

AGENDA
OECD/SCOTTISH EXECUTIVE CONFERENCE

Investment Priorities for Rural Development
The Hub, Edinburgh, Scotland, October 19-20, 2006

DAY 1: Thursday, 19 October, 2006

8:30 - 9:00 **Registration**

9:00 - 9:15 **Welcome Remarks: Councillor Lesley Hinds,**
Lord Provost of the City of Edinburgh, Scotland, UK
Richard Wakeford,
Head of Environment and Rural Affairs, Scottish Executive,
Scotland, UK
Margaret Clark,
Deputy Chief Executive, Commission for Rural Communities,
Countryside Agency, UK

SESSION 1: Investing in rural areas: what are the priorities?

9:15 – 10:45 *Globalisation, migration trends, Information and Communication Technologies (ICTs), changes in agricultural policies and the emergence of important non-farm niche markets put rural regions in direct competition confronting them with threats and opportunities that require new policy approaches at the national and sub-national level. Against this fast changing scenario, policy makers need to re-think their priorities for rural investments. This session will open the conference by addressing two key questions: 1) What sectors hold potential for rural development? 2) What kind of investments and policies can help release such potential?*

Chair: **Diana Brittan,**
Chair, The Carnegie Commission for Rural Community
Development, UK

Speakers: **Richard Hecklinger,**
Deputy Secretary General, OECD
Richard Wakeford,
Head of Environment and Rural Affairs, Scottish Executive,
Scotland, UK
Thomas Dorr,
Under Secretary for Rural Development, United States
Department of Agriculture, US
Sergio Soto,
Vice Minister of Social and Human Development, Mexico

Discussion Period

10:45 - 11:15 **Coffee Break**

SESSION 2: Fostering innovation in rural areas

11:15 - 12:45 *Evidence from across the OECD shows that the capacity of regions, whether urban or rural, to support processes of learning and innovation is a key source of competitive advantage. Innovation in rural areas can be about 'doing traditional activities in a new way', about starting up new businesses or about changing the way government interacts with citizens. In all these cases innovation is strongly linked with social processes such as the creation of networks, the strengthening of local identities, and the creation and dissemination of knowledge. This section will discuss the following key policy questions: 1) What are the factors that can foster innovation in rural area? 2) How can governments facilitate innovation in rural areas?*

Chair: **Odile Sallard,**
*Director, Public Governance and Territorial Development
Directorate, OECD*

Keynote Speaker: **David McGranahan,**
*Senior Economist, Economic Research Service, United States
Department of Agriculture, US*

Panellists: **Sami Kurki,**
*Director of Ruralia Institute, Seinajoki Unit, University of
Helsinki, Finland*
Andrés Rodríguez Pose,
Professor, London School of Economics, UK
Alan D. Barkema,
*Senior Vice President for the Regional, Public, and Community
Affairs Division, Federal Reserve Bank of Kansas City, US*

Discussion Period

12:45 - 14:00 *Lunch break: Provided by Scottish Executive at the conference venue*

SESSION 3 **Delivering services to sparsely populated regions**

14:00 - 15:30 *Many OECD and non-OECD countries face severe challenges in terms of providing services to their rural citizens. The combination of geographic remoteness with an ageing and shrinking rural population and low tax bases questions the financial sustainability of rural services even in the most developed OECD countries, while on the other hand access to quality services may be seen as a basic entitlement of citizenship and as an element of social justice. This section addresses the following issues: What are the trade-offs between equity and efficiency? What options are there to improve service delivery, and who decides what is an improvement? What issues of quality, cost, choice, participation, governance and social exclusion arise?*

Chair: **Mario Pezzini,**
*Head of Division, Regional Competitiveness and Governance
Division, OECD*

Keynote speaker: **Mark Shucksmith,**
Professor of Planning, University of Newcastle upon Tyne, UK

Panellists: **Thomas Dax,**
*Deputy Director, Federal Institute of Less-Favoured and
Mountainous Regions, Austria*
Xiaohe Ma,
*Vice President, Academy of Macroeconomic Research, National
Development and Reform Commission, China*
Carolyn McNally,
*Executive Director, Regional Services Division, Department of
Transport and Regional Services, Australia*

Discussion Period

15:30 – 16:00 *Coffee break*

SESSION 4 Exploiting rural-urban linkages

16:00 - 17:30 *Policy makers across the OECD increasingly recognise that strategies for rural and urban areas cannot be discussed as separate items. The development dynamics of these region types are strongly linked and the understanding of such linkages can open up new opportunities for both rural and urban development. Of particular focus are issues such as comparative advantage, land use, transport and communication infrastructure, and co-operation between local governments. Key questions in this session are: 1) What links respectively peri-urban and remote rural regions with urban centres? 2) What kind of urban demands can be met by rural regions? 3) What kind of investments can foster the exploitation of rural-urban linkages?*

Chair: **Margaret Clark,**
*Deputy Chief Executive, Commission for Rural Communities,
Countryside Agency, UK*

Keynote Speaker: **Chuck Fluharty,**
Director, Rural Policy Research Institute, US

Panellists: **Kees de Ruiter,**
*Director, National Service for Archaeology, Cultural Landscape
and Heritage, Netherlands*
John Mills,
*Director of Rural Affairs, Department of Environment, Food and
Rural Affairs (DEFRA), UK*
Kristin Nakken,
*Deputy Director General, Ministry of Local Government and
Regional Development, Norway*

Discussion Period

SOCIAL EVENTS

19:30 - 21:00

Ministerial Dinner at the Great Hall, Edinburgh Castle

Dress Code is Business/National dress.

DAY 2: Friday, 20 October 2006

9:00 – 9:30 **Welcome back and coffee**

SESSION 5 **Successful rural investment in services and business innovation**

9:30 - 11:00 *This session will be composed of case studies providing examples of successful rural investment programs in different OECD countries and in different sectors (health services, ICTs, tourism and entrepreneurship). The case studies will highlight specific regions which show how the shifting from a traditional subsidies approach to an investment approach pays off in terms of jobs creation, business development, and better living conditions for rural dwellers.*

Chair: **Maninder Gill,**
Sector Manager, Social Development Team, Europe and Central Asia Region, World Bank

Keynote Speaker: **John Bryden,**
Chairman of the International Rural Network, UK

Panellists: **Sabrina Lucatelli,**
Member of the Evaluation Unit, Ministry of Economic Development, Italy
Jorge Villar,
Coordinator of EARO, Centre for new Initiatives, Extremadura, Spain
Masahiko Tanoi,
Director of Rural Policy Coordination Office, Ministry of Agriculture, Forestry and Fisheries, Japan
Armando Rios Piter,
Minister of Rural Development, Guerrero State, Mexico
Robert Sauvé
Associate Deputy Minister for Rural and Regional Development, Ministry of Québec, Québec, Canada

Discussion Period

11:00 - 11:30 **Coffee Break**

SESSION 6: Investment priorities for rural areas, the way forward

11:30 – 13:00 *What to do next? Is maintaining the current investment policies towards rural areas an option? How can change be implemented? This session is reserved to highlighting the key issues which arise during the conference. Speakers will wrap up on the previous sessions and discuss the factors influencing current mainstream rural policy as well as the options that policymakers have to re-orient investment policies to better cope with the challenges of rural regions.*

Chair: **Richard Wakeford,**
*Head of Environment and Rural Affairs, Scottish Executive,
Scotland, UK*

Speakers: **Mark Drabenstott,**
Director, RUPRI Center for Regional Competitiveness, US
Theo Augustin,
*Manager of Sustainable Rural Development, Ministry of
Consumer Protection, Food and Agriculture, Germany*
Donald MacRae,
*Strategy and Finance Director of Lloyds TBS Scotland, Scotland,
UK*
Fabrizio Barca,
*Chairman of the Territorial Development Policy Committee,
OECD*

Discussion Period

13:00 - 14:30 *Closing lunch and reception provided by the Scottish Executive*