Future Vision Manifestations

Deliverable 2.2

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[1] PU= Public, SEN= Sensitive.

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ACRONYMS & ABBREVIATIONS

EC	European Commission
EU	European Union
WP	Work Package
NUTS	Nomenclature of territorial units for statistics, including three hierarchical levels (NUTS 1–3)
Project Partners	
Galway	**NATIONAL UNIVERSITY OF IRELAND GALWAY**
TU Delft	**TECHNISCHE UNIVERSITEIT DELFT**
TEAGASC	**TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY**
UNICAL	**UNIVERSITA DELLA CALABRIA**
LWL	**LONGFORD WOMEN S LINK CLG**
UTU	**TURUN YLIOPISTO**
UL	**UNIVERZA V LJUBLJANI**
CE	**CONSULTA EUROPA PROJECTS AND INNOVATION SL**
HNEE	**HOCHSCHULE FUR NACHHALTIGE ENTWICKLUNG EBERSWALDE**
ELARD	**ASSOCIATION EUROPEENNE LEADER POURLE DEVELOPPEMENT RURAL**
UOULU	**OULUN YLIOPISTO**
ECOLISE	**RESEAU EUROPEEN POUR DES INITIATIVES COMMUNAUTAIRES SUR LES CHANGEMENTS CLIMATIQUES ET LE DEVELOPPEMENT DURABLE**
MENDELU	**MENDELOVA UNIVERZITA V BRNE**
LNU	**LINNEUNIVERSITETET**
HLK	**HOGSKOLAN FOR LARANDE OCH KOMMUNIKATION I JONKOPING - HLK SCHOOL OF EDUCATION AND COMMUNICATION**

1. INTRODUCTION

Futures involving human action are open as we have the ability to choose otherwise, at least to a certain extent. Furthermore, we have data from the past but nothing from the future. Theory of the future does not exist either. Many theories and models we use to describe and understand the past may or may not be valid in specific futures. For these reasons, academic futures research as an activity is comprised of planning, design and evaluation of alternative futures rather than forecasting or crafting one future.

The reason for exercising futures research was well defined by Slaughter (1993, 290): 'to the extent that we become aware of different future alternatives, we gain access to new choices in the present'. So, the art of planning and assessing alternative futures serves the process of becoming aware of alternative futures and the task of making choices in the present.

There are many types of manifestations of alternative futures: scenarios, futures images and visions (Figure 1). Scenario analysis mainly focused on the alternative paths toward the future, starting from the present. This can however, run the risk of extending the present to the future without transformations or structural changes. Futures images manifest alternative future states, in a certain moment of time and they are more disconnected from the present than scenarios, avoiding the risk of replicating the existing. Finally, a vision is a normative manifestation of certain kind of a future as, for example, post fossil, sustainable or high-tech future of a certain place or business. Visions are sometimes connected back to the present by means of backcasting to expose alternative paths the vision can be reached. The type of future to be designed depends on the objectives of the research act.

The overall objective of FLIARA foresight activities is to become aware of the diversity of alternative sustainable futures related to farms and rural areas and – with this understanding – be able to define innovations needed to make them come true.

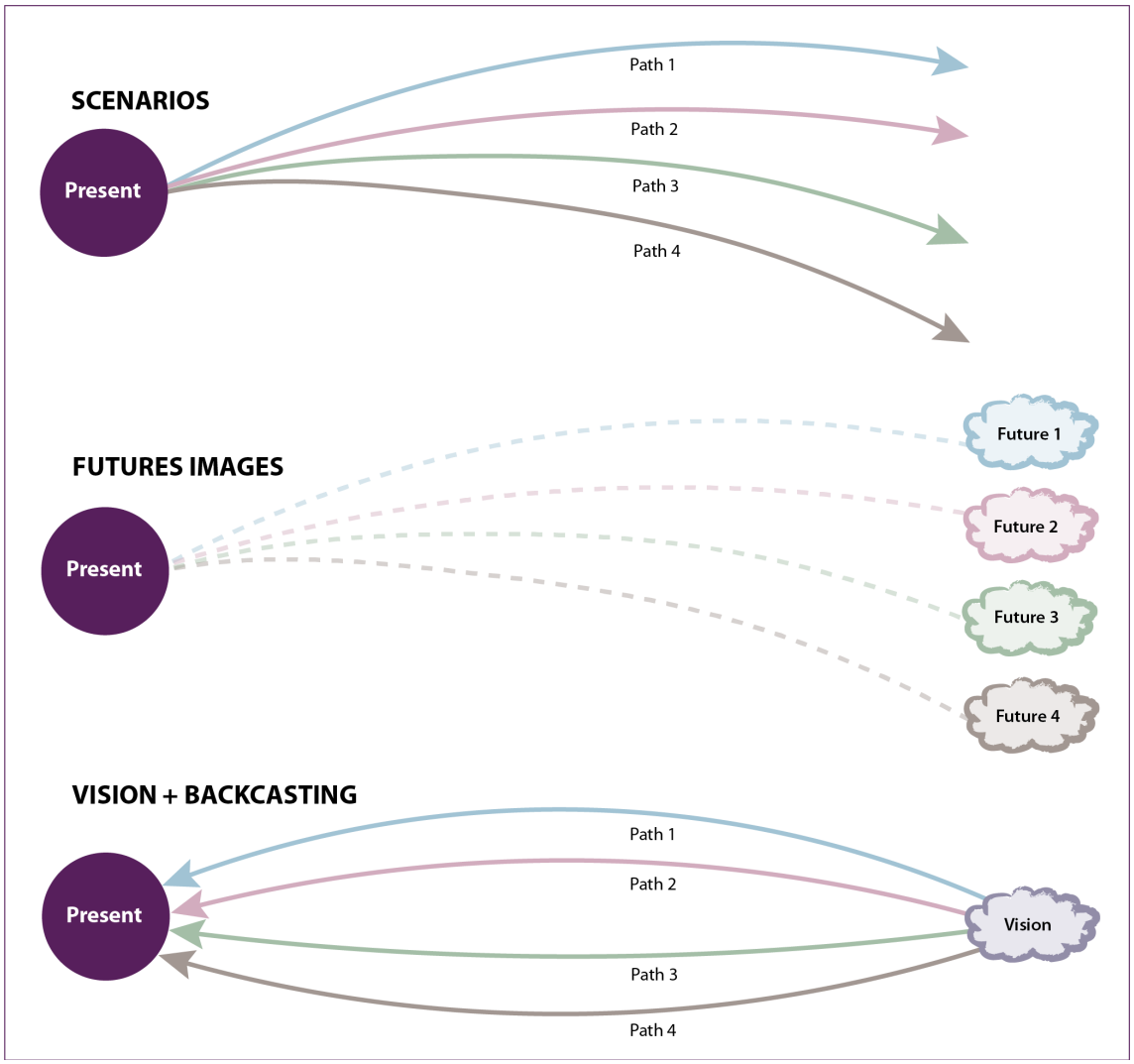

Figure 1. Main types of manifestations of alternative futures in academic futures research. Source: Kuhmonen et al. 2016.

1.1 OBJECTIVE

The key objective of WP2 is to envision the role of women in the innovations demanded for sustainable farm and rural futures. This is supported by three specific objectives:

- To envision sustainable farm and rural futures in nine European contexts (Task 2.1)
- To identify sustainability innovations necessary to realise these visions (Task 2.2)
- To identify possibilities to be promoted and obstacles to be removed to allow women's contribution to these sustainability innovations (Task 2.3).

The overall aim of WP2 is to ascertain the ways in which women could contribute to the various kinds of innovations that promote sustainable farm and rural futures. The objective is very broad and needs to be specified in many ways. First, the potential

contributions are studied in nine regional contexts to observe the diversity of socio-economic, cultural and bio-physical realities in Europe. Each potential innovation and contribution takes place in a certain context. Second, the sustainability innovations serve 'better', more sustainable futures. For this reason, the futures that they serve need to be specified first, observing the context. The portfolios of sustainable farm and rural futures and the innovations to make them come true are expectedly different in the Mediterranean and in Scandinavia. In the final stage, women's contribution to the defined sustainability innovations will be explored with a positive mindset: how their role could be important and possible more remarkable than currently.

Putting these aspects together results in a research process that is analogous to a distillation process: starting with diverse ingredients and coming up with a solid product. Once the sustainable futures have been designed, it becomes possible to identify innovations that make them come true and, finally, to assess how women could contribute to these innovations. Each specific objective translates into a task in the research process (Figure 2).

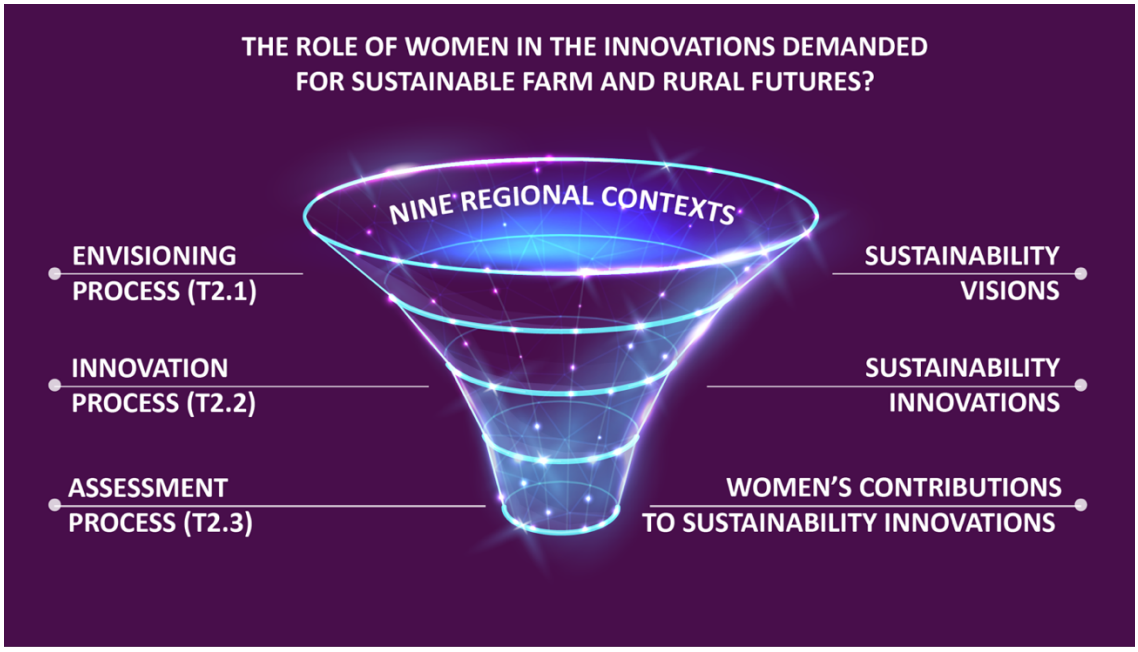

Figure 2. Specific objectives and tasks of WP2.

Specifically, T2.1 aims to identify a rich set of manifestations of sustainable farm and rural futures. Observing the diversity of sustainability problems and challenges in various types of areas, there should be quite a large set of both sustainability problems and visions addressing them. Some characteristics of a vision and envisioning will be briefly discussed next before explaining the approach and methodology to create them.

VISION

A vision is a description of the state of affairs in some specific time in the future. Visions can be created by private persons and various kinds of organisations (firms, municipalities, states, international organisations). Visions are normative in character as they manifest a desirable state of the future is some specific topic (e.g. mobility system) and/or spatial entity (e.g. country).

There are several methods for creating visions as, for example, morphological analysis, Delphi methods, trend analysis and various participatory workshop methods (Glenn and Gordon 2009, Heinonen et al. 2017, Levitas 2013). Production and organisation of the elements of the vision often involve co-creation.

A vision can be a powerful tool to organise concerted action toward desirable future. For that end, the vision should be inspiring, engaging, guiding and empowering – it should set up a guiding star to a group of actors who feel they are entitled and excited to reach for it. In order to serve that purpose, the vision should be focused as too general or extensive visions tend to be flat and uninteresting.

1.2 APPROACH

On the way toward being able to specify visions for sustainable farm and rural futures, some tricky concepts must be employed: sustainability and rural, for example. These concepts host a large diversity of definitions and manifestations. A rather straightforward approach is needed to be able to engage diverse stakeholders into a role of an informant: they lack scientific education and dislike jargon.

SUSTAINABILITY

Following this line of reasoning, sustainability as the core topic of the visions was defined as a negation starting with non-sustainable state of affairs. While diverse stakeholders will find it difficult to describe a sustainable state of affairs in the future (as even scientists do not agree on such), they probably find it easier to describe contemporary sustainability problems or challenges in the region. After this, there is an anchor to the sustainability visions in which these problems have been addressed or removed. It is empirically feasible to consider ‘future sustainable’ as ‘more sustainable than in the present’ and define the concept by means of addressing current sustainability problems. Each improvement that addresses contemporary sustainability issues is a step toward ‘sustainable’.

Looking at the other alternative of stepping directly into ‘sustainable future’ would face also more fundamental problems than stakeholder engagement. Sustainability is a tricky concept as it evolves over time and hosts several alternatives between ‘sustainable’ and ‘non-sustainable’. After 10–20 years of advances in science, technology and knowledge, our understanding of the extremes of the continuum will differ from the present.

Sustainability is a journey (Elkington, 1997). It is easier to start this kind of a journey from a familiar station rather than from the distant endpoint beyond horizon.

Besides the sustainability issues itself, also timespan is important. If the sustainability transition (Loorbach et al., 2017) was considered to be a transformation of the existing food, energy, settlement, transportation etc. systems, it was a systemic change. While transition implies a 'change in the underlying structures' (Svensson and Nikoleris, 2018: 472), these elements are different from today. If sustainability was considered to be just an incidental improvement in some practice and process, it was a stand-alone invention or innovation. The first one takes decades to happen, the second one may take place in months or years. As the general objective of FLIARA project is to find ways in women's involvement and contribution to (more) sustainable futures, the first approach is emphasised in WP2: the approach of sustainability transition or even transformation (Hölscher et al., 2018). For this reason, the time span for the visions should be long enough, possibly 15–20 years rather than 5–10 years.

RURAL

Taking a long-term approach (15–20 years) and solutions to the contemporary sustainability problems as the underpinnings of the visions, there is still the tricky concepts of 'rural' to be defined. Manifestations of sustainable farms and rural areas are not similar across Europe due to differences in land use, economic structure, population density, accessibility, endowment of natural resources and socio-cultural institutions, among other things. Thus, it is necessary to create visions manifesting sustainability transitions related to farms and rural economies and communities in several rural contexts across Europe.

For this purpose, four broad regional contexts were (pre)selected in the project plan: Atlantic, Central/Eastern, Nordic/Baltic and Mediterranean (Figure 3). The regional and national contexts for the visions are largely based around clustering of EU countries in macro-regional groups in European networks (ENRD, 2021) and EC funded projects (e.g. LIAISON) as a geographic basis for cooperation and learning exchanges. Within these four regional contexts, nine national contexts will be selected; these locate in Germany, Ireland and The Netherlands (Atlantic); Czech Republic and Slovenia (Central/Eastern); Finland and Sweden (Nordic/Baltic) as well as Italy and Spain (Mediterranean). Using regional groupings of EU countries ensures a diverse yet balanced geography is represented. These national contexts bring in a large diversity of rural areas and farming types, from year-round green areas to half-year snow covered areas and from farm vineyard farms to reindeer husbandry.

Figure 3. Regional and national contexts for the sustainability visions.

Finding a feasible geographical scope for the visions is a challenge. While, on the one hand, it is important to include not only different socio-economic and bio-physical contexts in general, on the other hand, it is also important to include different types of rural areas. Sustainability visions and innovations on urban-adjacent areas are expectedly different from community-oriented rural villages and remote rural areas dominated by farming.[2] In all countries, these three types of rural areas do exist. Selection of a certain type of rural area comes with certain types of sustainability challenges and visions to resolve them. Further on, sustainability innovations serving the visions take place in varying scales and networks. Some business innovations may be farm specific whereas some social innovations may involve a large regional network of actors: research and

[2] These three types of rural areas were successfully used in H2020 RURALIZATION project as destinations for the futures dreams of young people, see https://ruralization.eu/wp-content/uploads/2022/10/D4.3-Inventory-of-futures-dreams-by-the-youth-technical-report.pdf

advisory organisations, entrepreneurs, educational organisations, NGOs etc. If the geographical scope for the visions is too small, there is a risk that certain types of innovations will be ruled out from the outset. To observe all these aspects, the matrix presented in Table 1 will be used to define the geographical regions for which the visions will be designed. In this way, four types of broad socio-economic and bio-physical contexts, nine national contexts and three types of rural contexts will be covered.

Table 1. Matrix with four broad regional contexts, nine national contexts and three dimensions of the rural contexts.

Regional context	National context	Rural context
Atlantic	Germany	Rural village
Atlantic	Ireland	Remote rural area
Atlantic	The Netherlands	Rural area close to city
Central/Eastern	Czech Republic	Rural village
Central/Eastern	Slovenia	Rural area close to city
Nordic/Baltic	Finland	Remote rural area
Nordic/Baltic	Sweden	Rural area close to city
Mediterranean	Italy	Rural village
Mediterranean	Spain	Remote rural area

Based on these conceptual underpinnings and the objective, it has been possible to design a general approach to accomplish the study mission. More detailed methodology will be explained next, before proceeding to the results.

2. METHODOLOGY

Overview of the methodology to create sustainability visions interactively with relevant stakeholders is described in Figure 4. The process starts with the identification of the geographical area in each country, followed by involvement of the stakeholders and reporting of the findings and, finally, closed by analysis and reporting of the results (deliverable). Each stage of the process will be briefly discussed.

Figure 4. The research process in Task 2.1.

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GEOGRAPHICAL AREAS

Each partner defined the study area based on the typology presented in Table 1. Iteration of feasible geographical scope was important, for example, to be able to observe a set of sustainability issues that were typical for the specific type of area and, at the same time, to have enough stakeholders to serve as informants in the study. The type of the area was the key and could include several small adjacent areas of a same type (e.g. rural villages). As the results will later show, sustainability challenges and visions differ by type of area. Type of the area has proven to be a feasible way to define various types of rural contexts than larger regions, because for example a predominantly rural NUTS3 level region may contain large cities, small villages and very remote areas at the same time. Table 2 reports the main characteristics of the nine areas.

Rural areas close to city are located in the Netherlands, Slovenia and Sweden. Population base has been increasing during the past 10 years in all three areas. Rural villages are located in Czech Republic, Germany and Italy. They have faced slightly decreasing, stable or slightly increasing population change. Remote rural areas are located in Finland, Ireland and Spain (Canary Islands). Except for the archipelago of Canary Islands, they have a low population density but face divergent population dynamics. Figures 5–13 summarise the main characteristics of each region beyond the basic statistics.

Table 2. Characteristics of the nine rural contexts.

Indicator	Czech Republic	Finland	Germany	Ireland	Italy	Netherlands	Slovenia	Spain	Sweden
Name of the region	Kyjov area	Elävä Kainuu LEADER area	Havelland	Connemara Region, Galway, West of ireland	Rural villages of Riviera dei Cedri	Alblasserwaard	Local Action Group area Srce Slovenije/Heart of Slovenia	Canary Islands	Växjö municipality
Status of the region	Municipality	Group of five municipalities: Hyrynsalmi, Kuhmo, Ristijärvi, Sotkamo, Suomussalmi	Group of municipalities	NUTS 3 region	Group of three municipalities: Santa Maria del Cedro, Grisolia, Diamante	Rural and urban areas	Group of six muncipalities: Dol pri Ljubljani, Kamnik, Litija, Lukovica, Moravče and Šmartno pri Litiji	NUTS 2 region (2 provinces)	Municipality
Population (year)	32,233 (2021)	28,277 (2022)	20,420 (2019)	32,000 (2022)	12,250 (2022)	166,978 (2022)	68,900 (2020)	2,260,000 (2022)	97,137 (2022)
Land area, km^2	248	15,001	391	2,000.	82	257	752	7,447	1,914
Population density, inhabitants/km^2	130	2	52	16	149	650	92	303	51
Population change during last 10 years	Slightly decreasing	Decreasing	Slightly increasing	Slightly increasing	Stable	Increasing	Increasing	Increasing	Increasing
Economic structure, %	Primary 4%, secondary 41%, tertiary 54%	Primary 9%, secondary 28%, tertiary 63%	Primary 4%, secondary 26%, tertiary 70%	Not available	Primary 12%, secondary 18%, tertiary 70%	Not available	Not available	75% tertiary (especially tourism)	Primary 8 %, secondary 21 %, tertiary 71 %
Distance to nearest city, km	53 km (Brno)	200 km (Oulu)	20–50 km	53 km (Galway)	77 km (Cozensa)	5 km	20 km	0 km	0 km
Type of study area	*Rural villages*	*Remote rural area*	*Rural villages*	*Remote rural area*	*Rural villages*	*Rural area close to city*	*Rural area close to city*	*Remote rural area*	*Rural area close to city*

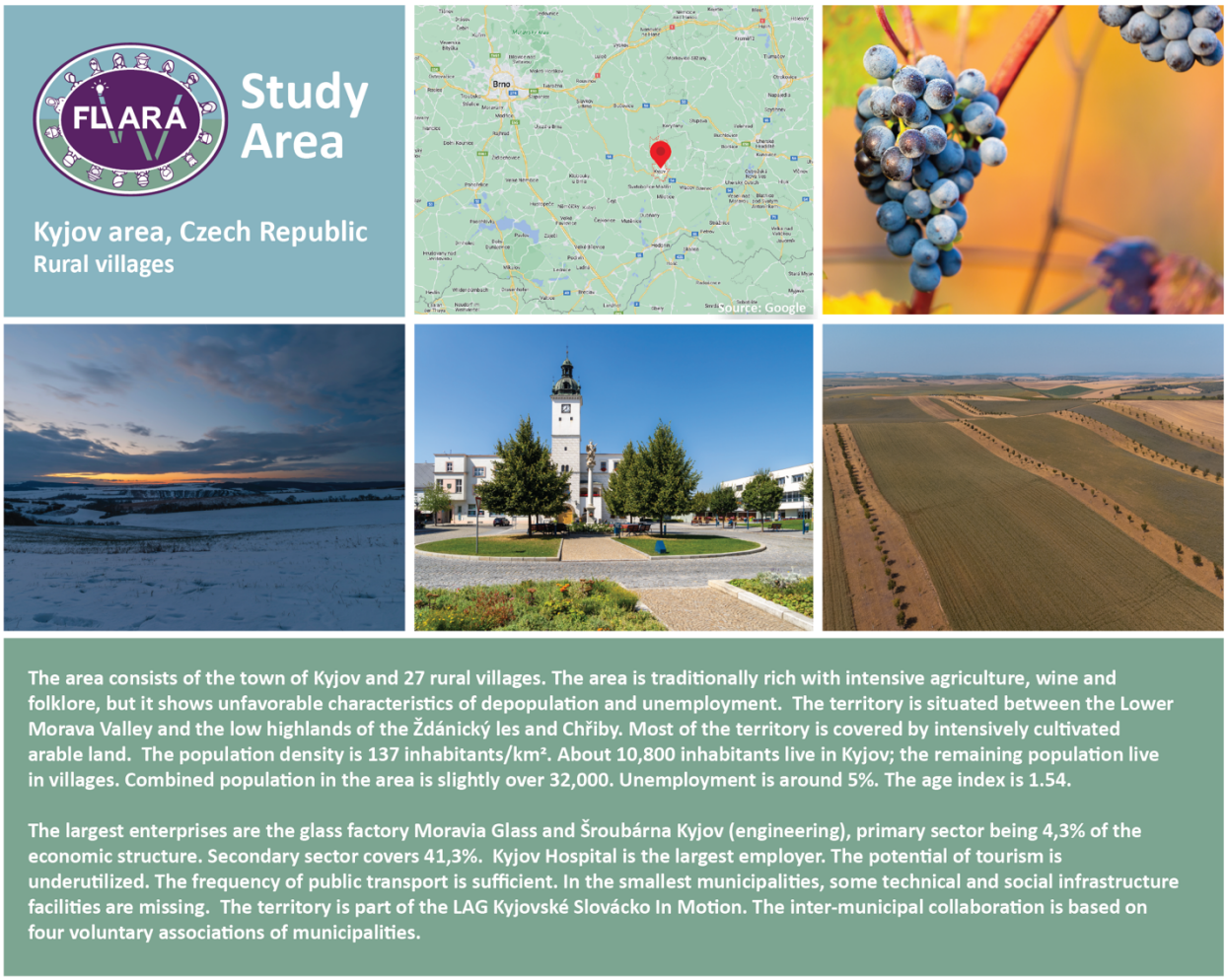

Figure 5. Characteristics of Kyjov area, Czech Republic.

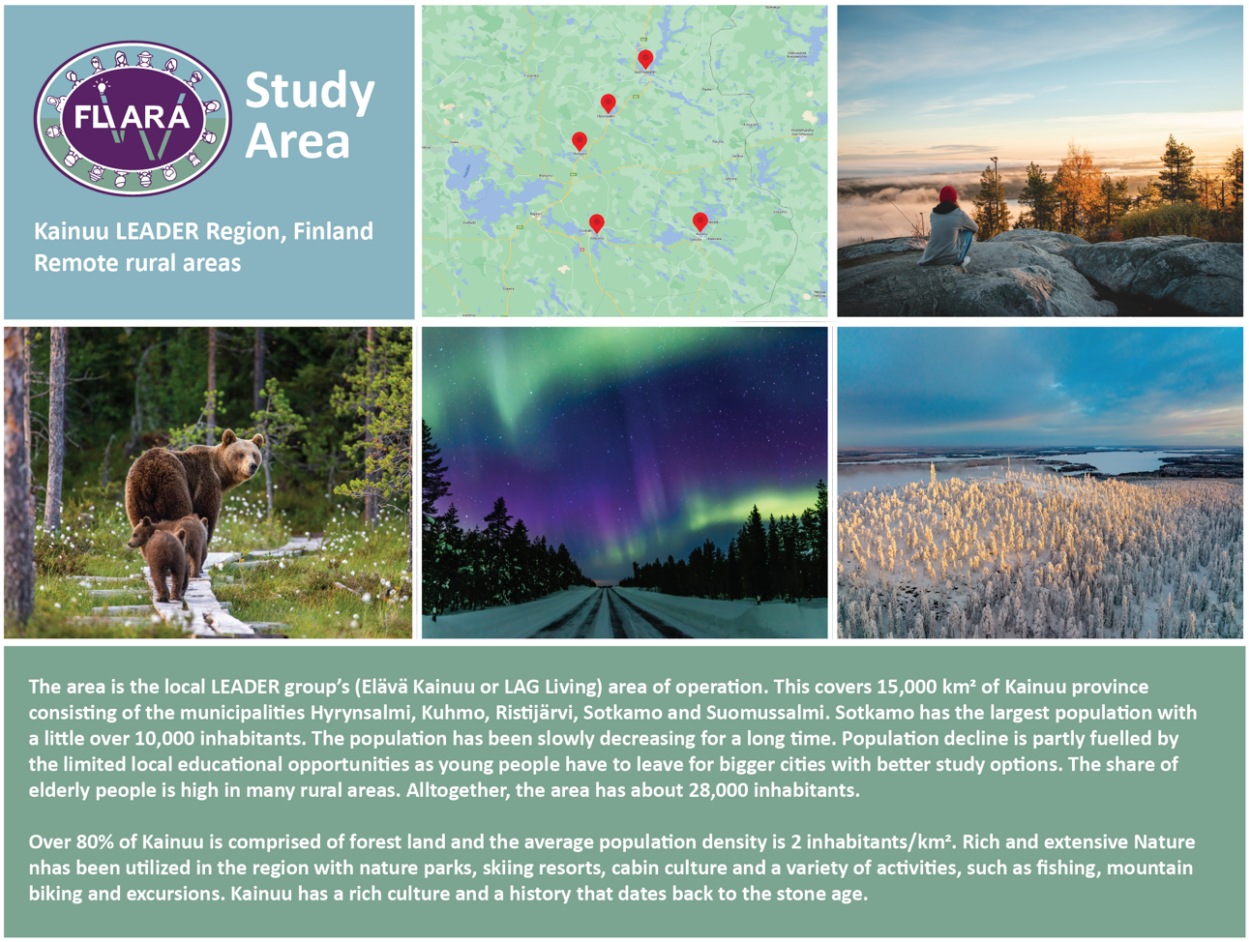

Figure 6. Characteristics of Kainuu LEADER Region, Finland.

Figure 7. Characteristics of Rhinluch/Havelluch, Germany.

Figure 8. Characteristics of Connemara Region, Ireland.

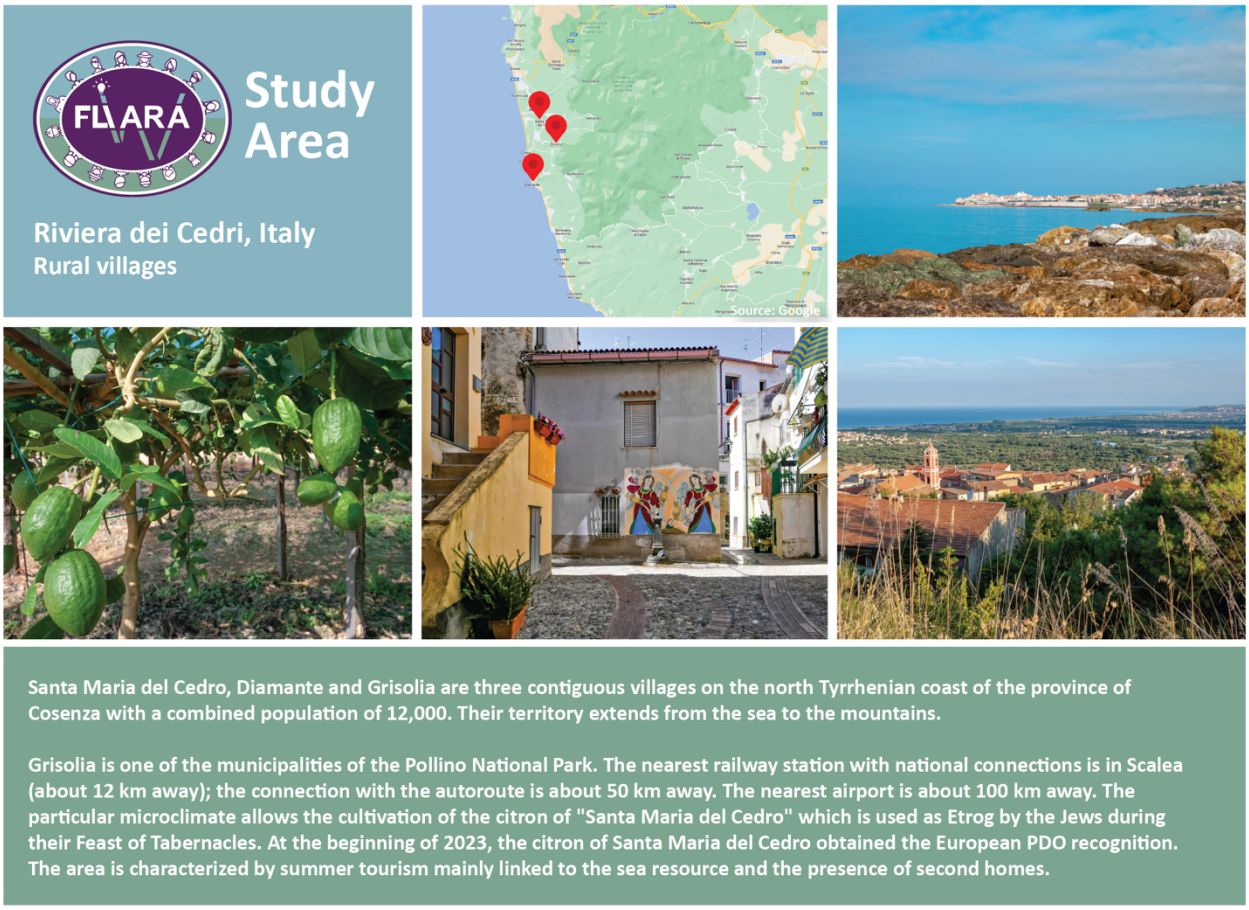

Figure 9. Characteristics of rural villages of Riviera dei Cedri, Italy.

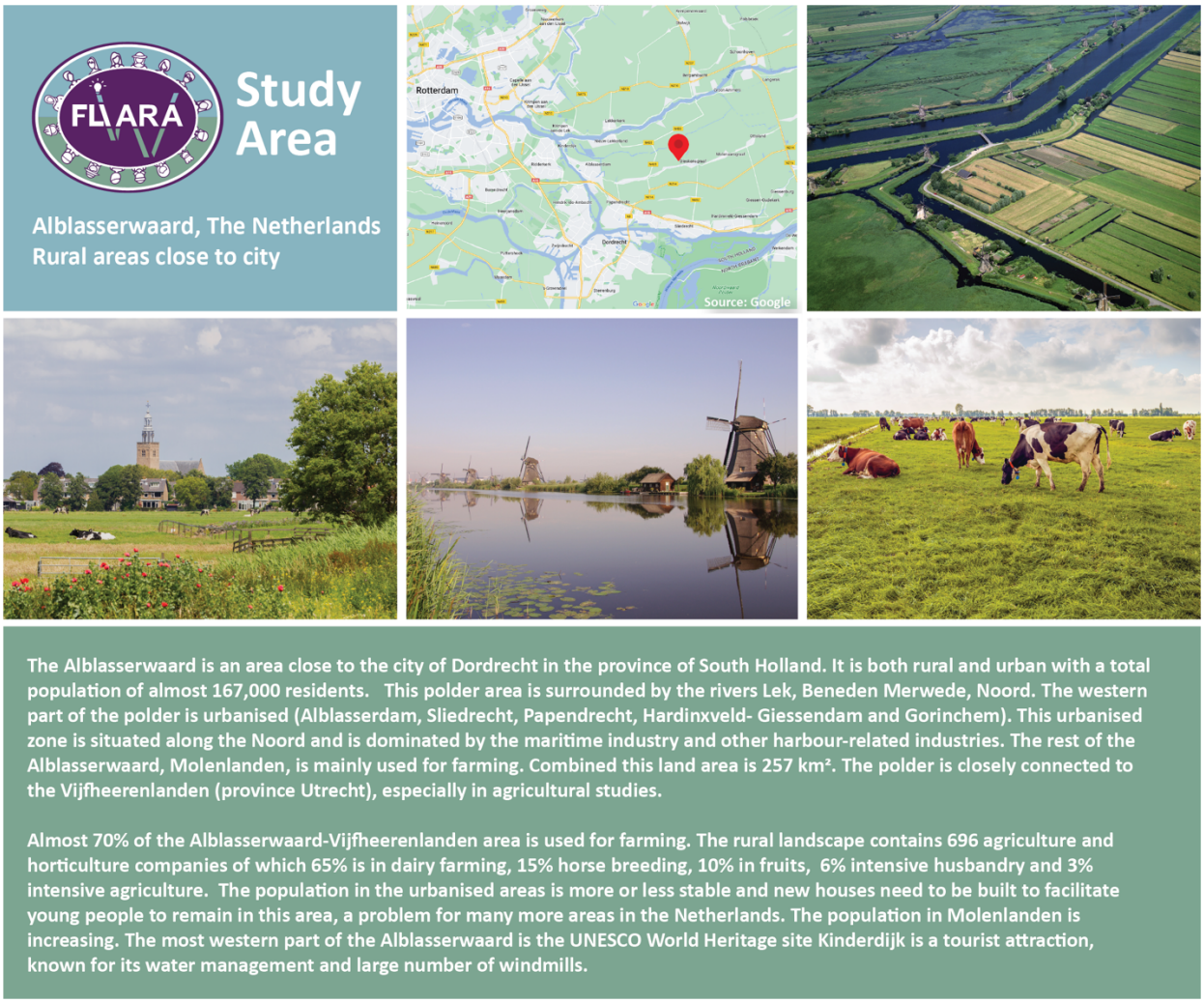

Figure 10. Characteristics of Alblasserwaard, The Netherlands.

Figure 11. Characteristics of LAG Srce Slovenije, Slovenia.

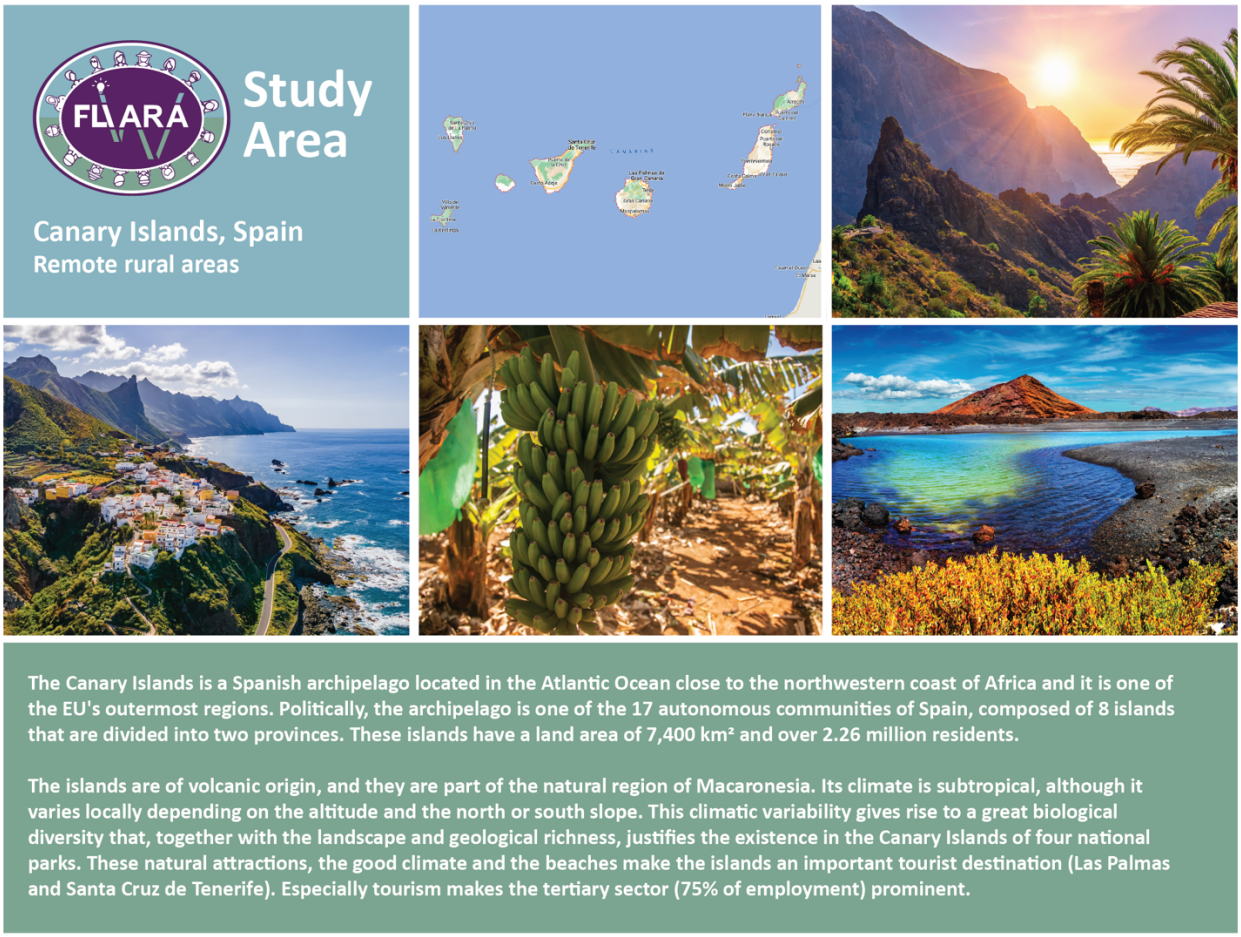

Figure 12. Characteristics of Canary Islands, Spain.

Figure 13. Characteristics of Växjö municipality, Sweden.

STAKEHOLDERS

Different types of areas host different types of relevant stakeholders. If the region is, for example, a rural village, the relevant stakeholders having capacities to plan for the future of the village may include local farmers and entrepreneurs, local policy makers, active citizens as well as representatives of various NGOs, development or advisory organisations, research and educational organisations and LEADER groups but also representatives of regional or national administration and policy making having intimate knowledge of the village. Diversity of stakeholders results in diversity of visions. Table 3 describes the group of 93 stakeholders who were interviewed or participated the workshops.

As the table shows, there is a wide range of diversity of stakeholders which yield very interesting and fruitful results. There was a good set of stakeholders from all regions and

the most important indicator of rural context – type of the area – showed equal representation of rural areas close to city, rural villages and remote rural areas. About 62% of the stakeholders were women and 38% were men. Regarding the organisational background, 13 types or groups were represented and several actor groups that are important for the rural development were well represented (e.g. farmers and entrepreneurs, development and advisory organisations, LEADER groups, local policy makers and various NGOs. As such, the profile of the informants is well balanced.

Table 3. Background information of the stakeholders.

	Count	%
Country and region:		
Czech Republic: Kyjov area	11	12
Finland: Kainuu LEADER region	5	5
Germany: Rhinluch/Havelluch	4	4
Ireland: Connemara region	11	12
Italy: Rural villages of Riviera dei Cedri	18	19
The Netherlands: Ablasserwaard	8	9
Slovenia: LAG Scre Slovenije	11	12
Spain: Canary Islands	13	14
Sweden: Växjö municipality	12	13
Type of the area in which stakeholder role is exercised:		
Rural area close to city	31	33
Rural village	33	36
Remote rural area	29	31
Gender:		
Female	58	62
Male	35	38
Organisation represented:		
Development or advisory organisation	17	18
Educational organisation	5	5
Farmer or entrepreneur	17	18
LEADER group	11	12
Local policy maker	8	9
NGO with civic focus	8	9
NGO with economic focus	1	1
NGO with environmental focus	1	1
Other organisation	7	8
Private person	4	4
Professional organisation	5	5
Regional or national administration	5	5
Research organisation	4	4
TOTAL	**93**	**100**

INTERVIEWS OR WORKSHOPS

The target number of visions per region was 10. A number of options were outlined to achieve this target: by organising workshops and/or by making personal interviews (either option was open to the specific stakeholders) – both physical or online events were optional, depending on the most promising possibilities to participate in each case. Workshop processes tend to reduce diversity, and for this reason it was recommended to have also personal interviews, some of them with women in order not to exclude a specific female perspective on the sustainability issues. In a workshop, maybe two visions could potentially be crafted per group whereas in a personal interview one is enough (but two could have be carried out).

As a result, 56% of the stakeholders participated in personal interviews and 44% participated in workshops. As much as 73% attended in physical interviews or workshops and 27% participated online.

FLIARA Vision Cards (Annex 1) were provided for the participants for inspiration before the workshop, including empty cards for new ideas. The actual envisioning session started with a brief introduction to the FLIARA project and the purpose of the envisioning process; also a consent form was signed by the informants (Annex 2), asserting full anonymity of the stakeholders. Then, the participants of each workshop group or the interviewee identified (and agreed on) 3–4 most important sustainability problems related to farms and rural areas in the region, for example in the particular village. If the session was a personal interview, the person was asked to craft a vision that removed most of these problems. If the session was a workshop, the participants were allocated to groups to craft visions that removed some of the problems. Two consecutive sessions could be organised (i.e. two visions per group), starting with new problems to be addressed and proceeding to design of a new vision.

The visions were created by grouping together elements of the vision that addressed the sustainability issues. Each vision was given a name. For the online sessions, a Google Jamboard template was used and by using this software, the interviewer and the interviewee could share the same view and could interactively and simultaneously agree on the output. In a physical session, a whiteboard worked in the same way.

The data was stored in excel files and analysed by means of conventional content analysis, which is the only feasible way to compress a large number of open (text) responses (Hsieh and Shannon 2005). Conventional content analysis means that the categories will be iterated and decided from the data (no predefined categories). The coding was cross-checked, i.e. it was done by one researcher and checked by another and the conflicting cases were discussed and decided together.

3. RESULTS

The results of the interviews and workshops include sustainability problems and visions that have resolved these problems.

3.1 SUSTAINABILITY PROBLEMS TO BE ADDRESSED

Altogether, 322 sustainability problems or challenges were identified in the interviews and workshops. By means of content analysis, these could be organised into 27 categories (Figure 14). The most frequently mentioned problem was a lack of infrastructure, facilities, local services, amenities and activities (9%), followed by lack of social capital, cohesion and communality (9%). Inefficient, distant and/or bureaucratic policies (7%) had also a high rank among the problems. Other common problems included selective population decline (e.g. young, women, educated; 6%), lack of economic diversification, restructuring and jobs (6%), inequality: gender, social and /or regional 5%, urban and/or growth bias in sustainability discourses and solutions (5%) and limited availability of feasible accommodation in terms of houses and/or prices (5%).

Taking a higher level of abstraction, it is possible to see four rural sustainability issues (Figure 15). First, the negative structural spiral arising from (selective) population decline, deteriorating infrastructure and local services, increasing problems to run profitable businesses and find successors etc. This set of problems covers roughly one third of all identified sustainability problems in the nine areas.

Second, the negative structural spiral goes hand in hand with social problems: shrinking social capital, increasing inequality in many forms, marginalisation of local culture and traditions, lock-ins and lack of capacity for renewal, passivity and inability to bring forward positive aspects of rural life. This set of problems covers about one third of all problems.

Third, interventions, incentives and expectations by the society were considered inappropriate, inadequate or biased. These problems covered about one fifth of all sustainability issues and could lead to intensification of the problems or inability to address them. The policies could be inefficient, distant and/or bureaucratic, there could be an urban and/or growth bias in sustainability discourses and solutions – besides the lack of sustainability wisdom, the environmental regulations have dual impacts on rural areas and livelihoods (conservation vs. restrictions) and farming evidently faces mixed expectations.

Fourth, about one tenth of the problems were related to specifically environmental problems: unsustainable land management practices, environmental damages caused by agriculture, water management problems (scarcity, droughts, floods, erosion) and harmful consumption patterns.

Taking still a higher level of abstraction, it is possible to see that about 32% of the sustainability problems are primarily economic in character, 23% are socio-cultural, 22% are political, 16% are demographic and 8% are environmental. Looking at the next step,

where a large diversity of sustainability innovations will be teased out in Deliverable 2.3, this is an encouraging result as sometimes sustainability is reduced into environmental issues only.

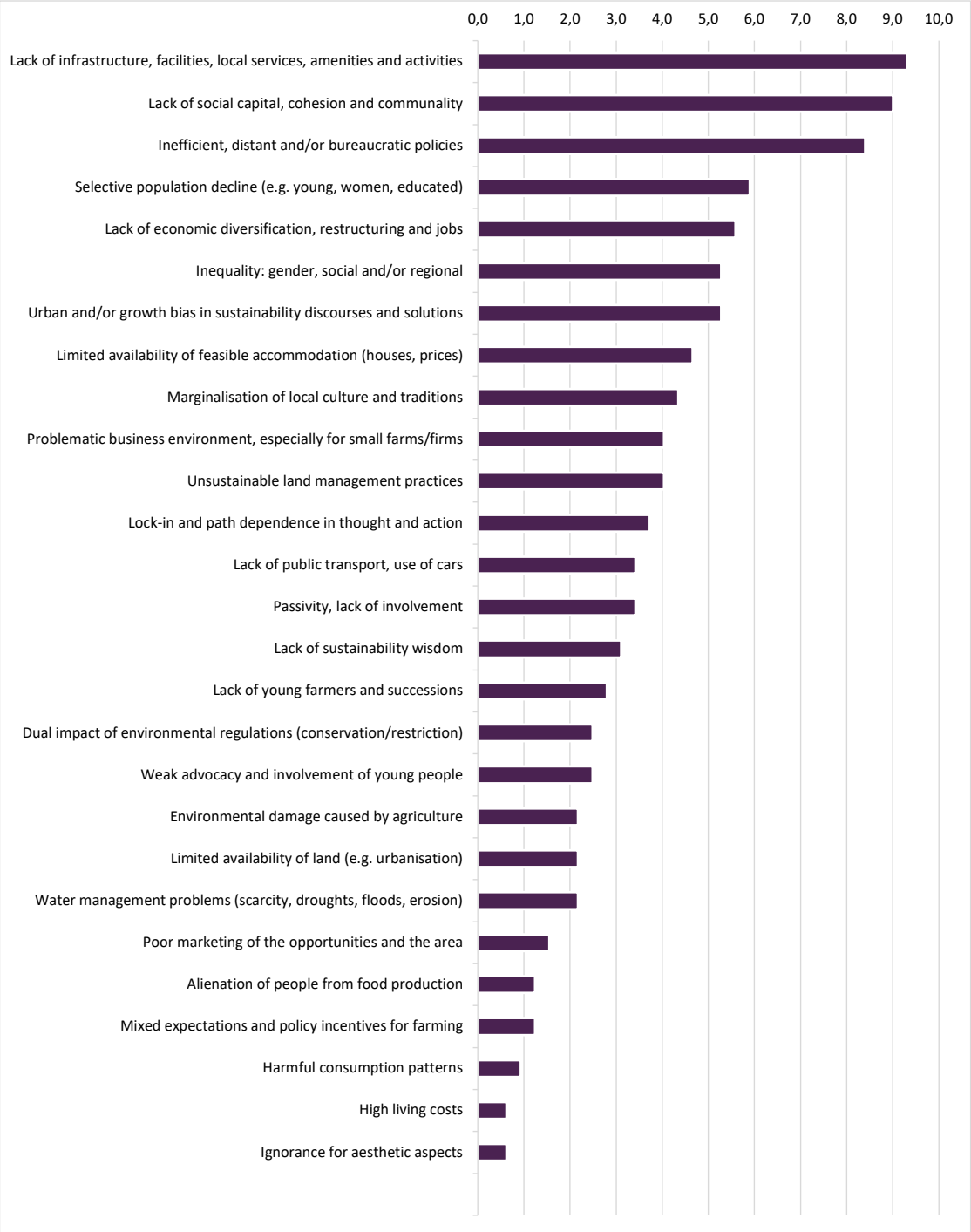

Figure 14. Main types of sustainability problems identified in the nine regions, % (n=322).

Figure 15. Main types of sustainability problems in the nine areas.

As expected, there were statistically significant differences in the problems among different types of areas (Pearson Chi-Square test). In rural areas close to city, urban and/or growth bias in sustainability discourses and solutions was by far more common than in other types of areas (Table 4). Urban land use planning principles and conservation policies spill over to adjacent rural areas without being necessarily suitable, feasible or socially acceptable in the rural context. Also lack of public transportation and necessity to use cars was the more common problem in these types of areas than in rural villages or remote rural areas.

Sustainability problems that were more common in rural villages than in the other types of areas included unsustainable land management practices (leading to environmental and social problems), poor marketing of the opportunities of the area (leading to economic and demographic losses) and environmental damage caused by agriculture (in villages a lot of people may live next to farming areas).

Remote rural areas suffered from several sustainability problems in comparison to the other types of areas. These included the dual impact of environmental regulations (conservation vs. restrictions), lack of economic diversification, restructuring and jobs, selective population decline (e.g. young, women, educated), lack of infrastructure, facilities, local services, amenities and activities as well as marginalisation of local culture and traditions.

As could be seen, sustainability problem profiles of the different types of areas are partly different. At the other extreme, there were sustainability problems that were more or less

as common in all types of areas. These included, for example, inequality, passivity and lack of involvement as well as lack of sustainability wisdom (e.g. awareness about the differences between ecological vs. conventional farming and renewable vs. fossil energy).

Table 4. Main types of sustainability problems by type of area.

Sustainability problem	Rural area close to city	Rural village	Remote rural area	Total
Lack of infrastructure, facilities, local services, amenities and activities	7,7	7,8	11,3	9,3
Lack of social capital, cohesion and communality	7,7	9,1	9,9	9,0
Inefficient, distant and/or bureaucratic policies	9,6	6,5	8,5	8,4
Selective population decline (e.g. young, women, educated)	1,0	7,8	8,5	5,9
Lack of economic diversification, restructuring and jobs	1,9	5,2	8,5	5,6
Inequality: gender, social and/or regional	5,8	5,2	5,0	5,3
Urban and/or growth bias in sustainability discourses and solutions	10,6	1,3	3,5	5,3
Limited availability of feasible accommodation (houses, prices)	4,8	2,6	5,7	4,7
Marginalisation of local culture and traditions	1,9	3,9	6,4	4,3
Problematic business environment, especially for small farms/firms	4,8	5,2	2,8	4,0
Unsustainable land management practices	3,8	10,4	0,7	4,0
Lock-in and path dependence in thought and action	5,8	0,0	4,3	3,7
Lack of public transport, use of cars	5,8	3,9	1,4	3,4
Passivity, lack of involvement	2,9	3,9	3,5	3,4
Lack of sustainability wisdom	2,9	3,9	2,8	3,1
Lack of young farmers and successions	1,0	3,9	3,5	2,8
Dual impact of environmental regulations (conservation/restriction)	0,0	0,0	5,7	2,5
Weak advocacy and involvement of young people	3,8	1,3	2,1	2,5
Environmental damage caused by agriculture	2,9	5,2	0,0	2,2
Limited availability of land (e.g. urbanisation)	3,8	1,3	1,4	2,2
Water management problems (scarcity, droughts, floods, erosion)	2,9	3,9	0,7	2,2
Poor marketing of the opportunities and the area	0,0	5,2	0,7	1,6
Alienation of people from food production	1,9	1,3	0,7	1,2
Mixed expectations and policy incentives for farming	1,9	0,0	1,4	1,2
Harmful consumption patterns	1,9	1,3	0,0	0,9
High living costs	1,9	0,0	0,0	0,6
Ignorance for aesthetic aspects	1,0	0,0	0,7	0,6
Total, %	**100,0**	**100,0**	**100,0**	**100,0**
Total, n	**104**	**77**	**141**	**322**

NOTE: Above average shares highlighted.

Adopting a more abstract perspective, rural areas close to city were characterised by economic and socio-cultural sustainability problems, whereas rural villages were characterised by demographic, environmental and socio-cultural sustainability problems. Remote rural areas were characterised by demographic, environmental and political problems (Table 5). The most striking differences included the high prevalence of socio-cultural problems in rural villages and economic problems in rural areas close to city. Based on these results, it could be expected that also the sustainability visions and their elements would differ among various types of areas.

Table 5. Dimensions of sustainability problems by type of area.

Sustainability problems	Rural area close to city	Rural village	Remote rural area	Total
Demographic problems	3,8	19,5	22,7	15,8
Economic problems	40,4	20,8	31,2	31,7
Environmental problems	5,8	9,1	8,5	7,8
Political problems	19,2	15,6	27,7	22,0
Socio-cultural problems	30,8	35,1	9,9	22,7
Total, %	**100,0**	**100,0**	**100,0**	**100,0**
Total, n	**104**	**77**	**141**	**322**

NOTE: Above average shares highlighted.

Logically, there were also differences in the country profiles of the sustainability problems (Tables 6–7). As the focus of analysis is on the various types of rural areas rather than on the national profiles, these differences are not particularly relevant. Their significance is also lessened due to the rather low numbers of observations in the countries. As the sustainability innovations addressing sustainability issues will be developed in each country, these provide relevant information for that process (Deliverable 2.3). As could be expected based on previous studies, for example, demographic problems were most common in Finland and Spain. Economic problems were most common in Ireland and Sweden and environmental problems in Spain. Political problems were most common in the Netherlands, Germany and Ireland and socio-cultural problems in Slovenia, Germany and Italy.

As these results are based on a very small number of informants, they cannot be generalised in any way – their role is just to serve as a starting point for the next steps in the study and bring forward a diversity of problems that are considered important in various rural contexts.

Table 6. Main types of sustainability problems by country.

Sustainability problem	Czech Republic	Finland	Germany	Ireland	Italy	Netherlands	Slovenia	Spain	Sweden	Total
Alienation of people from food production	0,0	0,0	0,0	0,0	6,3	0,0	4,3	6,3	2,5	1,2
Dual impact of environmental regulations (conservation/restriction)	0,0	0,0	0,0	9,0	0,0	0,0	0,0	0,0	0,0	2,5
Environmental damage caused by agriculture	8,3	0,0	0,0	0,0	0,0	2,4	4,3	0,0	2,5	2,2
Harmful consumption patterns	0,0	0,0	7,7	0,0	0,0	0,0	0,0	0,0	5,0	0,9
High living costs	0,0	0,0	0,0	0,0	0,0	2,4	0,0	0,0	2,5	0,6
Ignorance for aesthetic aspects	0,0	0,0	0,0	0,0	0,0	0,0	0,0	6,3	2,5	0,6
Inefficient, distant and/or bureaucratic policies	4,2	5,6	7,7	9,0	12,5	24,4	0,0	12,5	0,0	8,4
Inequality: gender, social and/or regional	6,3	11,1	0,0	3,4	6,3	4,9	0,0	0,0	10,0	5,3
Lack of economic diversification, restructuring and jobs	8,3	8,3	0,0	10,1	0,0	0,0	8,7	0,0	0,0	5,6
Lack of infrastructure, facilities, local services, amenities and activities	10,4	13,9	7,7	10,1	0,0	4,9	8,7	12,5	10,0	9,3
Lack of public transport, use of cars	0,0	2,8	15,4	1,1	6,3	4,9	8,7	0,0	5,0	3,4
Lack of social capital, cohesion and communality	6,3	2,8	30,8	14,6	0,0	7,3	17,4	0,0	2,5	9,0
Lack of sustainability wisdom	0,0	0,0	0,0	3,4	18,8	2,4	4,3	6,3	2,5	3,1
Lack of young farmers and successions	0,0	0,0	0,0	3,4	18,8	0,0	4,3	12,5	0,0	2,8
Limited availability of feasible accommodation (houses, prices)	4,2	0,0	0,0	9,0	0,0	12,2	0,0	0,0	0,0	4,7
Limited availability of land (e.g. urbanisation)	2,1	0,0	0,0	1,1	0,0	4,9	4,3	6,3	2,5	2,2
Lock-in and path dependence in thought and action	0,0	8,3	0,0	3,4	0,0	0,0	4,3	0,0	12,5	3,7
Marginalisation of local culture and traditions	4,2	5,6	0,0	6,7	6,3	2,4	4,3	6,3	0,0	4,3
Mixed expectations and policy incentives for farming	0,0	0,0	0,0	2,2	0,0	2,4	0,0	0,0	2,5	1,2
Passivity, lack of involvement	4,2	5,6	7,7	3,4	0,0	2,4	8,7	0,0	0,0	3,4
Poor marketing of the opportunities and the area	6,3	0,0	7,7	0,0	0,0	0,0	0,0	6,3	0,0	1,6
Problematic business environment, especially for small farms/firms	8,3	0,0	0,0	3,4	0,0	2,4	0,0	6,3	10,0	4,0
Selective population decline (e.g. young, women, educated)	10,4	25,0	7,7	1,1	0,0	0,0	0,0	12,5	2,5	5,9
Unsustainable land management practices	8,3	0,0	7,7	1,1	18,8	4,9	4,3	0,0	2,5	4,0
Urban and/or growth bias in sustainability discourses and solutions	2,1	8,3	0,0	2,2	0,0	2,4	13,0	0,0	17,5	5,3
Water management problems (scarcity, droughts, floods, erosion)	6,3	0,0	0,0	0,0	0,0	4,9	0,0	6,3	2,5	2,2
Weak advocacy and involvement of young people	0,0	2,8	0,0	2,2	6,3	7,3	0,0	0,0	2,5	2,5
Total, %	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**
Total, n	**48**	**36**	**13**	**89**	**16**	**41**	**23**	**16**	**40**	**322**

NOTE: Above average shares highlighted.

Table 7. Dimensions of sustainability problems by country.

Sustainability problems	Czech Republic	Finland	Germany	Ireland	Italy	Netherlands	Slovenia	Spain	Sweden	Total
Demographic problems	10,1	66,7	0,0	0,0	0,0	0,0	0,0	50,0	10,0	15,8
Economic problems	8,1	0,0	0,0	44,9	25,0	39,0	34,8	25,0	45,0	31,7
Environmental problems	4,7	0,0	0,0	9,0	0,0	0,0	0,0	25,0	15,0	7,8
Political problems	2,0	16,7	38,5	37,1	25,0	39,0	0,0	0,0	10,0	22,0
Socio-cultural problems	7,4	16,7	61,5	9,0	50,0	22,0	65,2	0,0	20,0	22,7
Total, %	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
Total, n	**148**	**36**	**13**	**89**	**16**	**41**	**23**	**16**	**40**	**322**

NOTE: Above average shares highlighted.

3.2 SUSTAINABILITY VISIONS AND THEIR ELEMENTS

The envisioning process in the interviews consisted of the choice of the problem and elaboration of the vision addressing it. These will be discussed next.

PROBLEMS

After identification of diverse sustainability problems and challenges, the most important of these (or two, if there was time for it) were chosen to be the one to be addressed in the vision. The 109 identified issues are presented in Table 8. As the list is based on the assessment done by the informants, it is a top-list of rural sustainability problems in the nine contexts, however, due to small number of respondents, it is not a representative sample. The most common issues were lack of infrastructure, facilities, local services, amenities and activities as well as lack of social capital, cohesion and communality. These were followed by selective population decline, problematic policies, lack of sustainability wisdom and marginalisation of local culture and traditions. These issues ranked highly among the sustainability problems that were identified.

What was surprising was that a number of common sustainability problems were ranking quite low in the list of selected problems. These included, for example, inequality, urban and/or growth bias, limited availability of accommodation, and dual impact of environmental regulation. The stakeholders evidently considered these problems common but not that significant. Conversely, some problems had a much higher rank in the list of selected problems than in the list of all problems. These included, for example, alienation of people from food production, ignorance for aesthetic aspects, lack of sustainability wisdom as well as mixed expectations and incentives for farming. These problems were considered significant even though they were not that common. This opens up an interesting view on the assessment of importance of various sustainability issues – what is a common problem and what is an important problem may differ quite a lot in the minds of the stakeholders.

Demographic problems were most common in remote rural areas, economic and environmental problems in remote rural areas and rural areas close to city, political problems in rural areas close to city and rural villages and finally socio-cultural problems in rural villages (Table 9). This, again, demonstrates that context is an important key to specific sustainability problems and their solutions.

Table 8. Selected sustainability problems.

Sustainability problem	Count
Lack of infrastructure, facilities, local services, amenities and activities	11
Lack of social capital, cohesion and communality	11
Selective population decline (e.g. young, women, educated)	9
Inefficient, distant and/or bureaucratic policies	8
Lack of sustainability wisdom	8
Marginalisation of local culture and traditions	7
Unsustainable land management practices	6
Lack of economic diversification, restructuring and jobs	5
Lack of public transport, use of cars	5
Alienation of people from food production	4
Lack of young farmers and successions	4
Passivity, lack of involvement	4
Water management problems (scarcity, droughts, floods, erosion)	4
Environmental damage caused by agriculture	3
Lock-in and path dependence in thought and action	3
Mixed expectations and policy incentives for farming	3
Weak advocacy and involvement of young people	3
Ignorance for aesthetic aspects	2
Limited availability of land (e.g. urbanisation)	2
Problematic business environment, especially for small farms/firms	2
High living costs	1
Inequality: gender, social and/or regional	1
Limited availability of feasible accommodation (houses, prices)	1
Poor marketing of the opportunities and the area	1
Urban and/or growth bias in sustainability discourses and solutions	1
Total	**109**

Table 9. Dimensions of selected sustainability problems by type of area.

Sustainability problems	Rural area close to city	Rural village	Remote rural area	Total
Demographic problems	2,3	7,4	13,2	7,3
Economic problems	31,8	18,5	34,2	29,4
Environmental problems	15,9	11,1	15,8	14,7
Political problems	11,4	11,1	10,5	11,0
Socio-cultural problems	38,6	51,9	26,3	37,6
Total, %	**100**	**100**	**100**	**100**
Total, n	**44**	**27**	**38**	**109**

NOTE: Above average shares highlighted.

VISIONS

After the identification of the important problems, a vision was developed to address these problems. The 109 visions hosted 762 vision elements or topics (Figures 16–17, all visions are presented in Annex 3). By means of content analysis, they were synthesised

into 60 categories. The most common elements included environmentally friendly land, forest and water management (6%), adequate infrastructure for mobility, housing, business and leisure activities (5%), collaborative networks that pool diverse resources and facilitate concerted action (4%), novel, need-based and objective-driven rural funding models (4%), rich social fabric for interaction: events, gatherings, open doors, workshops, fairs, cocktails etc. (4%) and aesthetic, small-scale, green and/or historical fabrics and environments (4%). Each of these vision elements had unique manifestations in the local and regional contexts. These top-6 vision elements covered one fourth of all elements, meaning that there is no single vision with few elements to address sustainability problems across all rural contexts. Beyond these top-6 elements, there were still 54 other elements that covered ¾ of the topics, with an average share of 1.4%. Sustainability visions addressing local or regional sustainability issues are very diversified and context specific.

The next most common vision elements included diversified tourism (3%), easy access to land and nature (3%), local paradigm taking over (3%) and opening to newcomers, new possibilities and new ideas (3%). These were followed by community centres and low-threshold meeting points (physical and virtual); up-to-date and not urban-biased image of agriculture and rural areas and their opportunities; projects and persons that reform rural areas toward sustainability; local, transparent and ecological food; accessible and versatile educational opportunities in rural areas; facilitators connecting, informing and empowering the locals; linear fossil economy being replaced by circular and bioeconomy; limited bureaucracy, simple administrative processes, dialogues and collaborations; sustainable farming attracting farmers and consumers and active involvement of young people. After these there were still 40 other elements, so it is easy to see that sustainable rural futures host a large number and wide diversity of elements.

On the list, there were both very broad vision elements (e.g. linear fossil economy is replaced by circular and bioeconomy) and rather focused, specific elements (e.g. novel uses of existing resources, e.g. deserted rural homes, old warehouses, empty business spaces). As with the sustainability problems, sustainability visions also had quite a light touch on gender issues – they were part of the pool of problems and part of the vision elements but not more than that (which was the idea at this stage of the research process).

It is difficult to put the vision elements into the same broad categories as the sustainability problems, but roughly 46% of the vision elements addressed the negative structural spiral (38% of the problems) and 36% dealt with social issues (32% of the problems, see Figure 18. Vision elements that were targeted to alleviate inappropriate, inadequate or biased interventions by society covered 8% of the vision elements (21% of the problems) and, finally, the share of specifically environmental elements was 11% (9% of the problems). The most significant difference in the shares of problems and vision elements was related to the interventions by society, which could hint to envisioning positive societal policies and interventions among rural stakeholders being difficult or expectedly not productive effort.

Figure 16. Top-8 sustainability vision elements.

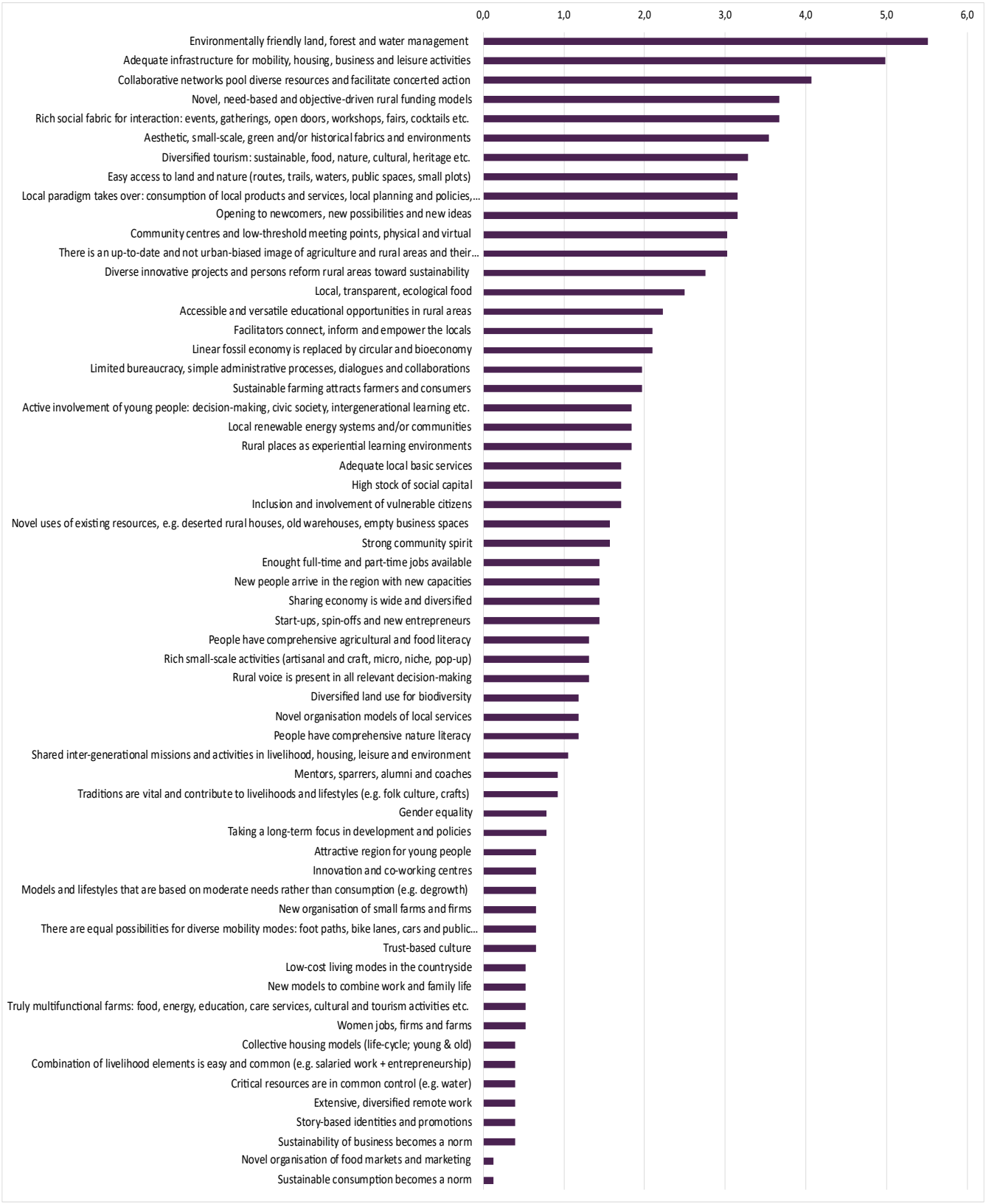

Figure 17. Main types of vision elements in the nine regions, % (n=762).

Figure 18. Main types of sustainability vision elements in the nine regions.

Besides the vision elements as such, the profiles of various types of rural areas proved to be an important research approach (Figure 19, Table 10). The most significant deviation from the average of all regions were:

- Diversified tourism (sustainable, food, nature, cultural, heritage etc.) was the most common vision element in rural villages (9%),
- Easy access to land and nature (routes, trails, waters, public spaces, small plots etc.) was the most common vision element in rural villages (7%),
- Local, transparent, ecological food was the most common vision element in rural villages (5%),
- Environmentally friendly land, forest and water management was the most common vision element in rural villages (8%),
- Novel, need-based and objective-driven rural funding was the most common vision element in remote rural areas (6%),
- Opening to newcomers, new possibilities and new ideas was the most common vision element in rural villages (5%),
- Rural places as experiential learning environments was the most common vision element in rural villages (4%).

There were also some differences in the profiles of the areas at a higher level of abstraction. Vision elements related to addressing structural and social issues were more or less equally important in all types of areas (44–49% and 35–37%, respectively). Vision elements related to interventions by society were by far most common in remote rural areas (13% vs. 1–6%), whereas specifically environmental elements were most common

in rural areas close to city (15% vs. 7–13%). So, the visions actually suggest and provide ways how common structural and social issues could be addressed in all the types of rural areas, whereas for the need of reforming interventions by society they provide lots of ingredients especially in the remote rural areas. Each country had a partly unique profile of vision elements. These can be studied in Table 11.

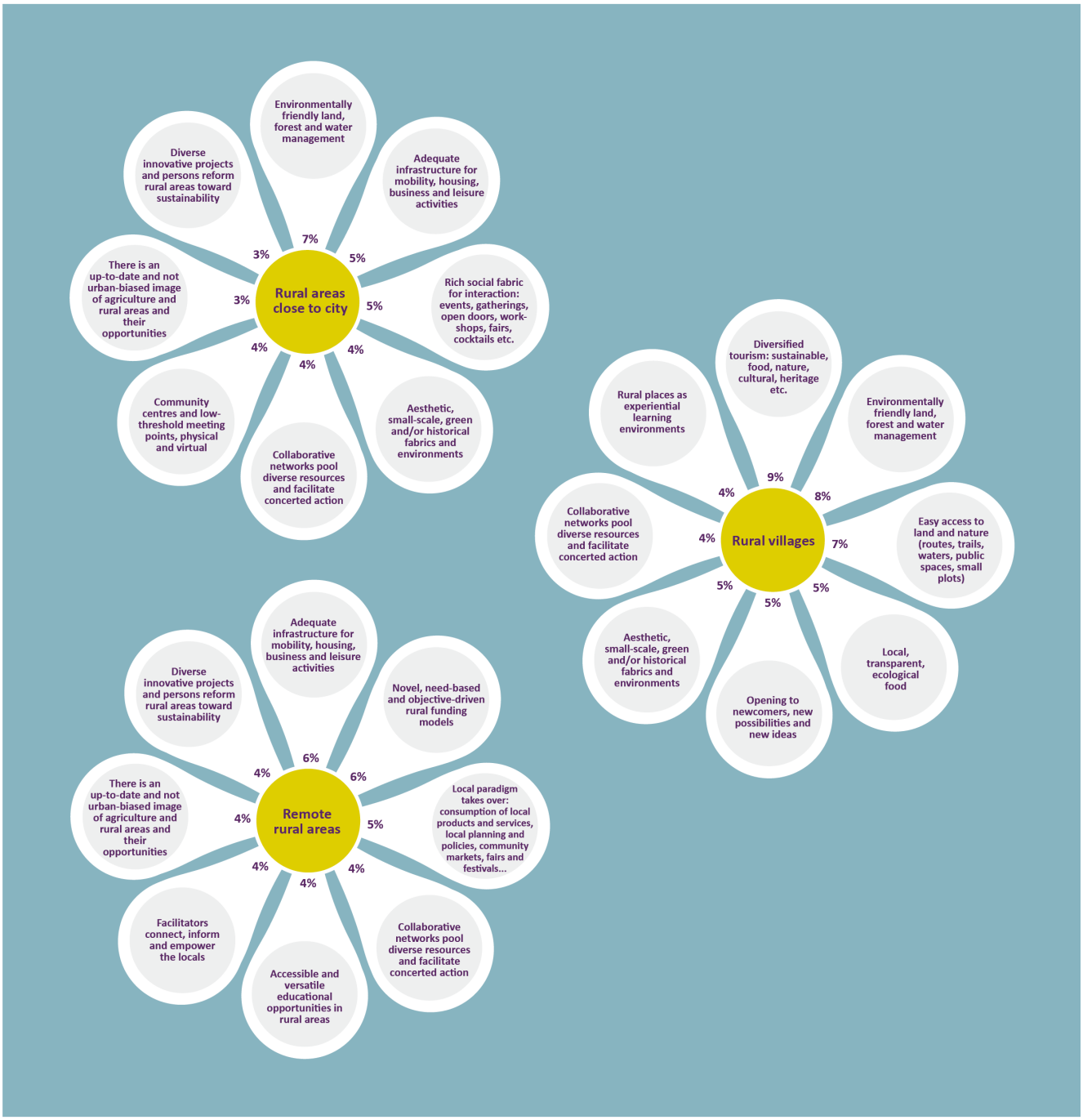

Figure 19. Top-8 sustainability vision elements by type of area.

Table 10. Vision elements by type of the area.

Sustainability vision elements	Rural area close to city	Rural village	Remote rural area	Total
Environmentally friendly land, forest and water management	7,0	8,0	2,9	5,5
Adequate infrastructure for mobility, housing, business and leisure activities	5,0	2,0	6,4	5,0
Collaborative networks pool diverse resources and facilitate concerted action	4,0	4,0	4,2	4,1
Novel, need-based and objective-driven rural funding models	2,3	1,3	6,1	3,7
Rich social fabric for interaction: events, gatherings, open doors, workshops, fairs, cocktails etc.	4,7	2,7	3,2	3,7
Aesthetic, small-scale, green and/or historical fabrics and environments	4,3	4,7	2,3	3,5
Diversified tourism: sustainable, food, nature, cultural, heritage etc.	1,7	9,3	1,9	3,3
Easy access to land and nature (routes, trails, waters, public spaces, small plots)	1,7	6,7	2,9	3,1
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals…	1,7	2,0	5,1	3,1
Opening to newcomers, new possibilities and new ideas	2,3	5,3	2,9	3,1
Community centres and low-threshold meeting points, physical and virtual	4,0	2,0	2,6	3,0
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities	3,3	1,3	3,5	3,0
Diverse innovative projects and persons reform rural areas toward sustainability	3,0	0,7	3,5	2,8
Local, transparent, ecological food	2,7	5,3	1,0	2,5
Accessible and versatile educational opportunities in rural areas	1,0	0,7	4,2	2,2
Facilitators connect, inform and empower the locals	0,7	1,3	3,9	2,1
Linear fossil economy is replaced by circular and bioeconomy	3,0	2,7	1,0	2,1
Limited bureaucracy, simple administrative processes, dialogues and collaborations	1,7	0,0	3,2	2,0
Sustainable farming attracts farmers and consumers	2,3	2,0	1,6	2,0
Active involvement of young people: decision-making, civic society, intergenerational learning etc.	2,3	2,0	1,3	1,8
Local renewable energy systems and/or communities	2,0	2,0	1,6	1,8
Rural places as experiential learning environments	0,7	4,0	1,9	1,8
Adequate local basic services	1,3	0,7	2,6	1,7
High stock of social capital	1,3	3,3	1,3	1,7
Inclusion and involvement of vulnerable citizens	2,3	2,0	1,0	1,7
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces	2,0	1,3	1,3	1,6
Strong community spirit	1,7	1,3	1,6	1,6
Enought full-time and part-time jobs available	0,3	1,3	2,6	1,4
New people arrive in the region with new capacities	1,3	0,0	2,3	1,4
Sharing economy is wide and diversified	2,0	2,7	0,3	1,4
Start-ups, spin-offs and new entrepreneurs	0,3	2,7	1,9	1,4
People have comprehensive agricultural and food literacy	2,3	0,0	1,0	1,3
Rich small-scale activities (artisanal and craft, micro, niche, pop-up)	2,3	0,7	0,6	1,3
Rural voice is present in all relevant decision-making	1,0	0,0	2,3	1,3
Diversified land use for biodiversity	2,3	0,7	0,3	1,2
Novel organisation models of local services	2,7	0,0	0,3	1,2
People have comprehensive nature literacy	1,0	0,7	1,6	1,2
Shared inter-generational missions and activities in livelihood, housing, leisure and environment	1,7	0,7	0,6	1,0
Mentors, sparrers, alumni and coaches	0,7	0,7	1,3	0,9
Traditions are vital and contribute to livelihoods and lifestyles (e.g. folk culture, crafts)	0,3	2,0	1,0	0,9
Gender equality	0,3	0,7	1,3	0,8
Taking a long-term focus in development and policies	1,0	0,0	1,0	0,8
Attractive region for young people	0,0	2,0	0,6	0,7
Innovation and co-working centres	0,3	0,7	1,0	0,7
Models and lifestyles that are based on moderate needs rather than consumption (e.g. degrowth)	1,0	0,7	0,3	0,7
New organisation of small farms and firms	1,3	0,0	0,3	0,7
There are equal possibilities for diverse mobility modes: foot paths, bike lanes, cars and public transport	1,3	0,7	0,0	0,7
Trust-based culture	0,7	0,0	1,0	0,7
Low-cost living modes in the countryside	1,0	0,7	0,0	0,5
New models to combine work and family life	0,7	0,7	0,3	0,5
Truly multifunctional farms: food, energy, education, care services, cultural and tourism activities etc.	0,7	0,7	0,3	0,5
Women jobs, firms and farms	0,3	0,7	0,6	0,5
Collective housing models (life-cycle; young & old)	0,7	0,7	0,0	0,4
Combination of livelihood elements is easy and common (e.g. salaried work + entrepreneurship)	1,0	0,0	0,0	0,4
Critical resources are in common control (e.g. water)	0,7	0,0	0,3	0,4
Extensive, diversified remote work	0,0	0,0	1,0	0,4
Story-based identities and promotions	0,3	1,3	0,0	0,4
Sustainability of business becomes a norm	0,3	0,0	0,6	0,4
Novel organisation of food markets and marketing	0,0	0,0	0,3	0,1
Sustainable consumption becomes a norm	0,3	0,0	0,0	0,1
Total, %	**100,0**	**100,0**	**100,0**	**100,0**
Total, n	**301**	**150**	**311**	**762**

Table 11. Vision elements by country.

Vision elements	Czech Republic	Finland	Germany	Ireland	Italy
Environmentally friendly land, forest and water management	11,4	1,3	11,1	1,3	5,1
Adequate infrastructure for mobility, housing, business and leisure activities	0,0	11,5	5,6	6,0	1,3
Collaborative networks pool diverse resources and facilitate concerted action	0,0	2,6	11,1	7,3	2,5
Novel, need-based and objective-driven rural funding models	2,9	5,1	0,0	7,3	1,3
Rich social fabric for interaction: events, gatherings, open doors, workshops, fairs, cocktails etc.	0,0	1,3	5,6	4,0	2,5
Aesthetic, small-scale, green and/or historical fabrics and environments	0,0	2,6	0,0	0,7	8,9
Diversified tourism: sustainable, food, nature, cultural, heritage etc.	8,6	0,0	8,3	2,7	10,1
Easy access to land and nature (routes, trails, waters, public spaces, small plots)	8,6	2,6	2,8	3,3	7,6
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals…	0,0	1,3	5,6	6,7	1,3
Opening to newcomers, new possibilities and new ideas	8,6	2,6	0,0	4,0	6,3
Community centres and low-threshold meeting points, physical and virtual	5,7	1,3	0,0	2,7	1,3
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities	0,0	9,0	0,0	1,3	2,5
Diverse innovative projects and persons reform rural areas toward sustainability	0,0	2,6	0,0	4,7	1,3
Local, transparent, ecological food	0,0	0,0	5,6	1,3	7,6
Accessible and versatile educational opportunities in rural areas	0,0	5,1	0,0	2,7	1,3
Facilitators connect, inform and empower the locals	0,0	1,3	5,6	6,0	0,0
Linear fossil economy is replaced by circular and bioeconomy	0,0	0,0	5,6	0,7	2,5
Limited bureaucracy, simple administrative processes, dialogues and collaborations	0,0	1,3	0,0	3,3	0,0
Sustainable farming attracts farmers and consumers	0,0	0,0	0,0	2,0	3,8
Active involvement of young people: decision-making, civic society, intergenerational learning etc.	0,0	1,3	2,8	2,0	2,5
Local renewable energy systems and/or communities	2,9	0,0	2,8	2,7	1,3
Rural places as experiential learning environments	0,0	0,0	5,6	4,0	5,1
Adequate local basic services	0,0	6,4	0,0	0,0	1,3
High stock of social capital	2,9	2,6	0,0	1,3	5,1
Inclusion and involvement of vulnerable citizens	2,9	1,3	2,8	0,7	1,3
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces	0,0	0,0	0,0	0,7	2,5
Strong community spirit	2,9	2,6	2,8	1,3	0,0
Enought full-time and part-time jobs available	2,9	5,1	0,0	1,3	1,3
New people arrive in the region with new capacities	0,0	6,4	0,0	0,0	0,0
Sharing economy is wide and diversified	0,0	1,3	11,1	0,0	0,0
Start-ups, spin-offs and new entrepreneurs	11,4	2,6	0,0	2,0	0,0
People have comprehensive agricultural and food literacy	0,0	0,0	0,0	0,0	0,0
Rich small-scale activities (artisanal and craft, micro, niche, pop-up)	0,0	0,0	2,8	0,7	0,0
Rural voice is present in all relevant decision-making	0,0	3,8	0,0	2,0	0,0
Diversified land use for biodiversity	2,9	0,0	0,0	0,7	0,0
Novel organisation models of local services	0,0	0,0	0,0	0,0	0,0
People have comprehensive nature literacy	0,0	0,0	0,0	1,3	1,3
Shared inter-generational missions and activities in livelihood, housing, leisure and environment	0,0	2,6	2,8	0,0	0,0
Mentors, sparrers, alumni and coaches	2,9	0,0	0,0	2,7	0,0
Traditions are vital and contribute to livelihoods and lifestyles (e.g. folk culture, crafts)	8,6	0,0	0,0	0,0	0,0
Gender equality	0,0	1,3	0,0	0,7	1,3
Taking a long-term focus in development and policies	0,0	3,8	0,0	0,0	0,0
Attractive region for young people	2,9	1,3	0,0	0,7	2,5
Innovation and co-working centres	2,9	0,0	0,0	2,0	0,0
Models and lifestyles that are based on moderate needs rather than consumption (e.g. degrowth)	0,0	1,3	0,0	0,0	1,3
New organisation of small farms and firms	0,0	0,0	0,0	0,7	0,0
There are equal possibilities for diverse mobility modes: foot paths, bike lanes, cars and public transport	0,0	0,0	0,0	0,0	1,3
Trust-based culture	0,0	0,0	0,0	2,0	0,0
Low-cost living modes in the countryside	0,0	0,0	0,0	0,0	1,3
New models to combine work and family life	2,9	1,3	0,0	0,0	0,0
Truly multifunctional farms: food, energy, education, care services, cultural and tourism activities etc	0,0	0,0	0,0	0,7	1,3
Women jobs, firms and farms	0,0	0,0	0,0	0,0	1,3
Collective housing models (life-cycle; young & old)	2,9	0,0	0,0	0,0	0,0
Combination of livelihood elements is easy and common (e.g. salaried work + entrepreneurship)	0,0	0,0	0,0	0,0	0,0
Critical resources are in common control (e.g. water)	0,0	0,0	0,0	0,0	0,0
Extensive, diversified remote work	0,0	3,8	0,0	0,0	0,0
Story-based identities and promotions	2,9	0,0	0,0	0,0	1,3
Sustainability of business becomes a norm	0,0	0,0	0,0	1,3	0,0
Novel organisation of food markets and marketing	0,0	0,0	0,0	0,7	0,0
Sustainable consumption becomes a norm	0,0	0,0	0,0	0,0	0,0
Total, %	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**
Total, n	**35**	**78**	**36**	**150**	**79**

NOTE: Above average shares highlighted.

Vision elements	Netherland	Slovenia	Spain	Sweden	Total
Environmentally friendly land, forest and water management	14,0	1,2	7,2	3,9	5,5
Adequate infrastructure for mobility, housing, business and leisure activities	3,5	5,9	2,4	5,9	5,0
Collaborative networks pool diverse resources and facilitate concerted action	2,6	4,7	0,0	4,9	4,1
Novel, need-based and objective-driven rural funding models	2,6	4,7	4,8	0,0	3,7
Rich social fabric for interaction: events, gatherings, open doors, workshops, fairs, cocktails etc.	4,4	10,6	3,6	0,0	3,7
Aesthetic, small-scale, green and/or historical fabrics and environments	5,3	3,5	4,8	3,9	3,5
Diversified tourism: sustainable, food, nature, cultural, heritage etc.	1,8	2,4	2,4	1,0	3,3
Easy access to land and nature (routes, trails, waters, public spaces, small plots)	0,9	3,5	2,4	1,0	3,1
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals…	0,9	4,7	6,0	0,0	3,1
Opening to newcomers, new possibilities and new ideas	2,6	0,0	1,2	3,9	3,1
Community centres and low-threshold meeting points, physical and virtual	2,6	2,4	3,6	6,9	3,0
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities	2,6	5,9	2,4	2,0	3,0
Diverse innovative projects and persons reform rural areas toward sustainability	5,3	0,0	2,4	2,9	2,8
Local, transparent, ecological food	0,9	3,5	1,2	3,9	2,5
Accessible and versatile educational opportunities in rural areas	0,0	2,4	6,0	1,0	2,2
Facilitators connect, inform and empower the locals	0,9	1,2	2,4	0,0	2,1
Linear fossil economy is replaced by circular and bioeconomy	4,4	1,2	2,4	2,9	2,1
Limited bureaucracy, simple administrative processes, dialogues and collaborations	3,5	1,2	4,8	0,0	2,0
Sustainable farming attracts farmers and consumers	0,9	0,0	2,4	5,9	2,0
Active involvement of young people: decision-making, civic society, intergenerational learning etc.	1,8	5,9	0,0	0,0	1,8
Local renewable energy systems and/or communities	2,6	2,4	1,2	1,0	1,8
Rural places as experiential learning environments	0,9	1,2	0,0	0,0	1,8
Adequate local basic services	0,9	1,2	3,6	2,0	1,7
High stock of social capital	1,8	2,4	0,0	0,0	1,7
Inclusion and involvement of vulnerable citizens	4,4	1,2	1,2	1,0	1,7
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces	0,9	2,4	3,6	2,9	1,6
Strong community spirit	1,8	2,4	1,2	1,0	1,6
Enought full-time and part-time jobs available	0,9	0,0	2,4	0,0	1,4
New people arrive in the region with new capacities	0,9	1,2	2,4	2,0	1,4
Sharing economy is wide and diversified	0,9	3,5	0,0	2,0	1,4
Start-ups, spin-offs and new entrepreneurs	0,0	0,0	1,2	1,0	1,4
People have comprehensive agricultural and food literacy	0,9	4,7	3,6	2,0	1,3
Rich small-scale activities (artisanal and craft, micro, niche, pop-up)	3,5	0,0	1,2	2,9	1,3
Rural voice is present in all relevant decision-making	0,0	0,0	1,2	2,9	1,3
Diversified land use for biodiversity	6,1	0,0	0,0	0,0	1,2
Novel organisation models of local services	2,6	3,5	1,2	2,0	1,2
People have comprehensive nature literacy	0,0	1,2	3,6	2,0	1,2
Shared inter-generational missions and activities in livelihood, housing, leisure and environment	2,6	0,0	0,0	2,0	1,0
Mentors, sparrers, alumni and coaches	0,0	1,2	0,0	1,0	0,9
Traditions are vital and contribute to livelihoods and lifestyles (e.g. folk culture, crafts)	0,0	0,0	3,6	1,0	0,9
Gender equality	0,9	0,0	2,4	0,0	0,8
Taking a long-term focus in development and policies	0,9	0,0	0,0	2,0	0,8
Attractive region for young people	0,0	0,0	0,0	0,0	0,7
Innovation and co-working centres	0,0	0,0	0,0	1,0	0,7
Models and lifestyles that are based on moderate needs rather than consumption (e.g. degrowth)	0,9	1,2	0,0	1,0	0,7
New organisation of small farms and firms	0,0	2,4	0,0	2,0	0,7
There are equal possibilities for diverse mobility modes: foot paths, bike lanes, cars and public transport	0,9	1,2	0,0	2,0	0,7
Trust-based culture	0,9	0,0	0,0	1,0	0,7
Low-cost living modes in the countryside	0,0	0,0	0,0	2,9	0,5
New models to combine work and family life	0,9	0,0	0,0	1,0	0,5
Truly multifunctional farms: food, energy, education, care services, cultural and tourism activities etc.	0,0	2,4	0,0	0,0	0,5
Women jobs, firms and farms	0,0	0,0	2,4	1,0	0,5
Collective housing models (life-cycle; young & old)	0,9	0,0	0,0	1,0	0,4
Combination of livelihood elements is easy and common (e.g. salaried work + entrepreneurship)	0,0	0,0	0,0	2,9	0,4
Critical resources are in common control (e.g. water)	0,0	0,0	1,2	2,0	0,4
Extensive, diversified remote work	0,0	0,0	0,0	0,0	0,4
Story-based identities and promotions	0,9	0,0	0,0	0,0	0,4
Sustainability of business becomes a norm	0,0	0,0	0,0	1,0	0,4
Novel organisation of food markets and marketing	0,0	0,0	0,0	0,0	0,1
Sustainable consumption becomes a norm	0,0	0,0	0,0	1,0	0,1
Total, %	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**
Total, n	**114**	**85**	**83**	**102**	**762**

NOTE: Above average shares highlighted.

4. SUMMARY AND CONCLUSION

Activities in Task 2.1 have been targeted to define a rich set of rural sustainability problems and rural visions in which they have been addressed. As each vision aims to resolve some sustainability problems, they manifest journeys or transitions along which sustainability in rural areas can be improved.

The visions were created for nine regions representing nine countries (Czech Republic, Finland, Germany, Ireland, Italy, Slovenia, Spain, Sweden, The Netherlands), four geographical areas (Atlantic, Central/Eastern, Mediterranean, Nordic/Baltic) and three types of rural areas (rural areas close to city, rural villages, remote rural areas). As much as 93 stakeholders participated in the interviews and workshops.

Altogether, 322 sustainability problems or challenges were identified in the interviews and workshops. The most often mentioned problem was lack of infrastructure, facilities, local services, amenities and activities (9%), followed by lack of social capital, cohesion and communality (9%). Inefficient, distant and/or bureaucratic policies (7%) had also a high rank among the problems. Other common problems included selective population decline (e.g. young, women, educated; 6%), lack of economic diversification, restructuring and jobs (6%), inequality: gender, social and /or regional 5%, urban and/or growth bias in sustainability discourses and solutions (5%) and limited availability of feasible accommodation in terms of houses and/or prices (5%). At higher level of abstraction these manifest negative structural spiral (38%), social problems (32%), inappropriate, inadequate or biased interventions by the society (21%) and specifically environmental problems (9%). The most striking differences between different types of areas included the high prevalence of socio-cultural problems in rural villages and economic problems in rural areas close to city.

After scanning the problems, respondents chose the most important of them to be addressed in visions. The most common issues were lack of infrastructure, facilities, local services, amenities and activities as well as lack of social capital, cohesion and communality. These were followed by selective population decline, problematic policies, lack of sustainability wisdom and marginalisation of local culture and traditions.

109 visions building on these problems included 762 vision elements. The most common elements included environmentally friendly land, forest and water management (6%), adequate infrastructure for mobility, housing, business and leisure activities (5%), collaborative networks that pool diverse resources and facilitate concerted action (4%), novel, need-based and objective-driven rural funding models (4%), rich social fabric for interaction: events, gatherings, open doors, workshops, fairs, cocktails etc. (4%) and aesthetic, small-scale, green and/or historical fabrics and environments (4%). These top-6 vision elements covered one fourth of all elements.

Other top-10 most common vision elements included diversified tourism (3%), easy access to land and nature (3%), local paradigm taking over (3%) and opening to newcomers, new possibilities and new ideas (3%). These were followed by community centres and low-threshold meeting points (physical and virtual); up-to-date and not urban-

biased image of agriculture and rural areas and their opportunities; projects and persons that reform rural areas toward sustainability; local, transparent and ecological food; accessible and versatile educational opportunities in rural areas; facilitators connecting, informing and empowering the locals; linear fossil economy being replaced by circular and bioeconomy; limited bureaucracy, simple administrative processes, dialogues and collaborations; sustainable farming attracting farmers and consumers and active involvement of young people. After these top-20 elements there were still 40 other elements, so it is easy to see that sustainable rural futures host a large diversity of visions and elements. However, as these results are based on a very small number of informants, they cannot be generalised in any way.

Showing the diversity of rural sustainability problems and visions addressing them was an important objective of the task and the result provides promising foundations for the next step in WP2 of FLIARA project, the identification of innovations that realise the visions.

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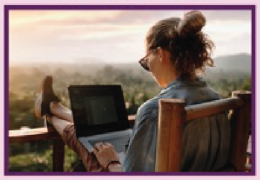
ANNEXES

Annex 1. FLIARA Vision Cards

VISION CARD 1

REMOTE RURAL



Hubs and homes are places where many people work remotely in the region

Source: RURALIZATION project trends and dreams

VISION CARD 2

DESTINATION RURAL

Nature, historical attractions, resorts, festivals, fishing, hunting and adventures attract visitors to the region

Source: RURALIZATION project (trends and dreams)

VISION CARD 3

ARTISANAL RURAL

Artisanal and craft production of food, beverages and traditional products flourishes in the region

Source: RURALIZATION project trends and dreams

VISION CARD 4

DIY RURAL

Home crafting, repair, on-demand development, self-production, bricolage and community-supported innovations will flourish in the region

Source: RURALIZATION project trends and dreams

VISION CARD 5

LIFESTYLE RURAL

Green, down-to-earth and communal rural idyll will attach and attract people to the region

Source: RURALIZATION project (trends and dreams)

VISION CARD 6

DEGROWTH RURAL

The region provides an alternative to growth paradigm with a focus in social and ecological well-being

Source: RURALIZATION project trends and dreams

VISION CARD 7

INCLUSIVE RURAL

Communities within the region ensure intergenerational solidarity and fairness and support newcomers in making a societal contribution

Source: Long-term vision for the EU's rural areas 2040, RURALIZATION project trends and dreams

VISION CARD 8

SMALL RURAL

The region is full of small farms, businesses, neighbourhoods and civic organisations providing affordability, familiarity, flexibility and autonomy

Source: RURALIZATION project trends and dreams

VISION CARD 9

CONSERVED RURAL

Large areas in the region are conserved to safeguard earth systems and maintain biodiversity

Source: RURALIZATION project (trends and dreams)

VISION CARD 10

DIVERSIFIED RURAL

The region is a place of diversity, making the most out of its unique assets, talents and potential

Source: Long-term vision for the EU's rural areas 2040

VISION CARD 11

YOUNG RURAL

The region is increasingly occupied by young people taking over farms and rural businesses or moving to rural houses

Source: RURALIZATION project trends and dreams

VISION CARD 12

ALTERNATIVE RURAL

The region host hotspots of alternative lifestyles, cultures, practices and ways of making living that are different from the mainstream

Source: RURALIZATION project (trends and dreams)

VISION CARD 13

FOOD RURAL

Short supply chains, labelling schemes, traditional food products and environmentally friendly farming practices dominate in the region

Source: Long-term vision for the EU's rural areas 2040, RURALIZATION project (trends and dreams)

VISION CARD 14

SAFE RURAL

The region is a safe harbour in the surge caused by weather, markets, epidemics, policies and social inequalities

Source: RURALIZATION project (trends and dreams)

VISION CARD 15

LOCAL RURAL

Decentralised governance, local autonomy and local preference are backbones of the regional policies and development

Source: RURALIZATION project trends and dreams

VISION CARD 16

BIO–RURAL

The region produces and uses many bioeconomy products: biofertilizer, biofuels, bioenergy, biofibers, bioplastics, biocosmetics etc.

Source: RURALIZATION project (trends and dreams)

VISION CARD 17

AGED RURAL

The region offers a safe and convenient place for senior citizens with age-tailored services

Source: RURALIZATION project trends and dreams

VISION CARD 18

SECOND RURAL

Affordable housing, open space, vibrant villages and beautiful nature in the region add numbers of second homes and holiday houses of urban dwellers

Source: RURALIZATION project trends and dreams

VISION CARD 19

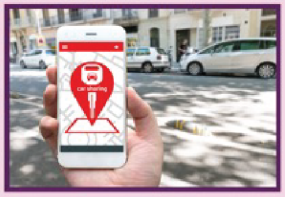
CO-OPERATIVE RURAL

Regional actors facilitate scale economies and mutual interests by means of co-operatives and partnerships

Source: RURALIZATION project (trends and dreams)

VISION CARD 20

COMMON RURAL



Sharing in modern and traditional ways provides access to many not-owned resources in the region

Source: RURALIZATION project trends and dreams

VISION CARD 21

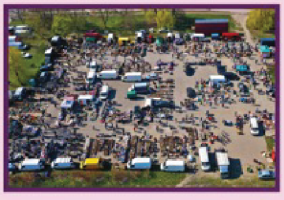
CLIMATE RURAL

Sustainable management practices of natural resources and landscapes as well as greener economic activities will prevail in the region

Source: Long-term vision for the EU's rural areas 2040

VISION CARD 22

POP-UP RURAL



Pop-up restaurants, shops, cinemas, art projects, camps, charity events etc. add to vitality of the region

Source: RURALIZATION project trends and dreams

VISION CARD 23

SOCIAL RURAL

The needs of all community members in the region are taken into account to exploit talents and diversity

Source: Long-term vision for the EU's rural areas 2040

VISION CARD 24

ENERGY RURAL

Community owned wind farms, solar energy systems and bioenergy plants make an important contibution to energy supply and livelihood in the region

Source: RURALIZATION project trends and dreams

Funded by
the European Union

VISION CARD 25

MODERN RURAL

Modern gender roles in private life and working life are widely adopted in the region

Source: RURALIZATION project trends and dreams

VISION CARD 26

EDUCATIONAL RURAL

Farms, forests and waters are important educational platforms that offer experiential learning in important skills

Source: RURALIZATION project trends and dreams

VISION CARD 27

GREEN RURAL

The region is known for being green with managed landscapes, parks, gardens and trails

Source: RURALIZATION project (trends and dreams)

VISION CARD 28

EMPOWERED RURAL

All individuals in the region are able to take active part in policy and decision-making processes

Source: Long-term vision for the EU's rural areas 2040

VISION CARD 29

CULTURAL RURAL

Rich rural cultural heritage in the region carries on valuable environments, fabrics and artefacts from the past

Source: RURALIZATION project (trends and dreams)

VISION CARD 30

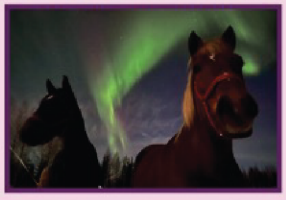
ACCESSIBLE RURAL

Multimodal connections, e-mobility solutions and other novel mobilities keep the region connected to other areas

Source: Long-term vision for the EU's rural areas 2040

VISION CARD 31

EXPERIENTIAL RURAL



Rural places in the region offer unique stories, meanings, roles, identities and experiences

Source: RURALIZATION project (trends and dreams)

VISION CARD 32

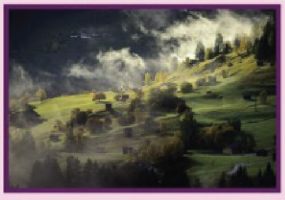
DIGITAL RURAL

Digital infrastructure and digital skills boost attractiveness and new activities in the region

Source: Long-term vision for the EU's rural areas 2040, RURALIZATION project trends and dreams

VISION CARD 33

PUBLIC RURAL



The region makes a significant contribution to public goods that are open to all as e.g. landscapes and ecosystem services

Source: RURALIZATION project trends and dreams

VISION CARD 34

SPECIALISED RURAL

The region hosts a number of highly competitive specialised teams and businesses

Source: RURALIZATION project (trends and dreams)

VISION CARD 35

CIRCULAR RURAL

Extensive recycling, reuse, sharing and repair taking place in the region saves resources and reduces environmental load

Source: RURALIZATION project trends and dreams

VISION CARD 36

HIGH TECH RURAL

Ubique computing and high technologies are found all over the places and activities in the region

Source: RURALIZATION project trends and dreams

VISION CARD 37

e–RURAL

Online presence on markets, places and communities outside one's physical world expands the region

Source: RURALIZATION project (trends and dreams)

VISION CARD 38

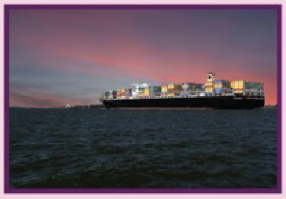
SELF-SUFFICIENT RURAL

High self-sufficiency in many products, services and capacities preserves money and jobs in the region

Source: RURALIZATION project trends and dreams

VISION CARD 39

GLOBAL RURAL



The region takes advantage of open markets and specialisation

Source: RURALIZATION project (trends and dreams)

VISION CARD 40

MULTIFUNCTIONAL RURAL

Renewable rural resources and places of the region are used for many purposes: timber, food, fuel, health, recreation, conservation, carbon sink, education

Source: RURALIZATION project trends and dreams

VISION CARD 41

SPIRITUAL RURAL

The regions offers facilities for spiritual life and experiences as well as deceleration

Source: RURALIZATION project (trends and dreams)

VISION CARD 42

CREATIVE RURAL

The region host nests of artists, creative work and creative class

Source: RURALIZATION project (trends and dreams)

VISION CARD 00

Source: My mind

VISION CARD 00

Source: My mind

VISION CARD 00

Source: My mind

VISION CARD 00

Source: My mind

VISION CARD 00

Source: My mind

VISION CARD 00

Source: My mind

Annex 2. FLIARA Consent Form for the interviews and workshops (draft, to be adapted and translated into national languages)

INFORMED CONSENT FORM

We would like to ask you to take part in a research and innovation project FLIARA. The FLIARA (Female-led Innovation in Agriculture and Rural Areas) project aims to create a European-wide ecosystem which supports women-led innovative practices in farming and rural areas. Key objective of Work Package 2 that we are working with in this engagement is to envision the role of women in the innovations demanded for sustainable farm and rural futures. FLIARA is a 3-year research study, funded by the European Commission under the Horizon Europe programme, grant no 101084234. The project started on January 1 2023 and will continue until the end of 2025.

Before you consent to participate, we would like to ask you to read the Participant Information sheet provided and mark each box below with your initials if you agree.

We would also like to inform you that participation in this research is voluntary and you have the right to decline to answer any question or terminate your involvement at any point during the research interview or workshop.

You have a right to lodge a complaint. To do so, please contact the Researcher or Principal Investigator. You may also contact the Data Protection Officer if the complaint relates to the management of your personal data. Alternatively, you may also contact the Research Ethics Office. Contact information is provided in the Participant Information sheet: Researchethics@universityofgalway.ie

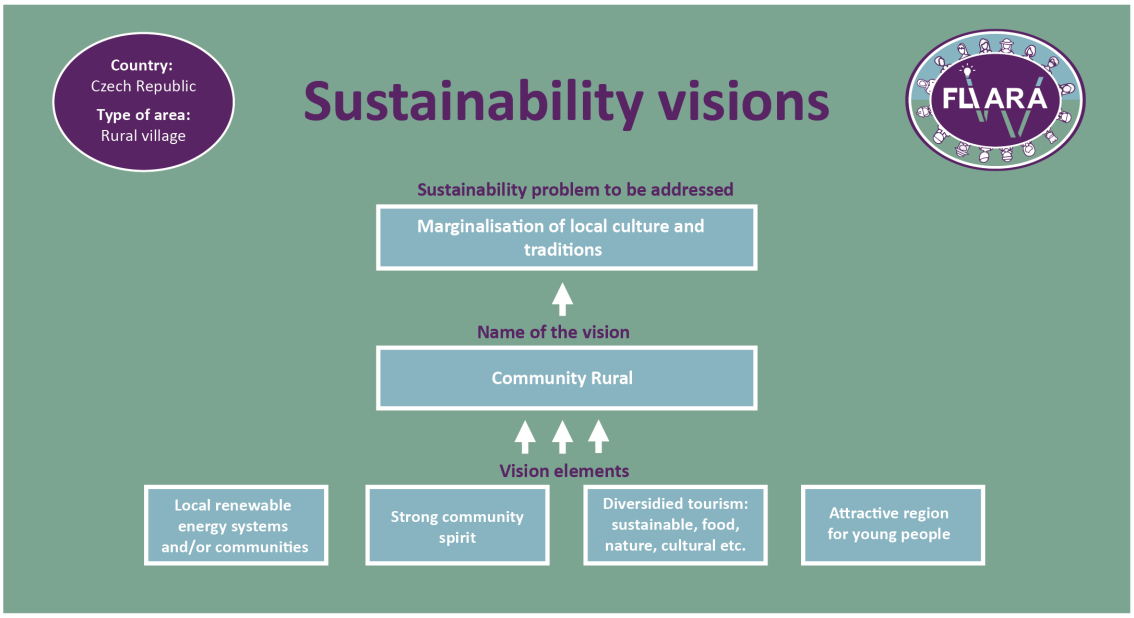
Please initial each statement if you agree:	
I confirm that I have read the Participant Information sheet and fully understand what is expected of me in this study.	
I confirm that I have had the opportunity to ask any questions and to have them answered.	
I understand that my interview may be audio recorded.	
I understand that audio recordings and/or notes taken will be kept until the research project has been examined.	
I understand that there is no compensation for participating in this study.	
I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason, without my medical care or legal rights being affected.	
I understand that my personal data will be kept completely anonymous and will be treated as confidential.	
I understand that once my data has been anonymised and incorporated into themes, it might not be possible for it to be withdrawn, though every attempt will be made to extract my data if requested, up to the point of publication.	
I understand that the information from my interview or workshop contribution will be pooled with other participants' responses, anonymised and general conclusions may be published**.**	
I consent to information and quotations from my interview or workshop statement being used in reports, conferences and training events.	
I understand that any information I give will remain strictly confidential and anonymous unless it is thought that there is a risk of harm to myself or others, in which case the Principal Investigator/Researcher may need to share this information with their research supervisor.	

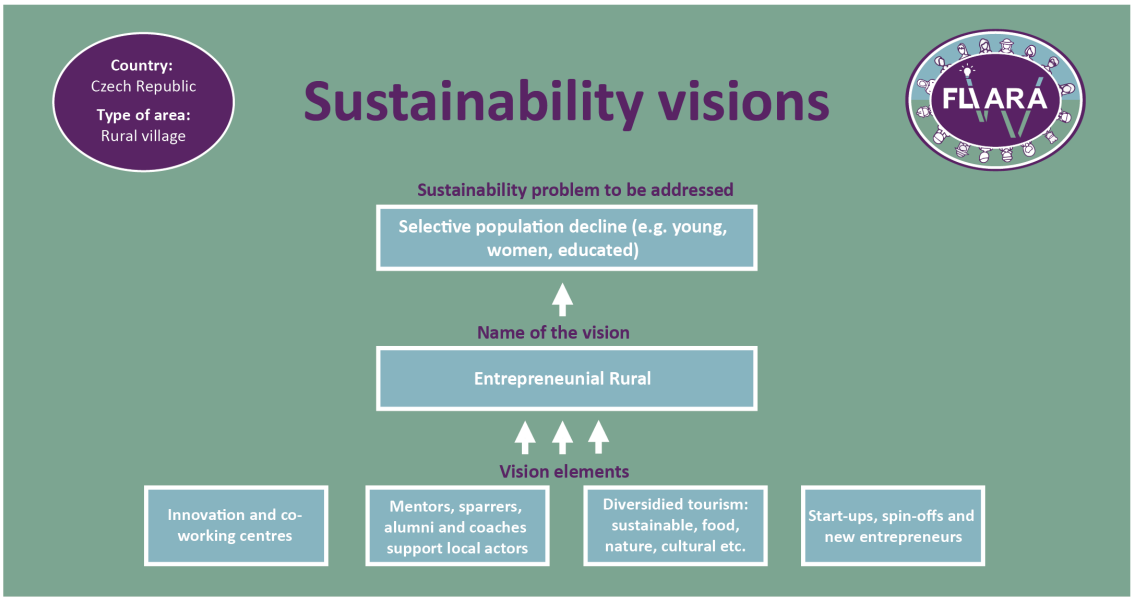
I have read the consent form carefully and I understood its content. I choose voluntarily to participate in this research study for the FLIARA project and understand that, if I ask, I will receive a copy of this form. I understand that my consent does not take away any legal rights in the case of negligence or other legal faults of anyone who is involved in this study. I further understand that nothing in this consent form is intended to replace any applicable EU, state, or local laws.

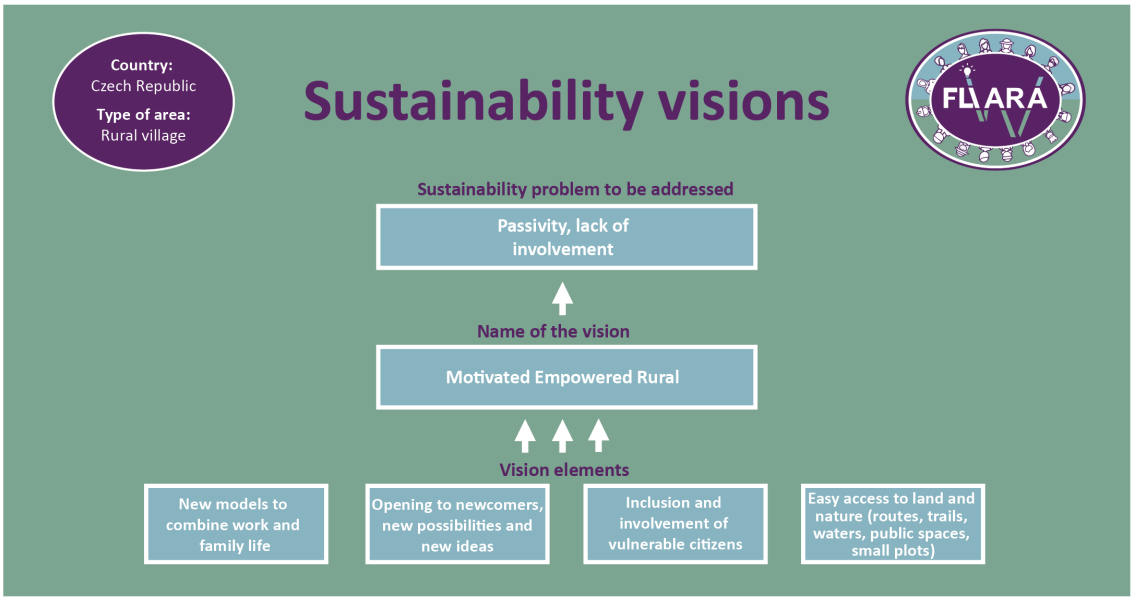
Name of the Participant _____
Organisation _____
Place and Date _____
Signature _____

Name of the Researcher _____
Organisation _____
Place and Date _____
Signature _____

Annex 3. FLIARA visions






Country:
Czech Republic
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Passivity, lack of involvement
Name of the vision
Motivated Empowered Rural
Vision elements
New models to combine work and family life
Opening to newcomers, new possibilities and new ideas
Inclusion and involvement of vulnerable citizens
Easy access to land and nature (routes, trails, waters, public spaces, small plots)


Country:
Czech Republic
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of social capital, cohesion and communality
Name of the vision
Inclusive Community Rural
Vision elements
Collective housing models (life-cycle; young & old)
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
Community centres and low-threshold meeting points, physical and virtual

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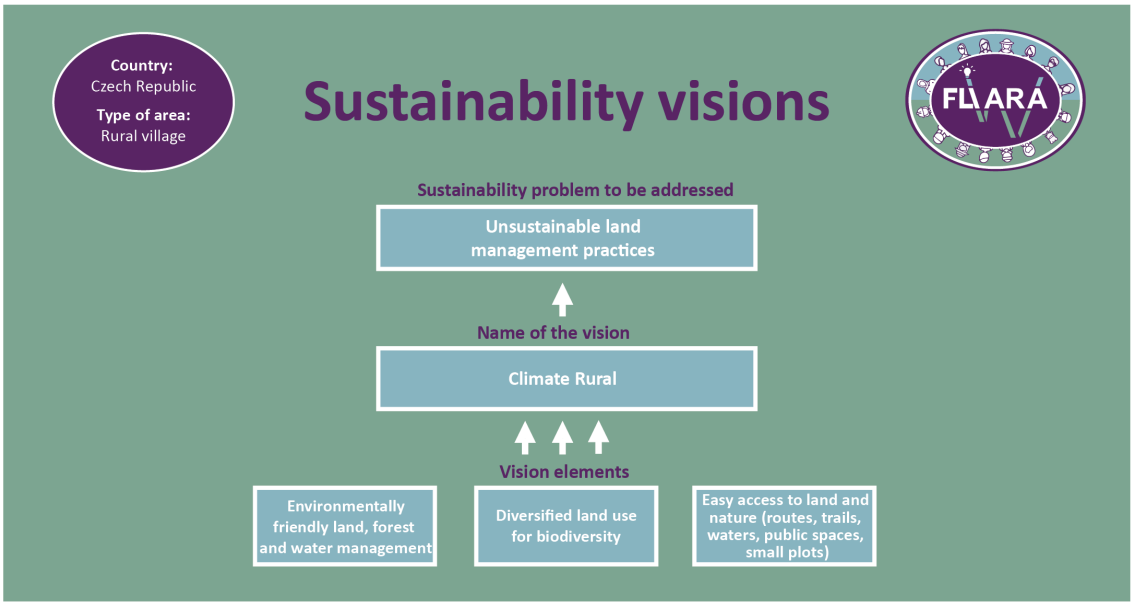

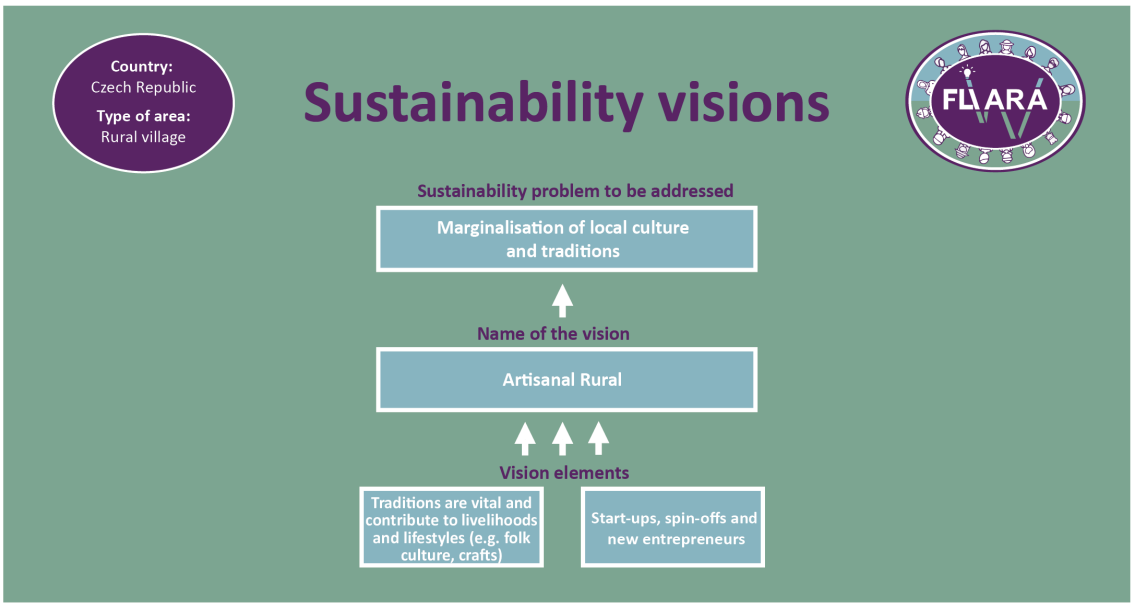

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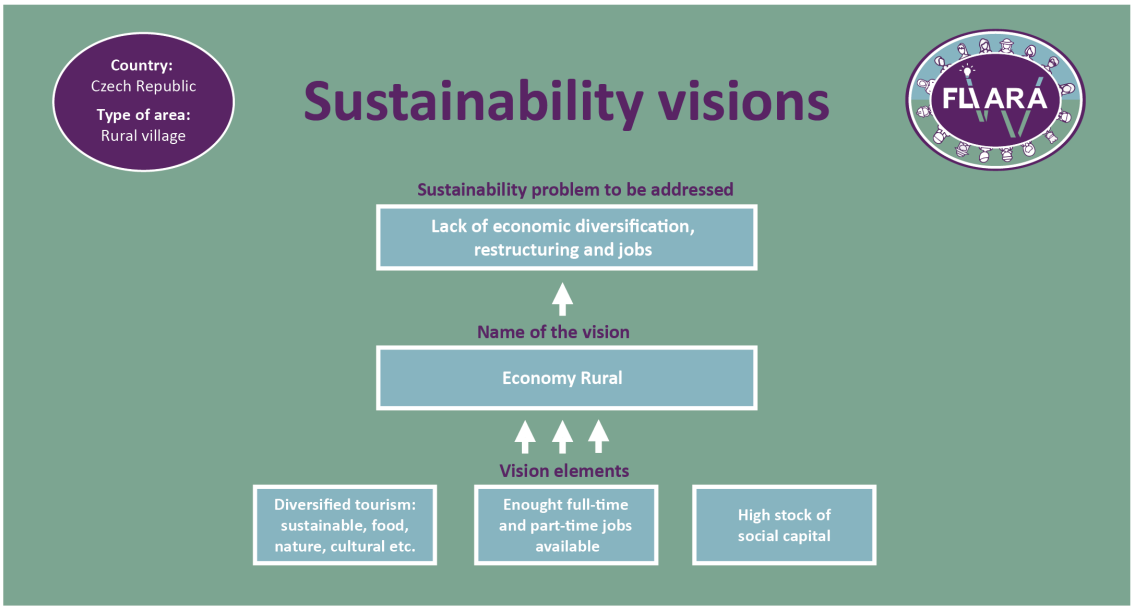
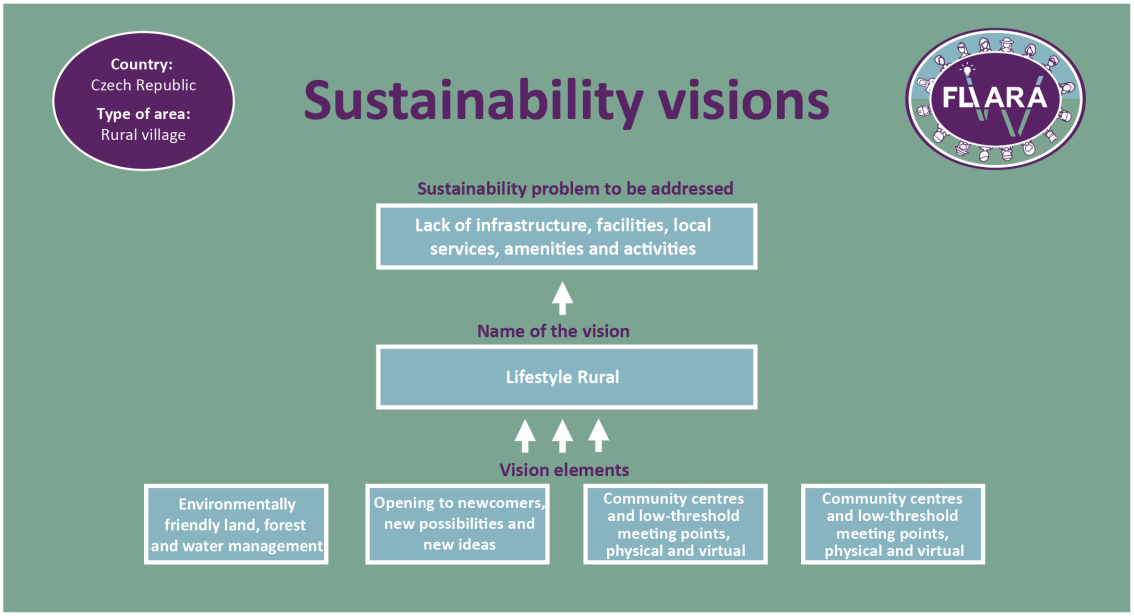
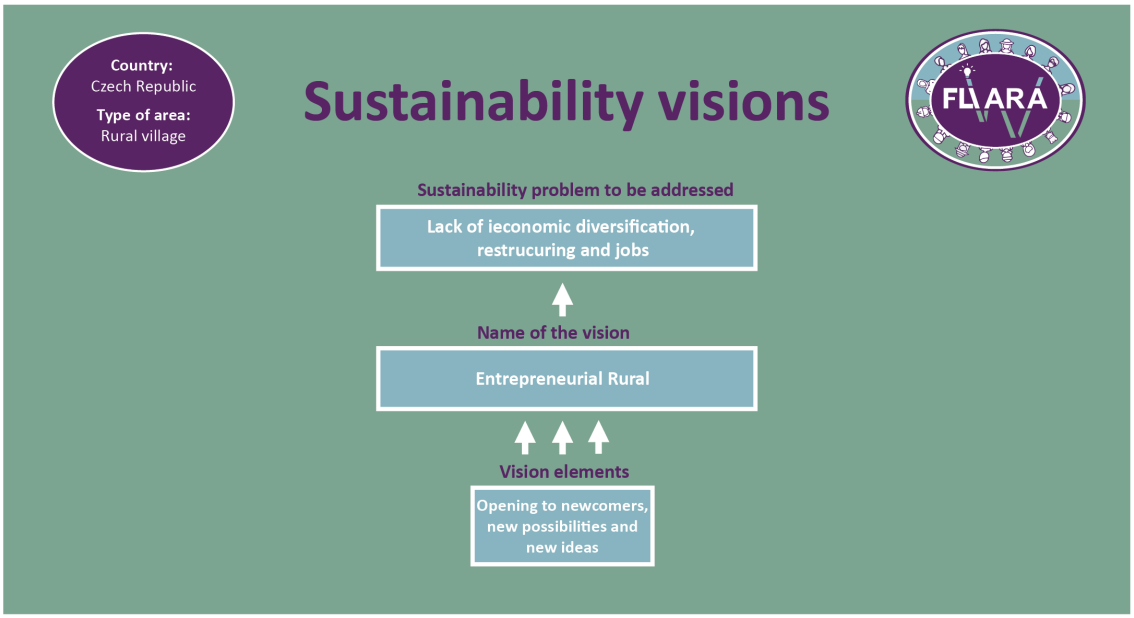
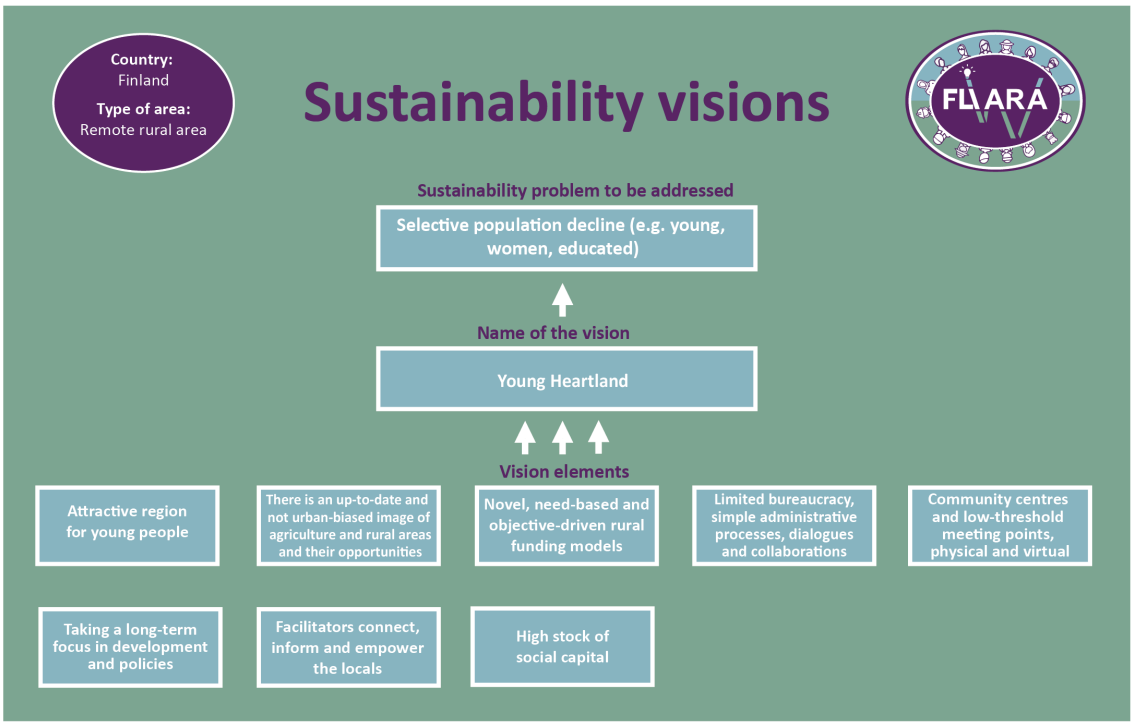





Country:
Czech Republic
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of ieconomic diversification, restrucuring and jobs
Name of the vision
Entrepreneurial Rural
Vision elements
Opening to newcomers, new possibilities and new ideas


Country:
Czech Republic
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of infrastructure, facilities, local servives, amenities and communality
Name of the vision
Entrepreneurial Rural
Vision elements
Novel, need-based and objective-driven rural funding models
Start-ups, spin-offs and new entrepreneurs


Country:
Czech Republic
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Marginalisation of local culture and traditions
Name of the vision
Culture Rural
Vision elements
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities


Country:
Finland
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Selective population decline (e.g. young, women, educated)
Name of the vision
Young Heartland
Vision elements
Attractive region for young people
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities
Novel, need-based and objective-driven rural funding models
Limited bureaucracy, simple administrative processes, dialogues and collaborations
Community centres and low-threshold meeting points, physical and virtual
Taking a long-term focus in development and policies
Facilitators connect, inform and empower the locals
High stock of social capital

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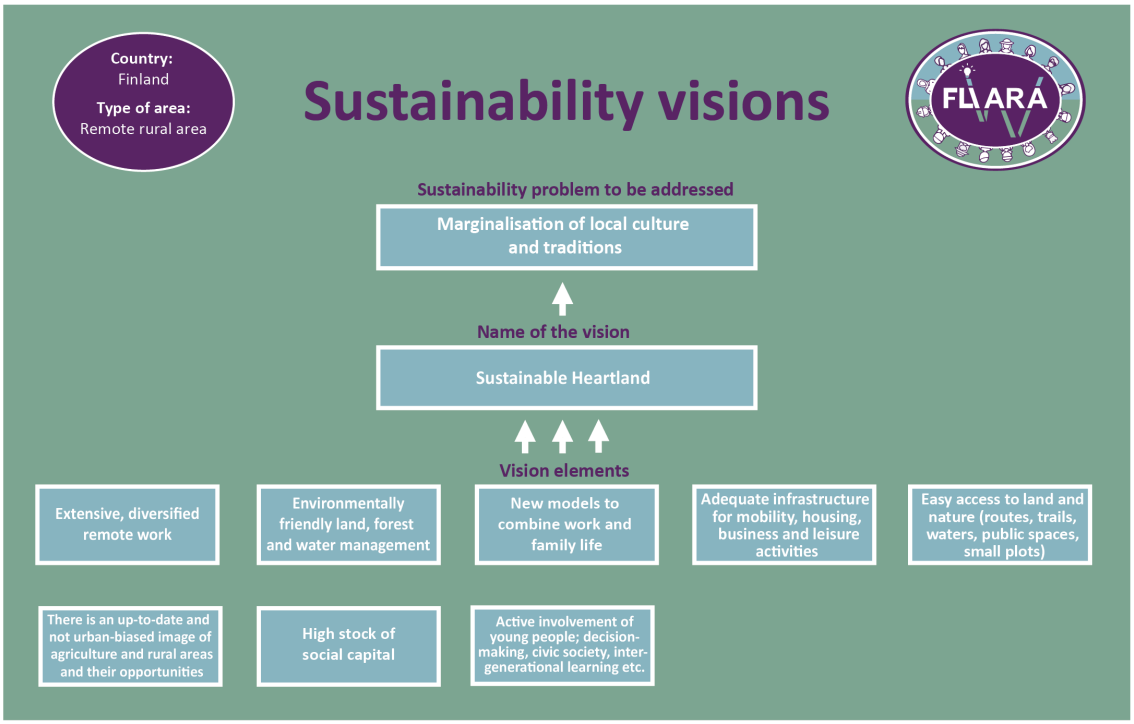

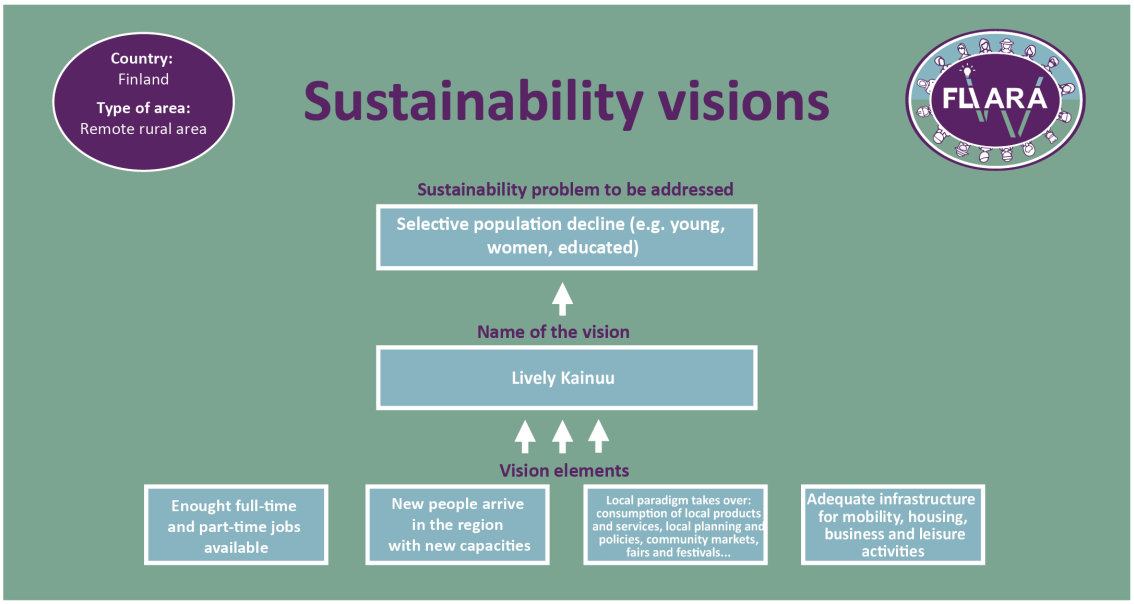

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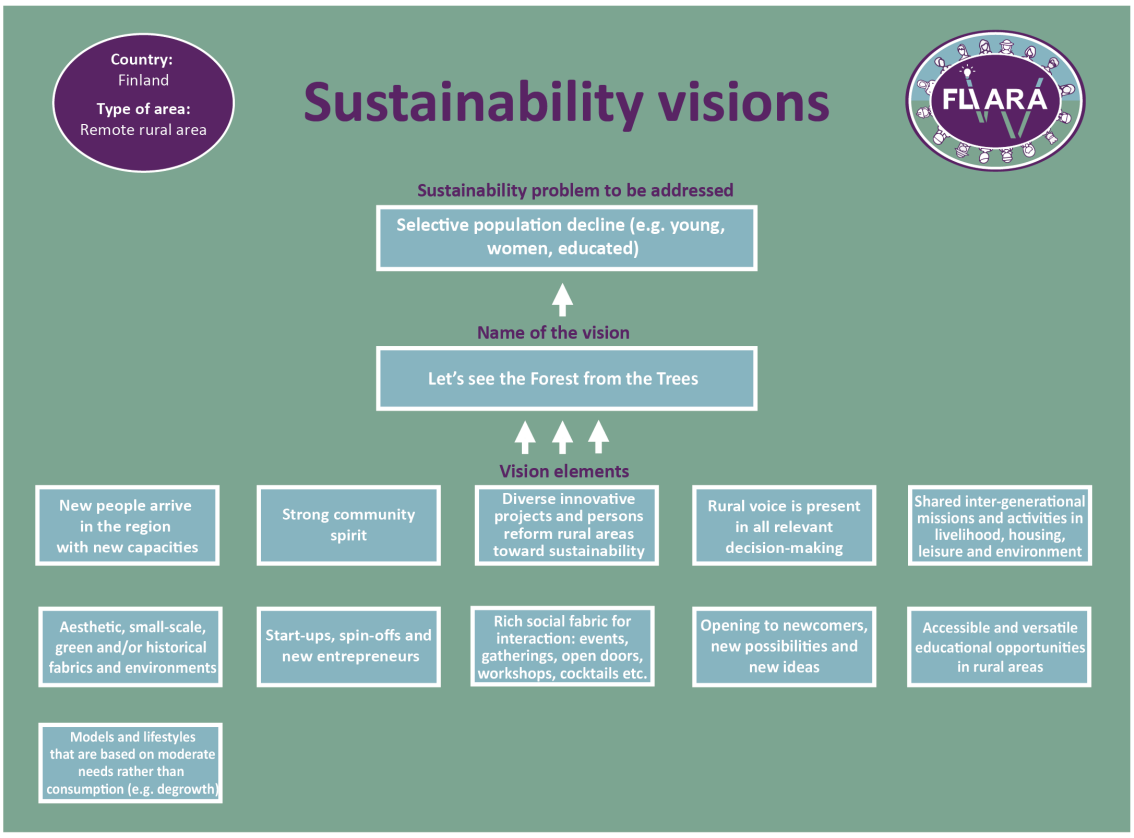
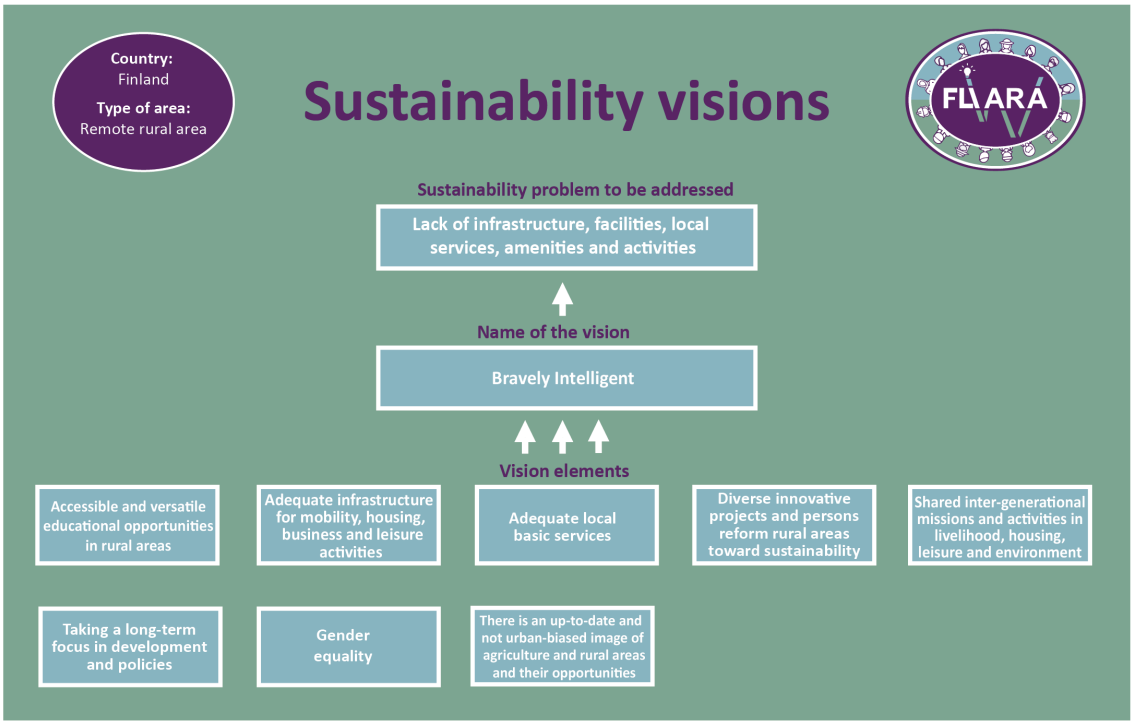
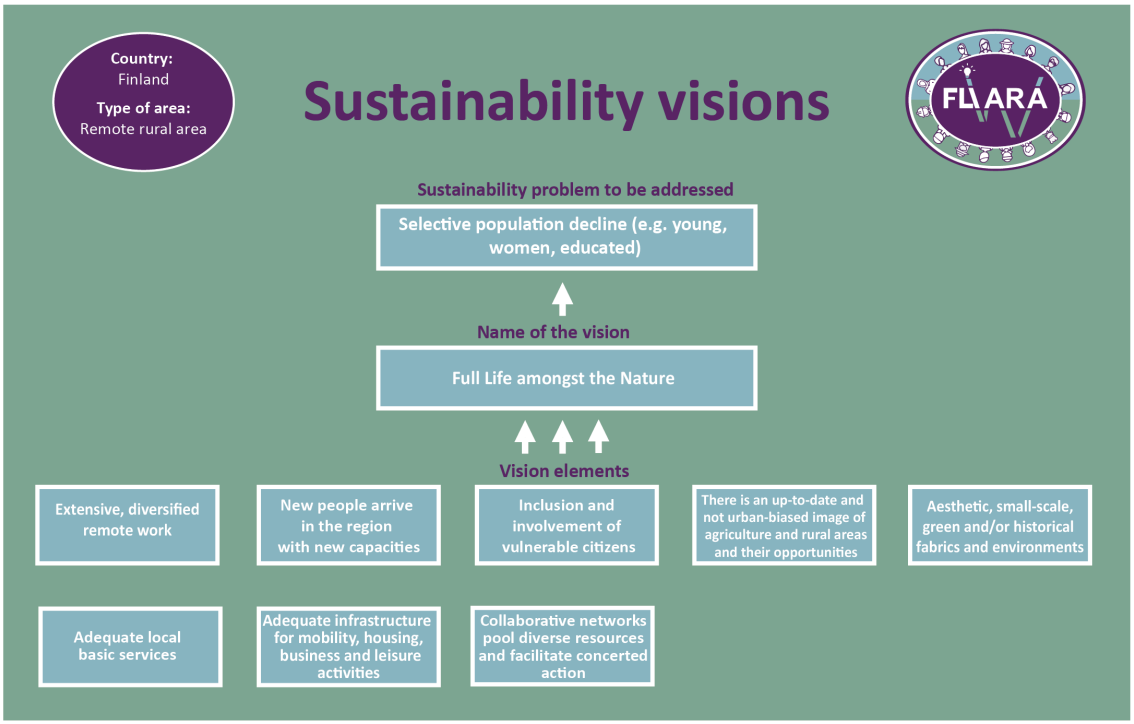


Funded by
the European Union





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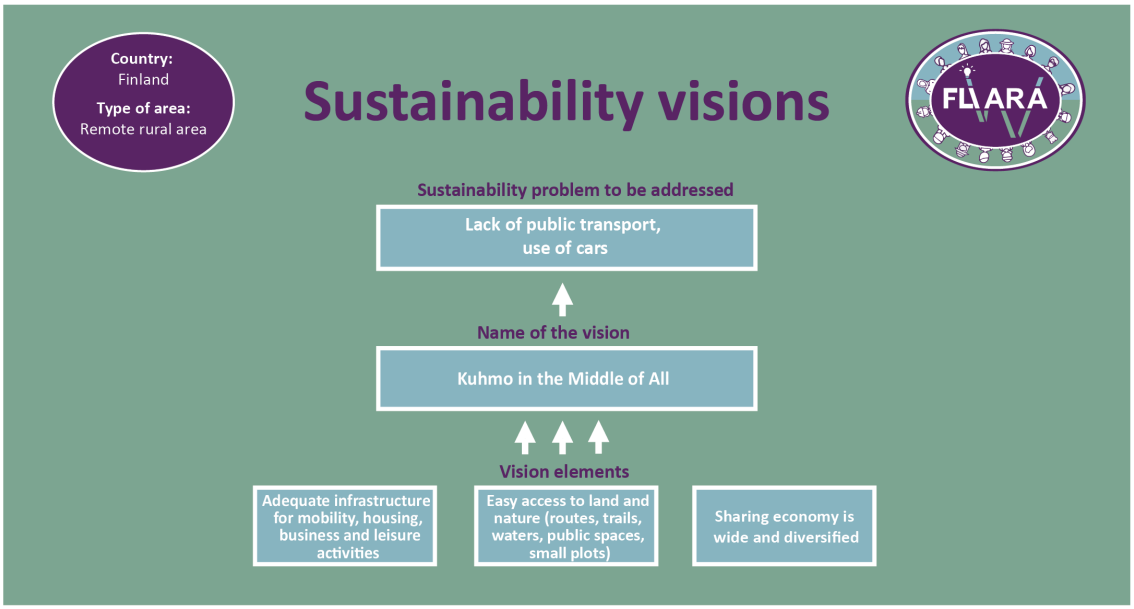

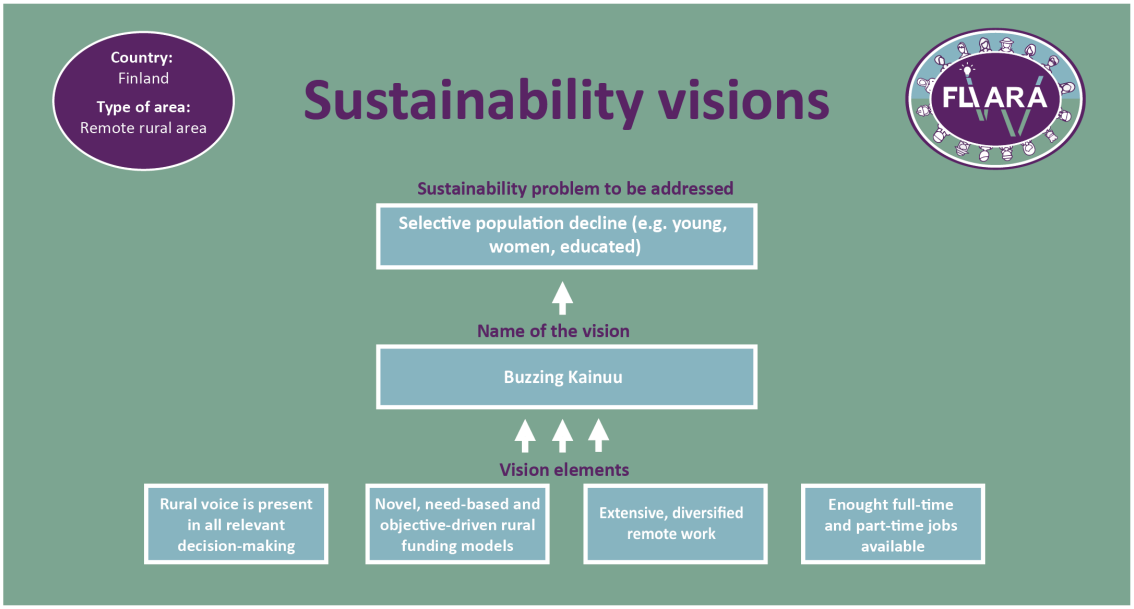

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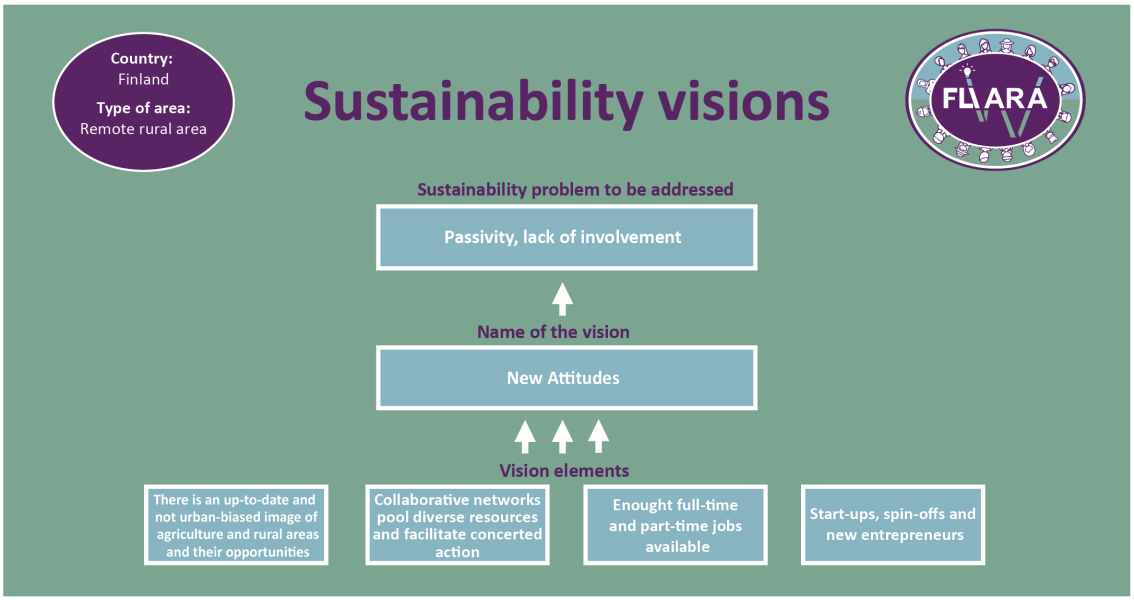

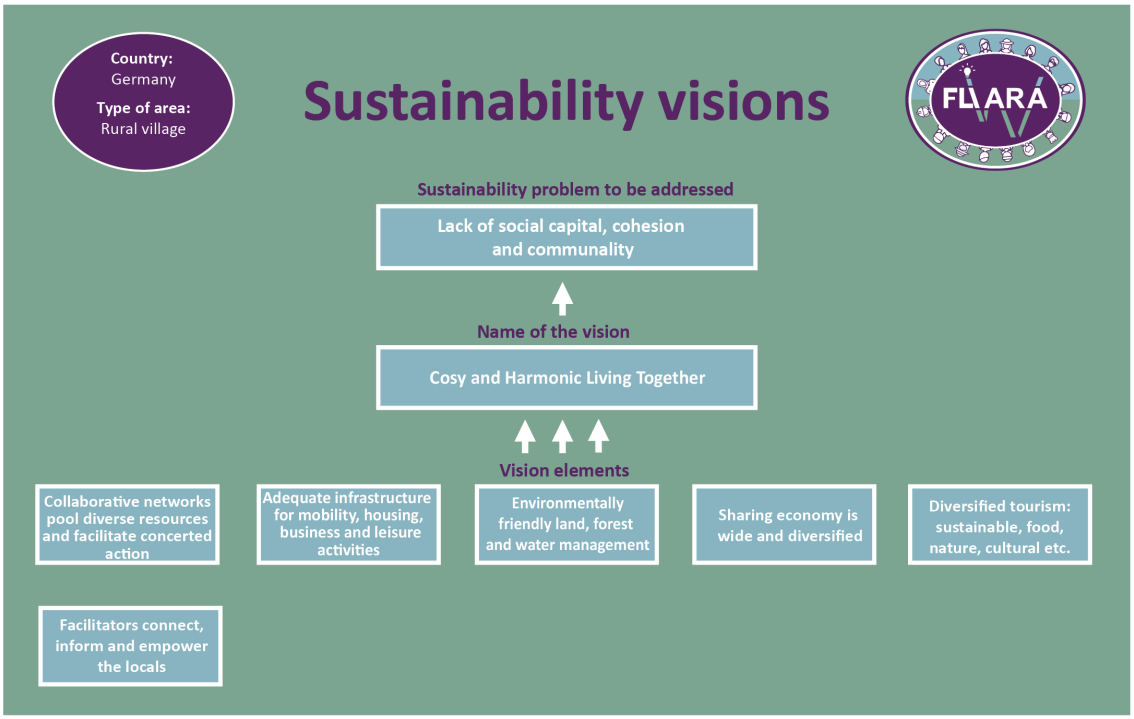

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Country:
Germany
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of social capital, cohesion and communality
Name of the vision
Working, Living and Learning by Linking Generations and in Line with Social Needsy
Vision elements
Collaborative networks pool diverse resources and facilitate concerted action
Linear fossil economy is replaced by circular and bioeconomy
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.
Sharing economy is wide and diversified
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
Rural places as experiential learning environments
Rich small-scale activities (artisanal and craft, micro, niche, pop-up)


Country:
Germany
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Inefficient, distant and/or bureaucratic policies
Name of the vision
Civil Society Movement Towards Green Markets, Technologies and Infrastructure
Vision elements
Strong community spirit
Linear fossil economy is replaced by circular and bioeconomy
Environmentally friendly land, forest and water management
Local renewable energy systems and/or communities

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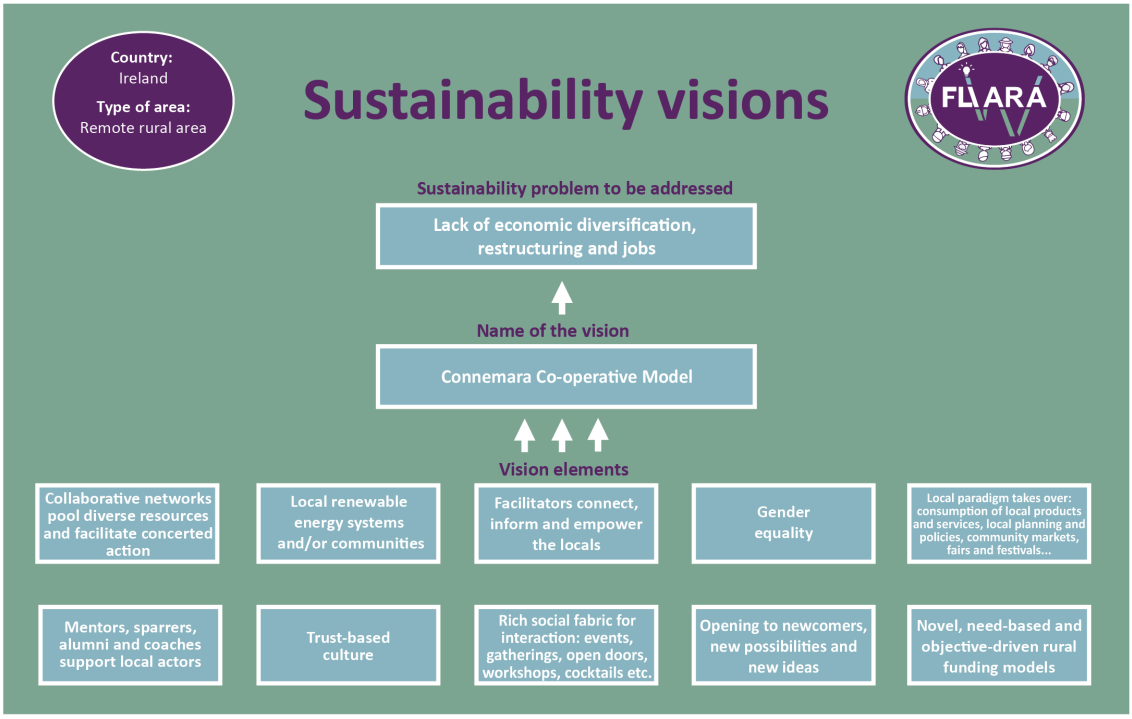
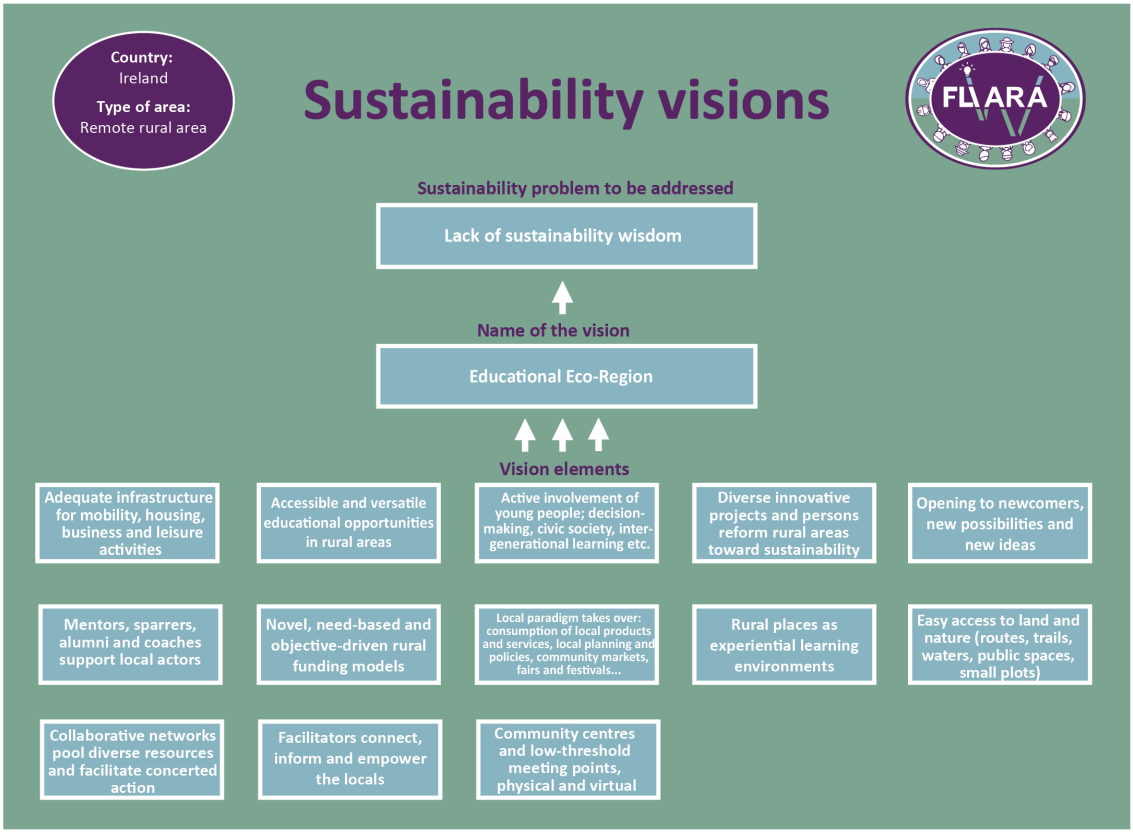
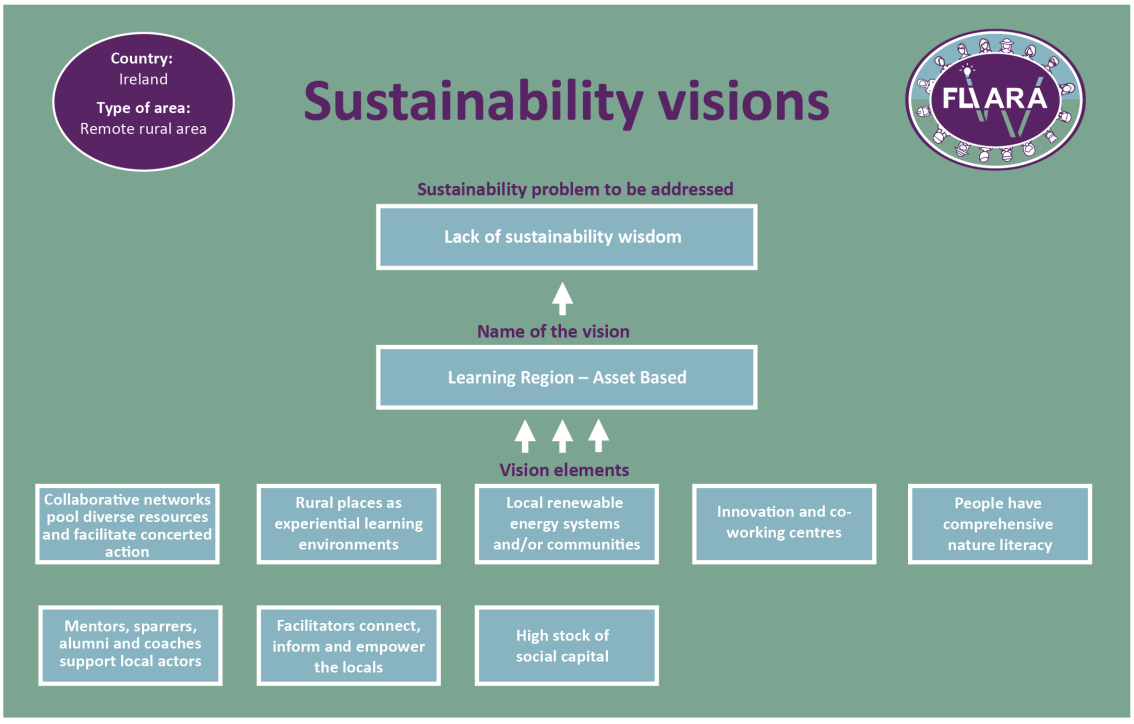



Country:
Ireland
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of infrastructure, facilities, local services, amenities and activities
Name of the vision
Networked Nuclear Villages with Strong Settlement Patterns for Connemara
Vision elements
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
Adequate infrastructure for mobility, housing, business and leisure activities
Diversified tourism: sustainable, food, nature, cultural etc.
Aesthetic, small-scale, green and/or historical fabrics and environments
Rural voice is present in all relevant decision-making
Start-ups, spin-offs and new entrepreneurs
Rich small-scale activities (artisanal and craft, micro, niche, pop-up)
Accessible and versatile educational opportunities in rural areas
Local renewable energy systems and/or communities


Country:
Ireland
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of sustainability wisdom
Name of the vision
Educational Eco-Region
Vision elements
Adequate infrastructure for mobility, housing, business and leisure activities
Accessible and versatile educational opportunities in rural areas
Active involvement of young people; decision-making, civic society, inter-generational learning etc.
Diverse innovative projects and persons reform rural areas toward sustainability
Opening to newcomers, new possibilities and new ideas
Mentors, sparrers, alumni and coaches support local actors
Novel, need-based and objective-driven rural funding models
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
Rural places as experiential learning environments
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
Collaborative networks pool diverse resources and facilitate concerted action
Facilitators connect, inform and empower the locals
Community centres and low-threshold meeting points, physical and virtual


Country:
Ireland
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Unsustainable land management practices
Name of the vision
Sustainable Holistic Living for Connemara
Vision elements
Sustainable farming attracts farmers and consumers
Environmentally friendly land, forest and water management
Novel, need-based and objective-driven rural funding models
Rural voice is present in all relevant decision-making
Adequate infrastructure for mobility, housing, business and leisure activities
Enought full-time and part-time jobs available
Collaborative networks pool diverse resources and facilitate concerted action
Start-ups, spin-offs and new entrepreneurs


Country:
Ireland
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of sustainability wisdom
Name of the vision
Learning Region – Asset Based
Vision elements
Collaborative networks pool diverse resources and facilitate concerted action
Rural places as experiential learning environments
Local renewable energy systems and/or communities
Innovation and co-working centres
People have comprehensive nature literacy
Mentors, sparrers, alumni and coaches support local actors
Facilitators connect, inform and empower the locals
High stock of social capital

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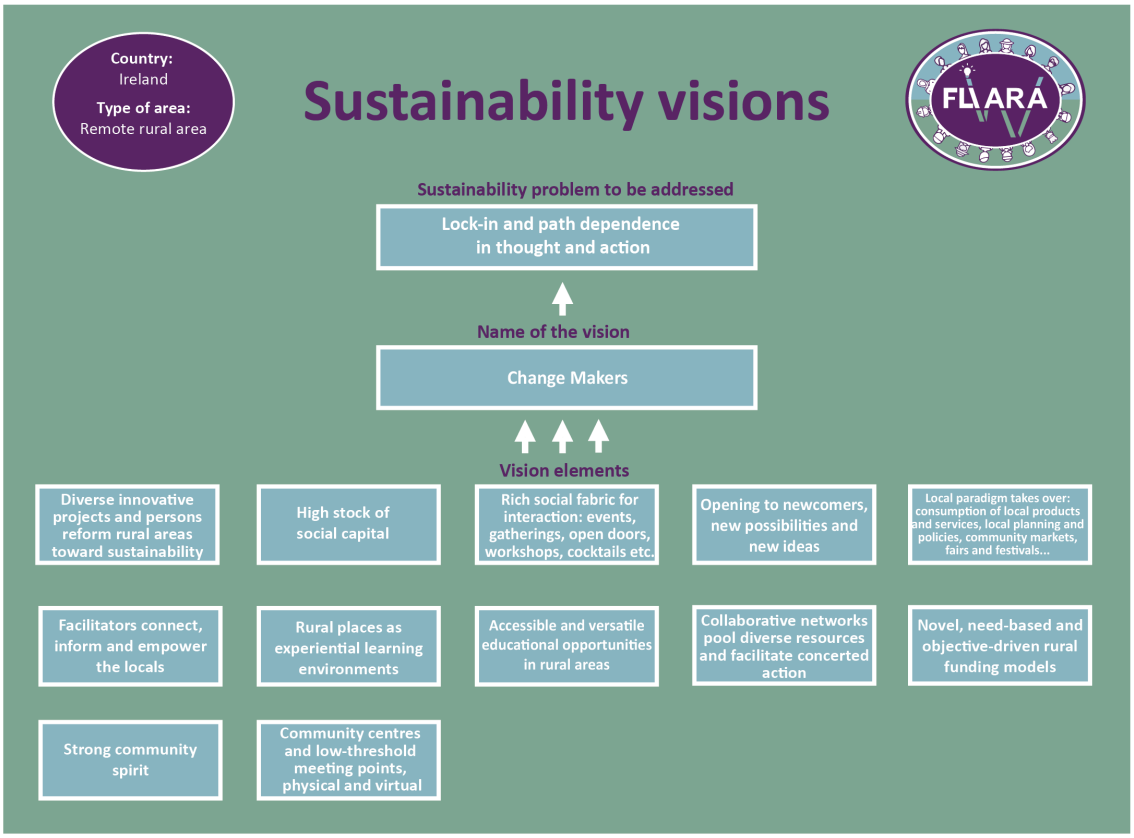

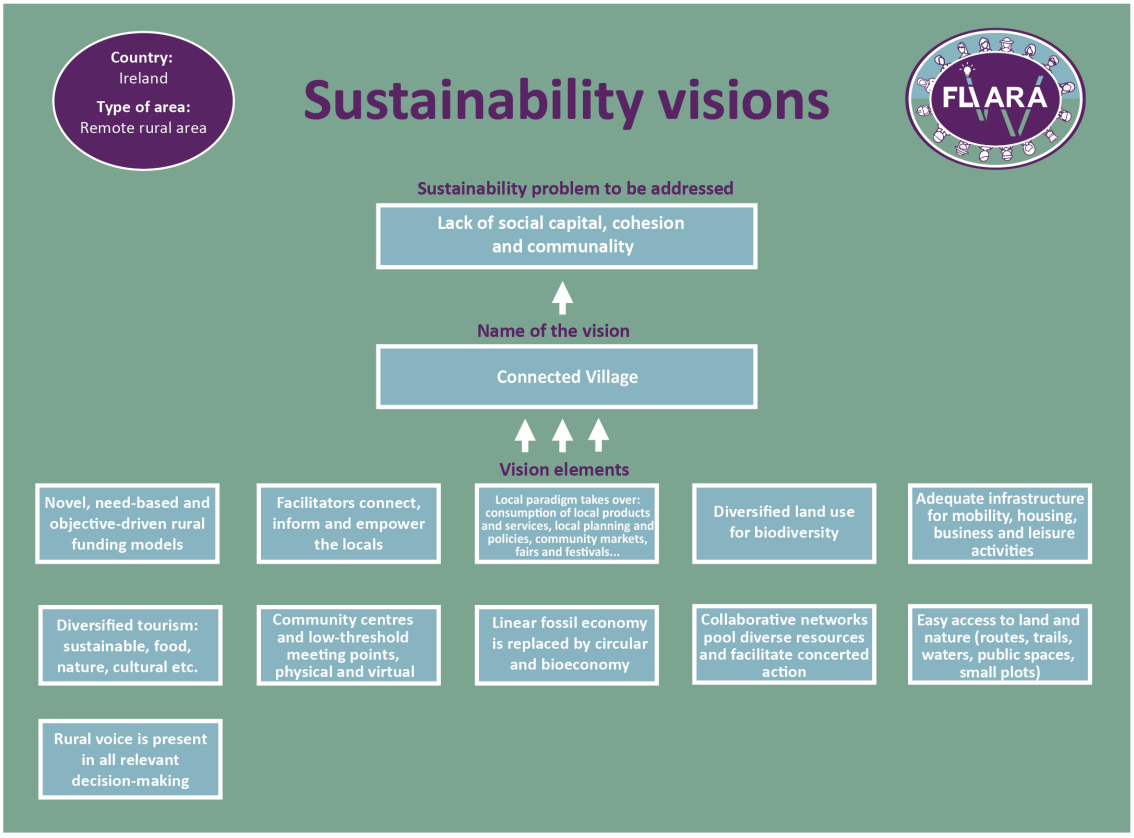

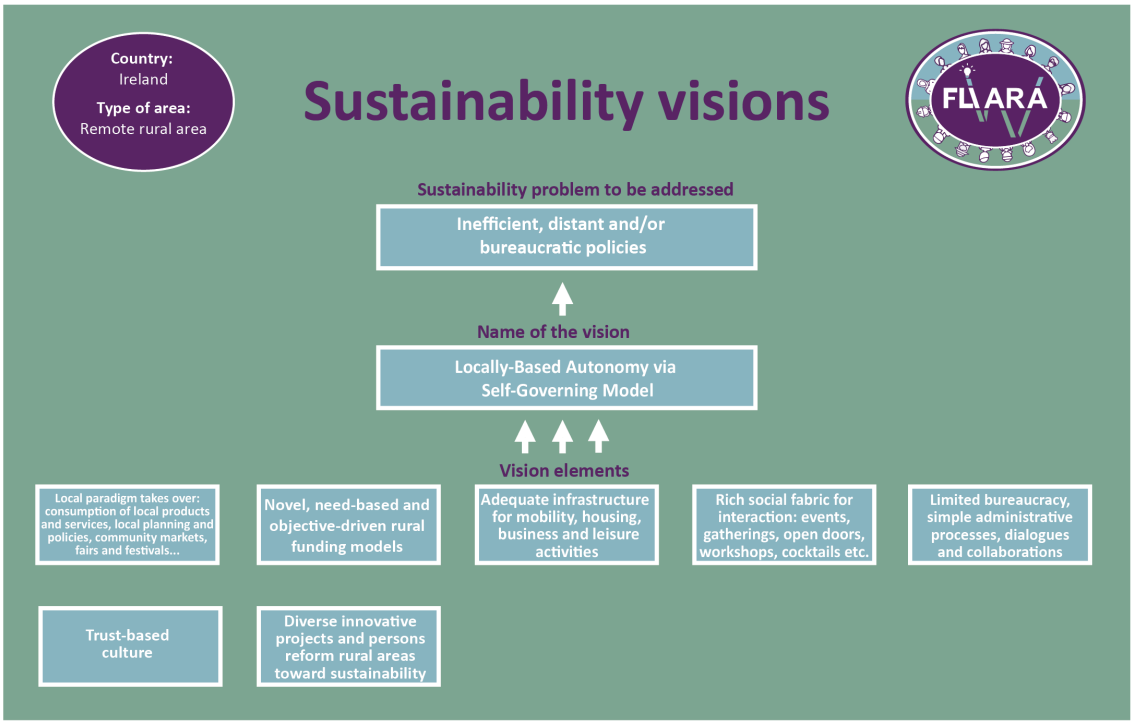
Country:
Ireland
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Inefficient, distant and/or bureaucratic policies
Name of the vision
Locally-Based Autonomy via Self-Governing Model
Vision elements
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
Novel, need-based and objective-driven rural funding models
Adequate infrastructure for mobility, housing, business and leisure activities
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.
Limited bureaucracy, simple administrative processes, dialogues and collaborations
Trust-based culture
Diverse innovative projects and persons reform rural areas toward sustainability


Country:
Ireland
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of economic diversification, restructuring and jobs
Name of the vision
Incubation Centre via a Cluster of Industries
Vision elements
Innovation and co-working centres
Mentors, sparrers, alumni and coaches support local actors
Rural places as experiential learning environments
Diverse innovative projects and persons reform rural areas toward sustainability
Collaborative networks pool diverse resources and facilitate concerted action
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces
Adequate infrastructure for mobility, housing, business and leisure activities
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.
Start-ups, spin-offs and new entrepreneurs

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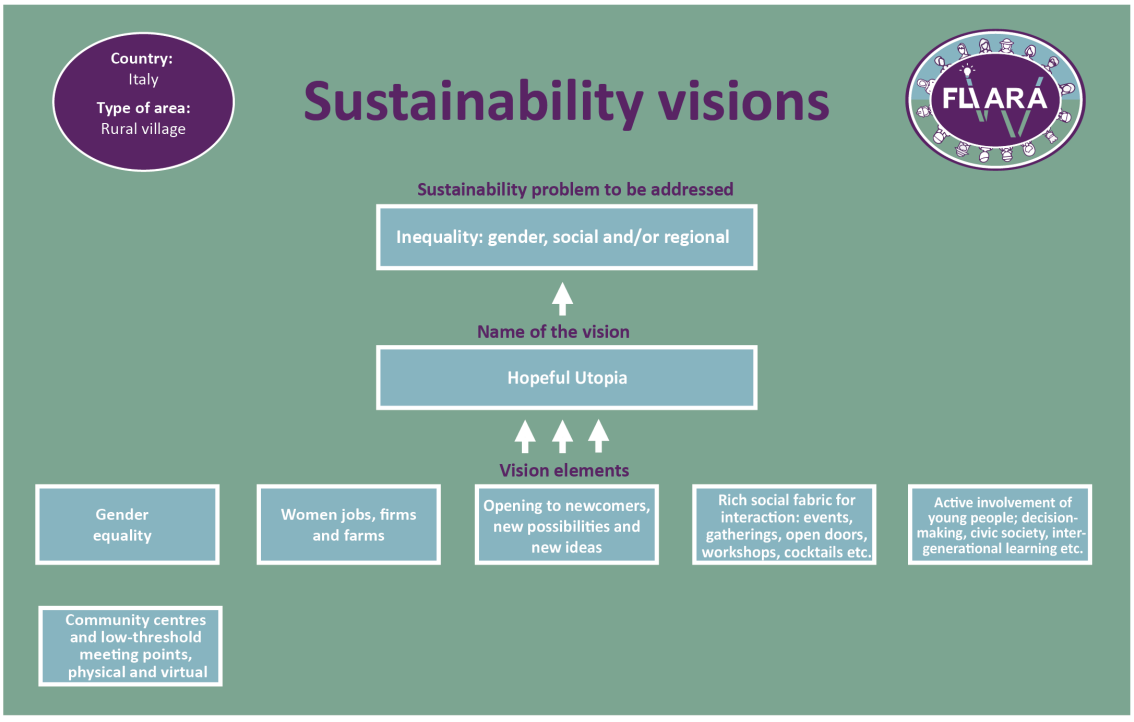
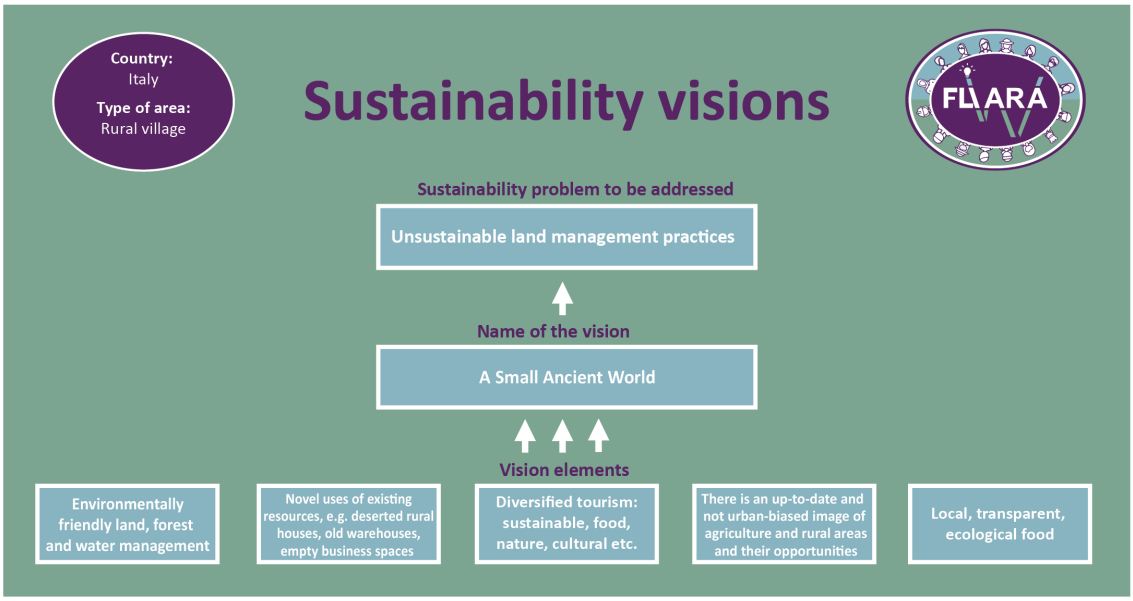
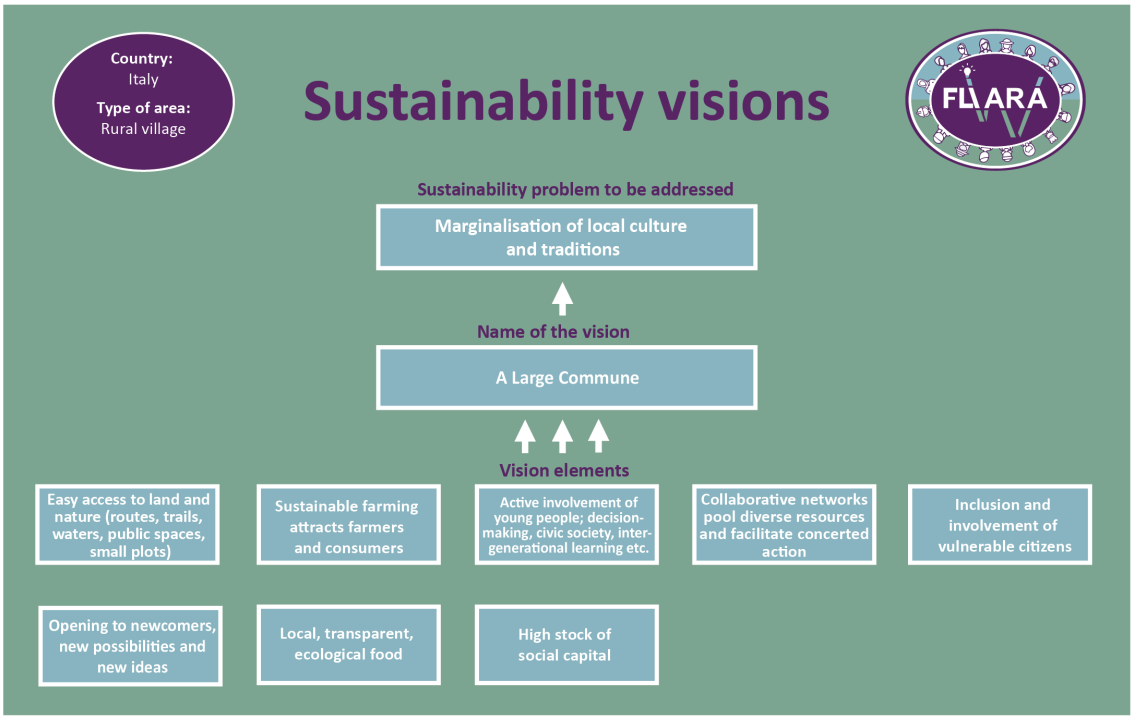



Country:
Italy
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Unsustainable land management practices
Name of the vision
A Small Ancient World
Vision elements
Environmentally friendly land, forest and water management
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces
Diversified tourism: sustainable, food, nature, cultural etc.
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities
Local, transparent, ecological food


Country:
Italy
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Marginalisation of local culture and traditions
Name of the vision
A Large Commune
Vision elements
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
Sustainable farming attracts farmers and consumers
Active involvement of young people; decision-making, civic society, inter-generational learning etc.
Collaborative networks pool diverse resources and facilitate concerted action
Inclusion and involvement of vulnerable citizens
Opening to newcomers, new possibilities and new ideas
Local, transparent, ecological food
High stock of social capital

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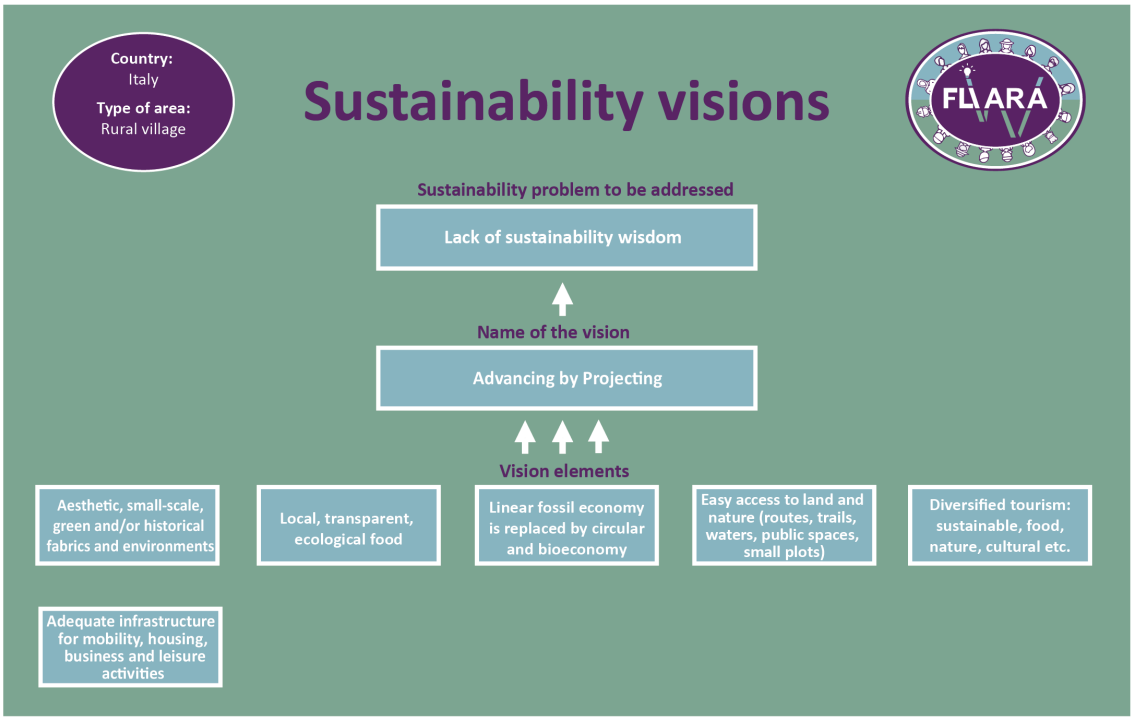

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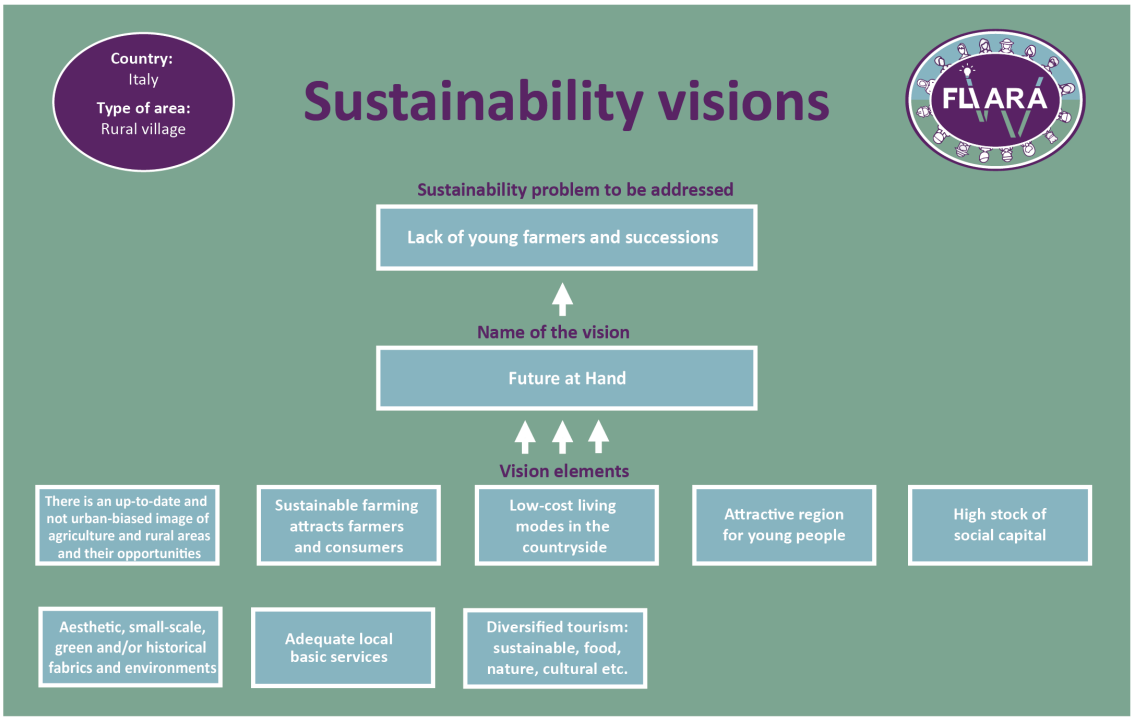
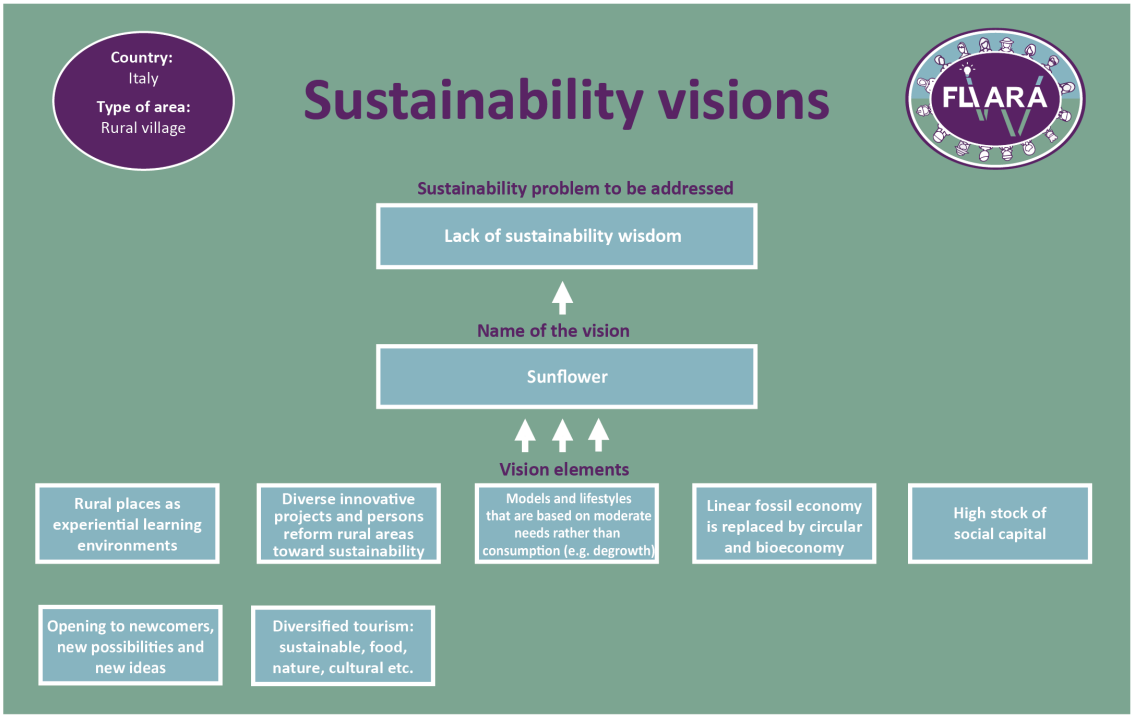
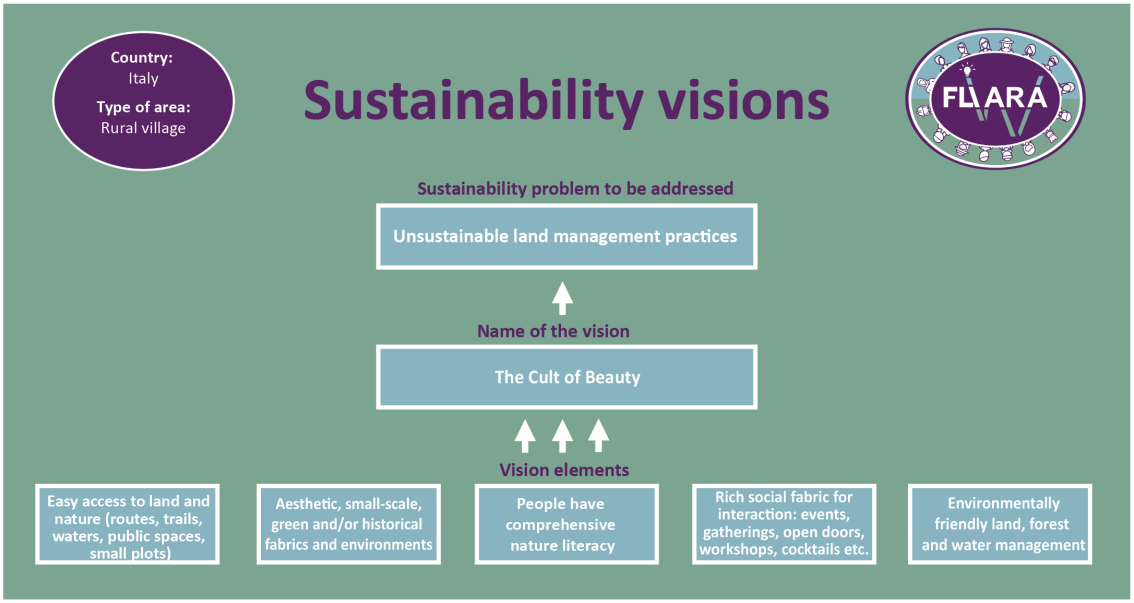
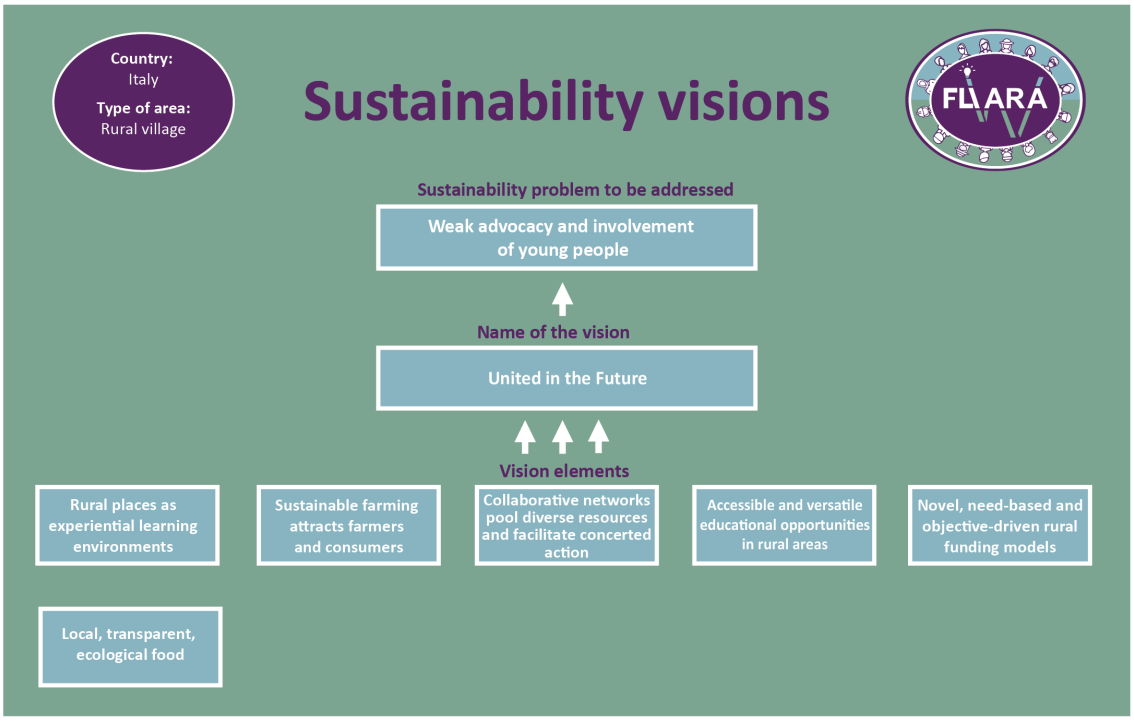
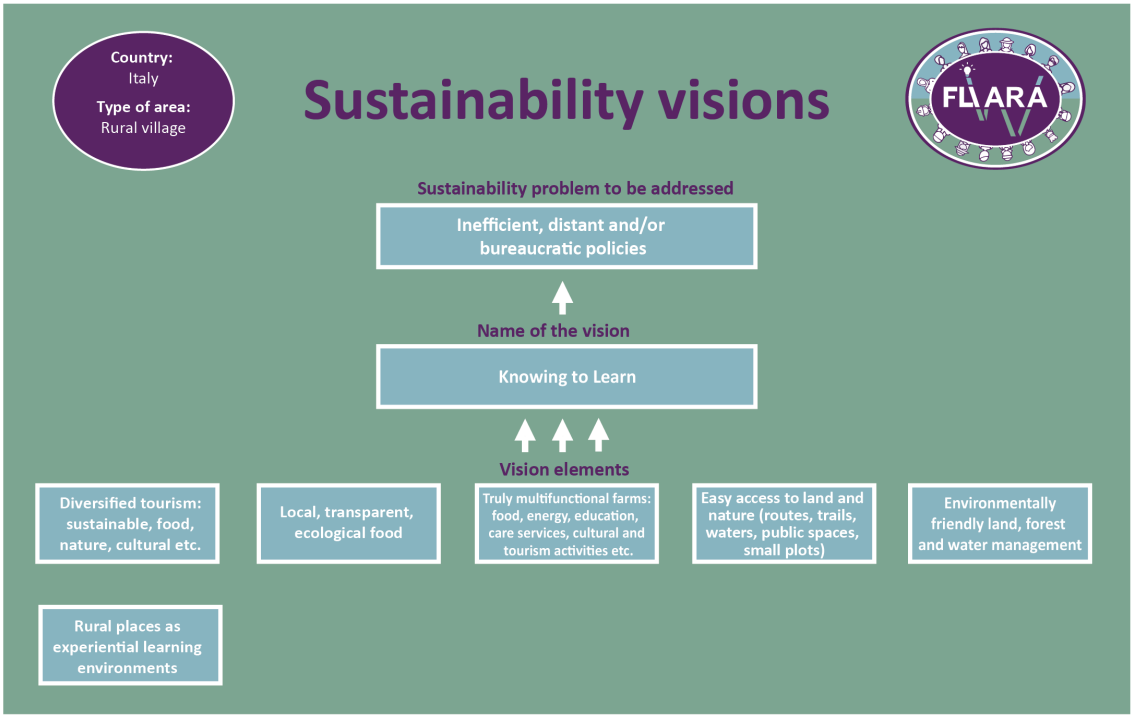





Country:
Italy
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of public transport, use of cars
Name of the vision
A Free Road
Vision elements
There are equal possibilities for diverse mobility modes: foot paths, bike lanes, cars and public transport
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
Environmentally friendly land, forest and water management
Opening to newcomers, new possibilities and new ideas
Diversified tourism: sustainable, food, nature, cultural etc.
Enought full-time and part-time jobs available
High stock of social capital


Country:
Italy
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Unsustainable land management practices
Name of the vision
The Cult of Beauty
Vision elements
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
Aesthetic, small-scale, green and/or historical fabrics and environments
People have comprehensive nature literacy
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.
Environmentally friendly land, forest and water management


Country:
Italy
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Weak advocacy and involvement of young people
Name of the vision
United in the Future
Vision elements
Rural places as experiential learning environments
Sustainable farming attracts farmers and consumers
Collaborative networks pool diverse resources and facilitate concerted action
Accessible and versatile educational opportunities in rural areas
Novel, need-based and objective-driven rural funding models
Local, transparent, ecological food


Country:
Italy
Type of area:
Rural village
Sustainability visions
FLARA
Sustainability problem to be addressed
Inefficient, distant and/or bureaucratic policies
Name of the vision
Knowing to Learn
Vision elements
Diversified tourism: sustainable, food, nature, cultural etc.
Local, transparent, ecological food
Truly multifunctional farms: food, energy, education, care services, cultural and tourism activities etc.
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
Environmentally friendly land, forest and water management
Rural places as experiential learning environments


Country:
Slovenia
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Lock-in and path dependence in thought and action
Name of the vision
Redefining Rural Identity
Vision elements
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces
Aesthetic, small-scale, green and/or historical fabrics and environments
Collaborative networks pool diverse resources and facilitate concerted action
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
People have comprehensive nature literacy
Active involvement of young people; decision-making, civic society, inter-generational learning etc.


Country:
Slovenia
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Alienation of people from food production
Name of the vision
Local Food Strategy
Vision elements
New people arrive in the region with new capacities
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities
People have comprehensive agricultural and food literacy
Collaborative networks pool diverse resources and facilitate concerted action
Novel, need-based and objective-driven rural funding models
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
Local, transparent, ecological food

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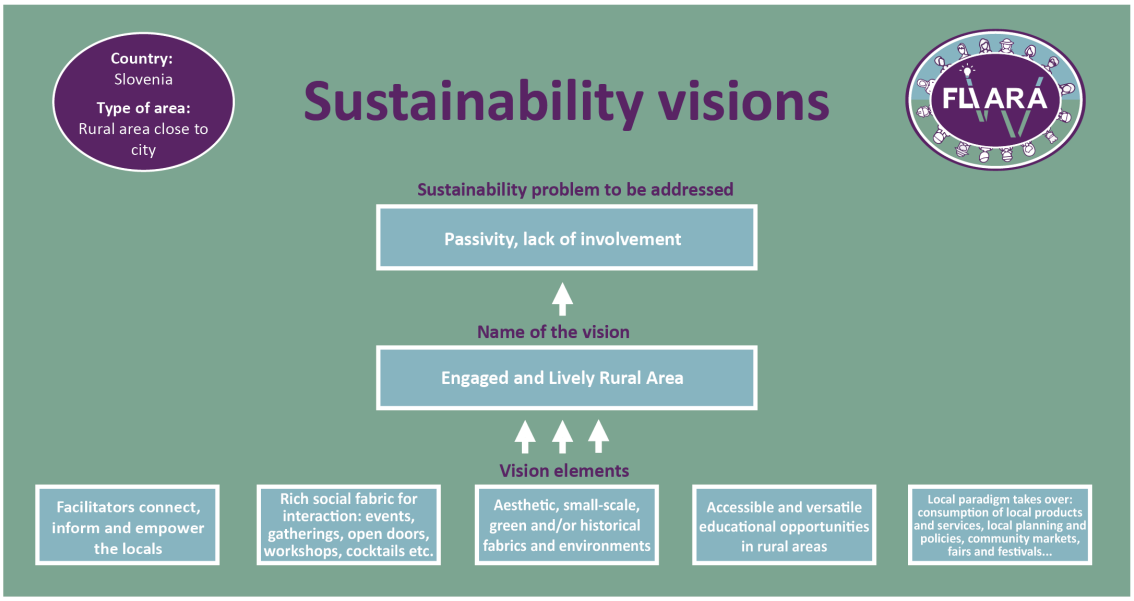
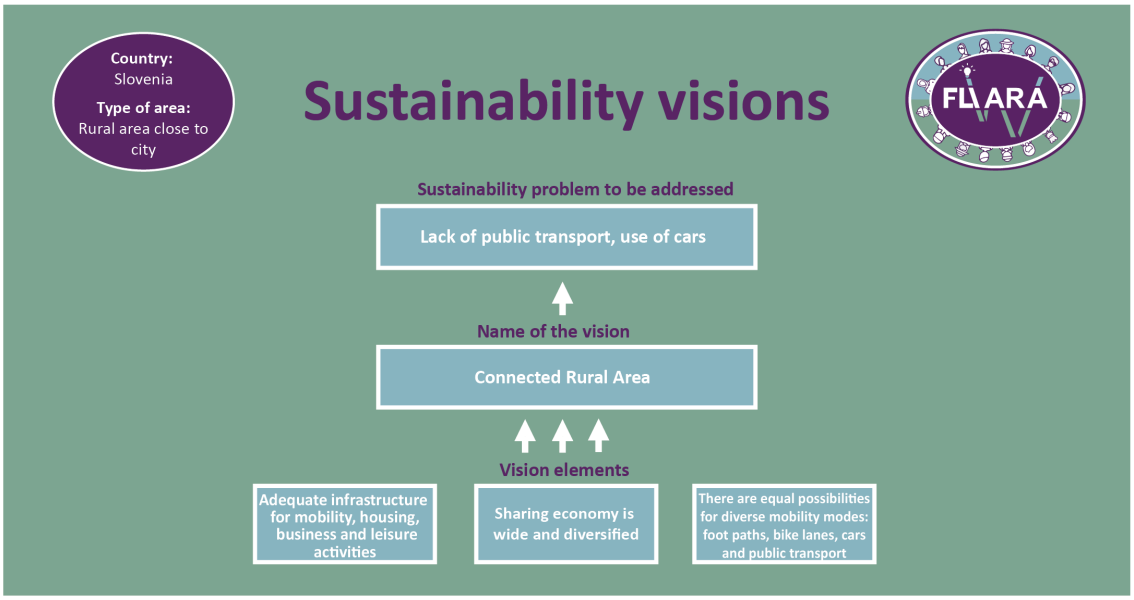
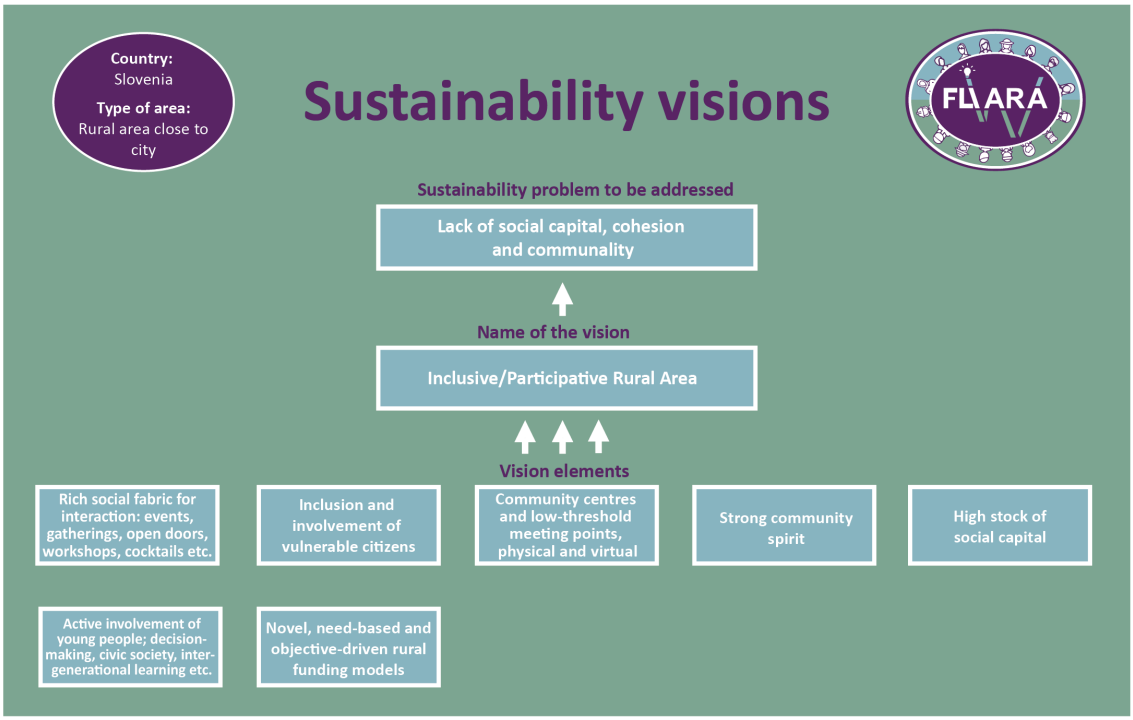
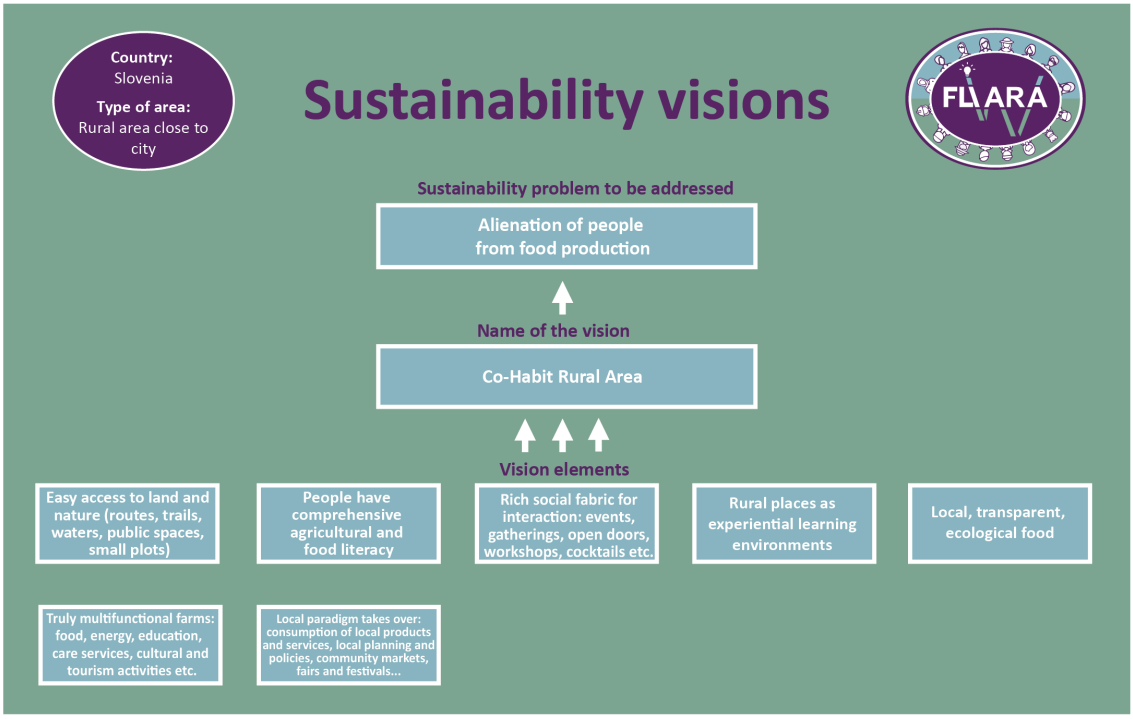
the European Union






Country:
Slovenia
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of social capital, cohesion and communality
Name of the vision
Inclusive/Participative Rural Area
Vision elements
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.
Inclusion and involvement of vulnerable citizens
Community centres and low-threshold meeting points, physical and virtual
Strong community spirit
High stock of social capital
Active involvement of young people; decision-making, civic society, inter-generational learning etc.
Novel, need-based and objective-driven rural funding models


Country:
Slovenia
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Alienation of people from food production
Name of the vision
Co-Habit Rural Area
Vision elements
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
People have comprehensive agricultural and food literacy
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.
Rural places as experiential learning environments
Local, transparent, ecological food
Truly multifunctional farms: food, energy, education, care services, cultural and tourism activities etc.
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...

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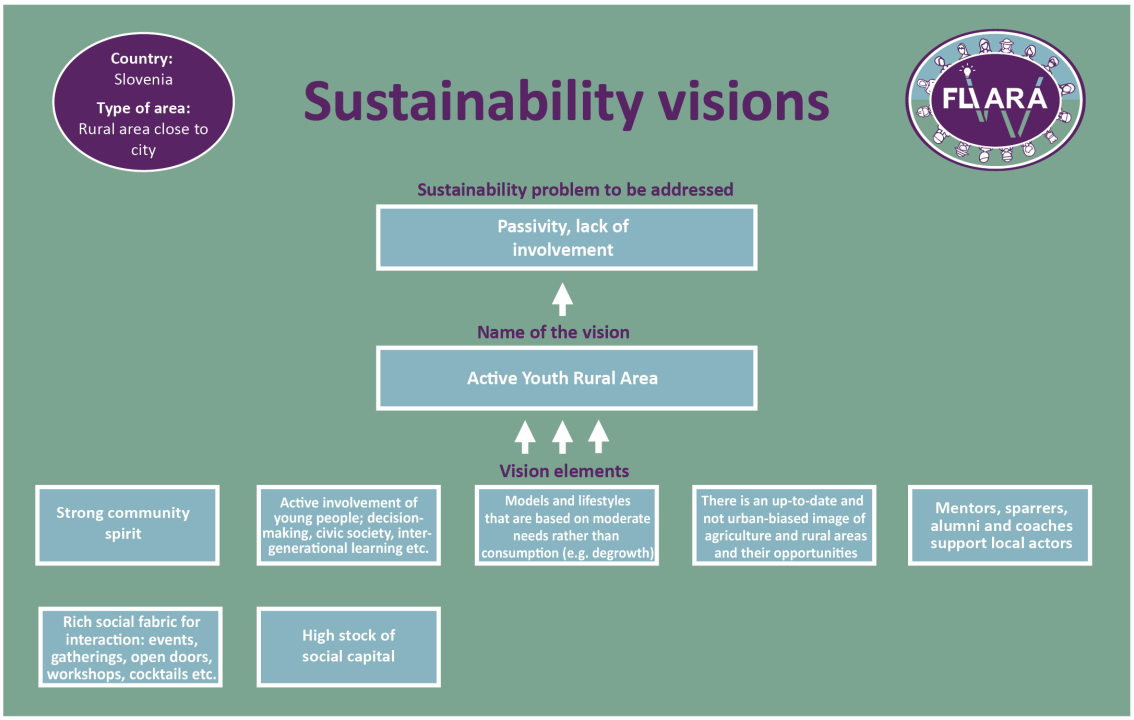

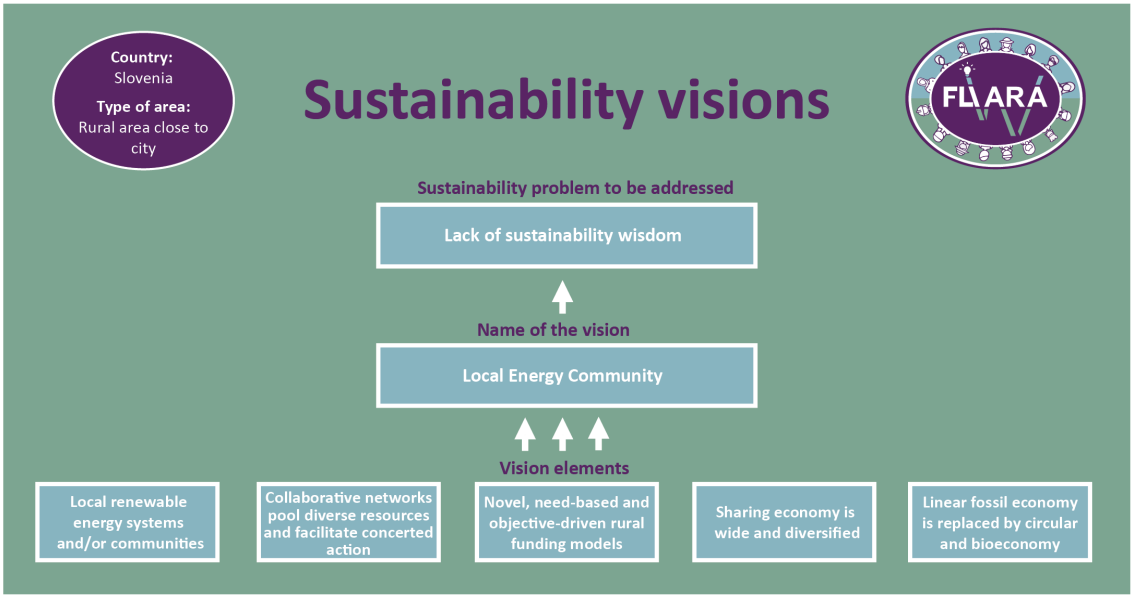


Country:
Slovenia
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of young farmers and successions
Name of the vision
Agriculture as a Primary Industry in Rural Area
Vision elements
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities
Adequate local basic services
Limited bureaucracy, simple administrative processes, dialogues and collaborations
New organisation of small farms and firms
Truly multifunctional farms: food, energy, education, care services, cultural and tourism activities etc.
Accessible and versatile educational opportunities in rural areas
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.


Country:
Slovenia
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Poor marketing of the opportunities and the area
Name of the vision
Green Belt
Vision elements
Diversified tourism: sustainable, food, nature, cultural etc.
Environmentally friendly land, forest and water management
Aesthetic, small-scale, green and/or historical fabrics and environments
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities
Adequate infrastructure for mobility, housing, business and leisure activities

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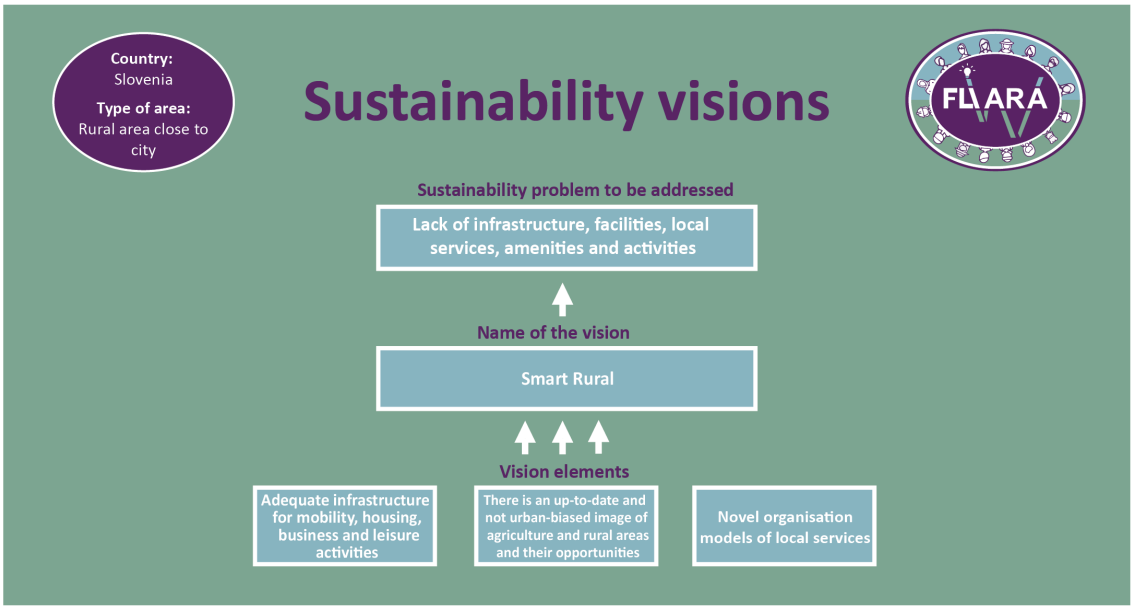

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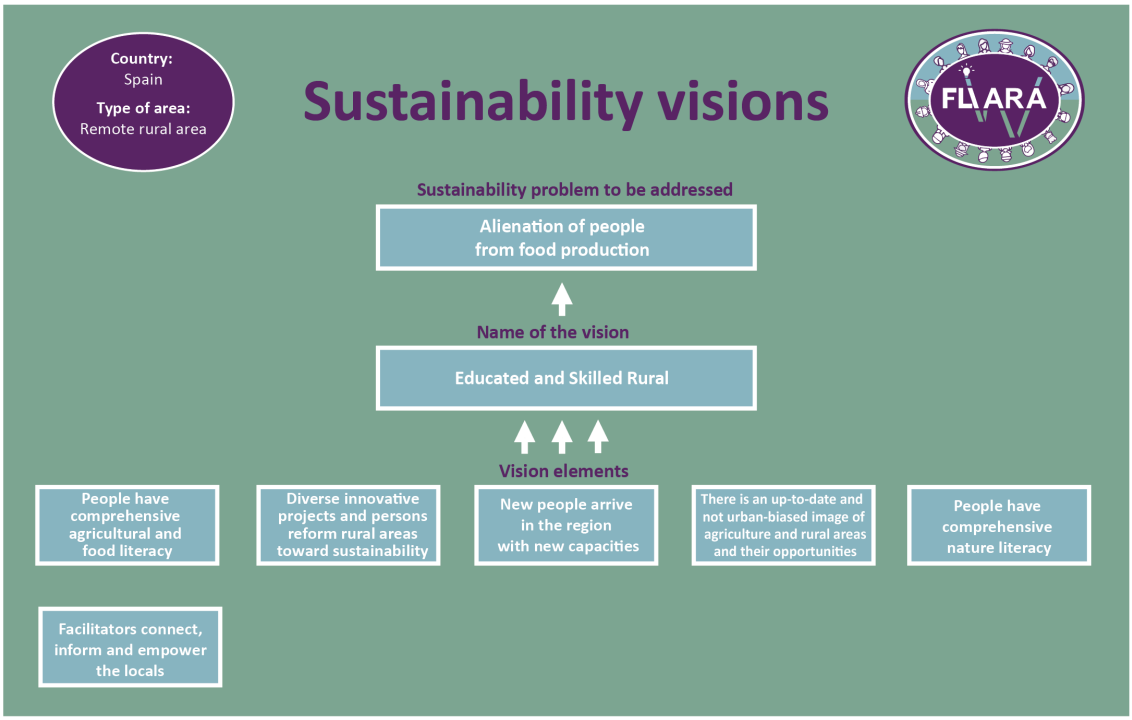
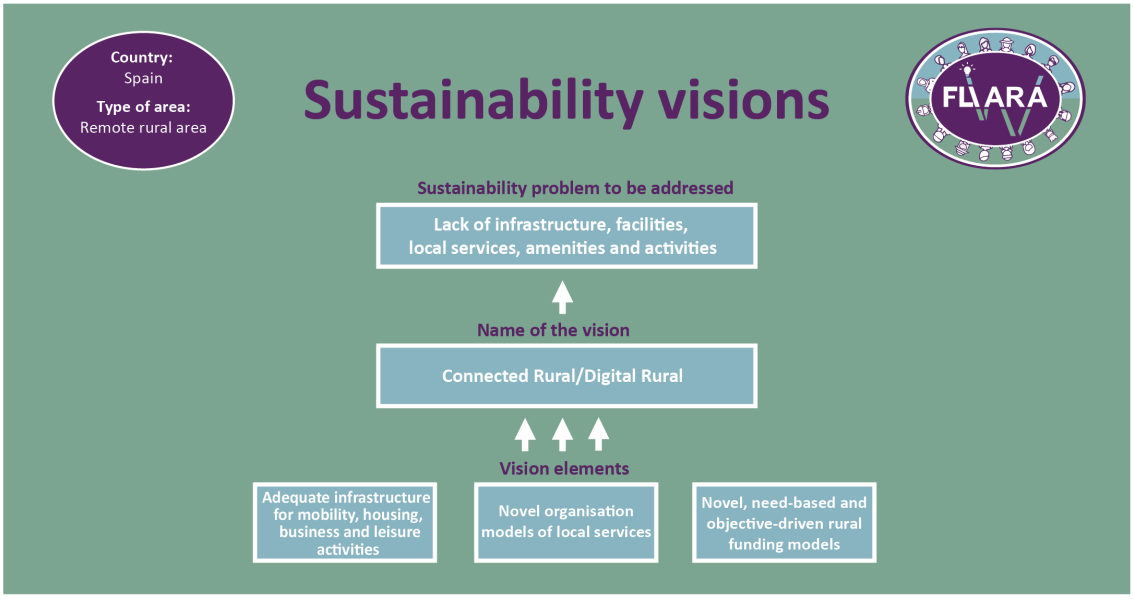
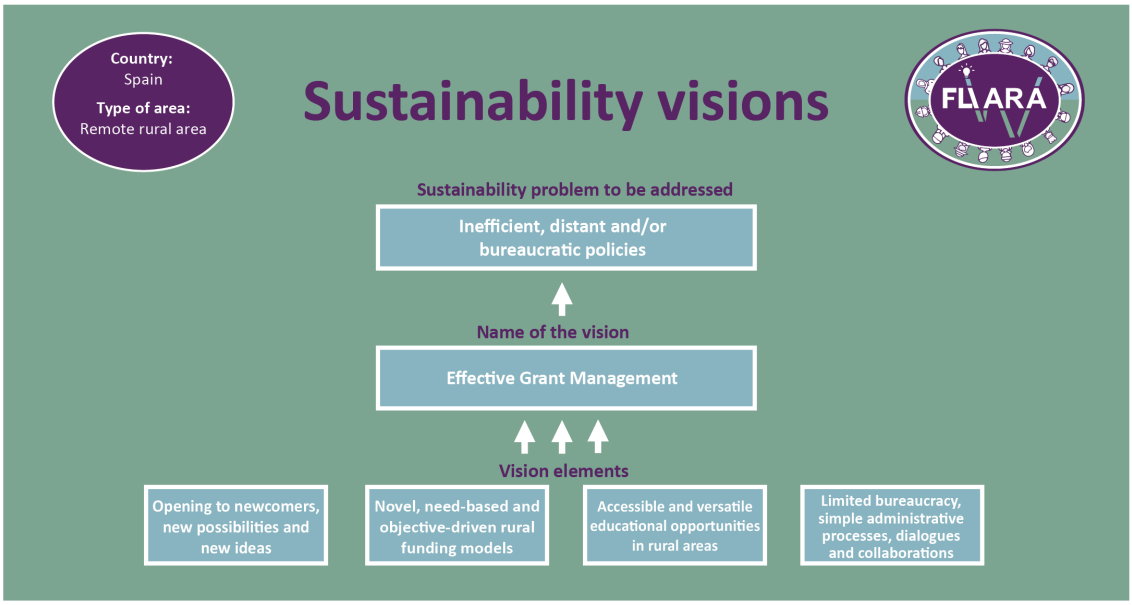





Country:
Spain
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Unsustainable land management practises
Name of the vision
Accessible Rural
Vision elements
Easy access to land and nature (routes, trails, waters, public spaces, small plots)
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
Environmentally friendly land, forest and water management


Country:
Spain
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of young farmers and successions
Name of the vision
Property Restoration
Vision elements
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces
Novel, need-based and objective-driven rural funding models
People have comprehensive nature literacy
Rich small-scale activities (artisanal and craft, micro, niche, pop-up)


Country:
Spain
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Inefficient, distant and/or bureaucratic policies
Name of the vision
Effective Grant Management
Vision elements
Opening to newcomers, new possibilities and new ideas
Novel, need-based and objective-driven rural funding models
Accessible and versatile educational opportunities in rural areas
Limited bureaucracy, simple administrative processes, dialogues and collaborations


Country:
Spain
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of young farmers and successions
Name of the vision
Young Rural
Vision elements
Accessible and versatile educational opportunities in rural areas
Community centres and low-threshold meeting points, physical and virtual
New people arrive in the region with new capacities
Enought full-time and part-time jobs available
People have comprehensive agricultural and food literacy

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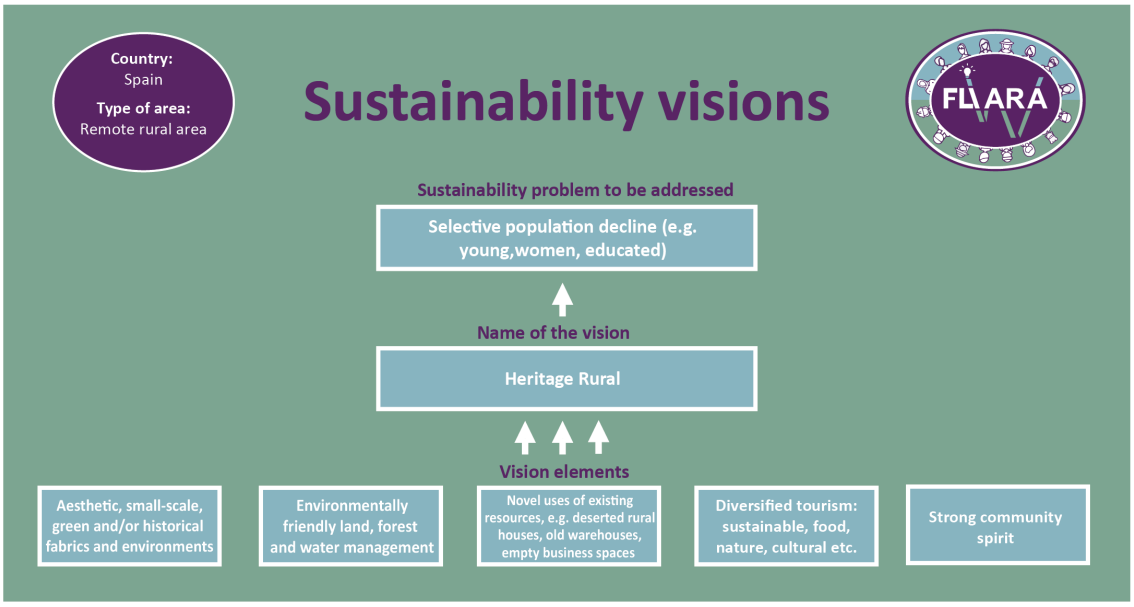
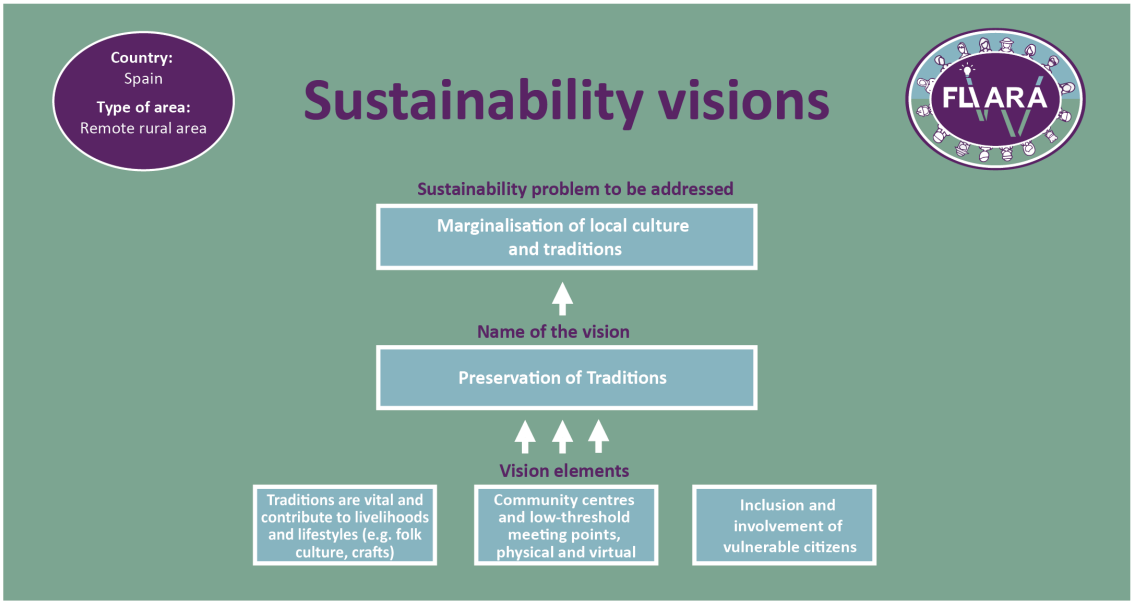
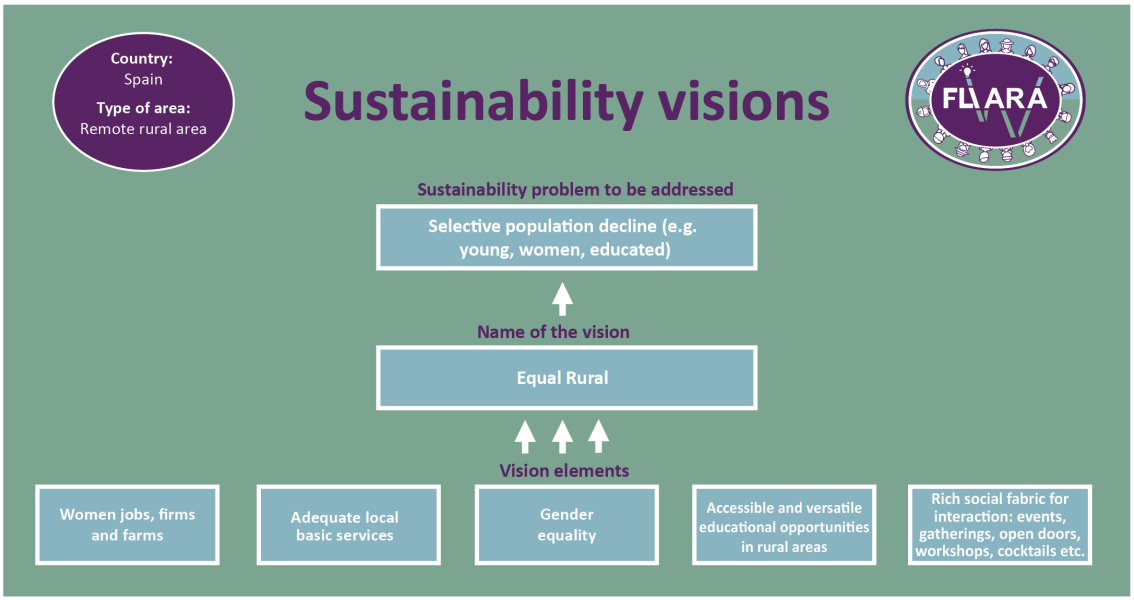
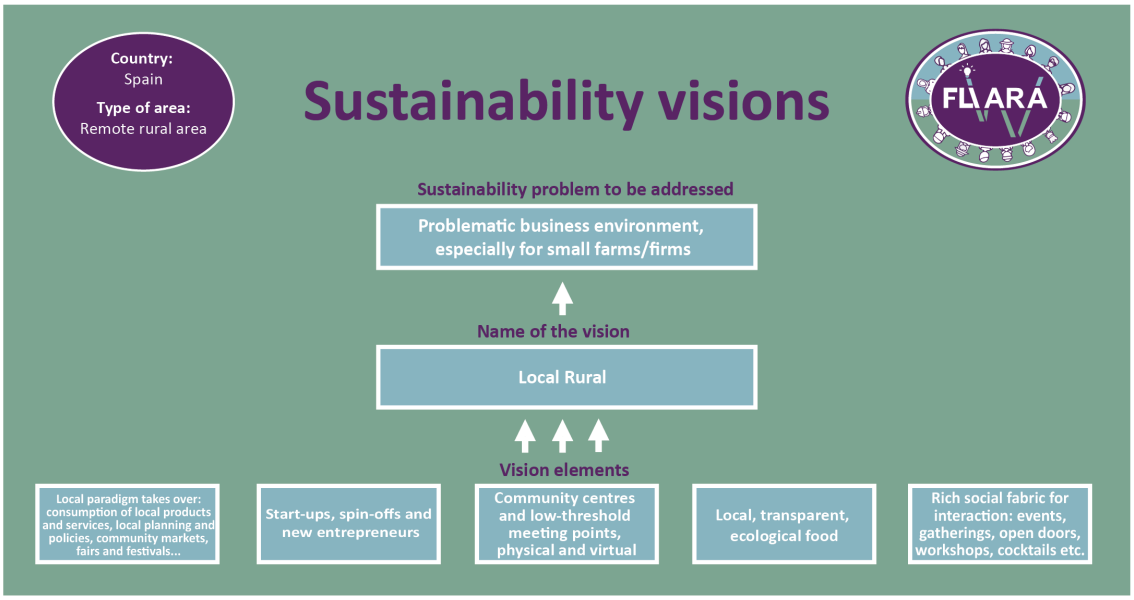





Country:
Spain
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Selective population decline (e.g. young, women, educated)
Name of the vision
Equal Rural
Vision elements
Women jobs, firms and farms
Adequate local basic services
Gender equality
Accessible and versatile educational opportunities in rural areas
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.


Country:
Spain
Type of area:
Remote rural area
Sustainability visions
FLARA
Sustainability problem to be addressed
Problematic business environment, especially for small farms/firms
Name of the vision
Local Rural
Vision elements
Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
Start-ups, spin-offs and new entrepreneurs
Community centres and low-threshold meeting points, physical and virtual
Local, transparent, ecological food
Rich social fabric for interaction: events, gatherings, open doors, workshops, cocktails etc.

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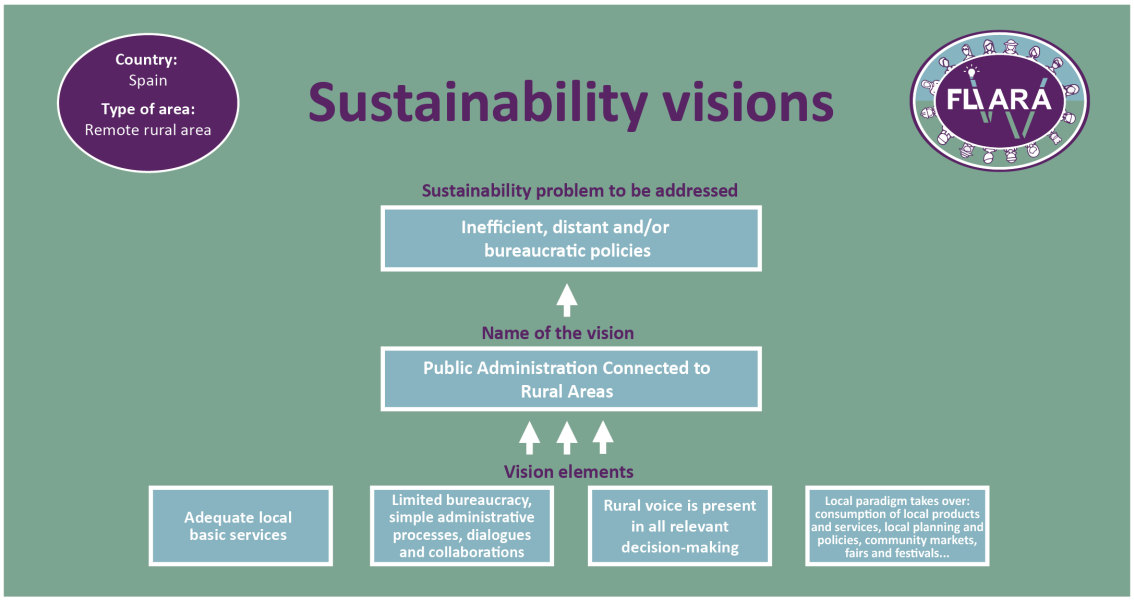

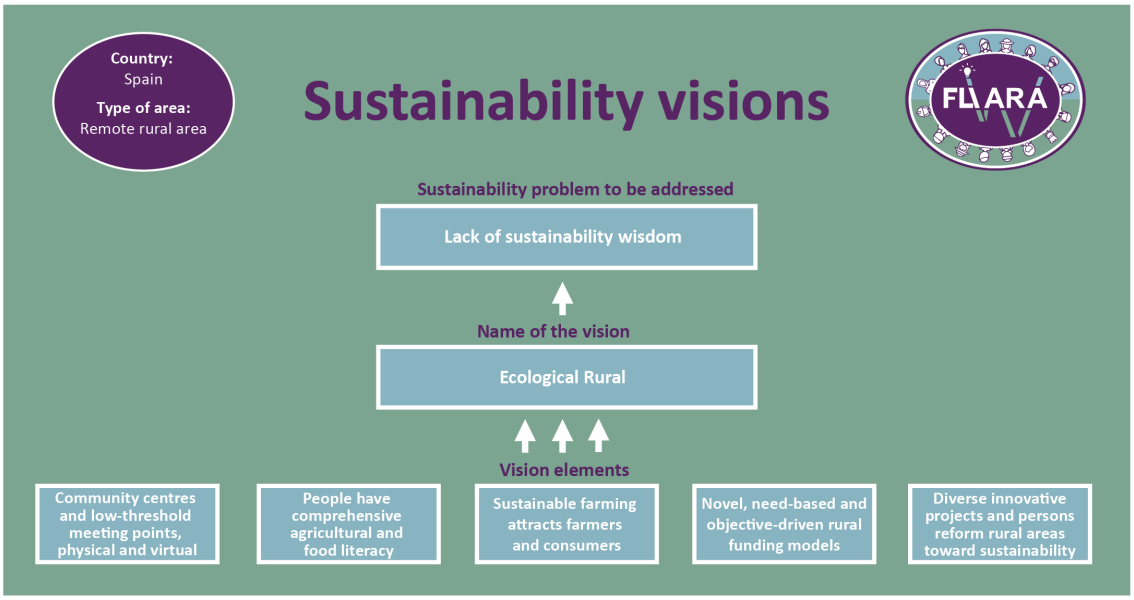

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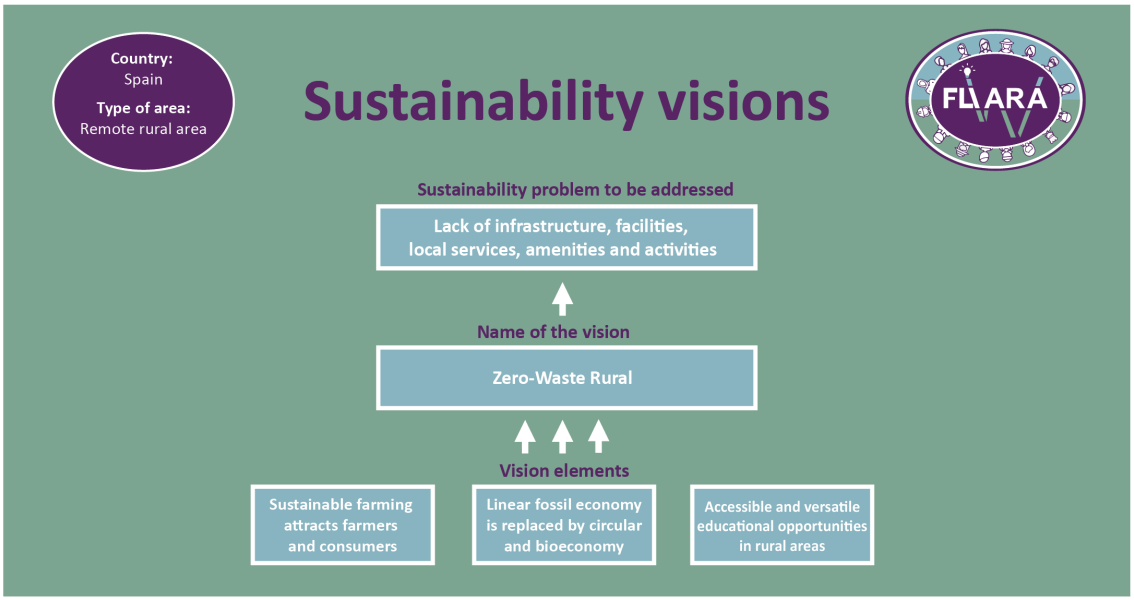

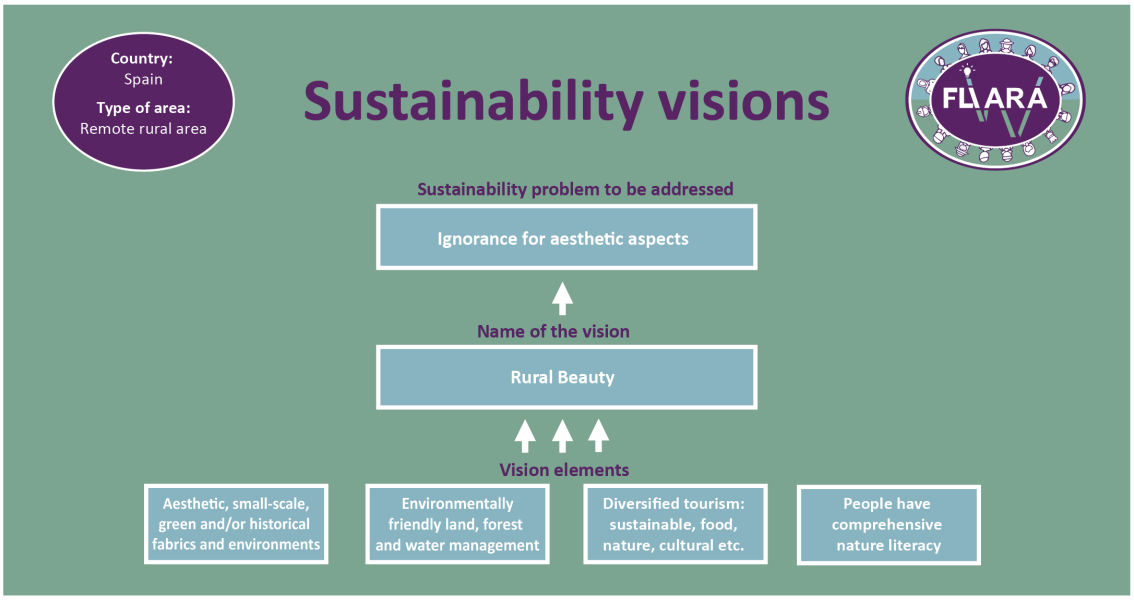

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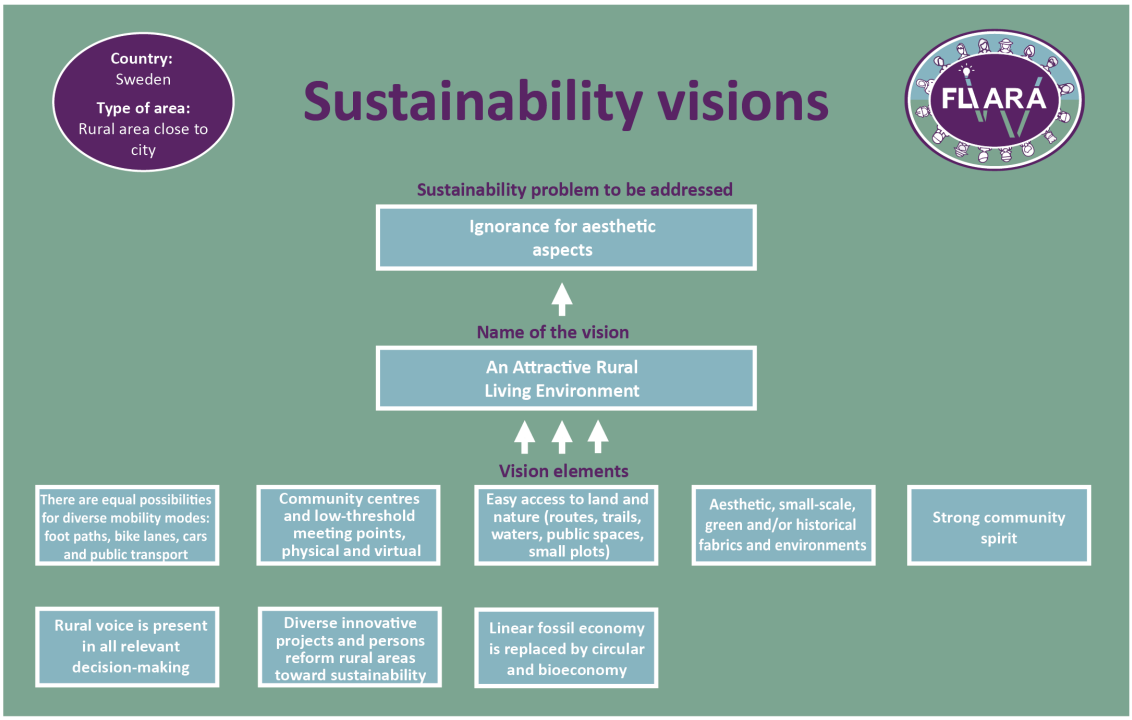
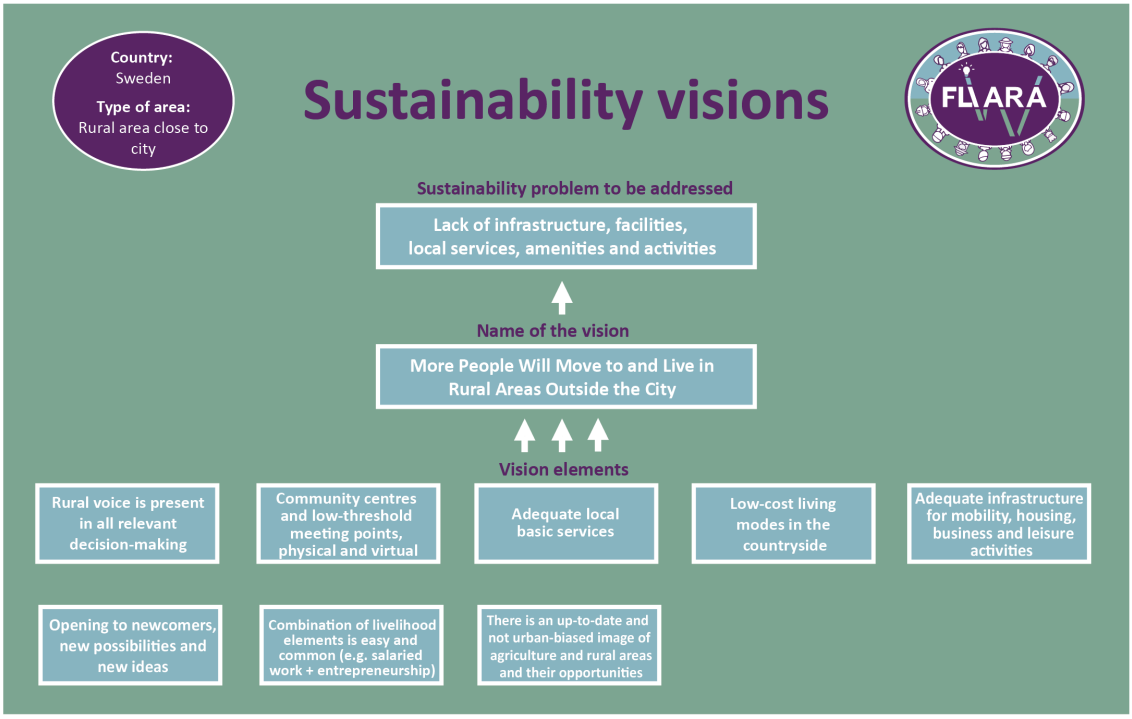
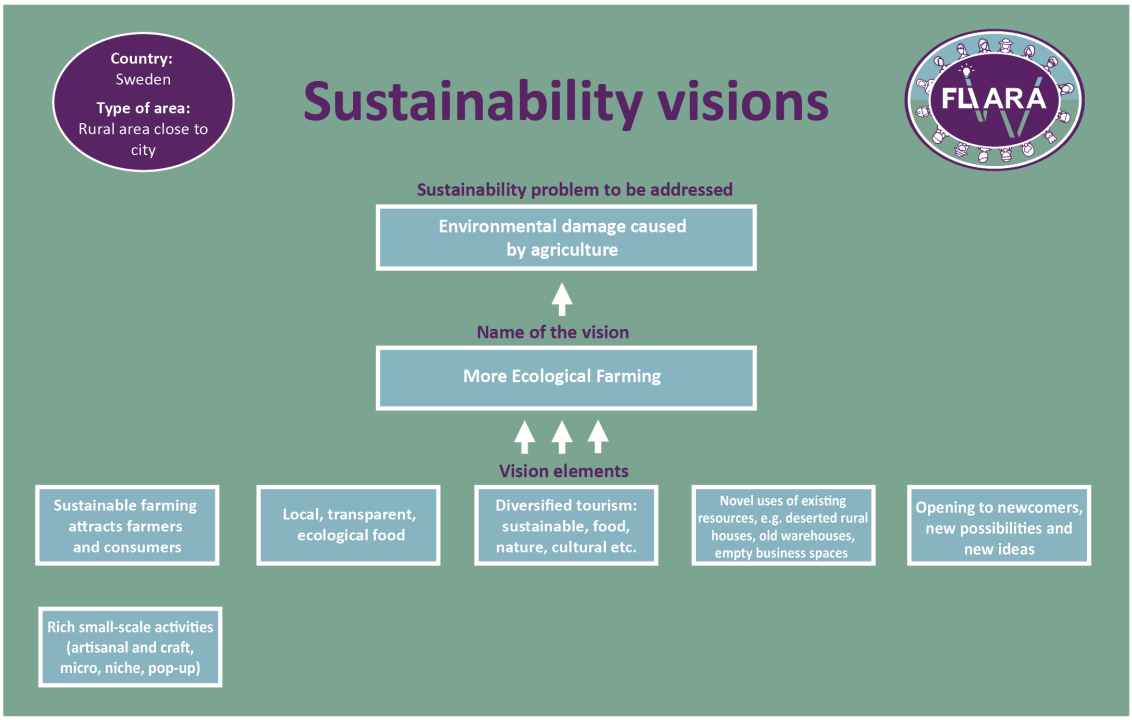
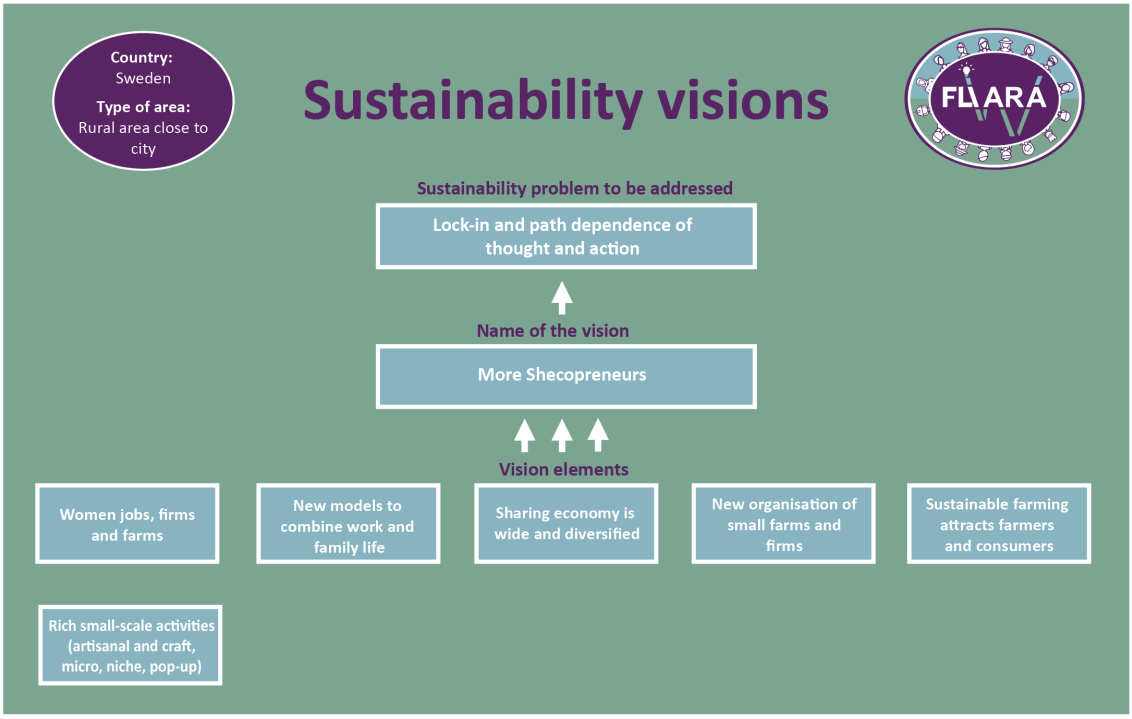





Country:
Sweden
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Environmental damage caused by agriculture
Name of the vision
More Ecological Farming
Vision elements
Sustainable farming attracts farmers and consumers
Local, transparent, ecological food
Diversified tourism: sustainable, food, nature, cultural etc.
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces
Opening to newcomers, new possibilities and new ideas
Rich small-scale activities (artisanal and craft, micro, niche, pop-up)


Country:
Sweden
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Lock-in and path dependence of thought and action
Name of the vision
More Shecopreneurs
Vision elements
Women jobs, firms and farms
New models to combine work and family life
Sharing economy is wide and diversified
New organisation of small farms and firms
Sustainable farming attracts farmers and consumers
Rich small-scale activities (artisanal and craft, micro, niche, pop-up)

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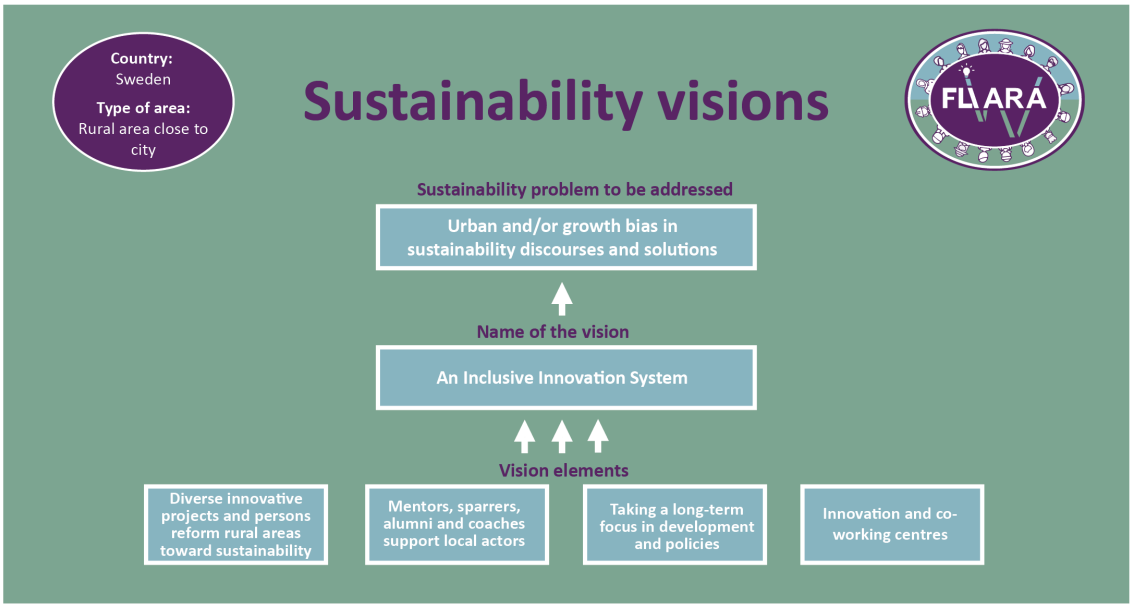

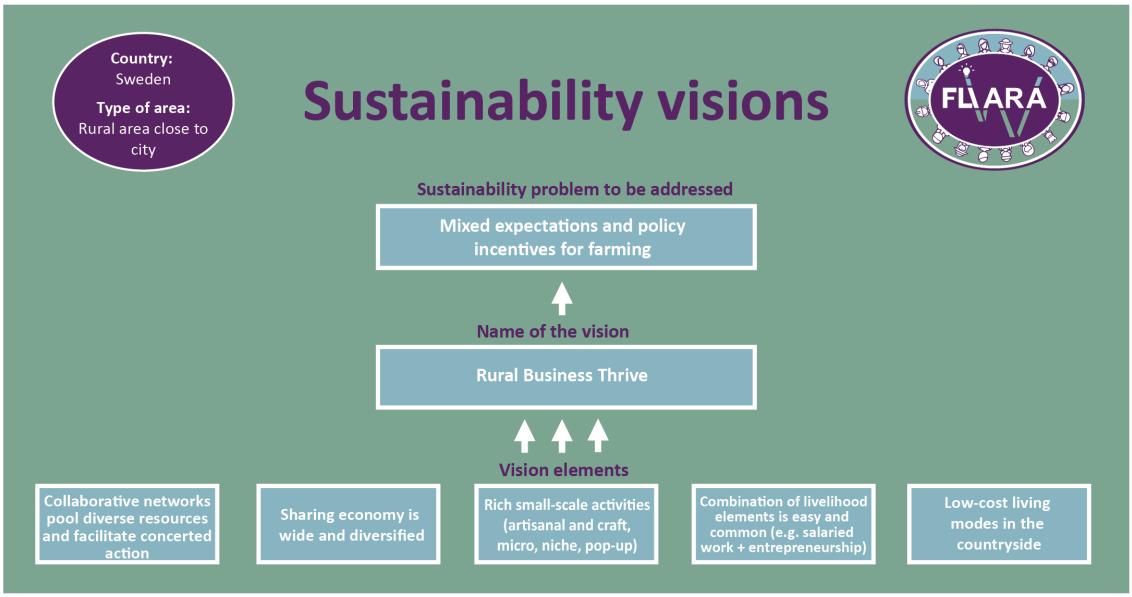

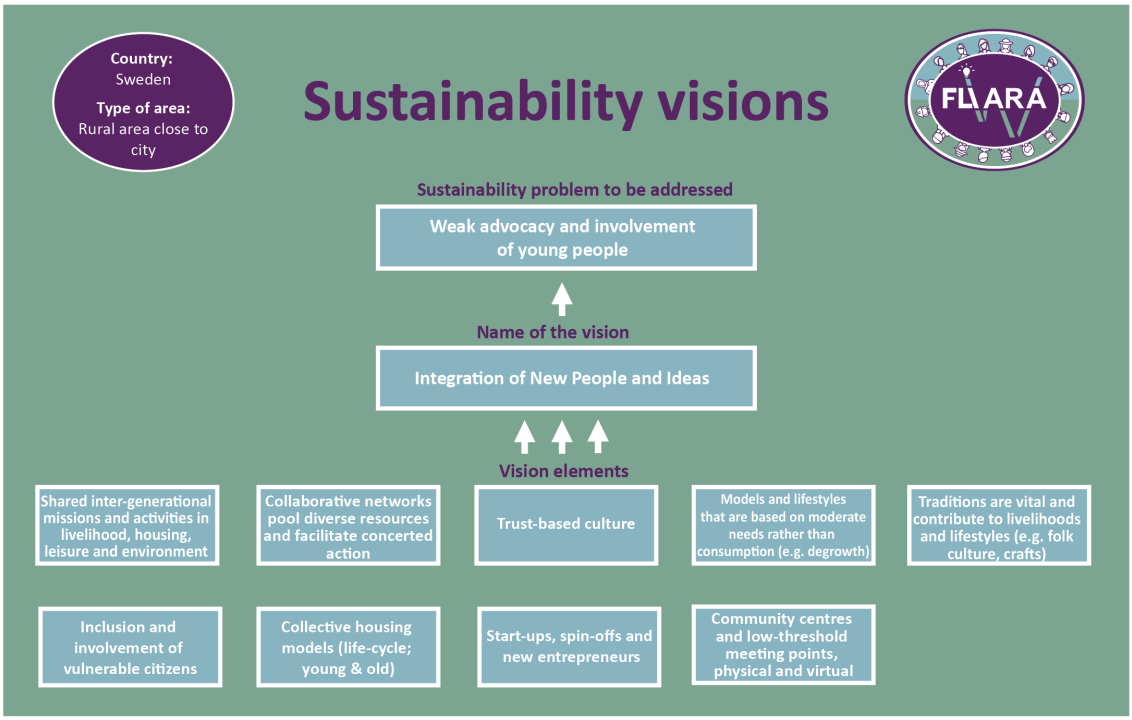
Country:
Sweden
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Weak advocacy and involvement of young people
Name of the vision
Integration of New People and Ideas
Vision elements
Shared inter-generational missions and activities in livelihood, housing, leisure and environment
Collaborative networks pool diverse resources and facilitate concerted action
Trust-based culture
Models and lifestyles that are based on moderate needs rather than consumption (e.g. degrowth)
Traditions are vital and contribute to livelihoods and lifestyles (e.g. folk culture, crafts)
Inclusion and involvement of vulnerable citizens
Collective housing models (life-cycle; young & old)
Start-ups, spin-offs and new entrepreneurs
Community centres and low-threshold meeting points, physical and virtual


Country:
Sweden
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of public transport, use of cars
Name of the vision
No Need to Leave the Rural
Vision elements
Adequate infrastructure for mobility, housing, business and leisure activities
Shared inter-generational missions and activities in livelihood, housing, leisure and environment
Novel organisation models of local services
There is an up-to-date and not urban-biased image of agriculture and rural areas and their opportunities
Novel uses of existing resources, e.g. deserted rural houses, old warehouses, empty business spaces

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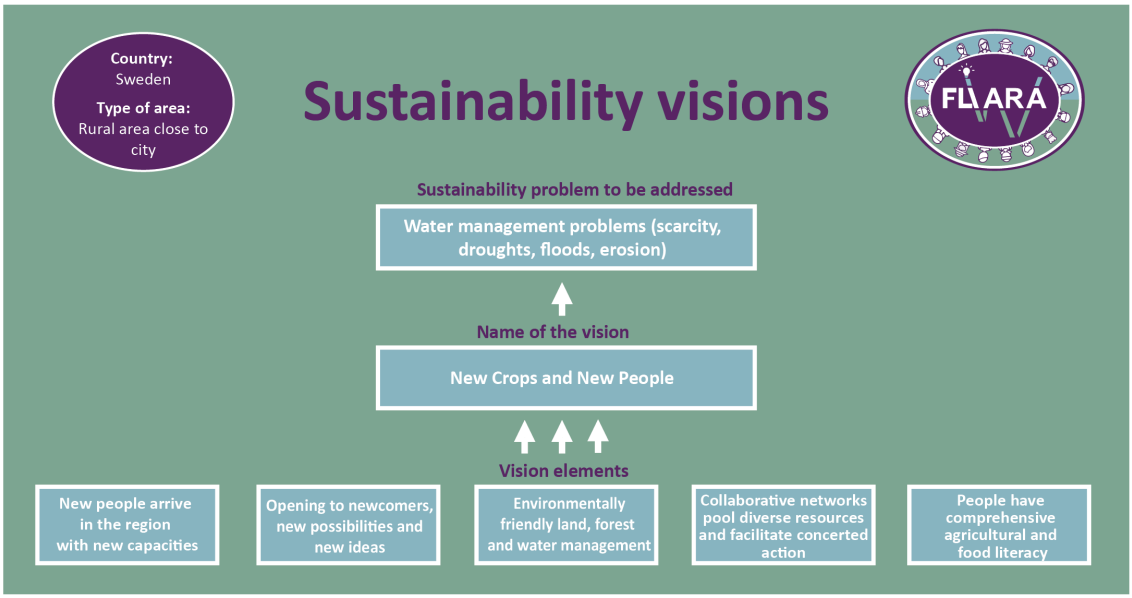

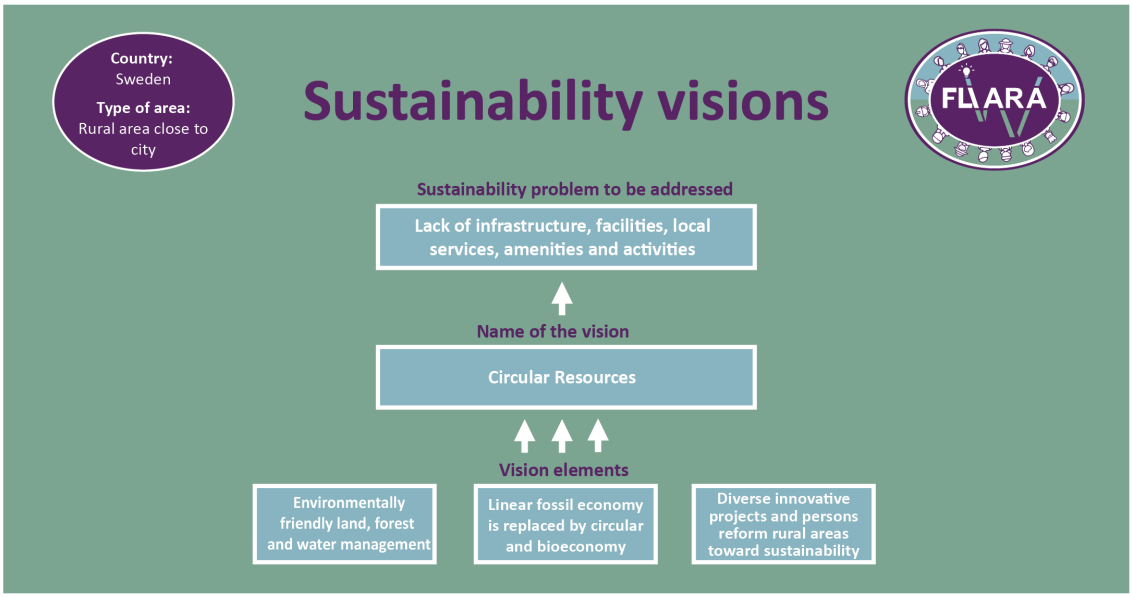

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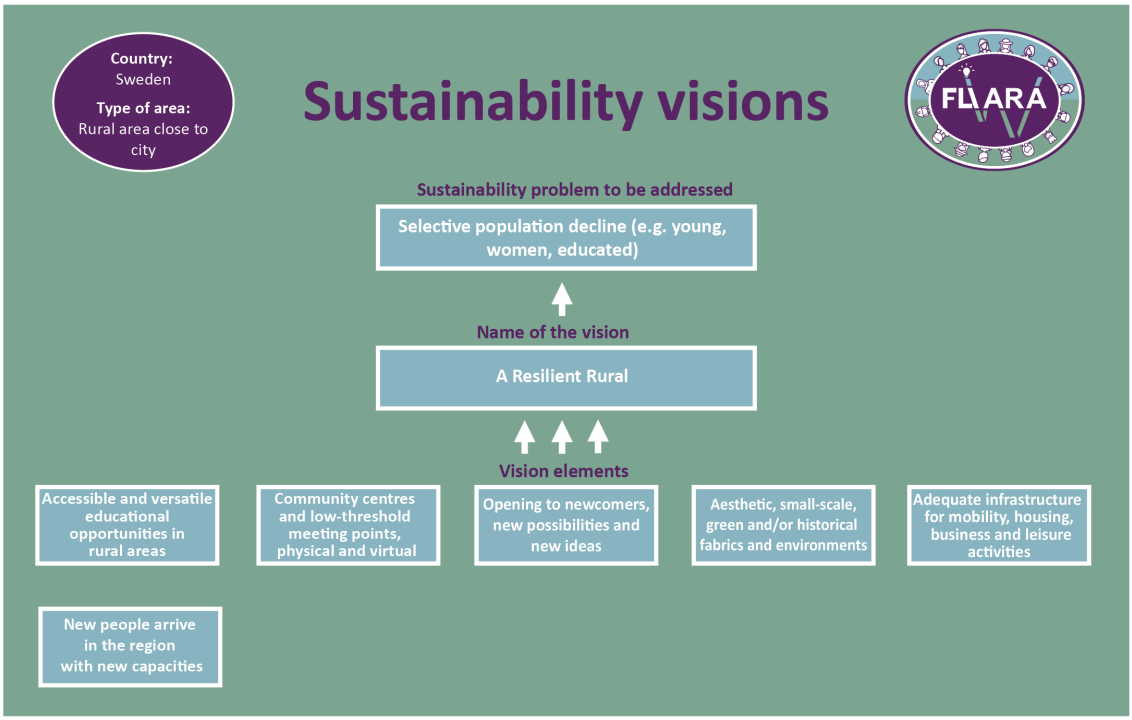

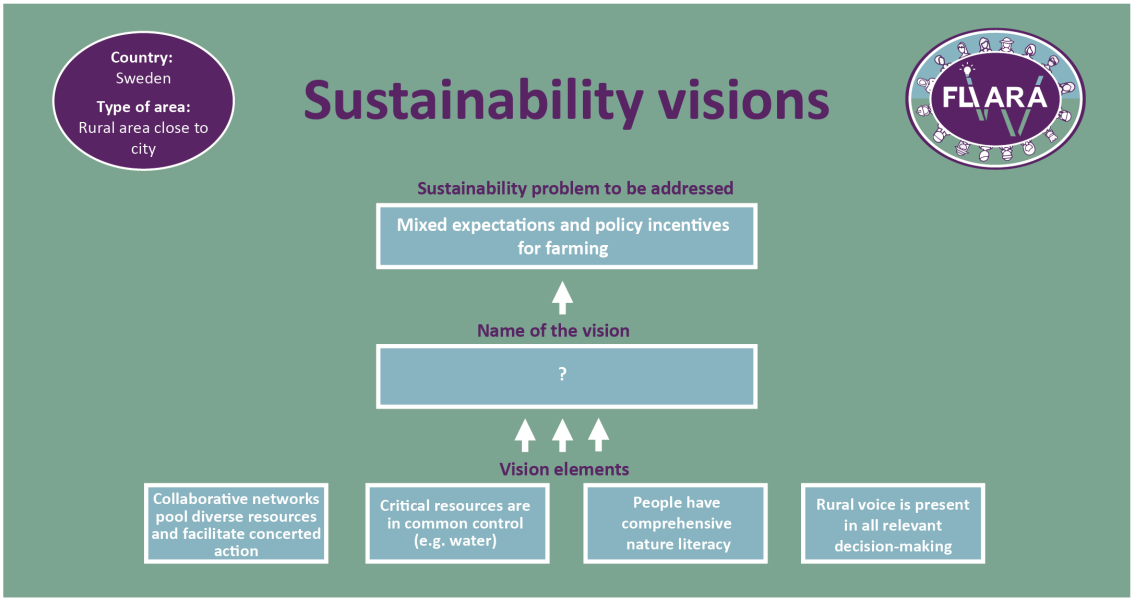

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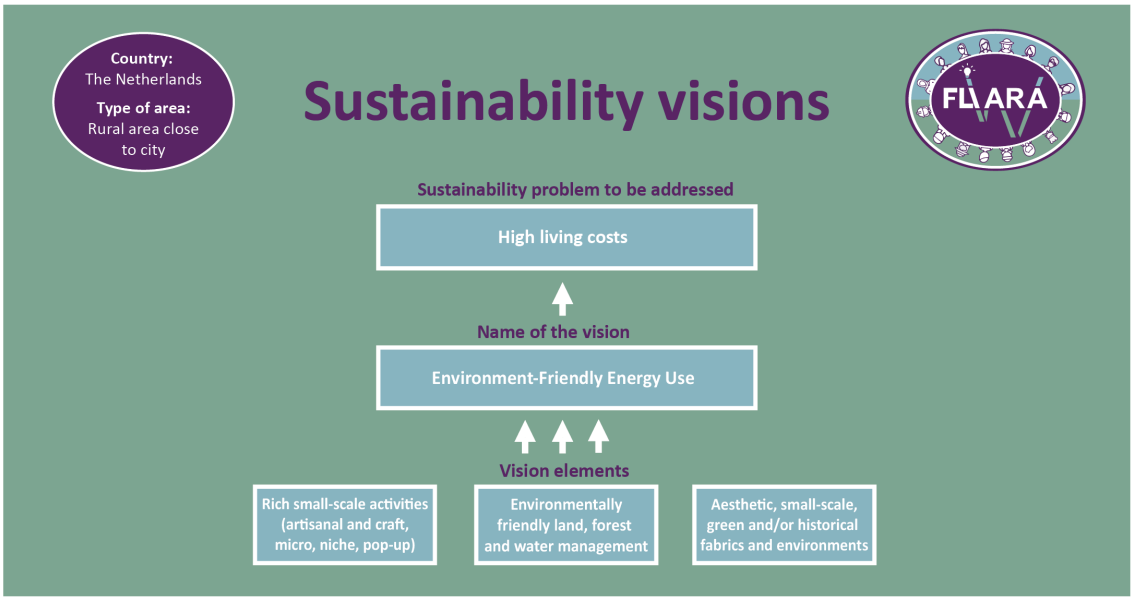

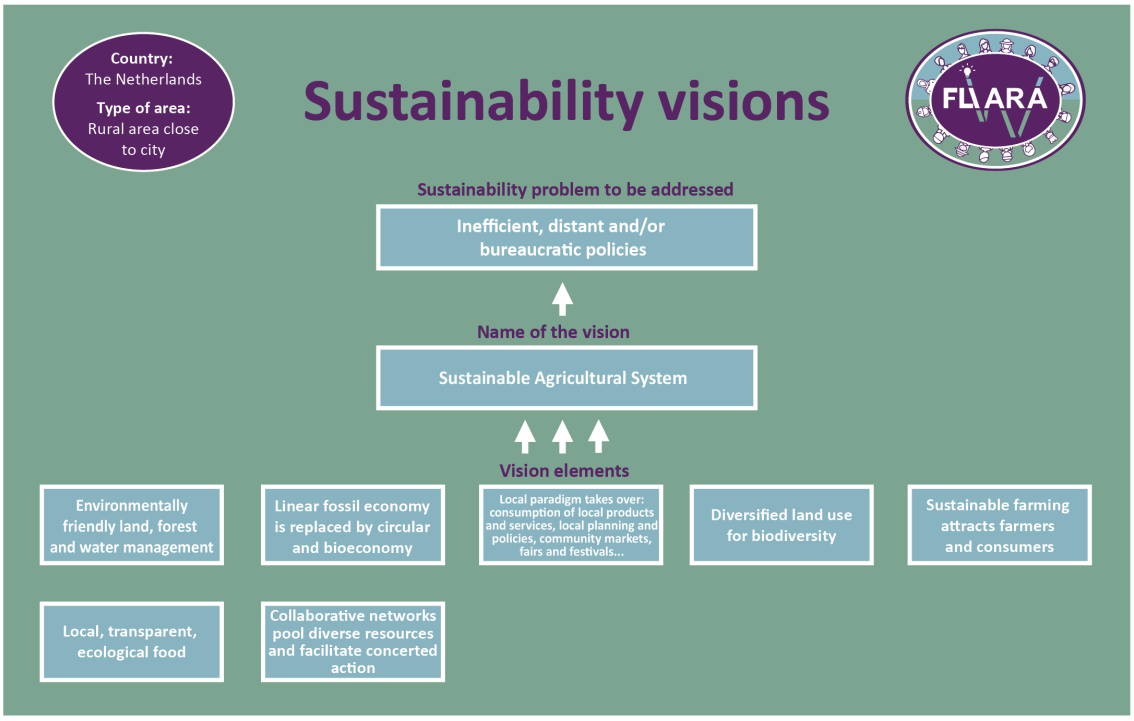

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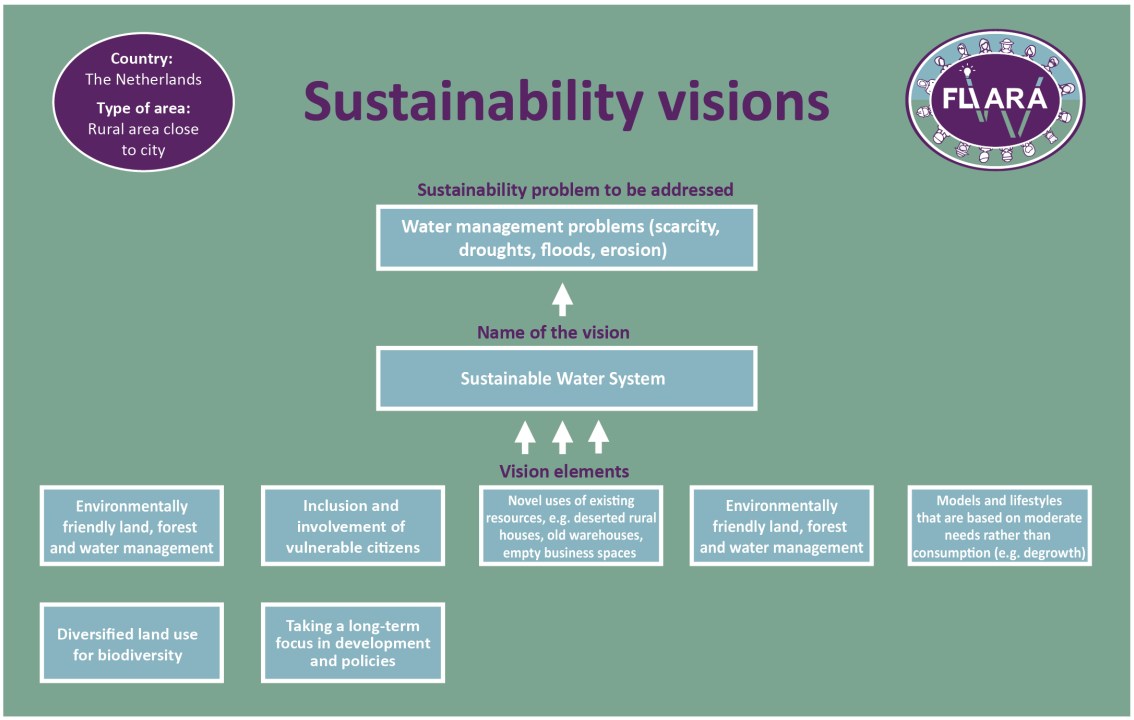

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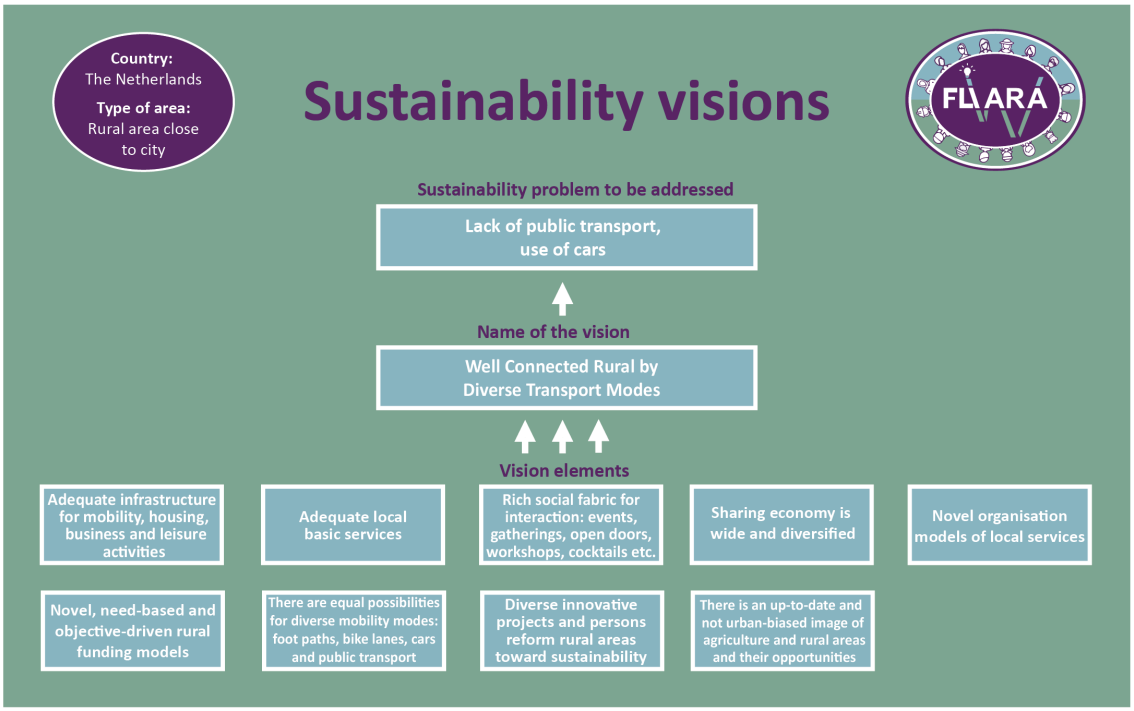

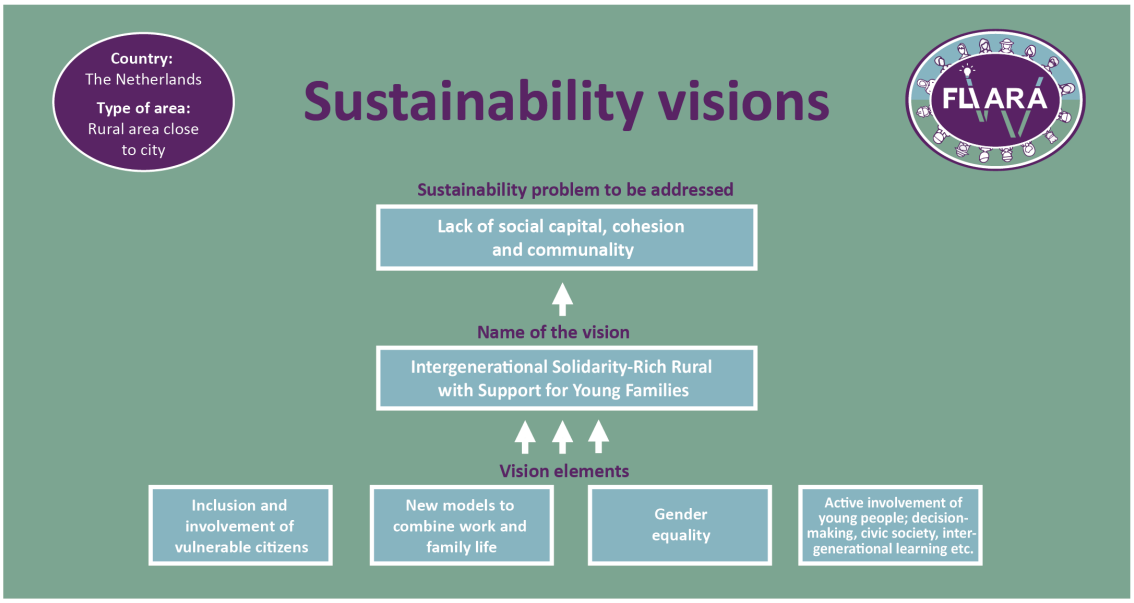

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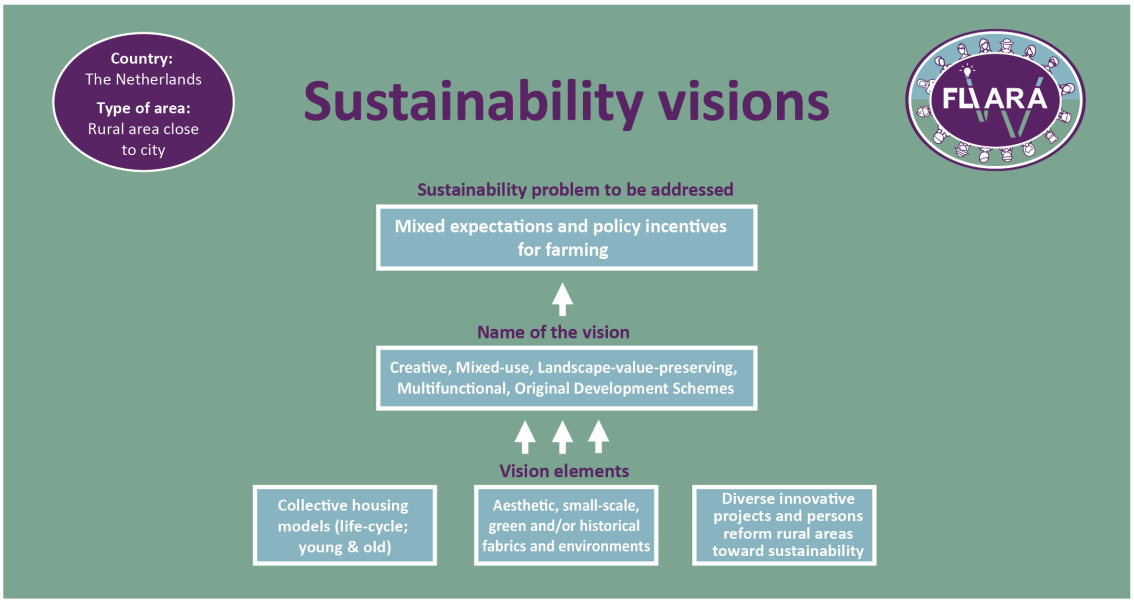

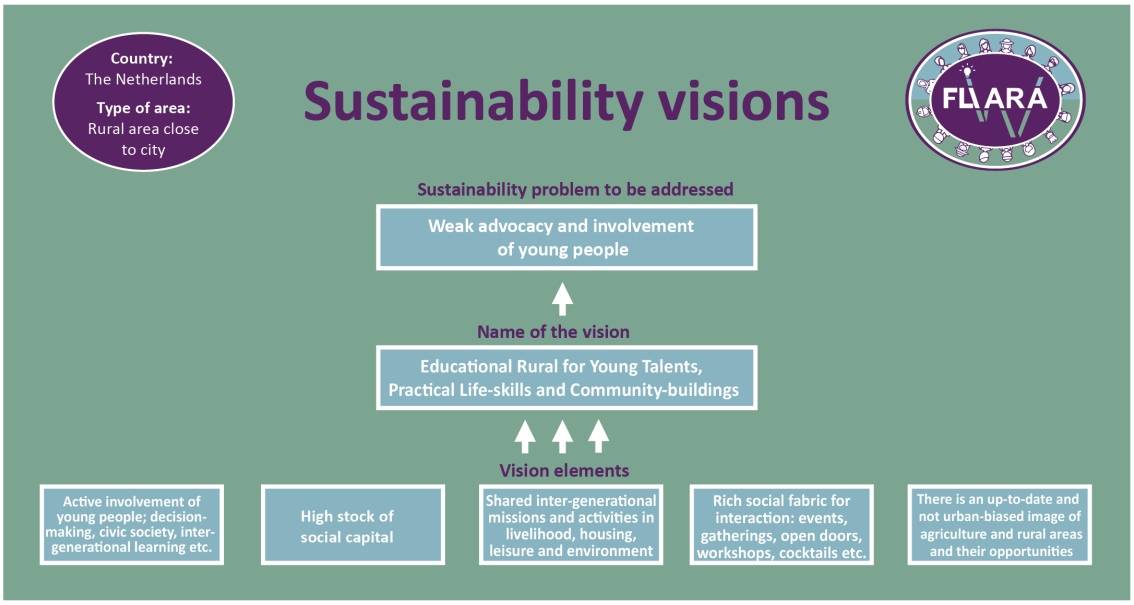

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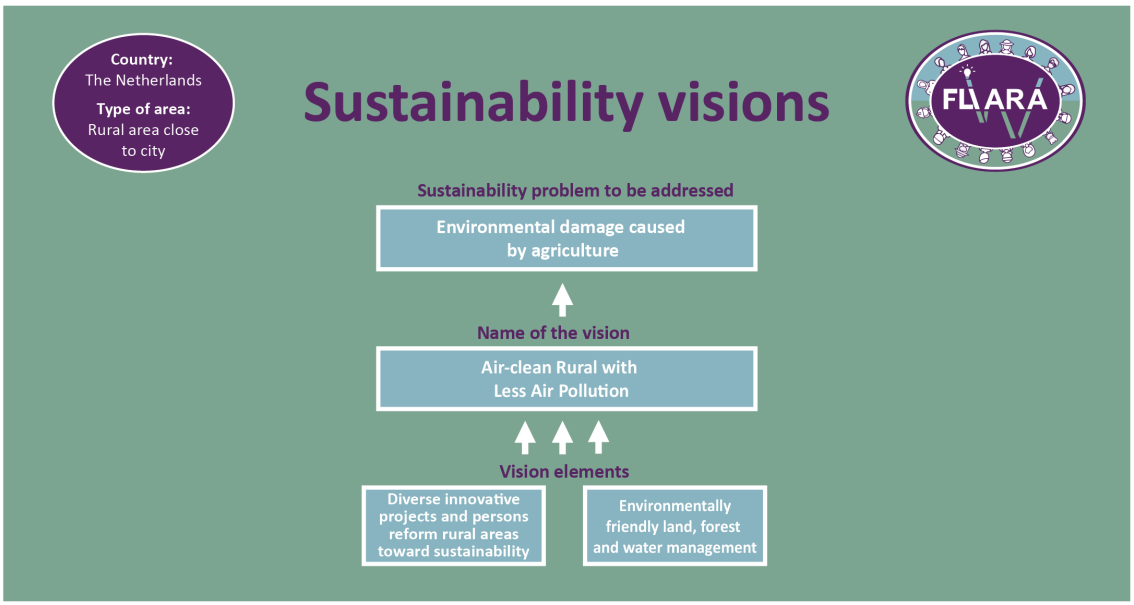
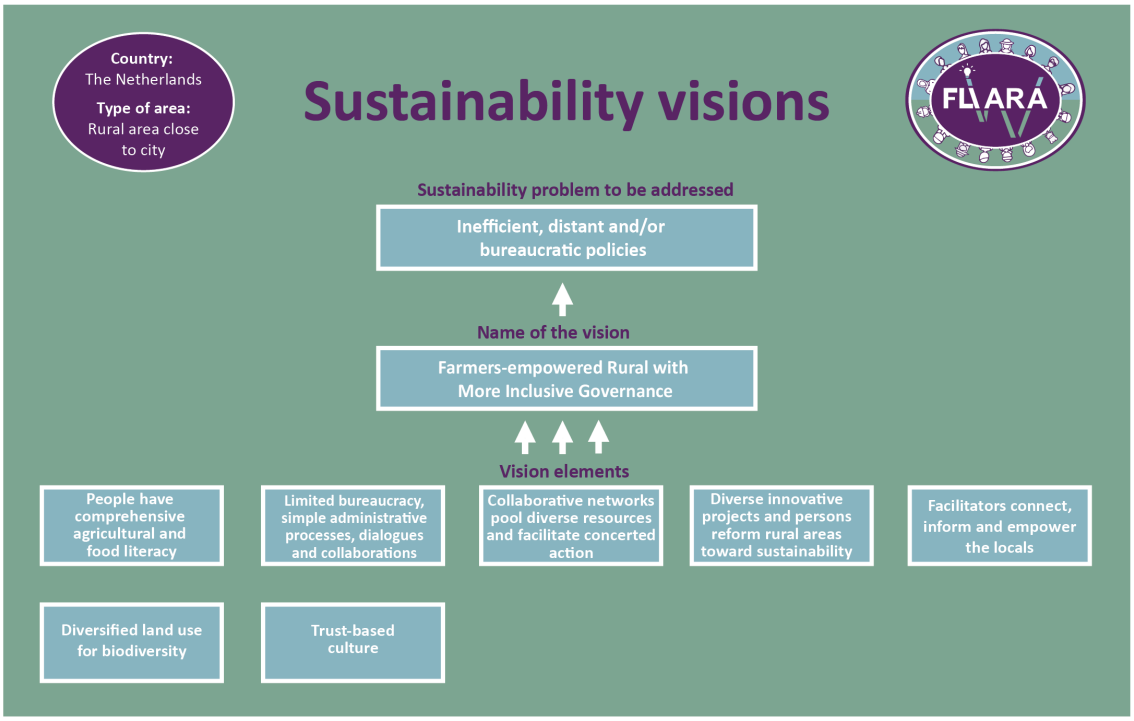
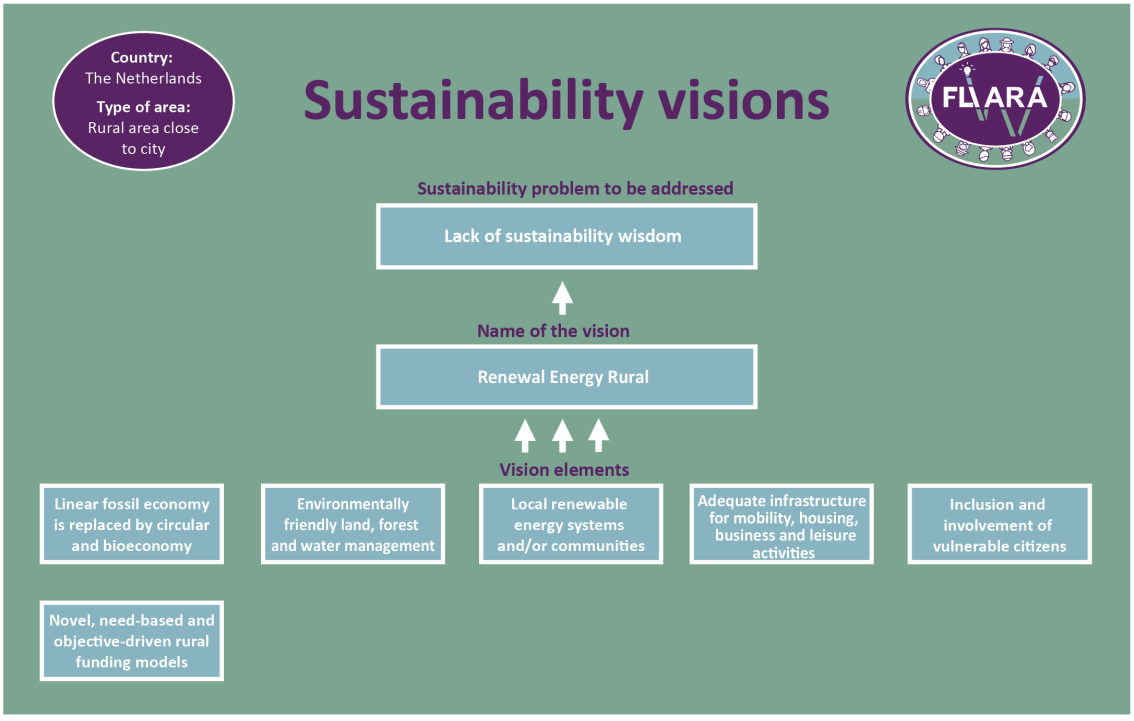



Country:
The Netherlands
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Inefficient, distant and/or bureaucratic policies
Name of the vision
Farmers-empowered Rural with More Inclusive Governance
Vision elements
People have comprehensive agricultural and food literacy
Limited bureaucracy, simple administrative processes, dialogues and collaborations
Collaborative networks pool diverse resources and facilitate concerted action
Diverse innovative projects and persons reform rural areas toward sustainability
Facilitators connect, inform and empower the locals
Diversified land use for biodiversity
Trust-based culture


Country:
The Netherlands
Type of area:
Rural area close to city
Sustainability visions
FLARA
Sustainability problem to be addressed
Lack of sustainability wisdom
Name of the vision
Renewal Energy Rural
Vision elements
Linear fossil economy is replaced by circular and bioeconomy
Environmentally friendly land, forest and water management
Local renewable energy systems and/or communities
Adequate infrastructure for mobility, housing, business and leisure activities
Inclusion and involvement of vulnerable citizens
Novel, need-based and objective-driven rural funding models

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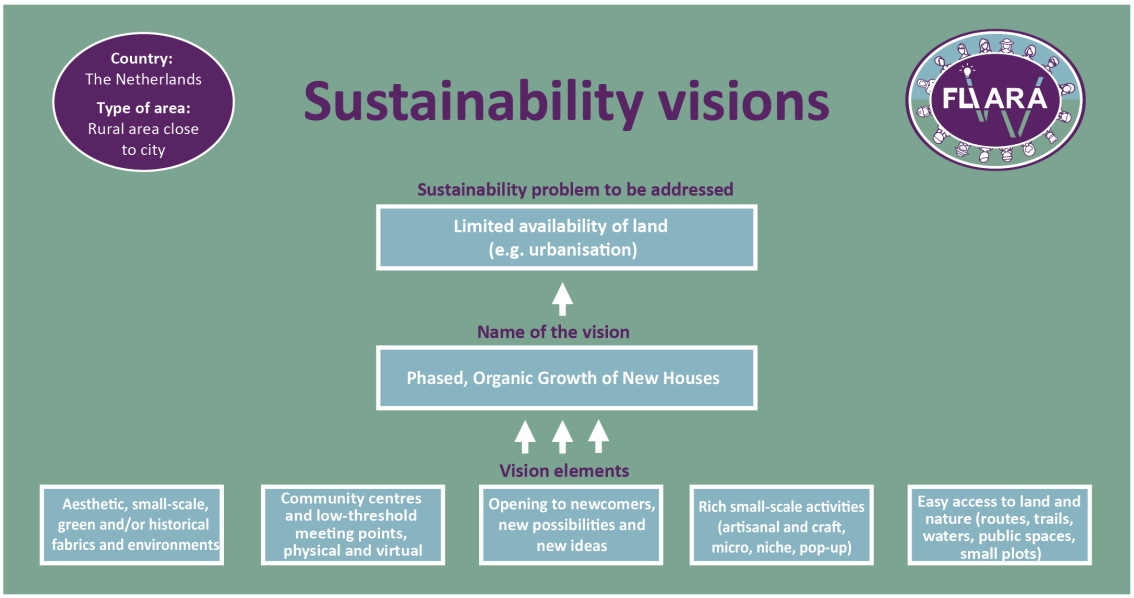

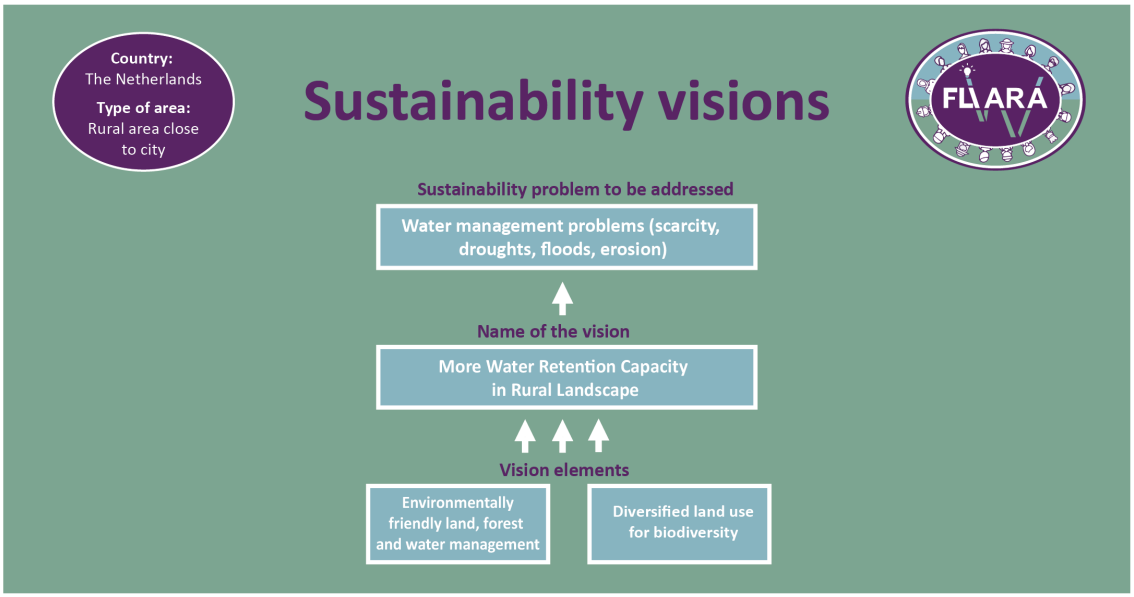

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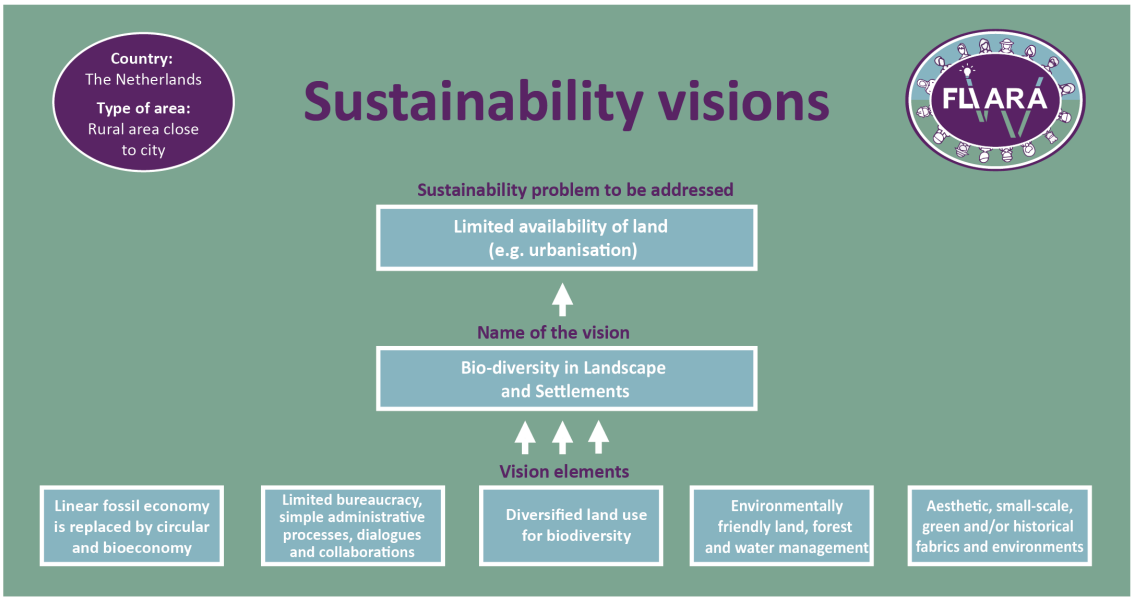

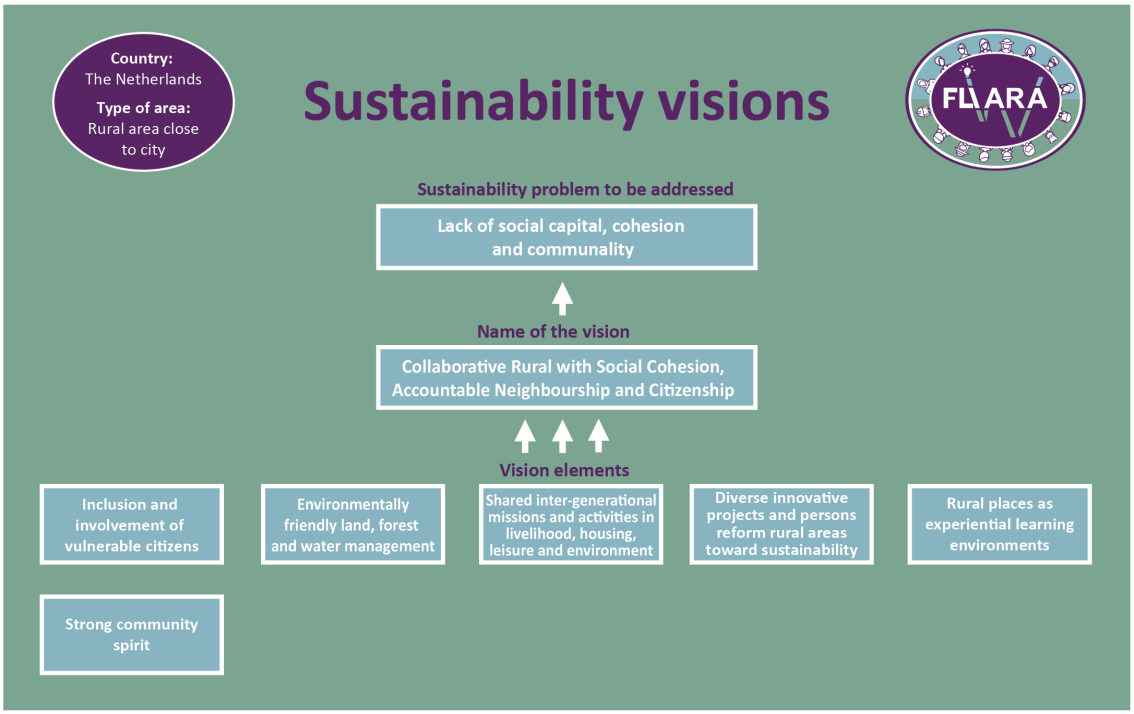

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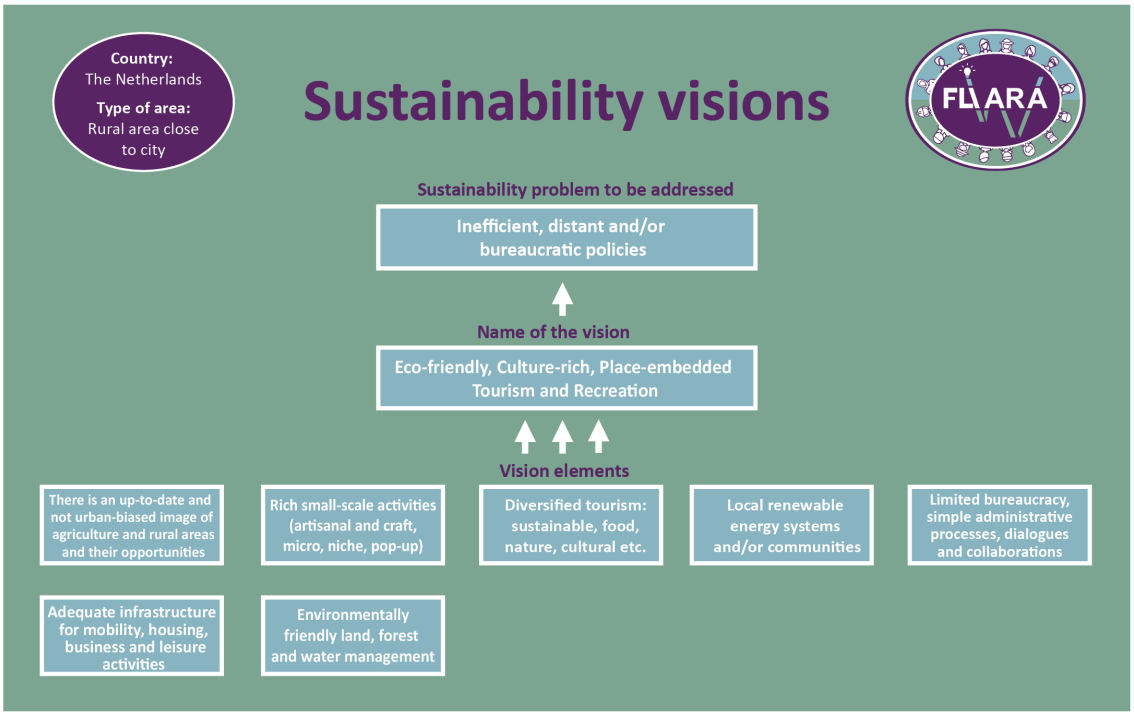

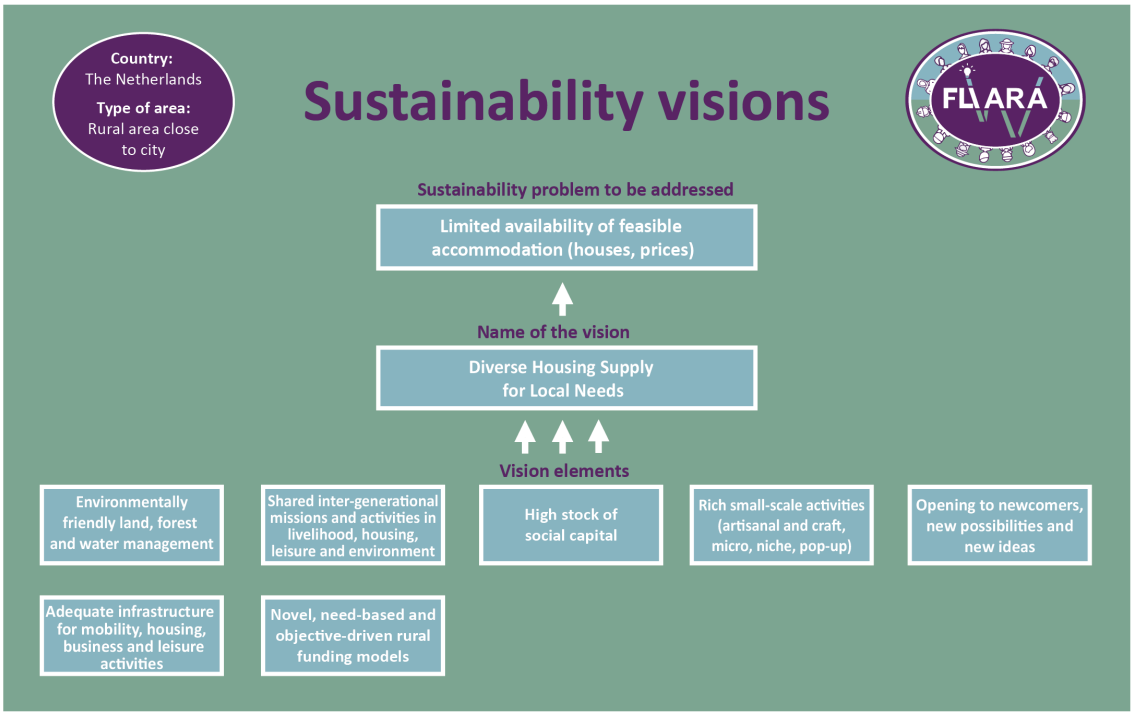

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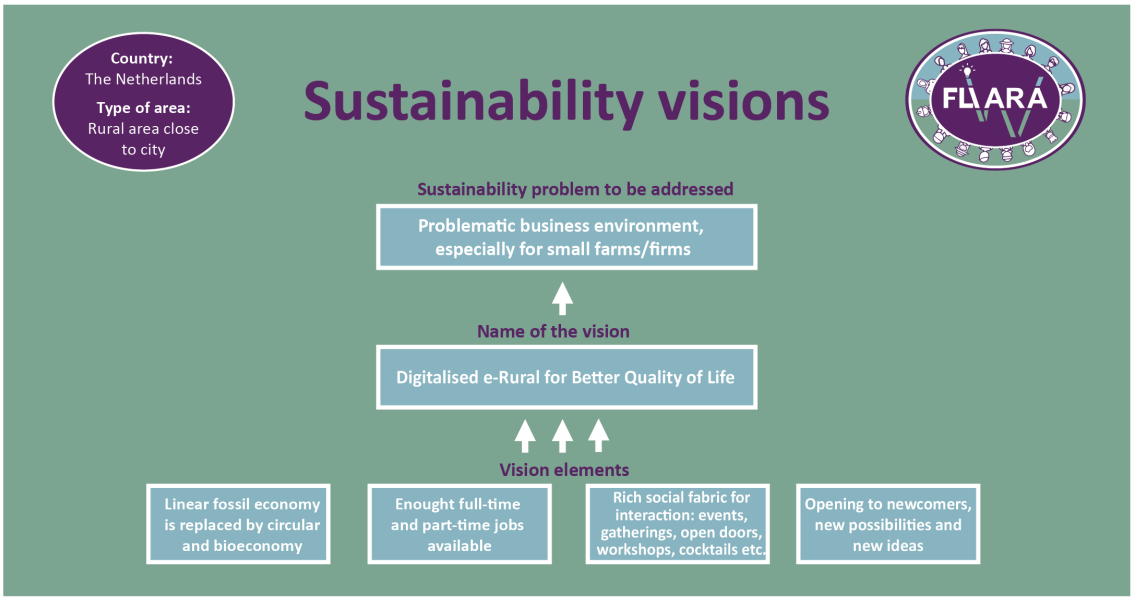

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