coronavirus pandemic (temporarily) or other pandemics</li> <li>▣ Environment (e.g. climate change)</li> <li>▣ Getting or keeping a suitable job or business</li> <li>▣ Lack or insufficiency of skills and competences</li> <li>▣ Unspecified obstacles</li> <li>▣ Getting the needed education</li> </ul>	<p><b>POTENTIAL RESIDENTS</b></p> <ul style="list-style-type: none"> <li>▣ <b>Current place of residence: city centre</b></li> <li>▣ <b>Place of residence upon birth: city centre</b></li> <li>▣ Country of birth: other than current country of residence</li> <li>▣ Education: primary level completed</li> <li>▣ Housing arrangement: living alone (and possibly child or children)</li> <li>▣ Family status: single</li> <li>▣ Employment status: student</li> <li>▣ Employment status: unemployed</li> <li>▣ Age group: 18–24 years</li> </ul>	
<p><b>CODE</b></p> <ul style="list-style-type: none"> <li>▣ <b>Strong profiler: bold font (location quotient &gt;2)</b></li> <li>▣ Weak profiler: regular font (location quotient 1.2–2)</li> <li>▣ <i>Profilers are presented in order of magnitude</i></li> </ul>		

Figure 7: Profilers of the futures targeted to the city centres

### 3.2.2 Profile of city areas outside the centre

Profilers of the futures targeted to the **city areas outside the centre** are synthesised in Figure 8. Again, several general features may be identified at a high level of abstraction. First, communality is manifested in several attributes of the dreams targeted to these areas: employment in other services activities (typically associations), nice work community, nice neighbours, terraced house or semi-detached houses as quite interactive modes of housing as well as helping others as a behavioural tendency in the lifestyle recipe. Second, city services and events are important ingredients of the dream: public transport services, diverse local services, city fabric, fashion and clothing as well as eventful lifestyle itself. Third, being on the move and being international is important part of the dream (as also in the city centres): working abroad, international work environment and travelling as a hobby.

Fourth, a meaningful work and personal development are among the profilers of the destination of dreams. This is suggested by the popularity of arts, entertainment and recreation as well as professional, scientific and technical activities as the economic activities of the dream accompanied by attributes of the livelihood recipe (challenge, appreciated work, creative work, meaningful work and making an impact) and lifestyle recipe (music, personal development). Fifth, cozy and stable life was part of the dream for many respondents who dreamed about this particular type of region: routine work and stable, regular job in the livelihood recipe, peaceful location and possibly a second home in the countryside as well as reading and homing in the lifestyle recipe. Sixth, health was an issue for part of these young people as healthy lifestyle was quite a common dream and personal health problems profiled the obstacles of realising the dream.

Finally, the life cycle impact was present also in these dream futures. The people who were dreaming about the city areas outside the centre had not established their place in the society yet (student, unemployed or out of labour force). This was reflected in the obstacles for realising the dreams: unpredictability of the future, obscurity of own thoughts and dreams as well as lack of courage and self-confidence. These people were also moving often because of work opportunities. Futures targeted to the city centres were characterised by the search for established place in the society.

Taking stock of the profilers, the dreams targeted to the city areas outside the centre are featured by communal, cosy and stable life in the urban fabric, which allows mobility, internationality and personal development in diverse ways.


LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p><b>Economic activity</b></p> <ul style="list-style-type: none"> <li>▣ Arts, entertainment and recreation</li> <li>▣ Other service activities</li> <li>▣ Professional, scientific and technical activities</li> </ul> <p><b>Attributes</b></p> <ul style="list-style-type: none"> <li>▣ <b>Moving because of work opportunities</b></li> <li>▣ Working abroad</li> <li>▣ Routine work</li> <li>▣ Challenge</li> <li>▣ Appreciated work</li> <li>▣ Outside labour market</li> <li>▣ Creative work</li> <li>▣ Stable, regular job</li> <li>▣ Nice work community</li> <li>▣ Meaningful work, making an impact</li> <li>▣ International work environment</li> </ul>	<p><b>Location</b></p> <ul style="list-style-type: none"> <li>▣ Public transport services</li> <li>▣ Within a city</li> <li>▣ Diverse local services available</li> <li>▣ Nice neighbours</li> <li>▣ City nearby</li> <li>▣ Peaceful location</li> </ul> <p><b>House</b></p> <ul style="list-style-type: none"> <li>▣ <b>Terraced house</b></li> <li>▣ Apartment</li> <li>▣ Semi-detached house</li> <li>▣ Also a second home, villa or cottage</li> <li>▣ Modern house</li> </ul>	<p><b>Hobbies</b></p> <ul style="list-style-type: none"> <li>▣ Music</li> <li>▣ Travelling</li> <li>▣ Fashion, clothing and beauty</li> <li>▣ Reading</li> </ul> <p><b>Value orientation, behavioural tendency</b></p> <ul style="list-style-type: none"> <li>▣ Homing</li> <li>▣ Eventful lifestyle</li> <li>▣ Helping others</li> <li>▣ Healthy lifestyle</li> <li>▣ Personal development</li> </ul>
 <p><b>THE CITY AREA OUTSIDE THE CENTRE</b></p>		
<p><b>OBSTACLES</b></p> <ul style="list-style-type: none"> <li>▣ Unpredictability of the future</li> <li>▣ Obscurity of own thoughts and dreams</li> <li>▣ Personal health problems</li> <li>▣ Lack of courage and self-confidence</li> </ul>	<p><b>CODE</b></p> <ul style="list-style-type: none"> <li>▣ <b>Strong profiler: bold font (location quotient &gt;2)</b></li> <li>▣ Weak profiler: regular font (location quotient 1.2–2)</li> <li>▣ <i>Profilers are presented in order of magnitude</i></li> </ul>	<p><b>POTENTIAL RESIDENTS</b></p> <ul style="list-style-type: none"> <li>▣ <b>Current place of residence: city area outside the centre</b></li> <li>▣ <b>Place of residence upon birth: city area outside the centre</b></li> <li>▣ Education: primary level completed</li> <li>▣ Employment status: out of labour force</li> <li>▣ Employment status: unemployed</li> <li>▣ Employment status: student</li> </ul>

Figure 8: Profilers of the futures targeted to the city areas outside the centre

### 3.2.3 Profile of city suburbs in the city areas

Futures targeted to the **suburbs in the city areas** are described in Figure 9. They also have a set of characteristics that are popular among the respondents who were dreaming about this type of destination. First, flexibility and life around home were important. In the livelihood recipe these aspects were manifested by the high popularity of freelance work, project work, not place-bound work, flexible work terms and hours and self-actualisation as well as economic activities in which these features are typical: information and communication and professional, scientific and technical activities. The accommodation recipe (semi-detached house, terraced house) and the lifestyle recipe (gaming, cooking, reading, creative hobbies, music, homing as well as balance of work, leisure and family life) also expressed this feature. Many obstacles for the dreams were related to the realisation of this type of dream: working conditions e.g. lack of flexibility and precariousness, personal attitude (laziness, patience, preferences) in achieving the competence and status needed to make it possible and also lack of courage and self-confidence that is certainly asks for.

Second, communality and social responsibility seem to be important ingredients of the dreams targeted to this type of region. This tendency is manifested by several attributes of the livelihood recipe: responsible actor, career and high position, helping others through work or at work, nice work community, education as the field of economic activity and high work orientation as a lifestyle. Third, peaceful and safe life mode is a common dream in this destination: location that is good for the children and peaceful, lifestyle that is featured by living with little stuff (and possibly sharing) and green, peaceful, open environment and partly also livelihood earned by working alone. Not far from this, basic work was appreciated: work with basic infrastructure services (estates, water, waste, electricity etc.) and routine work. Finally, city services are still in demand: public transport services and having a city nearby.

Overall, the dreams destined to the suburbs tend to be characterised by a flexible, responsible as well as peaceful and home-centric 'basic' form of living at the outskirts of a city.

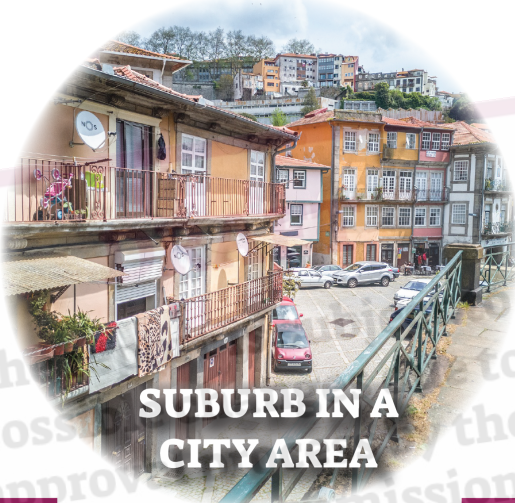
LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p><b>Economic activity</b></p> <ul style="list-style-type: none"> <li>☒ Real estate activities</li> <li>☒ Water supply; sewage, waste management and remediation activities</li> <li>☒ Information and communication</li> <li>☒ Electricity, gas, steam and air conditioning supply</li> <li>☒ Professional, scientific and technical activities</li> <li>☒ Education</li> </ul> <p><b>Attributes</b></p> <ul style="list-style-type: none"> <li>☒ <b>Freelance work</b></li> <li>☒ Working alone</li> <li>☒ Project work</li> <li>☒ Responsible actor</li> <li>☒ Career, high position</li> <li>☒ Helping others</li> <li>☒ Not place-bound work</li> <li>☒ Nice work community</li> <li>☒ Routine work</li> <li>☒ Flexible work terms and hours</li> <li>☒ Self-actualisation</li> </ul>	<p><b>Location</b></p> <ul style="list-style-type: none"> <li>☒ Public transport services</li> <li>☒ City nearby</li> <li>☒ Good for children</li> <li>☒ Peaceful location</li> </ul> <p><b>House</b></p> <ul style="list-style-type: none"> <li>☒ <b>Semi-detached house</b></li> <li>☒ <b>Terraced house</b></li> </ul>	<p><b>Hobbies</b></p> <ul style="list-style-type: none"> <li>☒ <b>Gaming</b></li> <li>☒ Cooking</li> <li>☒ Reading</li> <li>☒ Creative hobbies: visual arts, writing, photography, theater</li> <li>☒ Music</li> </ul> <p><b>Value orientation, behavioural tendency</b></p> <ul style="list-style-type: none"> <li>☒ Living with little stuff, sharing</li> <li>☒ High work orientation</li> <li>☒ Homing</li> <li>☒ Balance of work, leisure and family life</li> <li>☒ Green, peaceful, open environment</li> </ul>
 <p><b>SUBURB IN A CITY AREA</b></p>		
<p><b>OBSTACLES</b></p> <ul style="list-style-type: none"> <li>☒ Working conditions (lack of flexibility, precariousness etc.)</li> <li>☒ Personal attitude (laziness, patience, preferences etc.)</li> <li>☒ Potential external event (sickness, accident etc.)</li> <li>☒ Lack of courage and self-confidence</li> </ul>	<p><b>CODE</b></p> <ul style="list-style-type: none"> <li>☒ <b>Strong profiler: bold font (location quotient &gt;2)</b></li> <li>☒ Weak profiler: regular font (location quotient 1.2–2)</li> <li>☒ <i>Profilers are presented in order of magnitude</i></li> </ul>	<p><b>POTENTIAL RESIDENTS</b></p> <ul style="list-style-type: none"> <li>☒ <b>Current place of residence: suburb in a city area</b></li> <li>☒ Place of residence upon birth: suburb in a city area</li> <li>☒ Housing arrangement: living with relatives or other people (and possible child or children)</li> </ul>

Figure 9: Profilers of the futures targeted to the suburbs in a city area

### 3.2.4 Profile of rural areas close to cities

Futures targeted to the **rural areas close to cities** were profiled by the smallest number of attributes among the six types of areas which implies that the dreams targeted to these types of areas were quite homogenous (Figure 10). These futures were profiled, first, by own, private, green activity space. This was indicated by the popularity of self-sufficiency in the livelihood recipe, by the popularity of having no neighbours nearby, having water (sea, lake, river) nearby, living in the countryside, having a large own yard and old house in the accommodation recipe as well as gardening and having a green, peaceful, open environment in the lifestyle recipe – partly also the value orientation of living with little stuff. Second, futures destined to the rural areas close to cities were profiled by the possibility to keep animals which was present both in the accommodation recipe and in the lifestyle recipe.

Third, place before work is manifested in several common preferences: short travel to work, moving because of work, not-place bound work, homing as well as balance of work, leisure and family life. This tendency is resisted by the specific obstacles related to working conditions: lack of flexibility, precariousness etc. Fourth, children played a role in life either as part of the livelihood recipe (working with children or youngsters) or part of the accommodation recipe (location is good for children). Besides these ingredients, the futures targeted to these urban adjacent areas are characterised by popularity of having a high work orientation. A point worth of noting is the background of the dreamers: only in these types of areas the current place of residence is not a strong profiler indicating that these people come from many kinds of areas.

Summing up, the dream futures targeted to the rural areas close to cities were profiled by a clear preference for the countryside as a living environment which included waters, animals, private space and garden – a dream of a family life in which work life is a subordinate of the rural lifestyle.



Figure 10: Profilers of the futures targeted to the rural areas close to a city (commuting distance)

### 3.2.5 Profile of rural villages

Dreams that were targeted to the **rural villages** are synthesised in Figure 11. There were again several general features in the contents and obstacles of the dreams as well in the background of the dreamers. First, entrepreneurship in various forms and modes was present in these dreams. It was associated with the popular economic activities often involving entrepreneur status (agriculture, forestry and fishing as well as accommodation and food service activities) and in the attributes of the livelihood recipe: doing by hands, freelance work and entrepreneurship. Background of the dreamers was also profiled by the employment status of farm entrepreneur. Obstacles that profiled these dreams included society: economy, debt, taxation, regulation, unrest, values, politics etc. Second, a strong social orientation was present in the dreams targeted to the rural villages. This was part of the livelihood recipe (communality as a strong profiler, social interaction) and part of the lifestyle recipe (community activities as a hobby; social orientation and interaction as well as political, societal or community activities as a value orientation and behavioural tendency). Related to this, acceptance of diversity was considered important in the community. Third, rural type of housing is an important part of the dream for many, including a garage or barn (strong profiler), farmhouse and old house. This is partly related to the obstacles for realising the dreams: finding a suitable and affordable place or house and limitations of the dream region in terms of jobs, houses or services.

Fourth, self-sufficiency features both livelihood and lifestyle. Self-sufficiency is a strong profiler of the livelihood recipe and valuing local food and services is a strong profiler of the lifestyle recipe together with garden and self-sufficiency as weak profilers. Fifth, rural milieu and environment contribute to the dreams in many ways: nature and environment as part of the livelihood recipe, location in the countryside in the accommodation recipe and green, peaceful and open environment in the lifestyle recipe. Environmental issues (e.g. climate change) may risk the realisation of this dream. Sixth, children are an important part of life for many young people who dream about the rural villages: working with children and youngsters (livelihood) and having a location which is good for the children (accommodation) – in addition, the background of these people was profiled by having children. Seventh, vehicles are an important part of village life: employment in transportation and storage as well as cars, motorbikes, machines or motoring as a hobby. Eight, many economic activities that feature the dreams are essentially local basic services (trade, electricity, administrative and support services, education). As with most types of areas, being born or living in this type of area often leads to dreams targeted to the same type of areas (or even the same area).

Abstracting further, futures dreams targeted to the rural villages are manifestations of the local paradigm in a rural fabric.

LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p><b>Economic activity</b></p> <ul style="list-style-type: none"> <li>⊠ <b>Transportation and storage</b></li> <li>⊠ Agriculture, forestry and fishing</li> <li>⊠ Wholesale and retail trade; repair of motor vehicles and motorcycles</li> <li>⊠ Electricity, gas, steam and air conditioning supply</li> <li>⊠ Accommodation and food service activities</li> <li>⊠ Administrative and support service activities</li> <li>⊠ Education</li> </ul> <p><b>Attributes</b></p> <ul style="list-style-type: none"> <li>⊠ <b>Working with animals</b></li> <li>⊠ <b>Self-sufficiency</b></li> <li>⊠ <b>Communality</b></li> <li>⊠ <b>Doing by hands</b></li> <li>⊠ <b>Freelance work</b></li> <li>⊠ Entrepreneurship</li> <li>⊠ Working with children and youngsters</li> <li>⊠ Social interaction</li> <li>⊠ Nature, environment</li> <li>⊠ Routine work</li> <li>⊠ Career, high position</li> </ul>	<p><b>Location</b></p> <ul style="list-style-type: none"> <li>⊠ <b>Village or small town</b></li> <li>⊠ In the countryside</li> <li>⊠ Good for children</li> </ul> <p><b>House</b></p> <ul style="list-style-type: none"> <li>⊠ <b>Garage or barn</b></li> <li>⊠ Farmhouse</li> <li>⊠ Old house</li> <li>⊠ Semi-detached house</li> </ul>	<p><b>Hobbies</b></p> <ul style="list-style-type: none"> <li>⊠ Cars, motorbikes, machines, motoring</li> <li>⊠ Community activities</li> <li>⊠ Garden</li> <li>⊠ Fashion, clothing and beauty</li> </ul> <p><b>Value orientation, behavioural tendency</b></p> <ul style="list-style-type: none"> <li>⊠ <b>Acceptance of diversity</b></li> <li>⊠ <b>Valuing local food and services</b></li> <li>⊠ Self-sufficiency</li> <li>⊠ Social orientation, interaction</li> <li>⊠ Green, peaceful, open environment</li> <li>⊠ Political, societal or community activities</li> </ul>
 <p><b>RURAL VILLAGE</b></p>		
<p><b>OBSTACLES</b></p> <ul style="list-style-type: none"> <li>⊠ Unspecified obstacles</li> <li>⊠ Finding a suitable and affordable place or house</li> <li>⊠ Society (economy, debt, taxation, regulation, unrest, values, politics etc.)</li> <li>⊠ Limitation of the dream location (jobs, houses, services etc.)</li> <li>⊠ Environment (e.g. climate change)</li> </ul>	<p><b>CODE</b></p> <ul style="list-style-type: none"> <li>⊠ <b>Strong profiler: bold font (location quotient &gt;2)</b></li> <li>⊠ Weak profiler: regular font (location quotient 1.2–2)</li> <li>⊠ <i>Profilers are presented in order of magnitude</i></li> </ul>	<p><b>POTENTIAL RESIDENTS</b></p> <ul style="list-style-type: none"> <li>⊠ <b>Current place of residence: rural village</b></li> <li>⊠ <b>Place of residence upon birth: rural village</b></li> <li>⊠ Entrepreneurs status: farm entrepreneur</li> <li>⊠ Employment status: out of labour force</li> <li>⊠ Employment status: employed</li> <li>⊠ Children: yes</li> </ul>

Figure 11: Profilers of the futures targeted to the rural villages

### 3.2.6 Profile of remote rural areas

As the last case, futures dreams targeted to the **remote rural areas** are characterised in Figure 12. These futures are quite a unique case as they have the highest number of specific profilers among the six types of dream destinations. First, nature is an inherent part of the life: living in the countryside with water (sea, lake, river), having nature nearby or living within the nature and having outdoors hobbies: hiking, cycling, walking, sailing, boating. Second, as also in the rural villages, these dreams were profiled by entrepreneurship. Manifestations of entrepreneurship were present in the livelihood recipe (versatile tasks, doing by hands, entrepreneurship, agriculture as the economic activity), in the lifestyle recipe (entrepreneurial orientation as a strong profiler; independence and freedom, high work orientation) and in the obstacles (society). Further on, the background of the young people who were dreaming about the remote rural areas was profiled by the status of an entrepreneur: farm entrepreneur (strong profiler) or 'other' entrepreneur (weak profiler). Third, rural type of housing was ultimately the dream type of housing: farmhouse, with garage or barn, large house, own yard; small house for some people. Fourth, animals represented another 'rural' feature of the dream: working with animals (livelihood), having the possibility to keep animals (accommodation) and animals as a hobby (lifestyle).

Fifth, self-sufficiency was a strong profiler of the dreams targeted to the remote rural areas. It was present in the livelihood dreams and in the lifestyle dreams (garden as a hobby, self-sufficiency as well as valuing local food and services as a value orientation and behavioural tendency). Sixth, own space and privacy were appreciated by these young people: having no neighbours too close was an important part of the characteristics of the location and, partly relatedly, the lifestyle was profiled by simple, calm, quiet, slow and spiritual lifestyle. Seventh, part of the young people who were dreaming about these types of areas were also dreaming about flexible work: not place-bound work (strong profiler), remote work or telework, part-time work and freelance work giving room for the possibility of living in the rural destination and also for self-actualisation. Finally, sustainability was most common profiler in these particular dream futures: nature and environment as a part of the livelihood recipe, environmentally friendly housing as a strong profiler of the accommodation recipe and sustainable lifestyle as a value orientation and behavioural tendency. Apart from this, hobbies related to cars, motorbikes, machines and motoring were popular in these destinations; this could be partly associated with the background of the dreamers which was profiled by men (weak profiler).

An apparent life cycle impact is present in the dreams targeted to the remote rural areas (as partly also in the dreams targeted to the rural villages). The dreamers are typically older (25–30 years), they have established in the work life (employed) and they have children. Along with ageing, the dreams tend to turn from urban to rural within this age cohort (18–30 years). The young people dream about living in cities while studying, possibly starting a family and getting a profession. When these events of life have been completed, the rural dreams become more common.

The characteristics of the obstacles tell partly the same story. The obstacles of the urban dreams are profiled by troubles in finding one's place in the world, whereas the obstacles of

the rural dreams have more to do with the society. This has implications for the development of effective means to support the young people in getting their dreams realised.

Summing up, the futures dreams targeted to the remote rural areas were flavoured by the ideal of living in the nature and with the nature – and having agency to do this.

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The report is subject to possible changes due to approval process by the European Commission.


LIVELIHOOD RECIPE	ACCOMMODATION RECIPE	LIFESTYLE RECIPE
<p><b>Economic activity</b></p> <ul style="list-style-type: none"> <li>☒ <b>Agriculture, forestry and fishing</b></li> <li>☒ <b>Water supply; sewage, waste management and remediation activities</b></li> <li>☒ Financial and insurance activities</li> <li>☒ Electricity, gas, steam and air conditioning supply</li> <li>☒ Accommodation and food service activities</li> </ul> <p><b>Attributes</b></p> <ul style="list-style-type: none"> <li>☒ <b>Working outdoors</b></li> <li>☒ <b>Working alone</b></li> <li>☒ <b>Outside labour market</b></li> <li>☒ <b>Working with animals</b></li> <li>☒ <b>Self-sufficiency</b></li> <li>☒ <b>Not place-bound work</b></li> <li>☒ Remote work, telework</li> <li>☒ Nature, environment</li> <li>☒ Versatile tasks</li> <li>☒ Part-time work</li> <li>☒ Doing by hands</li> <li>☒ Freelance work</li> <li>☒ Entrepreneurship</li> <li>☒ Appreciated work</li> <li>☒ Self-actualisation</li> </ul>	<p><b>Location</b></p> <ul style="list-style-type: none"> <li>☒ <b>No neighbours too close</b></li> <li>☒ <b>In the countryside</b></li> <li>☒ Water (sea, lake, river) nearby</li> <li>☒ Nature nearby or within nature</li> </ul> <p><b>House</b></p> <ul style="list-style-type: none"> <li>☒ <b>Farmhouse</b></li> <li>☒ <b>Environmentally friendly housing</b></li> <li>☒ <b>Possibility to keep animals</b></li> <li>☒ Garage or barn</li> <li>☒ Large house</li> <li>☒ Small house</li> <li>☒ Own yard</li> </ul>	<p><b>Hobbies</b></p> <ul style="list-style-type: none"> <li>☒ <b>Cars, motorbikes, machines, motoring</b></li> <li>☒ Animals</li> <li>☒ Enjoying the outdoors: hiking, cycling, walking</li> <li>☒ Sailing, boating</li> <li>☒ Garden</li> <li>☒ Community activities</li> </ul> <p><b>Value orientation, behavioural tendency</b></p> <ul style="list-style-type: none"> <li>☒ <b>Self-sufficiency</b></li> <li>☒ <b>Entrepreneurial orientation</b></li> <li>☒ <b>Simple lifestyle</b></li> <li>☒ Independence, freedom</li> <li>☒ Sustainable lifestyle</li> <li>☒ Spiritual lifestyle</li> <li>☒ Calm, quiet, slow lifestyle</li> <li>☒ High work orientation</li> <li>☒ Valuing local food and services</li> </ul>
 <p><b>REMOTE RURAL AREA</b></p>		
<p><b>OBSTACLES</b></p> <ul style="list-style-type: none"> <li>☒ Society (economy, debt, taxation, regulation, unrest, values, politics etc.)</li> <li>☒ Unspecified obstacles</li> <li>☒ Obscurity of own thoughts and dreams</li> <li>☒ Lack or insufficiency of money</li> </ul>	<p><b>POTENTIAL RESIDENTS</b></p> <ul style="list-style-type: none"> <li>☒ <b>Current place of residence: remote rural area</b></li> <li>☒ <b>Place of residence upon birth: remote rural area</b></li> <li>☒ <b>Entrepreneurs status: farm entrepreneur</b></li> <li>☒ <b>Children: yes</b></li> <li>☒ Housing arrangement: living with a partner (and possibly child or children)</li> <li>☒ Gender: male</li> <li>☒ Entrepreneurship status: other than farm entrepreneur</li> <li>☒ Age group: 25–30 years</li> <li>☒ Employment status: employed</li> </ul>	
<p><b>CODE</b></p> <ul style="list-style-type: none"> <li>☒ <b>Strong profiler: bold font (location quotient &gt;2)</b></li> <li>☒ Weak profiler: regular font (location quotient 1.2–2)</li> <li>☒ <i>Profilers are presented in order of magnitude</i></li> </ul>		

Figure 12: Profilers of the futures targeted to the remote rural areas

## 3.3 Assessment

### 3.3.1 Assessment of trends in the regional futures workshops

First, a large number of stakeholders **assessed 60 trends presented in the trend cards** in the regional futures workshops. Surprisingly, there were quite remarkable differences between the stakeholder groups and the countries in the assessment. The variation of ratings was slightly higher among the countries than among the stakeholder groups. Overall rating of the trends was most positive among stakeholders coming from 'other' organisations, among private persons and among regional or national administration. NGOs with economic focus as well as farmers and entrepreneurs were by far most pessimistic about the potential of the 60 trends.

The context matters, but so does the composition of the stakeholders who are assessing future prospects of the rural areas. This is a very important observation, since crafting of new policies and practices to promote rural regeneration seems to depend heavily on who are involved in the process.

**Rating of the trends by country** are provided in Figures 13-14 for top-5 trends; the rating was carried out in eight countries. Only in Germany and in Italy the same trend was chosen as the most promising one (caring for the environment), whereas in all other countries a unique trend received the highest rating: multi-local living in Finland, alternative food systems in France, remote work in Ireland, rural tourism in Poland, ageing population in Romania and co-operatives & partnerships in Spain. Beyond specific trends, there were some cross-cutting themes in the top-5 trends: 'rurality' in Finland and Ireland, the environment in France, Germany and Italy as well as the rural economy in Poland and Spain. This gives an idea of the role of the context and regional incidence of the promise of the trends.

D4.4 ASSESSMENT OF TRENDS AND DREAMS



Figure 13: Top-5 trends by country, part 1

D4.4 ASSESSMENT OF TRENDS AND DREAMS



Figure 14: Top-5 trends by country, part 2

Participants of the workshops chose the type of the area they were most interested and the actual workshop activities were organised based on this preference. Figure 15 presents **rating of the trends by type of the area**.

Each type of area had a unique most promising trend: alternative food system in city areas, community-based action in rural areas close to city, rural lifestyle in rural villages and remote work in remote rural areas.

While community-based action, rural tourism as well as natural and cultural heritage were among the top-5 trend in three of out four types of areas, there were also surprising results. Remote work was a top-5 trend not only in remote rural areas but also in city areas. Caring for the environment was not a top-5 trend in more stressed and densely populated city areas and rural villages but in rural areas close to city and remote rural areas. Of course, the results depend on the composition of the reviewers of the trends and different people would have made different rating, but the results still provide some interesting insights for the policy agendas targeted to different types of areas.

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D4.4 ASSESSMENT OF TRENDS AND DREAMS



Figure 15: Top-5 trends by type of area

**Participants of the workshops defined actions to benefit from the trends and actors, who could be in charge of the actions.** The specified 630 actions were abstracted into 26 categories (Table 3). As the needed actions are context-specific, these abstract categories provide an overview of the types of actions that could be necessary to benefit from the trends.

**Table 3: Description of the topics of action to benefit from the trends**

Topic of action	Description
Accessibility	Possibility to have access to specific locations; being connected
Bureaucracy	Regulatory burden; restrictions; ambiguity
Co-operation	Organised concerted action to reach mutual benefits or common goals
Coherence	Adoption of shared view; harmonious or integral approach
Communality	Maintenance of social bonds; shared identity; feeling of belonging
Communication	Provision of information through personal interaction or via media platforms
Compliance	Compliance with norms; avoidance of fraud
Conservation	Preservation of ecosystems, landscapes, milieus, buildings etc.
Coordination	Getting various actors to work together in a meaningful way
Decentralisation	Process of localisation; process toward more dispersed structures
Diversification	Process toward more diverse actions, actors or structures
Education	Various forms of providing people with new knowledge, skills and competences
Envisioning	Design and evaluation of alternative futures
Facilities/investments	Provisions of prerequisites for various actions often asks for investments
Financial support	Public support for specific actions or actors
Flexibility	Latitude to choose place to live or work, mode of work etc.
Framing	Putting things in a new perspective e.g. to avoid narrow or path dependent view
Incentives	Various rewards connected to specific kind of action
Integration	Process of becoming part of community
Involvement	Process of taking part in local decision making or community activities
Jobs	Creation of employment opportunities
Market access	Possibility to enter specific supply chains or markets to sell one's products
Networking	Creation of relationships between various actors to serve some ends
Organisation, setting up	Process of arranging resources and actors to set something new
Promotion	Advancement of something in various ways to make it more visible or popular
Regulation	Activities of the public sector used to reach societal goals via law or norms

Top-5 actions to benefit from the trends included (1) facilities/investments, (2) promotion, (3) organisation & setting up, (4) communication and (5) education. These made up 43% of the specified actions. Differences between the types of regions were not very significant. Therefore, it is interesting to have a look at the topics of action to benefit to benefit from the trends by trend (Figures 16-18). Facilities/investment was considered to be the most important type of action to benefit from many trends (ageing population, remote work, infrastructures and accessibility, rural tourism, rural housing, digital economy, multi-local living, care services, creative economy, e-commerce, urbanisation and rural hubs). Further on, involvement was ranked as the most important action to benefit from community-based action and reduced bureaucracy to benefit from alternative food systems and changing gender roles. On the other hand, each trend was profiled by a unique set of needed actions. For example, benefiting from remote work asks actions related to facilities/investments, promotion and flexibility. It is worth of noting that the results are based on different number assessments.

Obviously, benefiting from most trends asked for several types of action.



Figure 16: Topics of action to benefit from the trends by trend, part 1

D4.4 ASSESSMENT OF TRENDS AND DREAMS

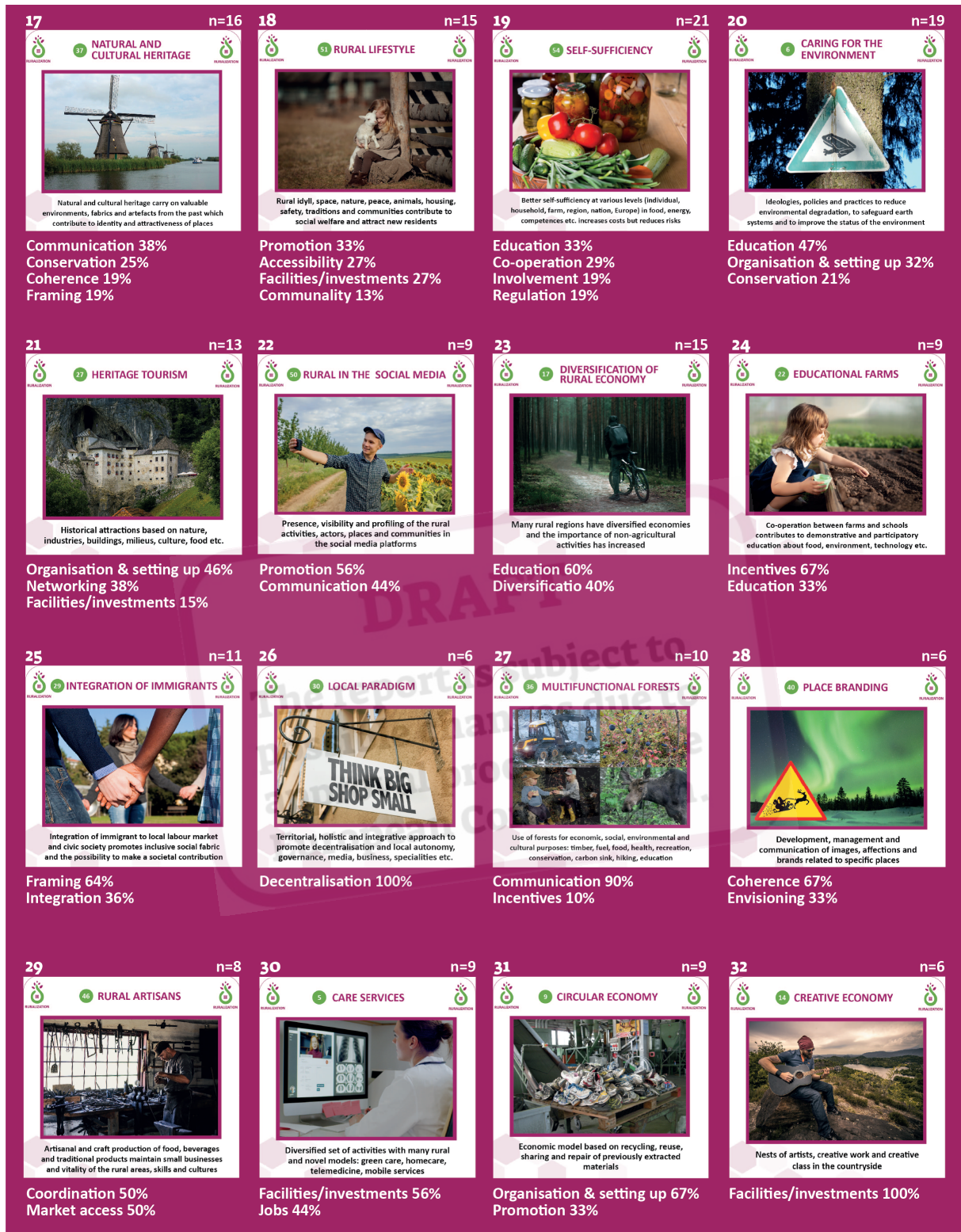


Figure 17: Topics of action to benefit from the trends by trend, part 2

## D4.4 ASSESSMENT OF TRENDS AND DREAMS



Figure 18: Topics of action to benefit from the trends by trend, part 3

Turning to **actors to bring about the needed actions to benefit from the trends**, the most often specified top-5 actors in charge of the actions included (1) local public sector, (2) national public sector, (3) private sector incl. farmers/entrepreneurs, (4) regional public sector and (5) public sector without specification of the range of action. These made up 74% of the specified actors.

The most important actor group to benefit from the trends was local public sector in rural areas close to city and in rural villages, national public sector in remote rural areas and private sector in city areas. The role of the public sector was the higher the more peripheral the area was: 50% of the specified actor groups in city areas but 79% in remote rural areas. Private sector and for-benefit sector were considered most important in city areas, non-profit sector in rural areas close to city and the citizens in remote rural areas. Stakeholders assessed the role of private sector to be quite small or negligible outside the cities, towns and villages, i.e. outside densely populated areas.

The capacity of the remote rural areas, especially, to benefit from the trends was assessed to be heavily dependent on the actors of the public sector.

### 3.3.2 Assessment of dreams in the regional futures workshops

Regarding the **livelihood dreams**, top-5 actions these make the dreams come true included (1) facilities/investments, (2) diversification, (3) education, (4) promotion and (5) financial support. These made up 65% of the necessary actions. Further on, each workshop group selected a specific type of area as the context of assessment: city area, rural area close to city (commuting distance), rural village or remote rural area. Each type of area had some topics of action that were more important than in other types of areas (difference from the average share of all areas). City areas were profiled by the (1) importance of facilities/investments, (2) conservation and (3) organisation & setting up. Rural areas close to city were profiled by (1) promotion and (2) facilities/investments, whereas the profilers of rural villages included (1) networking and (2) education. Finally, important means to promote livelihood dreams specific to remote rural areas included (1) diversification, (2) communication and (3) reduced bureaucracy.

The central role of diversification in the remote rural areas and facilities/investments in the city areas were the most distinctive area-specific topics of actions to promote realisation of the livelihood dreams of the youth.

Regarding the **accommodation dreams**, top-5 actions these make the dreams come true included (1) facilities/investments, (2) market access, (3) regulation, (4) promotion and (5) accessibility. These made up 64% of the necessary actions. City areas were profiled by the importance of (1) facilities/investments, (2) involvement and (3) financial support. Rural areas close to city were profiled by (1) facilities/investments, (2) promotion and (3) jobs. Strongest profilers of rural villages included (1) regulation, (2) coordination and (3) flexibility. In the case of remote rural areas, the strongest profilers were (1) decentralisation, (2) market access and (3) incentives.

Summing up, the city areas need, especially, more facilities and organisation, rural areas close to cities need more facilities and promotion, rural villages need more permissive norms and policies, whereas remote rural areas need incentives for stronger agency and a better status to contribute to the realisation of accommodation dreams of the youth.

Regarding the **lifestyle dreams**, top-5 actions to make these dreams come true included (1) promotion, (2) facilities/investments, (3) involvement, (4) framing and (5) conservation. These made up 67% of the necessary actions. The actions needed in the city areas were profiled by the importance of (1) conservation, (2) facilities/investments and (3) financial support whereas the actions needed in the rural areas close to city were profiled by (1) involvement, (2) promotion and (3) education. Strongest profilers of the rural villages included (1) facilities/investments, (2) accessibility and (3) communality. Finally, the actions needed in the remote rural areas were profiled by (1) framing, (2) incentives and (3) education.

Abstracting further, city areas are in need of more nature, rural areas close to city are in need of concerted positive action, rural villages are in need of connections and communality whereas remote rural areas are in need of new ideas and world models as well as incentives to reach for them.

Regarding the **obstacles of the dreams**, top-5 actions to remove the obstacles included (1) facilities/investments, (2) incentives, (3) diversification, (4) regulation and (5) education. These made up 67% of the necessary actions. Strongest profilers of the obstacles in the city areas included (1) diversification, (2) facilities/investments, (3) communality and (4) jobs. In the rural areas close to city these profilers were (1) diversification, (2) education, (3) integration and (4) organisation & setting up. Removal of the obstacles in rural villages were profiled by the need of (1) incentives, (2) involvement and (3) financial support. Finally, remote rural areas were by far most in need of action related to (1) regulation and (2) bureaucracy. Interestingly, the importance of regulation and bureaucracy as an obstacle was negligible in urban and urban adjacent areas (0–8%), but it grew toward the rural end of the spatial continuum: 16% in rural villages and as much as 78% in remote rural areas. This was the case also in the futures dreams of the youth: the more rural the destination, the more important obstacle the society: 7–9 % of the obstacles in city and urban adjacent areas, 13% in rural villages and 16% in remote rural areas. In the view of the stakeholders, the actions of the public sector (or lack of them) were considered even more important obstacles for realising the dreams than in the view of the young people themselves.

Summing up, cities and areas surrounded by them seem to need new facilities, more diversification, more communality, more integration and better capacity for organisation; more peripheral rural areas need more resources, more incentives and more permissive, transformed public sector to remove the obstacles of the dreams of the youth.

Turning to **actors to bring about the needed actions to make the dreams come true**, the actor profile was slightly different in the livelihood, accommodation and lifestyle dreams as well as in the obstacles (Table 4). The role of the local public sector was crucial, followed by the national public sector. The role of citizens was most remarkable in the realisation of the lifestyle dreams, whereas the private sector played an important role only in the removal of the obstacles and in the realisation of the accommodation dreams. Non-profit actors also played a role in the realisation of all three dimensions of the dreams.

Table 4. Top-5 actor groups to make the dreams come true

Livelihood dreams	Accommodation dreams	Lifestyle dreams	Obstacles
National public sector	Local public sector	Local public sector	Local public sector
Local public sector	National public sector	Citizens	National public sector
Local non-profit sector	Citizens	National public sector	Private sector incl. farmers/entrepreneurs
Citizens	Private sector incl. farmers/entrepreneurs	Regional public sector	Citizens
Non-profit sector	Non-profit sector	Non-profit sector	For-benefit sector

Roles of the actor groups varied a lot between different types of areas. In realisation of the livelihood dreams, the public actors play the most important role in the rural areas whereas non-profit sector has a key role in the city areas. In realisation of the accommodation and lifestyle dreams, public sector plays a key role in both ends of the spatial continuum: in the cities and remote rural areas. The cities and the remote rural areas were assessed to be fully dependent on the actions of the public sector to remove the obstacles of the dreams.

Surprisingly, it is not only the most rural areas that depend on the public action to make the dreams come true, but this is the case also for the cities.

The more rural the area, the more pronounced the role of the local actors in making the livelihood dreams come true. In realisation of the accommodation dreams the setting was the opposite: the more central or urban the location, the more pronounced the role of the local actors. In the case of the lifestyle dreams, local actors had the most pronounced role in the locations with high population density: city areas and rural villages. The removal of the obstacles of the dreams was most dependent on local action in cities and rural areas close to cities.

Generally, local action to make the accommodation and lifestyle dreams come true or to remove the obstacles was assessed to be have the most pronounced role in the urban areas, whereas for the livelihood dreams the local action was considered most important in rural areas.

### 3.3.3 Assessment of the causal texture in the thematic workshops

The thematic workshops were organised to get some additional insights of the causal texture behind three important challenges of rural regeneration: rural employment, rural land use and access to land and rural agency.

Regarding the **scarcity of attractive rural employment opportunities** but also lack of interest for the rural jobs, there were obvious causes but also 'root' causes. One of the main root causes deemed to be the alienation from the rural jobs and societies. Rural employment and rural life have many peculiarities which are not familiar to a growing number of people, which causes problems (competences, integration). Making the 'rural' more familiar again for new people could help.

Regarding the **limited access to land in many areas**, the special status of land plays a key role. Land is a limited resource and as an investment asset it is subject to speculation. The family of reasons for this setting was very diverse: political (regulation, policies), economic (markets, expectations), social (preferences, conflicts) and environmental (limited, place-bound natural resource). Many of these overlapping and contradictory force fields are beyond the control of any single actor as many factors play a role, as for example expectations, preferences and market developments. On the other hand, several policy measures have an effect, and these policies could be changed if path dependency could be broken.

Regarding the **limited agency of local rural actors**, most of the causes were social in character: preferences, traditions, leadership, personal and social capital. Both information and capacity to organise change seemed to limit rural agency; besides these also difficulty in reaching critical mass for making an impact was a problem. A common 'root cause' underlying the setting could be called culture in various forms and manifestations. Cultures have a history and cultures are deeply rooted in the values, conventions and practices. A real transformation or revolution is needed if these root causes are to be changed to promote rural agency.

The causal maps of the thematic workshop revealed some of the underlying causal structures that resist change and problem solving. If there is an obstacle for rural regeneration, tackling the first and most obvious obstacle may not be productive if there are 'root causes' that remain unchanged, maintain path dependence and generate new obstacles. The causal maps may, in general, be used to find out more effective policies.

### 3.3.4 Assessment of challenges and solutions in the international research conference

Theme of the conference 'Rural and urban futures – place-based challenges and solutions' ([www.rufus2021.eu](http://www.rufus2021.eu)) guided the contributing scholars to focus on spatial aspects of alternative futures. The presentations were organised into six themes based on their contents: 1) rural communities and local agency, 2) landscapes and heritage, 3) the youth, 4) regional development and planning, farms, farmers and farming, 5) regional development trends and patterns and 6) food systems.

Most of the presentations provided some insights or ingredients for the key processes facilitating rural regeneration: futures orientation, envisioning, framing, involvement, networking, planning, organisation, decentralisation, diversification and transformation.

These are key concepts of rural regeneration processes that may affect the 'root causes' maintaining unfavourable institutions, structures, policies and practices. Many of the presentations discussed the embeddedness of the practices, path dependency of the policies and ways to break the institutionalised systems (Figures 19-20).



Figure 19: Relevant topics in the conference presentations, part 1



Figure 20: Relevant topics in the conference presentations, part 2

### 3.3.5 RURALIZATION potentials matrix

Finally, Figure 21 introduces RURALIZATION potentials matrix as a synthesis of the assessment process of the trends and the dreams. It may serve as a typology or benchmarking tool for the various types of areas. It may be consulted to get a general level idea of what was deemed to be beneficial by the stakeholders, experts and researches. Of course, much more **contextual solutions will be needed to tackle context-specific issues**.

Hopefully the potentials matrix encourages the European, national, regional and local actors to take foresight activities in their toolboxes to design and assess several alternative futures for their regions.

**DRAFT**

The report is subject to possible changes due to approval process by the European Commission.

	<b>City areas</b> 	<b>Rural areas close to city</b> 	<b>Rural villages</b> 	<b>Remote rural areas</b> 
<b>Top-5 promising trends</b>	Alternative food systems Remote work Natural and cultural heritage Co-operatives and partnerships Place branding	Community-based action Alternative food systems Caring for the environment Rural tourism Rural artisans	Rural lifestyle Natural and cultural heritage Community-based action Alternative food systems Rural tourism	Remote work Community-based action Caring for the environment Natural and cultural heritage Search for better quality of life
<b>Top-5 actions to benefit from trends</b>	Promotion Communication Facilities/investments Decentralisation Framing	Facilities/investments Promotion Organisation, setting up Education Regulation	Facilities/investments Promotion Organisation, setting up Communication Financial support	Facilities/investments Framing Promotion Communication Education/incentives/regulation
<b>Top-5 actors to realise the actions</b>	Private sector National public sector Regional public sector Regional for-benefit sector Citizens	Local public sector Private sector National public sector Non-profit sector Citizens	Local public sector Private sector Public sector (in general) National public sector Regional public sector	National public sector European public sector Local public sector Local non-profit sector Citizens
<b>Top-5 actions to make livelihood dreams true</b>	Facilities/investments Conservation Organisation, setting up Promotion	Facilities/investments Promotion Education Financial support Involvement	Facilities/investments Education Financial support Networking Accessibility/market access	Diversification Communication Bureaucracy Flexibility Regulation
<b>Top-5 actors to realise the actions</b>	Non-profit sector Regional public sector Local public sector	National public sector Local public sector European public sector Private sector For-benefit sector/local non-profit sector/public sector (in general)	Local public sector National public sector Citizens Local non-profit sector Public sector (in general)	Local non-profit sector National public sector Local public sector Private sector European public sector
<b>Top-5 actions to make accommodation dreams true</b>	Facilities/investments Involvement Financial support Promotion	Facilities/investments Promotion Jobs Market access Accessibility/conservation	Regulation Market access Accessibility Coordination Flexibility	Market access Decentralisation Incentives Promotion Financial support/framing
<b>Top-5 actors to realise the actions</b>	Local public sector National public sector Regional public sector	Local public sector Private sector National public sector Citizens For-benefit sector	Local public sector National public sector Citizens Non-profit sector Local private sector	National public sector Local public sector Citizens Public sector (in general)
<b>Top-5 actions to make lifestyle dreams true</b>	Facilities/investments Conservation Financial support Promotion Accessibility/envisioning	Promotion Involvement Education Conservation Facilities/investments	Facilities/investments Promotion Accessibility Co-operation Framing	Framing Education Incentives Co-operation Facilities/investments
<b>Top-5 actors to realise the actions</b>	Local public sector National public sector Regional public sector	Citizens Local public sector National public sector Local non-profit sector Private sector	Local public sector Regional public sector Non-profit sector Private sector National public sector/public sector (in general)	National public sector Local public sector Public sector (in general) Citizens
<b>Top-5 actions to remove obstacles of the dreams</b>	Facilities/investments Diversification Communnality Jobs	Diversification Education Facilities/investments Integration Incentives/organisation, setting up	Incentives Facilities/investments Involvement Regulation Financial support	Regulation Bureaucracy Education Incentives
<b>Top-5 actors to realise the actions</b>	Local public sector National public sector Regional public sector	Local public sector Citizens National public sector Private sector	Local public sector National public sector Private sector For-benefit sector Non-profit sector	National public sector Local public sector Public sector (in general)
<b>General notices (workshops, conference)</b>	Observe the 'root causes'. Make rural familiar to new people, design and implement encouraging regulation and promote open, encouraging practices and cultures. Strike the 'root causes' and obstacles with futures orientation, envisioning, framing, involvement, networking, planning, organisation, decentralisation, diversification and transformation.			

Figure 21: RURALIZATION potentials matrix

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