12th OECD Rural Development Conference

Delivering Rural Well-Being

EVENT GUIDE

24 - 26 September 2019
The Plaza Seoul Hotel, Grand Ballroom

@OECD_local #OECDrural
WIFI

Network: Autograph_public
No Password

ACTIVE PARTICIPATION

The following sessions will use the interactive tool Glisser.

Pre-conference sessions | Pillar 1 | Pillar 2 | Pillar 3

To join the live Q&A please type glsr.it/OECDrural in your cell phone browser

Questions should be in English if possible.

The parallel sessions are also open through this app.

WHO’S WHO

www.oecd.org/rural/rural-development-conference/speakers

OECD

OECD_local | #OECDrural | #ruralwellbeing
The 12th OECD Rural Development Conference will share leading practices from across the world on how rural policies can support rural business to embrace new technologies and access global markets, deliver services and amenities in new ways, and mobilise rural assets (renewable energy, natural resources, land and know-how) to create jobs.

The conference will take place over two days, followed by an optional field trip to nearby Wanju in Jeonbook Province to demonstrate local approaches to rural development and well-being.

What makes a rural community a good place to live, work, run a business, start a family and grow old? It is a whole variety of factors - from the quality and accessibility of services like schools and health care to natural resources and even social trust and community leadership. Recognising this, a number of OECD countries are now implementing a range of policies to deliver rural well-being - embracing a holistic lens on rural development.

This forms the central theme of the OECD’s 12th Rural Development Conference. The Conference will explore the critical drivers of rural well-being across three pillars:

I  Making the most of new and emerging technologies in rural areas, enhancing innovation and creating business and job opportunities

II  Addressing demographic challenges and ensuring that rural communities are attractive to both young and old alike

III  Enabling the transition of rural areas to a low carbon economy that creates jobs and opportunity

This Conference, hosted by Korea’s Ministry of Agriculture, Food and Rural Affairs, will provide an engaging forum for governments, industry, experts and community organisations to identify how rural areas can address these key issues in order to contribute to national prosperity and well-being.

Previous conferences in the series

- Enhancing Rural Innovation, Edinburgh, Scotland (United Kingdom) (2018)
- National Prosperity Through Modern Rural Policy: Competitiveness and well-being in rural regions, Memphis, Tennessee, United States (2015)
- Rural-Urban Partnerships: an integrated approach to economic development, Bologna, Italy (2013)
- Innovation and Modernising the Rural Economy, Krasnoyarsk, Russia (2012)
- Developing Rural Policies to Meet the Needs of a Changing World, Québec, Canada (2009)
- Cologne, Germany (2008)
- Innovative Rural Regions: The role of human capital and Technology, Caceres, Spain (2007)
- Designing and Implementing Rural Policies, Oaxaca, Mexico (2005)
- The Future of Rural Policy, Siena, Italy (2002)
AGENDA

Note: any further changes to the agenda will be updated on the conference website: www.oecd.org/rural/rural-development-conference/ programme/agenda.pdf

※ Please note there will be some minor disruption in the meeting room during the breaks due to room reconfiguration. We thank you for your understanding.

<table>
<thead>
<tr>
<th>DAY 1 – Tuesday 24 September 2019</th>
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<tbody>
<tr>
<td>8:00 Registration desk open</td>
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<tr>
<td><strong>Pre-conference: 24 September, 2019</strong></td>
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<tr>
<td>8:30 Welcoming speech</td>
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<tr>
<td>Setting the scene</td>
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<tr>
<td><strong>Theme 1: Rural well-being and innovation</strong></td>
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<tr>
<td><strong>9:00-10:30</strong></td>
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<tr>
<td><strong>A: Innovative approaches to delivering rural services</strong></td>
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<tr>
<td>▪ Maintaining quality and sustainability in the midst of population decline and ageing</td>
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<tr>
<td>▪ The potential of e-services, shared services and other emerging service models</td>
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<tr>
<td><strong>B: Rural business opportunities and well-being</strong></td>
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<tr>
<td>▪ Market opportunities and challenges and priorities for policy change</td>
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<tr>
<td>▪ Improving the business environment in rural areas in the context of megatrends</td>
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<tr>
<td><strong>Networking break</strong></td>
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<tr>
<td><strong>Theme 2: Social inclusion and environmental management to enhance rural well-being</strong></td>
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<tr>
<td><strong>10:40-12:10</strong></td>
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<tr>
<td><strong>A: Inclusive rural development and the social economy</strong></td>
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<tr>
<td>▪ Promoting inclusive growth in rural areas by adapting policies to the future of work</td>
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<tr>
<td>▪ Promoting gender inclusion and lifelong learning</td>
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<tr>
<td><strong>B: Rural environmental management and landscape protection</strong></td>
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<tr>
<td>▪ Environmental risk management and climate change</td>
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<tr>
<td>▪ Strategic planning for rural environmental management</td>
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<tr>
<td><strong>Lunch</strong></td>
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### Conference opening

<table>
<thead>
<tr>
<th>13:30-13:50</th>
<th>Opening remarks and release of the OECD Rural Policy 3.0</th>
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<tbody>
<tr>
<td></td>
<td>- Ministerial-level representatives, host country, OECD, and OECD member countries</td>
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<td></td>
<td>- Reporting back on outcomes from pre-conference</td>
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<tr>
<td>13:50-14:10</td>
<td>Keynote speaker</td>
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<td>14:10-14:40</td>
<td>Plenary session – Rural Policy 3.0: A roadmap for delivering rural well-being</td>
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<td>- Rural Policy 3.0 – publication launch</td>
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<td></td>
<td>- OECD Principles on Rural Policy</td>
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### Networking break

### Pillar 1: Innovation, technological change and well-being

Rural regions are home to one-quarter of the population and contain the vast majority of the land, water and other natural resources across the OECD. They have increasingly diversified economies ranging from industrial activities, services, natural resources and tourism. A whole new range of technologies have the potential to spur rural innovation - from digital technologies (e.g. 3D printing, Internet of Things, advanced robotics) to new materials (e.g. bio or nano-based) and new processes (e.g. data driven production, A.I., synthetic biology). These technologies have the potential to transform the production and distribution of goods and services, to increase productivity, and shift the location of production processes. They have the potential to overcome some of the penalties of distance that are typically associated with rural firms and, through enhanced communication and network infrastructures, build agglomeration economies where they have not typically existed. They could fundamentally change how people live and work in rural areas. How can rural regions ensure that they have the right framework conditions in place to make the most of these shifts? From flexible and adaptive skills and training to digital infrastructure, a range of forward-looking actions are needed.

<table>
<thead>
<tr>
<th>15:10-16:40</th>
<th>A: Technological change - how we live and work</th>
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<tbody>
<tr>
<td></td>
<td>- Overview of main technologies affecting the future of rural regions and its well-being</td>
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<td></td>
<td>- How can technologies be used to enhance rural well-being? What needs to be done to address challenges in the adaption of technology use (e.g. digital literacy)</td>
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<tr>
<td>15:10-16:40</td>
<td>B: Rural innovation eco-systems and restructuring global value chains</td>
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<tr>
<td></td>
<td>- Innovation in rural regions in the context of global value chains</td>
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<td></td>
<td>- Policy experiences on establishing an innovation ecosystem in rural areas</td>
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### Networking break

<table>
<thead>
<tr>
<th>17:10-17:55</th>
<th>Pillar 1 plenary discussion: Innovation, technological change and well-being</th>
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<tbody>
<tr>
<td></td>
<td>- Presentation of the main takeaways of the parallel sessions and outline of main policy recommendations.</td>
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<tr>
<td></td>
<td>- Family photo with all participants</td>
</tr>
</tbody>
</table>

### Official dinner
Vibrant rural communities - places where people want to live, work, start businesses and retire - need to appeal to people of all ages. Population ageing is a widespread phenomenon across the OECD. It is anticipated that the senior population will increase sharply in the coming years; meanwhile, rural outmigration continues apace in many rural communities, particularly among youth. The dependency ratio for the OECD as a whole increased by almost 8 percentage points since 1980 and is anticipated to grow to by another 25 percentage points by 2050. How can rural communities ensure that people can successfully age in place and at the same time ensure that they are attractive to young people and families? As people are now living longer and in better health than ever before across the OECD, how can public policies help people learn new skills and to leverage new business opportunities? How can youth be mentored and trained for the next generation of rural activities and how can rural areas attract new talent?

Economic development is but one component to delivering quality of life for people of all ages. Of chief importance are core public services - access to quality healthcare and education - which form the lifeblood of any community. Demographic shifts are making it harder to provide these services in the usual ways. As such, many countries are experimenting with novel approaches including mobile services and e-services. These forms of service delivery need specific kinds of support to work well. Thus, it is a task for public policy to find the right fit and help adapt the benefits that new technologies can deliver to places they are serving.

### Pillar 2: Rural communities fit for all ages

- Policies to improve well-being and create new economic opportunities for ageing populations in rural regions
- Strategies and policies to attract and retain youth in rural regions

### Pillar 3: A just transition to a low carbon economy for rural areas

Rural regions will play a crucial role in the transition to a climate-neutral economy because of their specialisation in resource-based industries. Climate change is already affecting these economic sectors (agriculture, forestry, fisheries, mining and energy) due to dislocation and costs associated with the increasing frequency and intensity of extreme weather. Furthermore, measures to decarbonise the economy affect carbon-intensive rural industries (such as energy production and agriculture, rural households and firms disproportionately due to higher transport costs. Rural economies are less resilient than urban economies in responding to these structural adjustment pressures because of their lesser economic diversity and lower levels of human capital. The socio-economic impacts of these trade, policy and technological induced adjustments can generate discontent and hamper building domestic and international consensus about climate change policies. Rural regions will also play a key role in the fight against climate change through carbon sinks and the provision of eco-system services. However, this value is seldom monetised and forces rural communities to make trade-offs between the environment and development. There is a need to explore what a “just transition” means for rural regions to address the challenge of climate change and deliver future business and job opportunities.

- Risk management in rural regions and experiences for climate adaptation
- Opportunities and challenges during the industrial transition and the shift to a low carbon economy
### Pillar 2 plenary discussion: Rural communities fit for all ages

12:00-12:45  
- Presentation of the main takeaways of the parallel sessions and outline of main policy recommendations.

### Pillar 3 plenary discussion: A just transition to a low carbon economy for rural areas

12:45-13:30  
- Presentation of the main takeaways of the parallel sessions and outline of main policy recommendations

<table>
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<tr>
<th>Lunch</th>
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| Ideas factory/open space  
**Rural businesses and delivering the Sustainable Development Goals** |

15:00-17:00  
- Global efforts to further involve the private sector in the development of local communities need to be channelled towards the most needed areas in rural areas. Following the framework provided by the Sustainable Development Goals (SDGs), local governments need to work closely with civil society and private sector to accelerate the pace in meeting this global agenda.

This interactive workshop intends to bring up ideas from participants on the role of private sector, civil society and government to address the most pressing economic, environmental and social challenges in the three types of rural areas (i. close to a large metro, ii. close to small metro and iii. remote). Participants will split into breakout groups to discuss the different types of challenges to identify key concrete policy actions.

| Networking break |

| Closing Session |

17:15-18:00  
- Delivery of main takeaways of pre-conference and conference discussions. A way forward for rural policies on the main three dimensions of the conference: Innovation, demographic change and transition to a low carbon economy.

| Cocktail |

### DAY 3 – Thursday 26 September 2019

| Field trips |

08:00-22:30  
- Visit to Wanju (Community business – local food)
THE CONFERENCE CENTRE

Grand Ballroom A/B
(Annex Building Lower Level (LL) Floor)

Grand Ballroom A
- Pre-conference 1A
- Pre-conference 2A
- Pillar 1A
- Pillar 2A
- Pillar 3A

Grand Ballroom B
- Pre-conference 1B
- Pre-conference 2B
- Pillar 1B
- Pillar 2B
- Pillar 3B

Grand Ballroom A+B
- Opening Session
- Idea Factory
- Lunch and dinner (24th) / Lunch (25th)

Lobby
- Registration (in front of Grand Ballroom A)
- Refreshments

Presenter Room / Press Center
- OA machines (Computers, printers, etc.) for participants to use
CATERING

Lunch will be provided on both days of the conference (24 & 25 September). In addition MAFRA will host the following events:

**TUESDAY 24 SEPTEMBER 2019**

Time:  18:30-20:00  
Venue:  Grand Ballroom

Dinner reception hosted by the Ministry of Agriculture and Rural Development

Dinner guests will be treated to a performance by Fuson Gugak (Korean traditional music) followed by a Korean style banquet. Each course will be introduced with an explanation of the background to the dish. The meal will close with a Traditional Korean Tea Ceremony performance.

**Menu**

Sweet Pumpkin Porridge with Adzuki Bean

~

Seasonal Cold Salad with Soft Bean Curd and Citron Dressing

~

Grilled Seabass and Steamed Water Parsley with Ginger Sauce

~

Spicy Raw Snail, Fresh Abalone with Sesame Leaves

~

Grilled LA Beef Short Rib and Assorted Mushrooms

~

Seaweed and Sea Urchin Roe Soup and Steamed Rice

~

Seasonal Fresh Fruit  
Pine Needle Tea
WEDNESDAY 25 SEPTEMBER 2019

Cocktail Reception

Time: 19:00
Venue:  Diamond Hall (Plaza hotel 22nd Floor)

Menu

Foie gras with port wine jelly
Marinated beef with asparagus
King crabmeat with Olive

Scallops terrine with orange sauce
Marinated Mussles with Pimiento
CherryTomato with Mozzarella Cheese

Marinated Abalone with Lime
Cauliflower, Broccoli, Tomato
Home made Sausages with Mustard

Salami with Cocktail Onion
Smoked Salmon Roll with Lemon
Poached Shrimp with Cocktail Sauce

Diamond Hall
Main Building 22nd Floor

- Information Desk in the lobby
FIELD TRIP

THURSDAY 26 SEPTEMBER

A field trip has been organised to Wanju, Jeonbook Province. Participants wishing to participate are should confirm their participation at the registration stand in the foyer on 24 September. A contribution to the cost of transport and refreshments will confirmed upon registration for trip.

**Overall Focus:** To enable participants to see a range of rural businesses and to discuss with the owners how they are making the most of technical developments, market place trends and customer interest in all things ‘rural’. Schedule below.

### Programme

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Location</th>
<th>Details</th>
<th>Photo</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Departure</td>
<td>▪ The Plaza Seoul Main Building Lobby</td>
<td><img src="image1.jpg" alt="Photo" /></td>
</tr>
<tr>
<td>Stop 1</td>
<td>Wanju Social Goods Center</td>
<td>▪ Tour and explanatory session</td>
<td><img src="image2.jpg" alt="Photo" /></td>
</tr>
</tbody>
</table>
| Stop 2   | Lunch & Local Food Processing Center | 1. Local Food Direct Sales Market  
2. Lunch (Happy Station)  
3. Local Food Processing Center | ![Photo](image3.jpg) |
| Stop 3   | Yongjin Agricultural Cooperative Federation | ▪ Tour Yongjin Agricultural Cooperative Federation Local Food Direct Sales Market  
▪ First Local Food Direct Sales Market (Founded in 2012) | ![Photo](image4.jpg) |
| Stop 4   | Dogye Village | ▪ Tofu making, Kimchi making experience  
▪ Selected as a village enterprise of the Ministry of Public Administration and Security in 2012,  
▪ Various jobs and income-producing villages through the processing of tofu and kimchi | ![Photo](image5.jpg) |
| Stop 5   | Oseong Hanok Village & Dinner | ▪ Tour and dinner  
▪ Hanok Village that preserves both traditional beauty and modern architectural style (visited by BTS) | ![Photo](image6.jpg) |
| 22:30    | Arrival  | ▪ Arrive at The Plaza Seoul | ![Photo](image7.jpg) |
PRACTICAL INFORMATION

The Conference Centre
The Plaza, Seoul
Sogong-ro, Jung-gu
Seoul 04525
Korea

Access to the conference centre is either through the underground pass from the hotel lobby, or at the street address opposite the back entrance of the Plaza Hotel.

Airport

Incheon International Airport is situated approximately 50km from the conference venue. Information on airport transfer can be found at www.airport.kr/ap_cnt/en/tpt/direction/direction.do

Airport transfers

Bus
KAL Limousine (#6701)
Fare: 16,000 KRW (one-way)
Journey time: Approx. 110 mins
Hours of operation: 04:53 - 22:50 (airport > hotel) / 04:30 - 18:35 (hotel > airport)

Metro
Route: Take Airport Railroad (AREX) > transfer to Metro Line 1 at Seoul Station > alight at City Hall Station
(Journey time: Approx. 1 hr 10 mins)

Taxi
Fare: Approx. 75,000 KRW (regular) / Approx. 95,000 KRW (deluxe)
Journey time: Approx. 60 - 80 mins

Inner City

Metro
1-2 minutes’ walk from Exit 6 of City Hall Station (Lines 1 and 2)

Bus
Alight at stop in front of City Hall

Other useful information

Currency: KRW (EUR 1.00 = KRW 1,328.09)
Time zone: KST (UTC + 7)
Electricity: 220v (socket type C/Euro or F/Schuko – adaptor type E or F)
Dialling code: +82
Drinkable tap water
TOURIST INFORMATION

Bukchon Hanok Village
Bukchon Hanok Village is home to hundreds of traditional houses, called hanok, that date back to the Joseon Dynasty. Today, many of these hanoks operate as cultural centers, guesthouses, restaurants and tea houses, providing visitors with an opportunity to experience traditional Korean culture.
http://hanok.seoul.go.kr/front/eng

Deoksugung Palace
Located at the corner of Seoul’s busiest downtown intersection, Deoksugung Palace is famous for its elegant stone-wall road. Over the following decades in Joseon Dynasty, the palace alternated between being an official palace and a temporary residence. The name means “palace of virtuous longevity,”
http://www.deoksugung.go.kr:8081

Namsan Seoul Tower
Korea’s first general radio wave tower, was built to promote the future of broadcasting and tourism industry. It combines a broadcast tower and an observatory which embodies traditional Korean design. The tower has become a symbol of Seoul and a popular tourist attraction for the last 40 years.
http://www.nseoultower.co.kr/eng

Insa-dong
Located in the heart of the city, is an important place where old but precious and traditional goods are on display. There is one main road in Insa-dong with alleys on each side. Within these alleys are galleries and traditional restaurants, teahouses, and cafes.
http://english.visitkorea.or.kr/enu/ATR/SI_EN_3_1_1.jsp?cid=264354

Dongdaemun History & Culture Park
Dongdaemun History & Culture Park has a role almost akin to that of a historical culture theme park where one can see the living history of Seoul through exhibitions and events showcasing contemporary design and culture. It also serves as a resting area for the people.
http://www.ddp.or.kr/eng

For more tourist information please visit http://english.visitkorea.or.kr
The mission of the Organisation for Economic Co-operation and Development (OECD) is to promote policies that will improve the economic and social well-being of people around the world. The OECD provides a forum in which governments can work together to share experiences and seek solutions to common problems.

It works with governments to understand what drives economic, social and environmental change. It measures productivity and global flows of trade and investment. It analyses and compares data to predict future trends. It sets international standards on a wide range of things, from agriculture and tax to the safety of chemicals.

With the vision of making the country where people do farming without concerns and safely consume agricultural products, the Ministry of Agriculture, Food and Rural Affairs (MAFRA) endeavors to establish a system for the management of agricultural products in line with the new distribution environment and the human-centered agricultural policy reform.

Furthermore, MAFRA is exerting efforts on the ground to build innovative capacity for the sustainable growth of agriculture and food, and to establish infrastructure for liveable rural areas. We will collect wisdows for the future of Korea’s agriculture and rural community as well as the food industry, and make bold policy reforms where necessary.

The Korea Rural Economic Institute (KREI) is a government-funded research organization. In 1978, KREI was established by the Korean government to play an important role in developing sound agricultural and forestry policies aimed at the balanced development of urban and rural areas. Our research covers agricultural economics, marketing of agricultural products, rural development, agricultural outlook and international agricultural trade negotiations.

The Korea Agency of Education, Promotion & Information Service in Food, Agriculture, Forestry & Fisheries (EPIS) has been contributing to the realization of competitive agriculture and happy rural areas by fostering agricultural human resources, by promoting of information and diffusion of value in agricultural and rural areas and by providing useful information on agricultural products since the establishment in May 2012.

The Main mission entrusted to EPIS is maintaining the highest level of expertise in the information, promotion and education services of agricultural products.