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BANCA DAL 1472

International Conference **THE FUTURE OF RURAL POLICY**

Conferenza Internazionale **IL FUTURO DELLA POLITICA RURALE**

Siena, Italy
Santa Maria della Scala
10 - 12 July/Luglio 2002

Organizzato da/ *Organized by*
Provincia di Siena
OECD-Working Party on
Territorial Policy in Rural Areas

Con il patrocinio di/ *Under the auspices of*
Ministero delle Risorse Agricole,
Regione Toscana, Comune di Siena

THE FUTURE OF RURAL POLICY

A Conference on the Policies Shaping the Role that Rural Communities play in the Development of a Sustainable Future: from Sectoral to Place-Based Policies

It has been nearly fifteen years since the European Commission published the “Future of Rural Society” heralding a shift towards a more integrated territorial approach to rural development. Over that time, many of the recommendations of the report have been taken up, either in experimental programmes or in mainstream policies, and the economic and social context has changed dramatically. While the role that rural societies should play at local, regional, national and international levels remains both vital and largely unanswered, new policy orientations are needed.

The “rural question” is both shaping and being shaped by some major policy concerns:

- ◆ Growing consumer concerns for safe, healthy and high quality foods, environment, cultural and historical heritage and landscape, and thus the importance of place-based strategies for valorising local amenities
- ◆ An increasing recognition that, in a globalised economy, there needs to be a shift towards more sustainable production and living patterns in both rural and urban areas and in developed and developing countries.

Each of these interrelated policy issues is being debated and developed through its own cycle of conferences and negotiations. However, the role and implications of different approaches for rural development may be confounded by the sheer complexity and range of interests and actors.

It is particularly important to distinguish between three types of actors active in the debate:

Institutional players to be distinguished in terms of their functional responsibility (sectoral or territorial), their level of responsibility (international, national, regional, local) and the nature of the place they represent (developed, developing, central, peripheral, urban, rural etc).

Economic players of whom the most important, up to now, have undoubtedly been farmers organisations, but where other actors are becoming increasingly influential (for example major retailers, networks of SME’s from growth sectors such as tourism).

Social players usually in the form of increasingly vocal NGOs and associations representing citizens concerns around consumption, health, environment, and others.

The central aim of this conference is to examine both the scope and the limits of place-based approaches to rural development, at different levels, by providing a neutral and scientific environment in which policy makers can:

- ◆ Analyse the current position and thinking of some of the key institutional decision makers in each of the areas that is shaping the debate about rural development
- ◆ Compare and contrast the recommendations of the different actors and interests taking part in the debate in each area.
- ◆ Examine the lessons from past initiatives, their limits and the margin of manoeuvre for fresh policy initiatives.
- ◆ Debate the apparent contradiction between globalisation and development of territorial policies

Presentation of the Territorial Review on Siena

In the year 2000, the Territorial Development Service of the OECD (Organisation for Economic Co-operation and Development), elaborated a Territorial Review on the Province of Siena. The *Territorial Review on Siena* is part of a wider programme of National and Regional Territorial Reviews, analysis of the main policy and governance changes taking place in specific countries or regions and which draw from them lessons of interest for all member countries

Siena, a predominantly rural area in central Italy, has enjoyed steady economic growth throughout the post-war period. This success has its roots in a diverse economy based on manufacturing, services, high-value-added agriculture and a dynamic tourism sector. Nonetheless, it is these last two sectors that give Siena its main competitive advantage: an outstanding concentration of high-quality environmental and cultural resources which are unique to the region. The promotion of different sustainable development initiatives has been motivated by the need to ensure the valorisation and conservation of this major asset. To respond to the challenges of sustainable development, Siena aims to fully integrate its development objectives with the most effective means to bring them about, in a co-ordinated and long-term planning exercise.

The Territorial Review of Siena provides a good opportunity to discuss the latest proposals for a sustainable rural development. Approved in January 2002 by the OECD Territorial Development Policy Committee, the publication will be officially presented on the afternoon of July 10th, and the following two days will be entirely devoted to the Conference.



PROGRAMME

Wednesday, July 10th

Presentation of OECD Territorial Review: SIENA

Chair: **Maurizio Franzini**, Professor of Economic Policy, University “La Sapienza”, Rome
Franco Vaselli, Chief Editor, ANSA Foreign Office

- 15.30-15.45 Welcome
Maurizio Cenni, Mayor of Siena.
- 15.45-16.15 Presentation of the Territorial Review on Siena
Mario Pezzini, **Tim Wojan**, **Arantzazu Aramburu**, OECD Secretariat
- 16.15-16.30 Rural Districts and Sustainable Development
Gianfranco Viesti, Professor of Economy, University of Bari.
- 16.30-17.00 Actions for the enhancement of Italian agriculture
Teresio Delfino, Vice-Minister, Ministry of Agricultural and Forestry Policies, Italy.
- 17.00-17.15 Support for Sustainable Development by Monte dei Paschi di Siena
Pier Luigi Fabrizi, President of the Bank Monte dei Paschi di Siena, Italy.
- 17.15-17.30 Monte dei Paschi di Siena’s Foundation Covenant for Territorial Development
Giuseppe Mussari, President Foundation Monte dei Paschi di Siena, Italy.
- 17.30-17.45 The role of rural tourism in a sustainable development scenario
Susanna Cenni, Tourism Counsellor of the Region of Tuscany.
- 17.45-18.00 Closing Remarks
Fabio Ceccherini, President of the Province of Siena, Italy.
- 18.00 Discussion, Interventions by:
Augusto Bocchini, National President Confagricoltura
Paolo Bedoni, National President Coldiretti
Massimo Pacetti, National President CIA
Representatives of National and Local Associations

Thursday, July 11th

Chair: **Margaret Clark**, Director-Rural Policy, The Countryside Agency, United Kingdom.

9.00-09.30 **Opening Session**

Fabio Ceccherini, President of the Province of Siena.

Herwig Schlögl, Deputy-Secretary General, OECD.

Ambrogio Brenna, EU Policies Counsellor, Region of Tuscany, Italy.

Paolo de Castro, President of Nomisma, former Minister of Agriculture, Italy.

I. The State of Rural Policies

9.30-9.45 Keynote Address: **OECD Secretariat**

9.45-11.30 **I) Country Experiences**

Rapporteur: **Elena Saraceno**, Group of Policy Advisers, European Commission

- **UK rural policy: a holistic approach.** **Alun Michael**, Minister of State for Rural Affairs, Department for Environment, Food and Rural Affairs, United Kingdom.
- **The Direction of Rural Development Policies in Japan.** **Etsuo Kitahara**, Deputy Director General, Rural Development Bureau, Ministry of Agriculture, Forestry and Fisheries, Japan.
- **The New Frontier for U.S. Rural Policy.** **Mark Drabentstott**, Vice President and Director of Center for Rural America, Federal Reserve Bank, USA.

Discussion

11.30-11.45 *Coffee Break*

11.45-13.30 **II) Lessons, Limits and Potential of Territorial Policies for Rural Areas**

Rapporteur: Daniel Tarschys, Professor of Political Science, University of Stockholm, Sweden. Former Director-General of the Council of Europe.

- From sector to place-based policies; the Mexican strategy for Micro-regions. *Miguel Szekely*, Vice-minister for Prospective, Planning and Monitoring, Ministry of Social Development, Mexico.
- New perspectives for and to the rural world: the Leader experience. *Laurent Van Depoele*. Professor, Catholic University of Leuven, Belgium. Former Director of Rural Policy at the European Commission.
- Rural development in France; the reasons for a policy change. *Nicolas Portier*, Counsellor to the Head of DATAR, France.

Discussion

13.30-15.00 *Lunch*

15.00-16.30 **III) Links Between Rural Development and Agricultural Policies**

Keynote speaker: High representative from the Agriculture and Rural Development Directorate, European Commission.

Rapporteur: Michel Petit, INRA, France. Former World Bank Director, Agriculture Research & Extension Group.

- The role of Rural Development in the Common Agricultural Policy. *Paolo de Castro*, President of Nomisma, former Minister of Agriculture, Italy.
- Perspectives on Agricultural Policy Reform and the Rural Economy. *Ken Ash*, Deputy Director, Agriculture Directorate, OECD.

Discussion

16.30-16.45 *Coffee break*

16.45-18.15

- Multifunctionality of Agriculture and its Contribution to Rural Development . *Bertrand Hervieu*, President of INRA, France.

- **Territorial Agriculture; from subsidies to territorial policies.** *Jesus González Regidor*, Professor of Agrarian Economy and Rural Development, Autonomous University of Madrid, Spain.
- **Instruments for rural development; assessment and perspectives.** *Franco Mantino*, Head of the Structural Policies and Rural Development Unit, INEA, Italy

Discussion

Friday, July 12th

Chair: **Fabrizio Barca**, Director General, Head of Department for Development and Cohesion Policies, Ministry of Economy and Finance, Italy.

II. Issues for a new rural policy

9.30-11.00 **I) Endogenous and Sustainable Development in Rural Areas**

Rapporteur: **Cecilia Ramos Avila**, Advisor to the Deputy Minister of Finance and Public Credit, Mexico.

- Will manufacturing remain a pillar of rural development? **David Freshwater**, TVA Rural Studies, University of Kentucky, USA.
- High quality products and regional specialities: a promising trajectory for rural development. **Jan Douwe Van der Ploeg**, Department of Social Sciences, Rural Sociology Group, Wageningen University, The Netherlands
- The contribution of natural amenities to a sustainable rural development. **David Baldock**, IEEP, United Kingdom.
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Discussion

11.00-11.30 *Coffee Break*

11.30-13.15 **II) Local experiences of rural development (Round table)**

Rapporteur: **Paul Soto**, Grupo Alba, Spain. Former thematic co-ordinator of the European LEADER II Observatory.

- **Frank Gaskell**, President EUROMONTANA.
- **Staffan Bond**, Popular Movement Council for Rural Development, Sweden.
- **Claudio Galletti**, Agriculture Counsellor of the Province of Siena, Italy.
- **Alessandro Piccini**, Environment Counsellor of the Province of Siena, Italy.
- **Guy Beaufoy**, Institute of Sustainable Rural Development, Spain.
- **José-Luis de Diego**, COAG Spain

Discussion

13.15-14.30 *Lunch*

14.30-16.30 **III) The Way Forward**

Interventions of rapporteurs and participants

Discussion

16.30-17.00 *Coffee break*

17.00-17.30 **Concluding interventions**

Tito Barbini, Agricultural Counsellor of the Region of Tuscany.

Margaret Clark, Director-Rural Policy, The Countryside Agency, United Kingdom.

Fabrizio Barca, Director General, Head of Department for Development and Cohesion Policies, Ministry of Economy and Finance, Italy.

General Information

Venue

The Meeting will be held at:
Santa Maria della Scala, a museum complex in the ancient Hospital of Siena with exhibits featuring frescoes, works of art and treasures collected during its millennial history.
Piazza del Duomo, 2
53100 Siena – Italy

Meeting Sponsors

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Registration

In order to register for the conference please fill in the enclosed form and send it to the Organizing Secretariat OIC within **May 31, 2002**.

Simultaneous Translation

Simultaneous translation into Italian, English, French will be provided.

Meals and dinners

For participants to the conference the meals of 11 and 12 July will be offered by the Provincia of Siena at the congress site.

Hotel accommodation

Hotels of 4 stars category have been reserved in Siena. Participants wishing to obtain hotel reservation should complete the "hotel accommodation" section in the Registration Form.

Prices

Single room € 134,00 per night
Double room € 155,00 per night
Prices include breakfast.
To secure hotel accommodation, the hotel reservation form, along with payment of a deposit of € 171,00 which includes a handling fee of € 16,00 (VAT included) must be sent to the Organizing Secretariat OIC by **May 31, 2002**.
After this date, although OIC will make every efforts to satisfy participants' requests, reservations are not guaranteed. Reservations cannot be confirmed until the payment of the deposit and booking fee has been received.

How to reach Siena

You can fly to Rome (240 Km from Siena), to Pisa (120 Km from Siena) or to Florence (80 Km from Siena). There are several flights from the main European airports (London, Paris, Frankfurt, Amsterdam, Bruxelles etc.) to Pisa and Florence, and from most intercontinental airports to Rome. Once in Rome, Pisa or Florence, you can take a train (change at Chiusi from Rome or at Empoli from Pisa and Florence) or a bus (there are buses every two hours from the Stazione Tiburtina in Rome or every hour from the main railway station in Florence).

Once you have planned your travel to Italy you can contact OIC to receive detailed information on how to reach Siena or you can visit the web site:

www.turismoverde.com/italia/trasport/treni.htm
for bus and train time tables