



**REGIONS
& CITIES**

European Week
Brussels 7-10 October 2019



**Cultural tourism,
an opportunity for the
sustainable development
of rural areas and the
fight against depopulation**



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EU RURAL AREAS

44% of the EU
TERRITORY
is predominantly
rural

13% of the EU
**GROSS VALUE
ADDED**



55% of the EU
POPULATION
lives in
intermediate and
rural areas.

17% of the
EU **JOBS**



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Social challenges of our rural areas

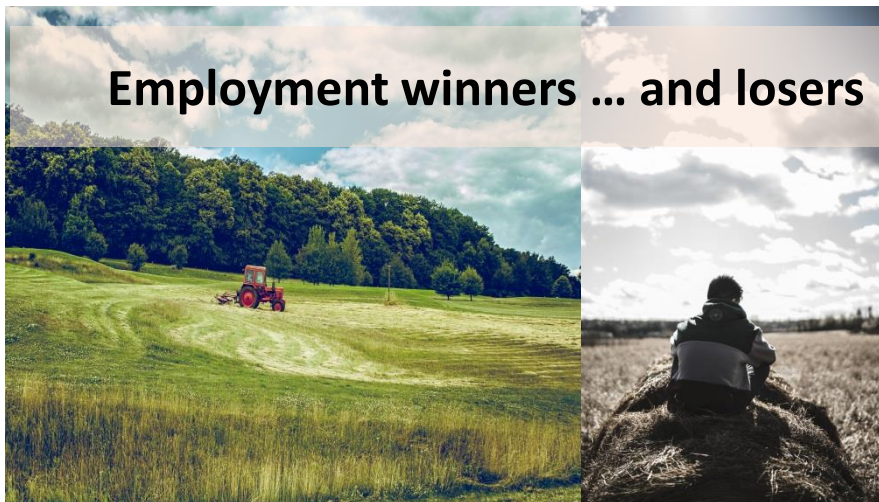
Depopulation and ageing



Risk of poverty and social exclusion



Employment winners ... and losers



Access to infrastructure and services

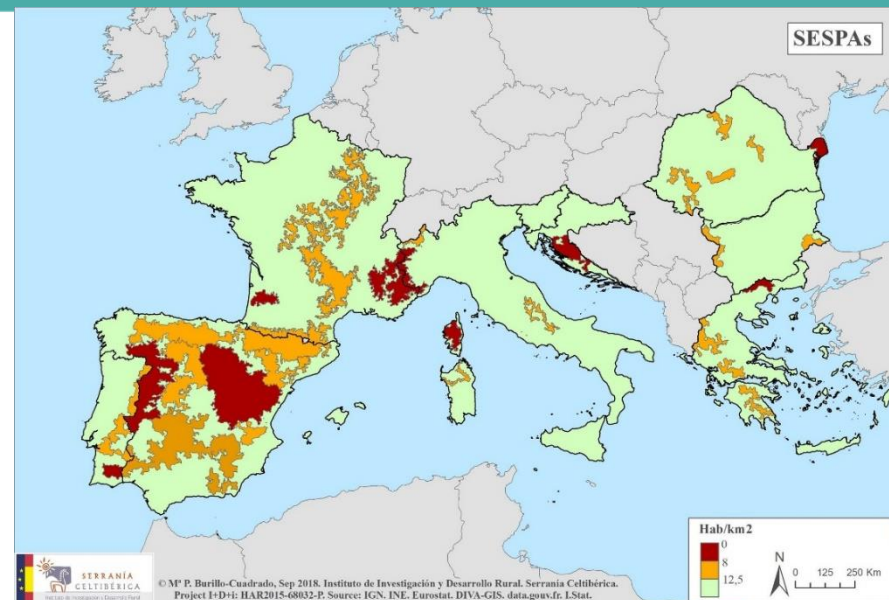




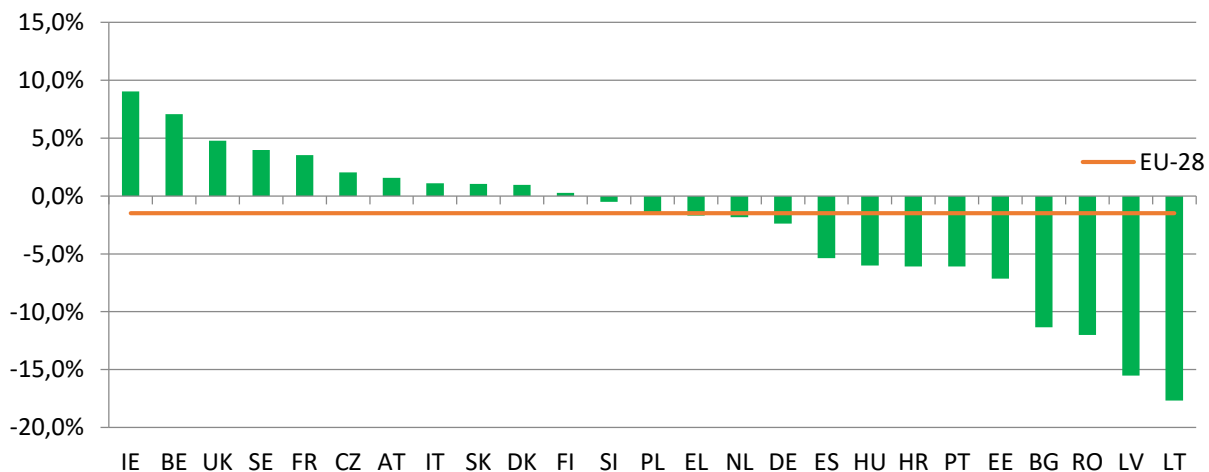
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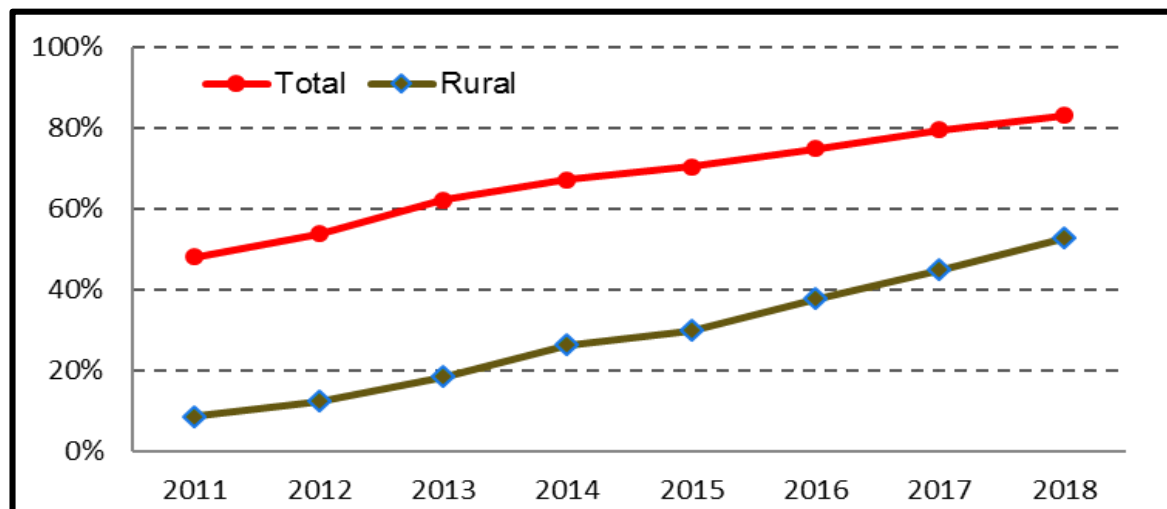
Depopulation



% Change in rural population (2007-2017)



Next Generation Access (NGA) broadband coverage in the EU (% of homes), 2011 – 2018



Broadband coverage in rural areas is catching up, but not fast enough
47% of rural areas still have no fast broadband

Cities and rural areas...





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Cities and rural areas...





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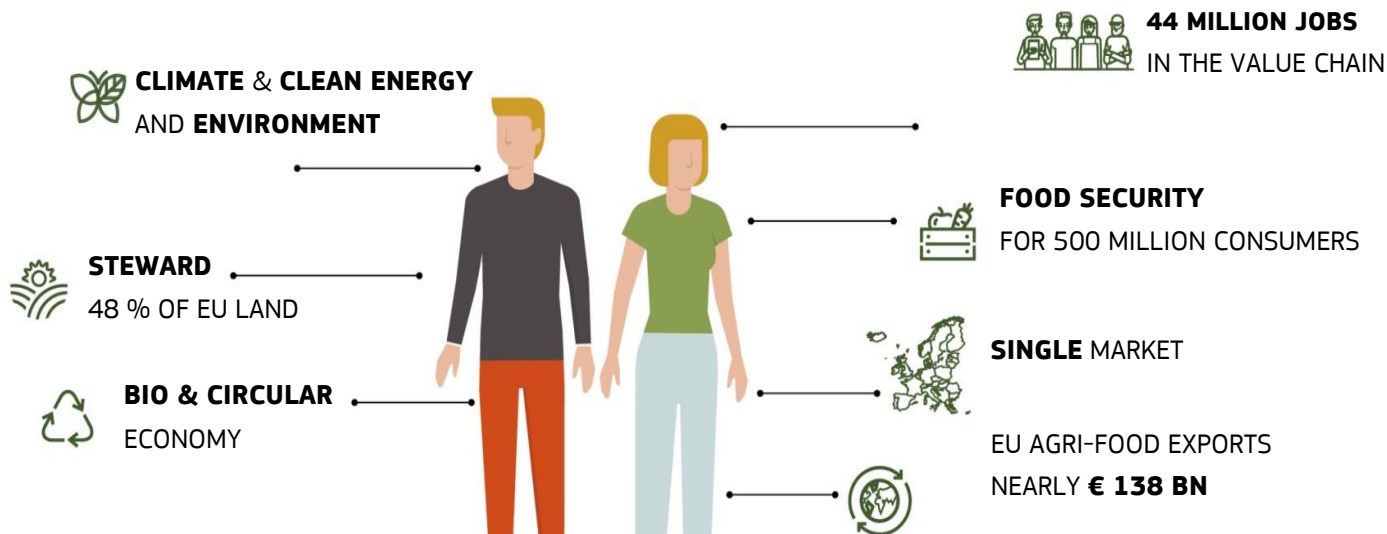
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Common Agricultural Policy (CAP) post 2020



€365 Billion
for the period
2021-2027

EU Agriculture



The CAP

Is a common policy framework at EU level allowing for adaptation to local conditions

Provides support for farm income and competitiveness, while fostering a sustainable agriculture

Supports the development of rural areas throughout the EU

Enables the functioning of the single market and to speak with one voice internationally



Photo by [Stella de Smit](#)

“The diversification into non-agricultural activities including activities related to health care, social integration and tourist activities are essential.”

Examples of measures:

M06 Farm and business development

M07 Basic services and village renewal in rural areas

M19 Support for LEADER local development (CLLD)

Some examples



Easy medical access in rural areas



Webinars in rural areas



Ecosystem to support rural business



Thursdays of Rural Entrepreneurship



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...and also



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Thank you for your attention!

