Rural-Urban partnerships: an integrated approach to economic development

23-25 October, 2013

Conference Programme
Pre-conference Workshops

Parallel Session 1.1: Managing space in peri-urban areas: rural-urban partnerships in action
Organised by PURPLE, CEMR, and METREX

Peri-urban is the territorial reality for an increasing area of the EU as the distinction between urban and rural becomes blurred. Here, urban and rural characteristics and activities co-exist and interact in the same spaces and there is already wide experience of managing complex and sometimes conflicting territorial needs. Realising the full potential of such areas is a challenge for policy makers and planners. How can we ensure that important and traditional land-based activities close to large populations thrive, whilst resolving the almost inevitable spatial and resource conflicts resulting from urban growth? How can we realise the potential of these attractive and liveable areas through partnership-working and multi-functional land use strategies? This workshop will explore examples from across Europe, bringing together the combined experience of three networks - all members of the stakeholder group of the European Commission/OECD RURBAN study: PURPLE (Peri-Urban Regions Platform Europe), CEMR (The Council of European Municipalities and Regions) and METREX (The network of European Metropolitan Regions and Areas).

CHAIR
Vincent O’Connell, Surrey County Council, United Kingdom

PANELISTS
Phillip Atkins, Leader, Staffordshire County Council, United Kingdom
Reinhard Henke, Senior Policy Advisor, Regional Authority FrankfurtRheinMain, Germany
Griet Celen, Head of Department Land Development, Flemish Land Agency, Belgium
Michèle Vitrac-Pouzoulet, Regional Councillor, Ile de France
Carola Gunnarsson, Chair of Thematic Platform of Sustainable Local and Regional Development, Council of European Municipalities and Regions (CEMR); Deputy Mayor, Municipality of Sala, Sweden
Julian Jansen, Senior Urban Planner and Demographer, Physical Planning Department, City of Amsterdam, Netherlands
William Tompson, Head, Urban Programme, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

Parallel Session 1.2: Promoting growth in remote and internal areas

It is widely believed that remote and internal areas (areas far away from large and medium-sized urban centres) have the potential to make an important contribution to regional and national development, but this potential is often under exploited. In Italy, the Department of Development and Economic Cohesion is working on a National Strategy for the development of Inner areas that combines private and public sector projects with national policies aimed at giving a uniform vision and increasing their effectiveness in the long-term. The strategy focuses on the preconditions for local development combined with projects and efforts to ensure the supply of essential services (Education, Health, Transport and Communications). This strategy will be outlined and discussed in this workshop along with OECD work on the factors that stimulate growth in remote and internal areas.

CHAIR
Joaquim Oliveira Martins, Head, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

PANELISTS
Enrique Garcilazo, Head, Rural and Regional Unit, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD
Sabrina Lucatelli, Member of the Public Investment Evaluation Unit (UVAL) of the Department for Development and Cohesion Policy of the Italian Ministry for Economic Development, Italy
Gerard Peltre, President, Rurality-Environment-Development Association (R.E.D.), France
Camilo Vial, Chief, Policy and Research, Under Secretary of Regional Development, Chile
Peter Dupej, State Adviser General, Regional Development Subjects Coordination, The Ministry of Transport, Construction and Regional Development, Slovak Republic
Critical factors for rural-urban partnerships in metropolitan areas: preliminary findings from the Metropolitan Areas in Action (MAIA) study

Organised by EUROCITIES and METREX

This workshop will see the launch of the Metropolitan areas in action (MAIA) report. This new report analyses metropolitan area collaboration from 35 cities and their surrounding areas from across Europe. Developed in parallel with the OECD RURBAN study, it provides a bottom-up perspective on the benefits and challenges of urban-rural collaboration addressing both thematic and organisational issues. In the workshop, cities and metropolitan regions will present and discuss the principal findings of the report, including the main criteria for successfully integrated policy and action in functional urban areas. Undertaken by the University of Ghent (BE), this detailed analysis, based on data and maps, helps describe and understand how collaboration works in practice in European functional urban areas. The workshop will address the question: What makes metropolitan area collaboration work? The findings from the MAIA report should help strengthen collaboration initiatives. Incentives for more integrated approaches promoted under EU’s new cohesion policy 2014-2020 will also be discussed and parallels to the outcomes of the RURBAN project will be drawn.

CHAIR
William Tompson, Head, Urban Programme, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

PANELISTS
Peter Austin, Co-chair EUROCITIES Metropolitan Areas Working Group; Planning Advisor, City of Oslo, Norway
Juliane Kürschner, Vice President of METREX; Senior Urban Planner, City of Amsterdam, Netherlands
Jörg Knieling, University of HafenCity, Hamburg, Germany
Kari-Marie Swensen, Joint Board Manager of seven council cooperation, Oslo Region, Norway
Franz Thun, Senior Specialist, International Projects Unit, Mayors Office, City of Warsaw, Poland
Ivan Tosics, Managing Director, Metropolitan Research Institute, Budapest, Hungary

The role of rural development policy in rapidly urbanising OECD Countries: perspectives from Chile, Mexico, Colombia, and Turkey

Population growth trends show that urbanisation is on the rise in almost all OECD countries. Urban growth could be a mix of population growth in small urban areas, suburbanisation in medium and large urban areas and urban sprawl. In the urbanisation process there are two transformations at work: “urban areas and policies” seeking to manage the changes and inflow of new residents; and “rural areas and policies” seeking to manage the loss. Urbanisation is a normal part of rural development but when it happens over a shorter span of time, how should the policies that focus on rural areas change? The aim of this workshop is to discuss, that very question – rural development in the context of rapid urbanisation. Panelists will debate how, if at all, policies and strategies towards rural regions should differ for rapidly urbanising OECD countries.

CHAIR
Richard Wakeford, Professor of Environment, Land Use and Rural Strategy, Birmingham City University, United Kingdom

PANELISTS
Bruce Weber, Professor, Applied Economics, Director Rural Studies Programme, Oregon State University, United States
Claudia Serrano, Executive Director, Latin American Centre for Rural Development, Chile
Ibrahim Kuzu, Director, Department of Local and Rural Development, DG Regional Development and Structural Adjustment, Ministry of Development, Turkey
David Freshwater, Professor, Agricultural Economics and Martin School of Public Administration, University of Kentucky, United States
Mark Cropper, International Relations Officer, DG Agriculture and Rural Development, European Commission
**Plenary Session:**

**Why form a rural-urban partnership?**

Roundtable discussion with RURBAN Case Study representatives

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<tr>
<th>MODERATOR</th>
<th>John Follain, Correspondent, The Sunday Times, Rome</th>
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<td>PANELISTS</td>
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<td>Australia</td>
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<td>Chris McDonald</td>
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<td>Manager, Regional Economic Policy, Regional Development Victoria</td>
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<td>Mayor of the Municipality of Psáry</td>
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<td>Hilkka Laine</td>
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<td>Programme Manager, Regional Council of Central Finland</td>
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<td>France</td>
<td>Stéphanie Poppe</td>
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<td>European Affairs Manager of Rennes Metropole Forecasting and Sustainable Development General Direction International Relations and European Partnerships Service</td>
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<td>Germany</td>
<td>Christa Standecker</td>
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<td>Managing Director, Nuremberg Metropolitan Region</td>
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<td>Italy</td>
<td>Silvia Grandi</td>
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<td>Director, Institutional Agreements and Area Special Programmes Division, DG Territorial and Negotiated Planning, Agreements. European and International Relations, Emilia-Romagna Region</td>
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<td>Netherlands</td>
<td>Jolanda Schneider</td>
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<td>Programme Manager, Rural and Urban Affairs, Province of North Brabant</td>
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<td>Poland</td>
<td>Marcin Szmyt</td>
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<td>Director, Department of Strategic Management, West Pomerania Province</td>
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<td>Portugal</td>
<td>Ana Firmino</td>
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<td>Professor, Geography &amp; Regional Planning, Nova University of Lisbon; Co-Chair of the Commission on the Sustainability of Rural Systems, International Geographical Union</td>
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<td>Spain</td>
<td>Ana Nieto Masot</td>
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<td>Professor, Territorial Sciences, University of Extremadura</td>
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<td>United States</td>
<td>Gina H. Greathouse</td>
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<td>Senior Vice President, Economic Development, Commerce Lexington Inc.,</td>
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Conference Registration
8:00 – 9:00

Opening Ceremony
9:00 – 10:15
CHAIR
Doug O’Brien, Chair of the OECD Rural Working Party; Acting Under Secretary, Rural Development United States Department of Agriculture (USDA)

INTRODUCTORY REMARKS
Vasco Errani, President of Emilia-Romagna Region
Carlo Maria Oliva, Ambassador, Italy
Normunds Popens, Deputy Director-General for Implementation, Directorate-General Regional and Urban Policy, European Commission
Matt Erskine, Vice-Chair of the OECD Territorial Development Policy Committee; Deputy Assistant Secretary of Commerce, United States Economic Development Administration (EDA)

KEYNOTE ADDRESS
Yves Leterme, Deputy Secretary General, Organisation for Economic Co-operation and Development (OECD)
Carlo Trigilia, Minister for Territorial Cohesion, Italy

10:15 – 10:45 COFFEE BREAK

SESSION I
10:45 – 12:30 Fostering and supporting rural-urban partnerships: key aspects for consideration

Urban and rural areas have become more interdependent, making the difference between “what is urban” and “what is rural” less clear. This poses a challenge to policy-makers as they seek to respond to the needs (e.g. service delivery, economic development etc.) of these varied geographical contexts and the new institutional challenges that emerge. The OECD report provides evidence that promoting partnerships between urban and rural areas that aim to strengthen these functional regions is an important step forward to improve socio-economic conditions and well-being. Effective rural-urban partnerships can help attain economic development objectives; enhance the production of public goods; achieve economies of scale in public service provision; co-ordinate decisions where cross-boundary effects are important; increase the capacity of the partners; and develop new economic opportunities. However, building effective and sustainable rural-urban partnerships is not easy. This session will provide the rationale for moving in this direction. The benefits that flow from rural-urban partnerships will be discussed, along with possible strategies to build effective and sustainable rural-urban partnerships.

CHAIR
Wladyslaw Piskorz, Head of Unit, DG Regional and Urban Policy, European Commission

KEYNOTE ADDRESS
Paolo Veneri, Economist, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

PANELISTS
Elaine Carbines, Chief Executive Officer, The Geelong Region Alliance, Australia
Gina H. Greathouse, Senior Vice President, Economic Development, Commerce Lexington Inc., United States
Mara Valdinosi, Senior Programme Officer, Province Forli-Cesena, Italy
Hilkka Laine, Programme Manager, Regional Council of Central Finland

12:30 – 14:00 LUNCH
SESSION II
14:00 – 15:45  How the size of the city changes the dynamics of the partnership

There are clear benefits from urbanisation but also some costs. In OECD countries, and indeed the world, the degree of urbanisation is increasing. Metropolitan areas concentrate high shares of population and economic activity. There is no optimal city size - one that balances the advantages and costs of urbanisation. All regions have urban and rural components and the nature of the relationships between them varies by level in the regional hierarchy. The concept of rural-urban relationships covers a broad spectrum of interactions, (e.g. leisure, tourism, transport, communication, labour markets, employment, food, and education). The OECD report reveals that co-operation appears to be more difficult when the differences in size, resources and capacity between urban and rural areas are large. Furthermore, regions of different sizes have particular functions and the nuances of the rural-urban relationships change according to the function. This session will provide an overview of the different types of relationships and functions that emerged in the rural-urban partnership study and the challenges that flow from these relations.

CHAIR  
Joaquim Oliveira Martins, Head, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

KEYNOTE ADDRESS  
David Freshwater, Professor, Agricultural Economics and Martin School of Public Administration, University of Kentucky, United States (RURBAN Expert)

PRESENTERS/PANELISTS  
Jaromír Hainc, Architect, Bureau of Metropolitan Planning, Prague, Czech Republic
Franco Mantino, Research Director, The National Institute of Agricultural Economics (INEA), Italy
Francisco Javier Jaraiz-Cabanillas, Professor, Regional Geography, University of Extremadura, Spain
Valerie J Carter, President, European Council for the Village and Small Town (ECOVAST)

15:45 – 16:15  COFFEE BREAK

SESSION III
16:15 – 18:00  Governing rural-urban partnerships: Lessons from the field

The OECD study did not reveal any “one size fits all” approach to governing rural-urban partnerships. If anything, the wide range of issues, areas and countries covered removed any notion that such an approach could exist. Instead, it provides an overall picture of the range of factors that should be considered within a given rural-urban context. The challenge is how to govern these partnerships, which cross different administrative boundaries and policy domains. Adopting an integrated approach to policy-making means that the partnership has the capacity to make proposals or decisions on an issue with the participation of the relevant stakeholders; a cross-sectoral dimension allowing it to bridge traditional sectoral divides or break down the traditional "silo" working ethic, and a dimension of inclusiveness offering a forum where members of the interested and affected urban and rural constituencies can be heard - directly or indirectly. The study revealed four different governance approaches to rural-urban partnership. Each approach has specific characteristics that vary according to the goals of the partnership and the institutional context. This session, will highlight the different approaches to governance along with important lessons from the study.

CHAIR  
Richard Wakeford, Professor of Environment, Land Use and Rural Strategy, Birmingham City University, United Kingdom

KEYNOTE ADDRESS  
Betty-Ann Bryce, Administrator, Rural and Regional Programme, Public Governance and Territorial Development Directorate, OECD

PANELISTS  
Christa Standecker, Managing Director, Nuremberg Metropolitan Region Nuremberg, Germany
Linda Peltzer, Advisor European Affairs BrabantStad, Netherlands
Ana Firmino, Professor, Geography & Regional Planning, Nova University of Lisbon; Co-Chair of the Commission on the Sustainability of Rural Systems, International Geographical Union, Portugal
Peter Austin, Planning Advisor, City of Oslo, Co-chair EUROCITIES Metropolitan Areas Working Group

18:00 – 19:00  WINE & CHEESE (Parmigiano Reggiano) TASTING

20:00  CULTURAL TOUR OF PALAZZO D’ACCURISIO and DINNER

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SESSION IV

9:00 – 11:00 Rural and urban planning to promote greater co-operation

Observation of the various RURBAN case studies has demonstrated the important impact of spatial visions, planning objectives, and the institutional capacity which supports and promotes them to the search for integrated approaches to rural and urban development. Integrating the countryside surrounding cities in spatial development strategies for urban regions aiming at more efficient planning of land-use is one way. The role of spatial planning can therefore have a significant influence in shaping the conditions and possibilities for successful rural-urban partnership. This session will look at approaches and tools in use in different case studies and explore how these different approaches have been used to shape different outcomes.

CHAIR
Monica Brezzi, Head, Territorial Analysis and Statistics Unit, Public Governance and Territorial Development Directorate, OECD

KEYNOTE ADDRESS
Richard Baker, Economic Advisor to Newcastle City Council, United Kingdom (RURBAN Expert)

PANELISTS
Stéphanie Poppe, European Affairs Manager, Rennes Metropole Forecasting and Sustainable Development, General Direction International Relations and European Partnerships Service, Rennes, France
Ada Lucia De Cesaris, Vice Mayor, City of Milan, Italy
Stanislaw Dendewicz, Director, Regional Office for Spatial Planning, Westpomerania Region, Poland
Christian Svanfeldt, Senior Policy Analyst, DG Regional and Urban Policy, European Commission
Rea Orfanou, Executive of the Special Service for Strategy, Planning and Evaluation of Development Programmes, Ministry of Development and Competitiveness, Greece

11:00 – 11:30 COFFEE BREAK

SESSION V

11:30 – 13:30 Recap and way forward: a framework for action

CHAIR
Michael Ralph, Adviser to the Deputy Director-General, DG Regional and Urban Policy, European Commission

SPEAKERS
Charlina Vitcheva, Director, DG Regional and Urban Policy, European Commission
Mark Cropper, International Relations Officer, DG Agriculture and Rural Development, European Commission
Doug O’Brien, Chair of the OECD Rural Working Party; Acting Under Secretary, Rural Development United States Department of Agriculture (USDA)
Duarte Rodrigues, Chair of the OECD Working Party for Territorial Indicators; Deputy Co-ordinator of Portuguese NSRF Observatory, Portugal
Joaquim Oliveira Martins, Head, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD
Sabina De Luca, Head, Department for Development and Cohesion Policy Ministry of Economic Development, Italy

13:30 – 14:30 Departure for field visits