



OECD **9th** Rural Development
Policy Conference

*Rural-Urban partnerships: an integrated approach
to economic development*

23-25 October, 2013

Conference Programme

Conference Registration

11:00 – 14:00

Pre-conference Workshops

14:00 – 15:30

Parallel Session 1.1:

Managing space in peri-urban areas: rural-urban partnerships in action

Organised by PURPLE, CEMR, and METREX

Peri-urban is the territorial reality for an increasing area of the EU as the distinction between urban and rural becomes blurred. Here, urban and rural characteristics and activities co-exist and interact in the same spaces and there is already wide experience of managing complex and sometimes conflicting territorial needs. Realising the full potential of such areas is a challenge for policy makers and planners. How can we ensure that important and traditional land-based activities close to large populations thrive, whilst resolving the almost inevitable spatial and resource conflicts resulting from urban growth? How can we realise the potential of these attractive and liveable areas through partnership-working and multi-functional land use strategies? This workshop will explore examples from across Europe, bringing together the combined experience of three networks - all members of the stakeholder group of the European Commission/OECD RURBAN study: PURPLE (Peri-Urban Regions Platform Europe), CEMR (The Council of European Municipalities and Regions) and METREX (The network of European Metropolitan Regions and Areas).

CHAIR

Vincent O'Connell, Surrey County Council, United Kingdom

PANELISTS

Phillip Atkins, Leader, Staffordshire County Council, United Kingdom

Reinhard Henke, Senior Policy Advisor, Regional Authority FrankfurtRheinMain, Germany

Griet Celen, Head of Department Land Development, Flemish Land Agency, Belgium

Michèle Vitrac-Pouzoulet, Regional Councillor, Ile de France

Carola Gunnarsson, Chair of Thematic Platform of Sustainable Local and Regional Development, Council of European Municipalities and Regions (CEMR); Deputy Mayor, Municipality of Sala, Sweden

Julian Jansen, Senior Urban Planner and Demographer, Physical Planning Department, City of Amsterdam, Netherlands

William Tompson, Head, Urban Programme, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

Parallel Session 1.2:

Promoting growth in remote and internal areas

It is widely believed that remote and internal areas (areas far away from large and medium-sized urban centres) have the potential to make an important contribution to regional and national development, but this potential is often under exploited. In Italy, the Department of Development and Economic Cohesion is working on a National Strategy for the development of Inner areas that combines private and public sector projects with national policies aimed at giving a uniform vision and increasing their effectiveness in the long-term. The strategy focuses on the preconditions for local development combined with projects and efforts to ensure the supply of essential services (Education, Health, Transport and Communications). This strategy will be outlined and discussed in this workshop along with OECD work on the factors that stimulate growth in remote and internal areas.

CHAIR

Joaquim Oliveira Martins, Head, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

PANELISTS

Enrique Garcilazo, Head, Rural and Regional Unit, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

Sabrina Lucatelli, Member of the Public Investment Evaluation Unit (UVAL) of the Department for Development and Cohesion Policy of the Italian Ministry for Economic Development, Italy

Gerard Peltre, President, Rurality-Environment-Development Association (R.E.D.), France

Camilo Vial, Chief, Policy and Research, Under Secretary of Regional Development, Chile

Peter Dupej, State Adviser General, Regional Development Subjects Coordination, The Ministry of Transport, Construction and Regional Development, Slovak Republic

16:00 – 17:30

*Parallel
Session 2.1*

**Critical factors for rural-urban partnerships in metropolitan areas:
preliminary findings from the Metropolitan Areas in Action (MAIA) study**

Organised by EUROCITIES and METREX

This workshop will see the launch of the Metropolitan areas in action (MAIA) report. This new report analyses metropolitan area collaboration from 35 cities and their surrounding areas from across Europe. Developed in parallel with the OECD RURBAN study, it provides a bottom-up perspective on the benefits and challenges of urban-rural collaboration addressing both thematic and organisational issues. In the workshop, cities and metropolitan regions will present and discuss the principal findings of the report, including the main criteria for successfully integrated policy and action in functional urban areas. Undertaken by the University of Ghent (BE), this detailed analysis, based on data and maps, helps describe and understand how collaboration works in practice in European functional urban areas. The workshop will address the question: *What makes metropolitan area collaboration work?* The findings from the MAIA report should help strengthen collaboration initiatives. Incentives for more integrated approaches promoted under EU's new cohesion policy 2014-2020 will also be discussed and parallels to the outcomes of the RURBAN project will be drawn.

CHAIR

William Tompson, Head, Urban Programme, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

PANELISTS

Peter Austin, Co-chair EUROCITIES Metropolitan Areas Working Group; Planning Advisor, City of Oslo, Norway

Juliane Kürschner, Vice President of METREX; Senior Urban Planner, City of Amsterdam, Netherlands

Jörg Knieling, University of HafenCity, Hamburg, Germany

Kari-Marie Swensen, Joint Board Manager of seven council cooperation, Oslo Region, Norway

Franz Thun, Senior Specialist, International Projects Unit, Mayors Office, City of Warsaw, Poland

Ivan Tosics, Managing Director, Metropolitan Research Institute, Budapest, Hungary

*Parallel
Session 2.2*

**The role of rural development policy in rapidly urbanising OECD Countries:
perspectives from Chile, Mexico, Colombia, and Turkey**

Population growth trends show that urbanisation is on the rise in almost all OECD countries. Urban growth could be a mix of population growth in small urban areas, suburbanisation in medium and large urban areas and urban sprawl. In the urbanisation process there are two transformations at work: "urban areas and policies" seeking to manage the changes and inflow of new residents; and "rural areas and policies" seeking to manage the loss. Urbanisation is a normal part of rural development but when it happens over a shorter span of time, how should the policies that focus on rural areas change? The aim of this workshop is to discuss, that very question -- rural development in the context of rapid urbanisation. Panelists will debate how, if at all, policies and strategies towards rural regions should differ for rapidly urbanising OECD countries.

CHAIR

Richard Wakeford, Professor of Environment, Land Use and Rural Strategy, Birmingham City University, United Kingdom

PANELISTS

Bruce Weber, Professor, Applied Economics, Director Rural Studies Programme, Oregon State University, United States

Claudia Serrano, Executive Director, Latin American Centre for Rural Development, Chile

Ibrahim Kuzu, Director, Department of Local and Rural Development, DG Regional Development and Structural Adjustment, Ministry of Development, Turkey

David Freshwater, Professor, Agricultural Economics and Martin School of Public Administration, University of Kentucky, United States

Mark Cropper, International Relations Officer, DG Agriculture and Rural Development, European Commission

18:00 – 19:45

Plenary Session:

**Why form a rural-urban partnership?
Roundtable discussion with RURBAN Case Study representatives**

MODERATOR	John Follain , Correspondent, The Sunday Times, Rome
PANELISTS	
<i>Australia</i>	Chris McDonald Manager, Regional Economic Policy, Regional Development Victoria
<i>Czech Republic</i>	Milan Vácha Mayor of the Municipality of Psáry
<i>Finland</i>	Hilkka Laine Programme Manager, Regional Council of Central Finland
<i>France</i>	Stéphanie Poppe European Affairs Manager of Rennes Metropole Forecasting and Sustainable Development General Direction International Relations and European Partnerships Service
<i>Germany</i>	Christa Standecker , Managing Director, Nuremberg Metropolitan Region
<i>Italy</i>	Silvia Grandi Director, Institutional Agreements and Area Special Programmes Division, DG Territorial and Negotiated Planning, Agreements. European and International Relations, Emilia-Romagna Region
<i>Netherlands</i>	Jolanda Schneider Programme Manager, Rural and Urban Affairs, Province of North Brabant
<i>Poland</i>	Marcin Szmyt Director, Department of Strategic Management, West Pomerania Province
<i>Portugal</i>	Ana Firmino Professor, Geography & Regional Planning, Nova University of Lisbon; Co-Chair of the Commission on the Sustainability of Rural Systems, International Geographical Union
<i>Spain</i>	Ana Nieto Masot Professor, Territorial Sciences, University of Extremadura
<i>United States</i>	Gina H. Greathouse Senior Vice President, Economic Development, Commerce Lexington Inc.,

Conference Registration

8:00 – 9:00

Opening Ceremony

9:00 – 10:15

CHAIR

Doug O'Brien, Chair of the OECD Rural Working Party; Acting Under Secretary, Rural Development United States Department of Agriculture (USDA)

INTRODUCTORY REMARKS

Vasco Errani, President of Emilia-Romagna Region

Carlo Maria Oliva, Ambassador, Italy

Normunds Popens, Deputy Director-General for Implementation, Directorate-General Regional and Urban Policy, European Commission

Matt Erskine, Vice-Chair of the OECD Territorial Development Policy Committee; Deputy Assistant Secretary of Commerce, United States Economic Development Administration (EDA)

KEYNOTE ADDRESS

Yves Leterme, Deputy Secretary General, Organisation for Economic Co-operation and Development (OECD)

Carlo Trigilia, Minister for Territorial Cohesion, Italy

10:15 – 10:45 **COFFEE BREAK**

SESSION I

10:45 – 12:30

Fostering and supporting rural-urban partnerships: key aspects for consideration

Urban and rural areas have become more interdependent, making the difference between “what is urban” and “what is rural” less clear. This poses a challenge to policy-makers as they seek to respond to the needs (e.g. service delivery, economic development etc.) of these varied geographical contexts and the new institutional challenges that emerge. The OECD report provides evidence that promoting partnerships between urban and rural areas that aim to strengthen these functional regions is an important step forward to improve socio-economic conditions and well-being. Effective rural-urban partnerships can help attain economic development objectives; enhance the production of public goods; achieve economies of scale in public service provision; co-ordinate decisions where cross-boundary effects are important; increase the capacity of the partners; and develop new economic opportunities. However, building effective and sustainable rural-urban partnerships is not easy. This session will provide the rationale for moving in this direction. The benefits that flow from rural-urban partnerships will be discussed, along with possible strategies to build effective and sustainable rural-urban partnerships.

CHAIR

Wladyslaw Piskorz, Head of Unit, DG Regional and Urban Policy, European Commission

KEYNOTE ADDRESS

Paolo Veneri, Economist, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

PANELISTS

Elaine Carbines, Chief Executive Officer, The Geelong Region Alliance, Australia

Gina H. Greathouse, Senior Vice President, Economic Development, Commerce Lexington Inc., United States

Mara Valdinosi, Senior Programme Officer, Province Forli-Cesena, Italy

Hilkka Laine, Programme Manager, Regional Council of Central Finland

12:30 – 14:00 **LUNCH**

SESSION II

14:00 – 15:45 **How the size of the city changes the dynamics of the partnership**

There are clear benefits from urbanisation but also some costs. In OECD countries, and indeed the world, the degree of urbanisation is increasing. Metropolitan areas concentrate high shares of population and economic activity. There is no optimal city size - one that balances the advantages and costs of urbanisation. All regions have urban and rural components and the nature of the relationships between them varies by level in the regional hierarchy. The concept of rural-urban relationships covers a broad spectrum of interactions, (e.g. leisure, tourism, transport, communication, labour markets, employment, food, and education). The OECD report reveals that co-operation appears to be more difficult when the differences in size, resources and capacity between urban and rural areas are large. Furthermore, regions of different sizes have particular functions and the nuances of the rural-urban relationships change according to the function. This session will provide an overview of the different types of relationships and functions that emerged in the rural-urban partnership study and the challenges that flow from these relations.

CHAIR

Joaquim Oliveira Martins, Head, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

KEYNOTE ADDRESS

David Freshwater, Professor, Agricultural Economics and Martin School of Public Administration, University of Kentucky, United States (RURBAN Expert)

PRESENTERS/PANELISTS

Jaromír Haic, Architect, Bureau of Metropolitan Planning, Prague, Czech Republic

Franco Mantino, Research Director, The National Institute of Agricultural Economics (INEA), Italy

Francisco Javier Jaraiz-Cabanillas, Professor, Regional Geography, University of Extremadura, Spain

Valerie J Carter, President, European Council for the Village and Small Town (ECOVAST)

15:45 – 16:15

COFFEE BREAK

SESSION III

16:15 – 18:00 **Governing rural-urban partnerships: Lessons from the field**

The OECD study did not reveal any “one size fits all” approach to governing rural-urban partnerships. If anything, the wide range of issues, areas and countries covered removed any notion that such an approach could exist. Instead, it provides an overall picture of the range of factors that should be considered within a given rural-urban context. The challenge is how to govern these partnerships, which cross different administrative boundaries and policy domains. Adopting an integrated approach to policy-making means that the partnership has the capacity to make proposals or decisions on an issue with the participation of the relevant stakeholders; a cross-sectoral dimension allowing it to bridge traditional sectoral divides or break down the traditional “silo” working ethic, and a dimension of inclusiveness offering a forum where members of the interested and affected urban and rural constituencies can be heard - directly or indirectly. The study revealed four different governance approaches to rural-urban partnership. Each approach has specific characteristics that vary according to the goals of the partnership and the institutional context. This session, will highlight the different approaches to governance along with important lessons from the study.

CHAIR

Richard Wakeford, Professor of Environment, Land Use and Rural Strategy, Birmingham City University, United Kingdom

KEYNOTE ADDRESS

Betty-Ann Bryce, Administrator, Rural and Regional Programme, Public Governance and Territorial Development Directorate, OECD

PANELISTS

Christa Standecker, Managing Director, Nuremberg Metropolitan Region Nuremberg, Germany

Linda Peltzer, Advisor European Affairs BrabantStad, Netherlands

Ana Firmino, Professor, Geography & Regional Planning, Nova University of Lisbon; Co-Chair of the Commission on the Sustainability of Rural Systems, International Geographical Union, Portugal

Peter Austin, Planning Advisor, City of Oslo, Co-chair EURO CITIES Metropolitan Areas Working Group

18:00 – 19:00

WINE & CHEESE (*Parmigiano Reggiano*) TASTING

20:00

CULTURAL TOUR OF PALAZZO d'ACCURISIO and DINNER

SESSION IV

9:00 – 11:00 Rural and urban planning to promote greater co-operation

Observation of the various RURBAN case studies has demonstrated the important impact of spatial visions, planning objectives, and the institutional capacity which supports and promotes them to the search for integrated approaches to rural and urban development. Integrating the countryside surrounding cities in spatial development strategies for urban regions aiming at more efficient planning of land-use is one way. The role of spatial planning can therefore have a significant influence in shaping the conditions and possibilities for successful rural-urban partnership. This session will look at approaches and tools in use in different case studies and explore how these different approaches have been used to shape different outcomes.

CHAIR

Monica Brezzi, Head, Territorial Analysis and Statistics Unit, Public Governance and Territorial Development Directorate, OECD

KEYNOTE ADDRESS

Richard Baker, Economic Advisor to Newcastle City Council, United Kingdom (RURBAN Expert)

PANELISTS

Stéphanie Poppe, European Affairs Manager, Rennes Metropole Forecasting and Sustainable Development, General Direction International Relations and European Partnerships Service, Rennes, France

Ada Lucia De Cesaris, Vice Mayor, City of Milan, Italy

Stanislaw Dendewicz, Director, Regional Office for Spatial Planning, Westpomerania Region, Poland

Christian Svanfeldt, Senior Policy Analyst, DG Regional and Urban Policy, European Commission

Rea Orfanou, Executive of the Special Service for Strategy, Planning and Evaluation of Development Programmes, Ministry of Development and Competitiveness, Greece

11:00 – 11:30 COFFEE BREAK

SESSION V

11:30 – 13:30 Recap and way forward: a framework for action

CHAIR

Michael Ralph, Adviser to the Deputy Director-General, DG Regional and Urban Policy, European Commission.

SPEAKERS

Charlina Vitcheva, Director, DG Regional and Urban Policy, European Commission

Mark Cropper, International Relations Officer, DG Agriculture and Rural Development, European Commission

Doug O'Brien, Chair of the OECD Rural Working Party; Acting Under Secretary, Rural Development United States Department of Agriculture (USDA)

Duarte Rodrigues, Chair of the OECD Working Party for Territorial Indicators; Deputy Co-ordinator of Portuguese NSRF Observatory, Portugal

Joaquim Oliveira Martins, Head, Regional Development Policy Division, Public Governance and Territorial Development Directorate, OECD

Sabina De Luca, Head, Department for Development and Cohesion Policy Ministry of Economic Development, Italy

13:30 – 14:30 Departure for field visits
