

Cologne 2008: some conclusions

$$9 + 1$$

1. Accepting, understanding complexity

- ✓ many 'rurals': dynamics, levels of dev.
- ✓ changes over time...

And so...

- ✓ different needs: essential vs. competitiveness (MD)
- ✓ what is the right mix?
- ✓ target region: what boundaries?

2. *Rural services are not just for rural people*

- ✓ **rural has *urban* impacts**
- ✓ **rural has *global* impacts**

(ex. energy production, and food vs fuel tension)

3. *Balance equity and efficiency* (JB)

✓ **cost**

✓ **efficiency**

✓ **effectiveness**

✓ **trade-offs**

VS.

✓ **social objectives**

✓ **geogr. coverage** (ES)

✓ **min. standards**

4. *Focus on benefit, not just cost* (KM)

- ✓ **direct / indirect JOBS**
- ✓ **\$**
- ✓ **social capital /attractiveness** (Japan)

5. Local assets and local choices

- ✓ **not just about economics**
- ✓ **building on local assets...**
- ✓ **...and expectations: where do we like to live?**

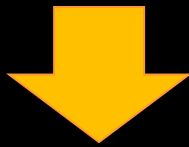
6. Beyond the transport infrastructure bias

Necessary condition but... (ARP)

- ✓ spending vs. investment (WR)
- ✓ what is the *real* return on investment ?
- ✓ when to invest?
- ✓ within what strategy ?

7. Governance: new rules of the game

- ✓ new expectations/resp. at local level (RW)
- ✓ non-gov. actors: customers *and* providers (S. Afr.)
- ✓ new role for the top (ITA)
(coherence, assistance, dissemination)



knowledge pooling is key

8. *Rural proofing* (ENG, CAN)

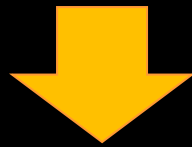
- ✓ **mainstream policy vs. niche policy**
- ✓ **normative driven or success driven?**
- ✓ **can we be clearer?**

9. *Service delivery innovation*

- ✓ **one size does not fit all**
- ✓ **“you have to kiss a lot of frogs to find the prince”**
- ✓ **...but no need to re-invent the wheel**
 - *trailers in the **US***
 - *tele-care in **Germany***
 - *centres of excellence in **Ireland***
 - *community transportation in **Japan***
 - *“Net on wheels” in **Portugal***

10. Time

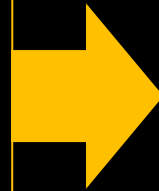
- ✓ **rural is evolving fast**
 - ✓ economic diversification
 - ✓ demographic changes
 - ✓ migration / mobility/ immigration...
- ✓ **the cost of no, or slow change is high**
- ✓ **status quo not an option (CHINA)**



the “rural infant” needs to grow

Summing up

1. coping with diversity
2. equity vs. efficiency
3. focus on benefit, not just cost
4. beyond the infrastructure bias
5. governance
6. local choice
7. rural proofing
8. local decisions, global impacts
9. innovative delivery modes
10. time



Rural regions
=
**source of national
development**

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