

OECD 7th Annual Rural Development Conference

Developing rural policies to meet the needs of a changing world

13-15 OCTOBER, 2009
QUÉBEC, CANADA
Québec City Convention Centre

Integrating Rural
A joint UK/Canada workshop on rural policy proofing
13 October, 2009 15:30–17:30

Workshop overview

This workshop will provide policy-makers with the opportunity to compare and contrast experiences in managing the policy process to ensure that the rural reality will be taken into account. Ron Scrutton Head of Rural Policy, Department for Environment, Food and Rural Affairs, England, UK will provide a brief overview of England's country's Rural Mainstreaming initiative and Sheila Smail Chief, Strategic Policy, Rural Secretariat, Government of Canada will present on Canada's Rural Lens. The workshop will include group discussions and presentations that will help to define the issues and share ideas on the way forward.

Agenda

Opening presentations

- UK and Canada presentations on their policy initiatives
- UK and Canada joint presentation: successes and challenges

Group discussions and presentations

Where to:

- First discussion session
- Participants will be signed up for one of the following discussions:

- 1) **What:** – What key issue(s) are rural policy makers trying to address?; What are the drivers of these issues?; Do the issues vary by country or by regions within countries? What issues get the attention of government decision-makers?

2) **Why** – Why is it important for government policy makers to take rural considerations into account? Why is it important to take rural-urban linkages into account?

3) **Who** – Who are the main actors involved in implementing the rural policy approaches of the OECD member countries? Are these actors at the national or regional level, or both? Is it desirable to have one department or agency responsible for overseeing or directing rural policy initiatives or is a combined approach involving multiple departments and agencies preferable?

Break

- Reporting on the first session
- Second discussion session, remaining in the same groups

How – How are countries addressing their rural challenges? How are regional rural differences being addressed in policy? How can regional rural differences be communicated clearly to other policy makers within government? Have countries created rural typologies to support effective policy responses? Which approaches to integrating rural considerations into policy making are achieving promising results? Who are the key actors in these promising approaches?

What tools have proved to be helpful? What improvements are needed for greater effectiveness? Can mainstreaming across departments be achieved? Should rural-proofing, or the application of a rural lens to policy and program initiatives, be mandatory or voluntary?

Reporting on the second session

Wrap-up

Speaker Biographies



Ron SCRUTTON
Head of Rural Policy
Department for Environment,
Food and Rural Affairs

Chef de Politique Rurale,
Ministère de
l'Environnement, de
l'Alimentation et des Affaires
rurales

England, UK/ Angleterre,
Royaume Uni/

Ron joined the UK agriculture and fisheries department straight from graduation, hoping to make use of his zoology degree in framing fisheries policy. Now, some 34 years later and with the department having morphed into one dealing with the environment and rural affairs, he is still waiting. But in the meantime he has enjoyed himself, having had responsibility at various times for minimum wage fixing machinery in agriculture, horticulture policy, dairy policy, municipal waste infrastructure financing and bee health. Since November 2007 he has been head of rural policy. He lives on the London/Essex border (in a suburban rather than a rural area) with his wife and 9 year old daughter and in his free time is trying to improve his tennis game and find opportunities to hike more in the Lake District.



Sheila Smail
Chief Strategy Policy
Rural Secretariat
Government of Canada

Chef, Politiques Stratégiques,
Secrétariat Rural,
Gouvernement du Canada

(Canada)

Sheila Smail is Chief of Strategic Policy for the Rural and Cooperatives Secretariat at Agriculture and Agri-Food Canada. She is currently leading significant policy initiatives such as the redevelopment of the Canadian “Rural Lens”, and guiding the preparation of the government response to a groundbreaking Canadian Senate on rural poverty. She is a former manager at Industry Canada where she developed and delivered international projects, workshops and governance assessments in rural development and the use of information and communications technology primarily in Africa. She negotiated the development and publication of the best-selling book Innovation Nation which profiled e-business and other technology entrepreneurs in Canada. Prior to joining the civil service, Sheila worked for UNICEF and CARE as an environmental consultant in Bangladesh for two years. Sheila has travelled extensively in Europe, Asia and Africa and has developed a keen awareness of global rural issues through this travel in conjunction with her work experience and her Master’s degree in Environmental and Development Policy. Sheila has also continued her studies and recently received a graduate certificate in Conflict Resolution from Carleton University in Ottawa. Sheila is living in Ottawa but travels often to Montreal where her two children are pursuing studies at her alma mater; Concordia University.