



## Sustainability Innovations

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<sup>1</sup> 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)
<b>Project Partners</b>	
Galway	<b>NATIONAL UNIVERSITY OF IRELAND GALWAY</b>
TU Delft	<b>TECHNISCHE UNIVERSITEIT DELFT</b>
TEAGASC	<b>TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY</b>
UNICAL	<b>UNIVERSITA DELLA CALABRIA</b>
LWL	<b>LONGFORD WOMEN S LINK CLG</b>
UTU	<b>TURUN YLIOPISTO</b>
UL	<b>UNIVERZA V LJUBLJANI</b>
CE	<b>CONSULTA EUROPA PROJECTS AND INNOVATION SL</b>
HNEE	<b>HOCHSCHULE FUR NACHHALTIGE ENTWICKLUNG EBERSWALDE</b>
ELARD	<b>ASSOCIATION EUROPEENNE LEADER POUR LE DEVELOPPEMENT RURAL</b>
UOULU	<b>OULUN YLIOPISTO</b>
ECOLISE	<b>RESEAU EUROPEEN POUR DES INITIATIVES COMMUNAUTAIRES SUR LES CHANGEMENTS CLIMATIQUES ET LE DEVELOPPEMENT DURABLE</b>
MENDELU	<b>MENDELOVA UNIVERZITA V BRNE</b>
LNU	<b>LINNEUNIVERSITETET</b>
HLK	<b>HOGSKOLAN FOR LARANDE OCH KOMMUNIKATION I JONKOPING - HLK SCHOOL OF EDUCATION AND COMMUNICATION</b>



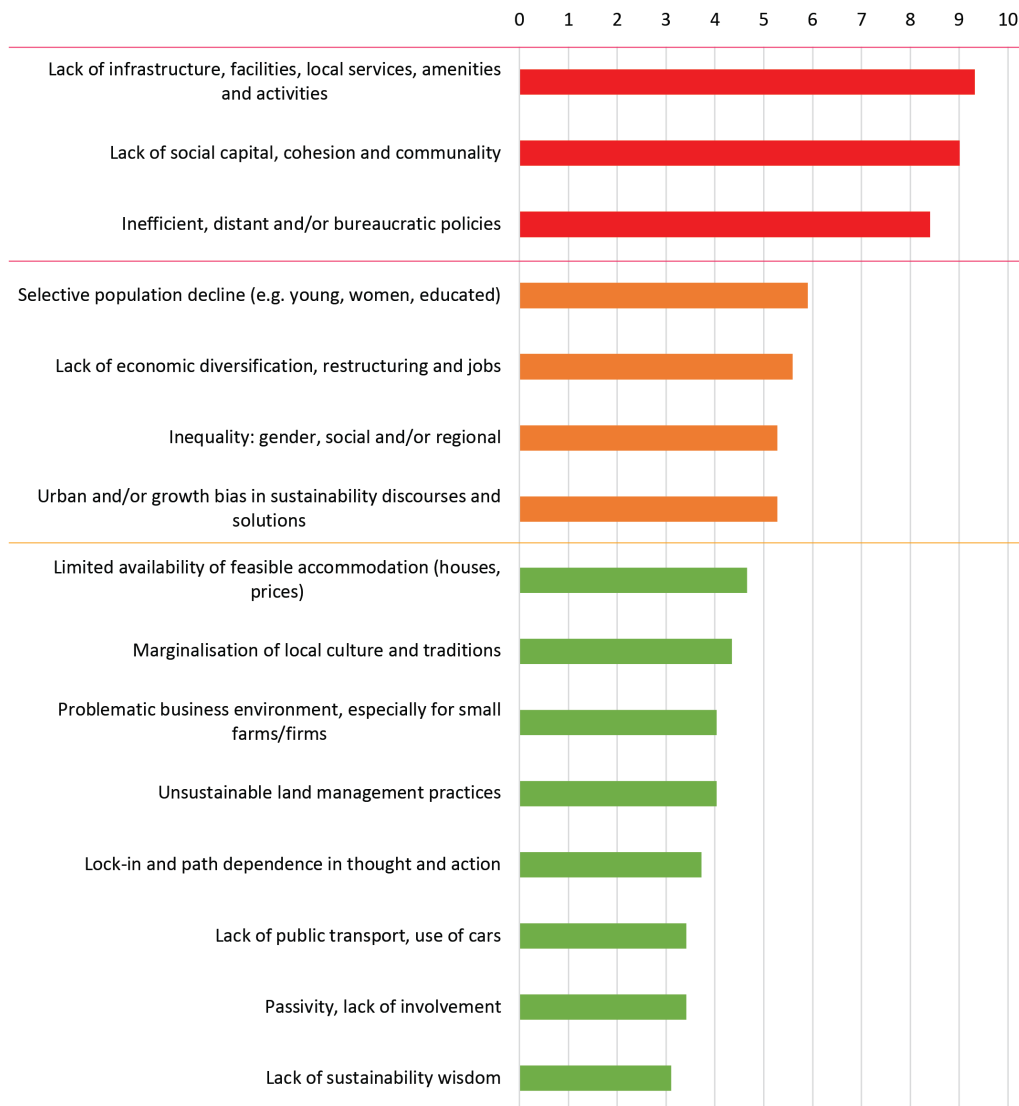
## 1. INTRODUCTION

The mission of futures research is to make us aware of alternative futures. Without visiting the futures field we are stuck in the past and blinded by the complexity of the present. Our choices may not reach all desired future outcomes if we did not know their existence in the first place. Some of our choices in the present might end up as undesired if they were not envisioned before the action. As Richard Slaughter elegantly puts it (1993, 290):

*'... to the extent that we become aware of different future alternatives, we gain access to new choices in the present. If we become aware of something we want to avoid we can take appropriate action. Similarly, if we can imagine something we want to create, we can set in motion the means to create it ... Future alternatives imply present choices because it takes time to exert our will and mobilize the resources involved to achieve something or to avoid it.'*

If a specific problem or desire is to be addressed in the future, a vision – a specific design of the future – is a good starting point. As soon as there is a vision of the common future, ideas, insights and incentives may be generated by diverse ‘owners’ of the vision to make it come true. This is one way to organise futures-oriented concerted action.

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. A recent report (deliverable 2.2: Future Vision Manifestations) presents 322 rural sustainability problems (Figure 1) and 109 visions (Figure 2) that would remove these problems if they became true. The most common problems that were identified by local stakeholders included lack of infrastructure, lack of social capital, infeasible policies, selective population decline and lack of economic diversification.



**Figure 1. Top-15 types of sustainability problems to be addressed; share in all problems, %.** Source: Deliverable 2.2.

The visions that were crafted to remove these problems hosted 762 elements including e.g. environmentally friendly management practices, adequate infrastructure, collaborative networks, novel funding models and rich social fabric for interaction (Figure 2). In this report, a number of innovations will be presented that would make the visions come true and at the same time remove the sustainability problems addressed by visions.





Figure 2. Top-15 types of vision elements that would remove rural sustainability problems, share in all elements, %. Source: Deliverable 2.2.

## 1.1 OBJECTIVE

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

- To envison 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 and is novel 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 3). Specifically, T2.2 aims to identify a rich set of innovations that make the specified futures (visions) come true.

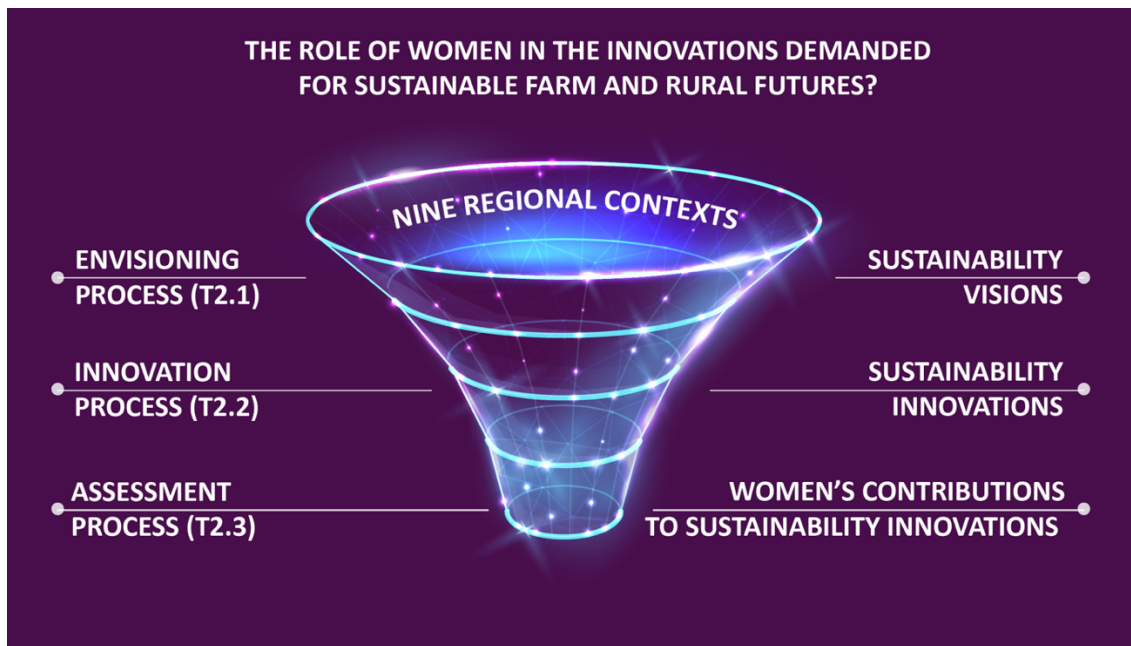


Figure 3. Specific objectives and tasks of WP2.



## 2. METHODOLOGY

As the regional and national context is crucial both for the prevalence of various sustainability problems as well as for the measures to address them, nine regional contexts have been selected to present the diversity of social, economic, cultural and bio-physical diversity (Figure 4). The sustainability problems as well as the visions removing them have been crafted for these regions. Logically, also the innovations making the visions come true were crafted for these same regions.



Figure 4. Regional and national contexts for the sustainability visions.

Further on, to observe the even more specific rural contexts, three types of rural realities were taken into account through a typology presented in Table 1. Figures 5–13 summarise the main characteristics of each region.



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

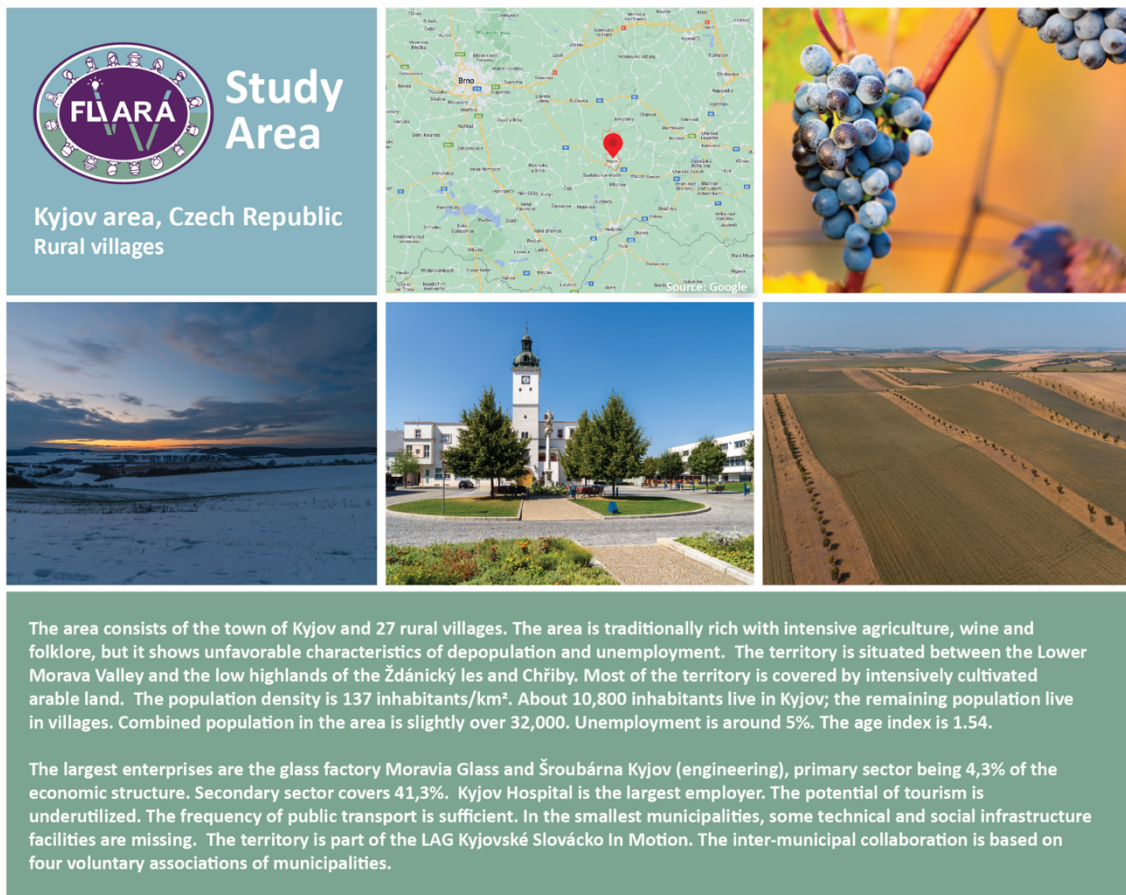


Figure 5. Characteristics of Kyjov area, Czech Republic.



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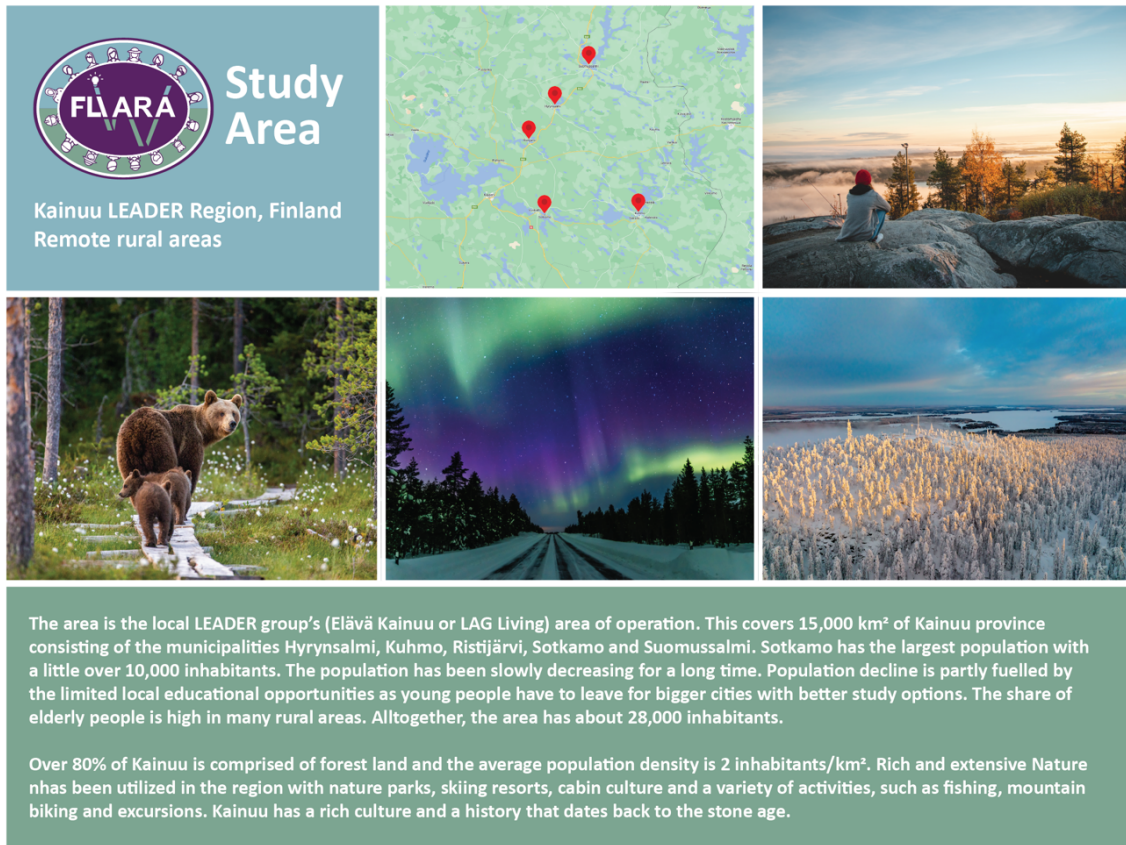


Figure 6. Characteristics of Kainuu LEADER Region, Finland.



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**FLARA** Study Area  
Rhinluch/Havelluch, Germany  
Rural villages

Havelland covers 391 km<sup>2</sup> and has a population of a little over 20,000. This group of municipalities differs from administrative county borders. The case study area covers villages of the municipalities 'Schönwalde-Glien', 'Amt Friesack' and 'Kremmen'.

The area was selected because of the controversial topic of the ground water level management that is expected to affect the area in the next decades. High water levels in moors contribute to reducing the total of climate gas emissions. In this respect, the Havel valley is very interesting for model calculations of climate gas emission. The area's geology and associated hydrology was caused by glacial drift in the last ice age, which left gravel/sandy hills at the southern border line of the glacier's extension (end moraine). As a result, the river Havel drains from North to South (which is unusual for the northern German plain), before it turns westwards towards the Elbe.

The Havel area is a wide river valley plain characterised by extensive (drained) lowland moors with sandy patches emerging out of the wet and moor land. These are called 'sand lentils' (Sandlinsen) or 'little countries' (Ländchen). Settlements (including horticulture) and forests are located on the 'sand lentils'. The moor areas, which have been drained since the 19th century are mainly used as grassland for dairy and beef cattle.

Economic activities mainly refer to the proximity to the Berlin metropolitan area with employment mainly in the tertiary sector. Some processing businesses are present in the area but no large corporation. Most people work in the service sector, either in the area, or they commute to Berlin. All municipalities of this case study have experienced the transition from the socialist GDR system to the western German system (FRG) in the 1990s. This transition affected the population in many ways. In particular, the change in local administration, administrative areas and responsibilities still has a major impact on trust and engagement in local governance.

Figure 7. Characteristics of Rhinluch/Havelluch, Germany.



Figure 8. Characteristics of Connemara Region, Ireland.



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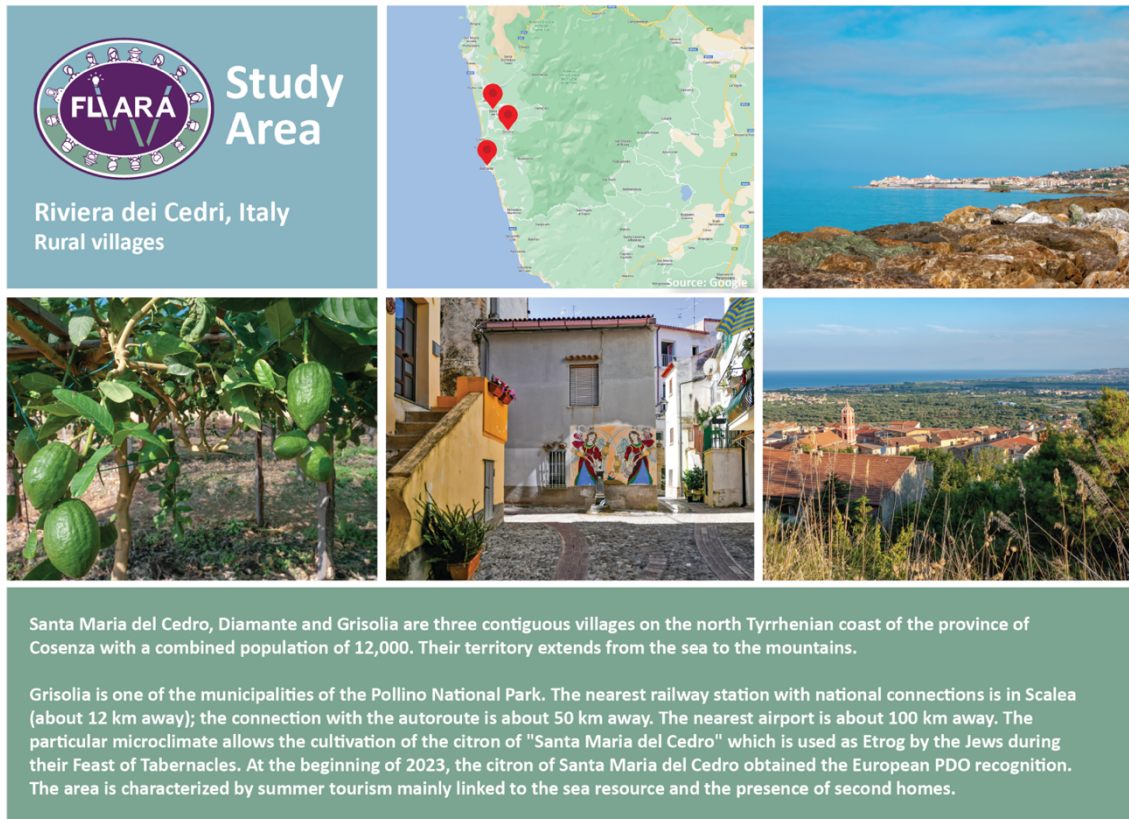


Figure 9. Characteristics of rural villages of Riviera dei Cedri, Italy.





Figure 10. Characteristics of Alblasserwaard, The Netherlands.



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Figure 11. Characteristics of LAG Srce Slovenije, Slovenia.



Figure 12. Characteristics of Canary Islands, Spain.

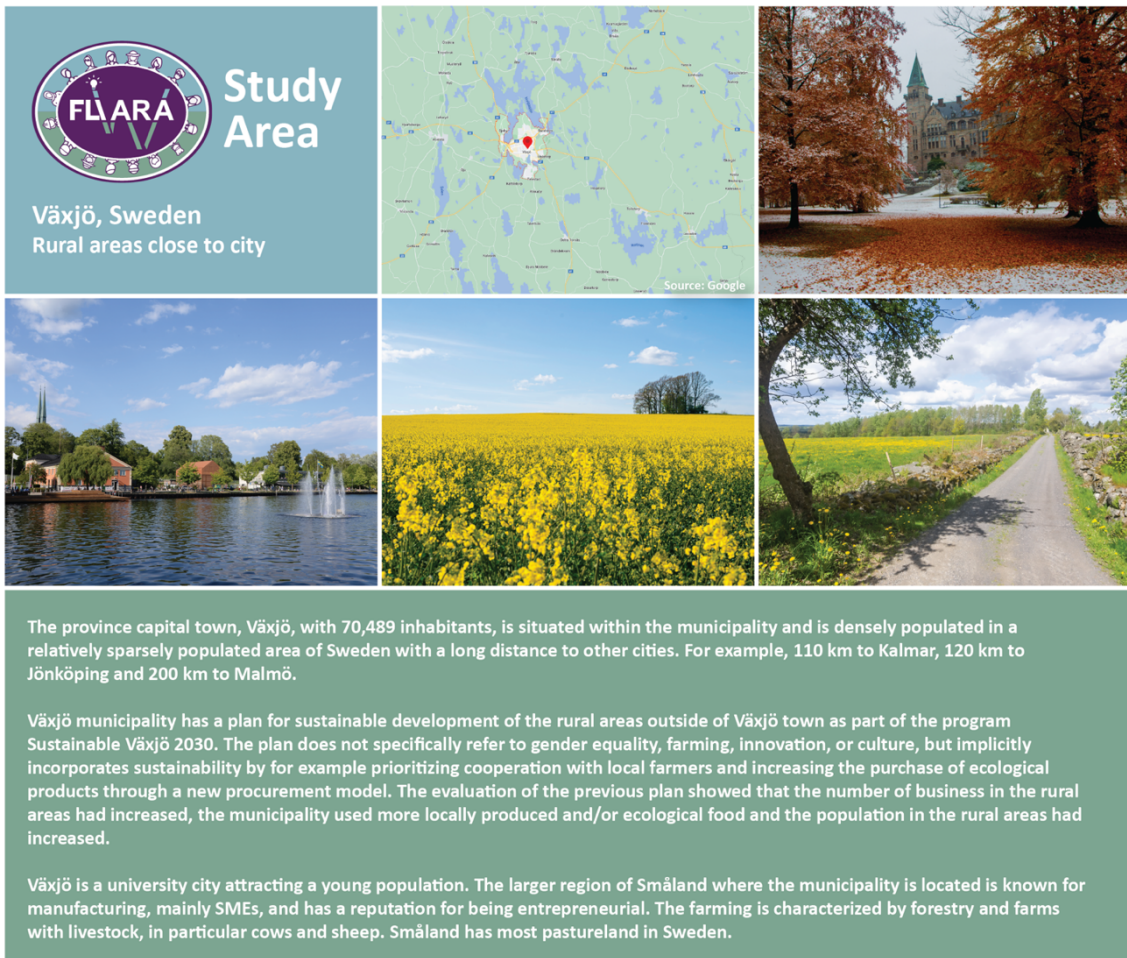


Figure 13. Characteristics of Växjö municipality, Sweden.

Within this spatially contextualised general framework, an overview of the research process to create sustainability innovations interactively with relevant stakeholders is described in Figure 14. The process starts with the identification and involvement of relevant stakeholders, which is followed by identification of innovations that are needed to make a specific vision come true and further crafting of causal maps to reveal the causal texture underlying the innovation. Finally, the findings were documented, analysed and reported (deliverable). Each stage of the process will be briefly discussed next.

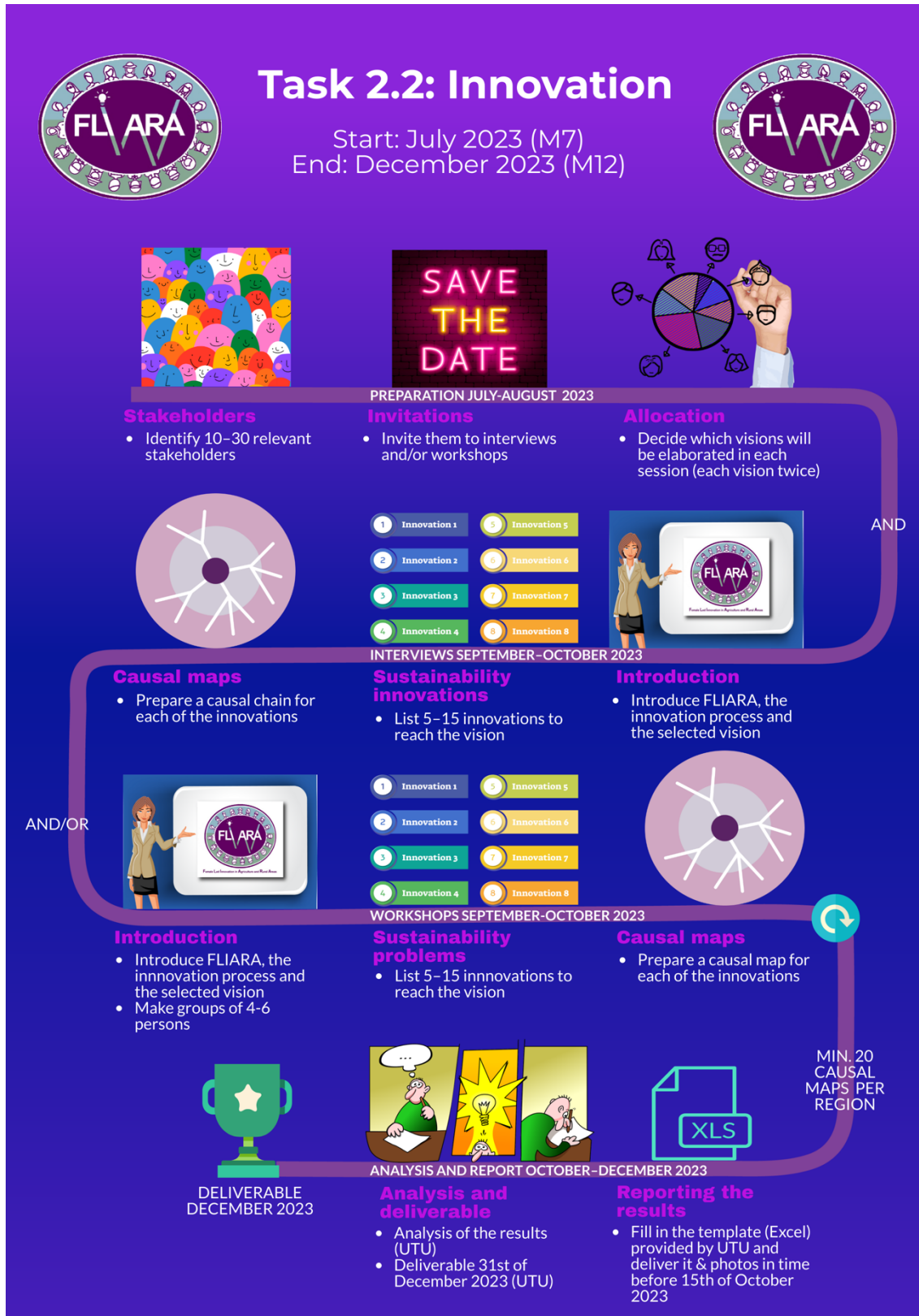


Figure 14. The research process in Task 2.2.



## STAKEHOLDERS AND INTERVIEWS/WORKSHOPS

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. In another type of a region, another set of stakeholders could play a prominent role. Diversity of stakeholders results in diversity of innovations. Table 2 describes the group of 117 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 58% of the stakeholders were women and 42% were men. Regarding the organisational background, 13 types or groups were represented and several actor groups that are important for 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.

Objective of the exercise was to identify innovations that would make the visions (Task 2.1) come true. 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 also have personal interviews, some of them with women in order not to exclude a specific female perspective on the sustainability issues. In a workshop, one or two visions could be crafted per group whereas in a personal interview one is enough (but two could have been carried out if there was time for it).

The actual session started with a brief introduction to the FLIARA project and the purpose of the innovation process; also, a consent form was signed by the informants, asserting full anonymity of the stakeholders. Then, the participants of each workshop group or the interviewee identified a number of innovations to make the presented innovation come true. One or two visions could be addressed in the session, depending on the commitment of the stakeholders. After identification of the necessary innovations, a causal map was crafted (see below). For the online sessions, a Google Jamboard template was used. 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.



63% of the involved stakeholders participated in personal interviews and 27% participated in workshops. Further on, 40% participated online and 60 % were physically present. The first event was organised 27<sup>th</sup> of September 2023 and the last one 19<sup>th</sup> of November 2023.

**Table 2. Profile of the stakeholders.**

	Count	%
<b>Country and region:</b>		
Czech Republic: Kyjov area	11	9
Finland: Kainuu LEADER region	14	12
Germany: Rhinluch/Havelluch	2	2
Ireland: Connemara region	26	22
Italy: Rural villages of Riviera dei Cedri	15	13
The Netherlands: Alblasserwaard	8	7
Slovenia: LAG Scre Slovenije	13	11
Spain: Canary Islands	13	11
Sweden: Växjö municipality	15	13
<b>Type of the area in which stakeholder role is exercised:</b>		
Rural area close to city	28	24
Rural village	36	31
Remote rural area	53	45
<b>Gender:</b>		
Female	68	58
Male	49	42
<b>Organisation represented:</b>		
Development or advisory organisation	16	14
Educational organisation	17	15
Farmer or entrepreneur	25	21
LEADER group	14	12
Local policy maker	8	7
NGO with civic focus	6	5
NGO with economic focus	1	1
NGO with environmental focus	3	3
Other organisation	5	4
Private person	9	8
Professional organisation	2	2
Regional or national administration	8	7
Research organisation	3	3
<b>TOTAL</b>	<b>117</b>	<b>100</b>

## INNOVATIONS

The concept of innovation is tricky (see e.g. Acs & Audretsch 1990; Drucker 1985; Garud et al. 2007; Leca & Naccache 2006; OECD & Eurostat 2005; Phan et al. 2009; Roper & Hewitt-Dundas 2015; Scharma & Chrisman 1999; Schumpeter 1934; Van de Ven et al. 1999). In this research act, a very pragmatic approach was adopted in order not to confuse stakeholders who might lack scientific understanding of the complexity and nuances of the concept. If adoption of a specific behaviour, model, investment or organisation was new in the specific context, it was an innovation.



In order to cover various types of innovations, FLIARA Innovation Cards were created. They introduced four generic types of innovations: political, economic/technological, social and environmental featuring PESTE framework (Figure 15). The cards were presented to the participants before the interviews or workshops for inspiration and guidance still refraining from offering predefined options regarding what to propose.

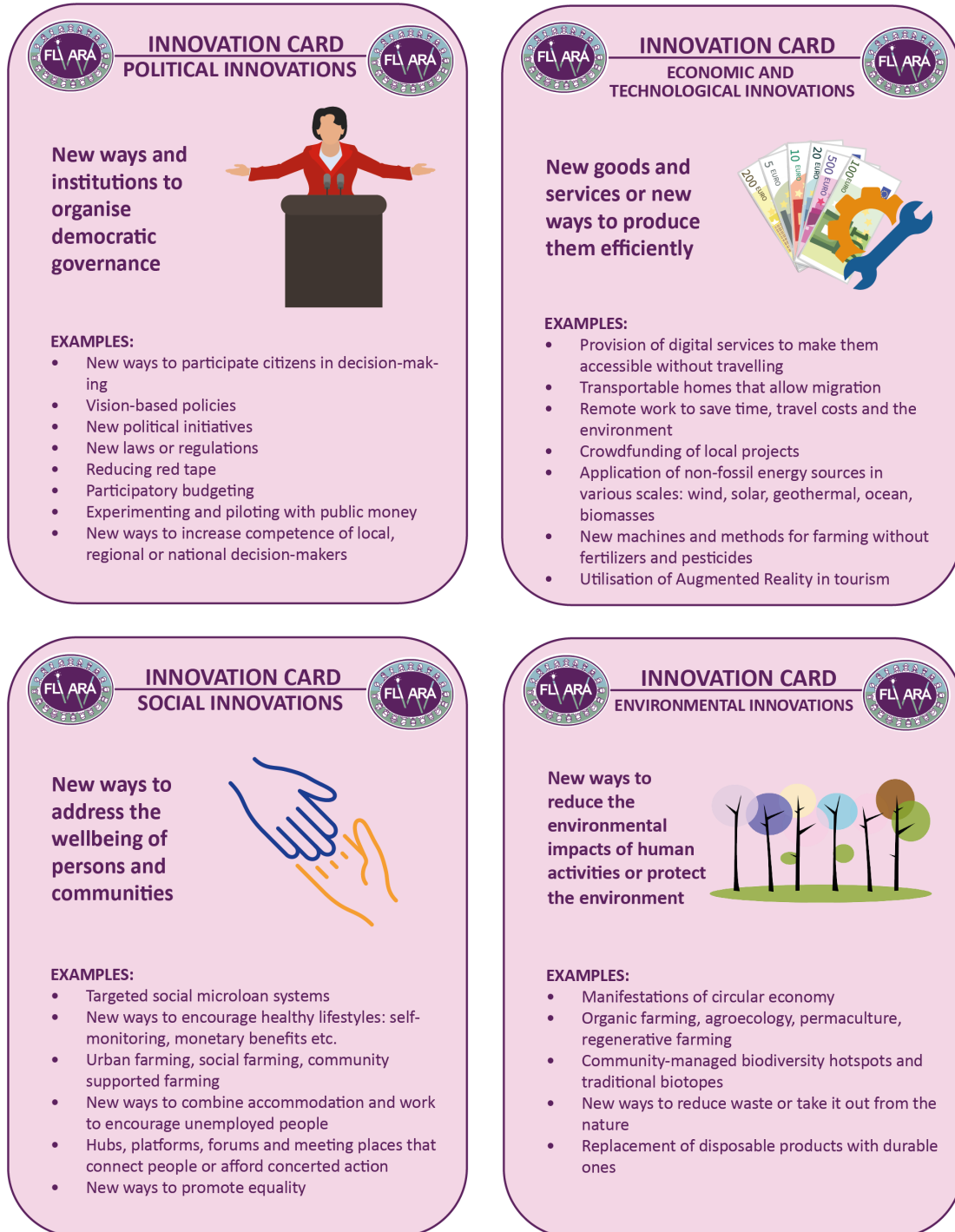


Figure 15. FLIARA Innovation Cards.





## CAUSAL MAPS

Each of the identified innovations will be elaborated into a causal map by asking consecutive why-questions. For a general overview and illustration of the causal map method, see e.g. Goodier et al. 2010, Montibeller & Belton 2006, Narayanan & Armstrong 2005 and Scavarda et al. 2006.

If, for example, the vision was ‘the revival of local and small’ with its elements, the informants might have come up with, for example, local bioenergy co-operative (converting local raw materials into biogas, biofertilizer, biodiesel and electricity), novel green belt initiative (making up a coherent corridor with agroecological farms, protected areas, cultural heritage sites and ecotourism facilities) and consortium of local NGOs to attract support and to organise monthly craft food and art festivals (featuring local artist performances, food wagons, pop of restaurants, sales art & craft exhibitions and pop up camping sites). Each of these innovations are taken for further processing one by one. Regarding the first one (local bioenergy co-operative), the question ‘why does such exist’ could result in responses as, for example, ‘lots of suitable raw materials without profitable use’, ‘high fuel prices’, ‘strong local tradition of co-operation’, and ‘knowledge and promotion provided by local advisory organisation’. Next, each of these is taken for processing by asking why-questions: ‘why are there lots of raw materials without profitable use’, ‘why the fuel prices are high’, ‘why there is a strong local tradition of co-operation’ and ‘why does the local advisory organisation provide knowledge and promotion’ – and so on.

Some of the causal chains may end soon without a long chain, whereas some causal chains may be very long (see Figure 16 for illustration). The maps reproduce a causal texture for the innovation systems underlying each vision. They also provide insights not only to the innovations as such but also to the ‘root causes’ underlying them (located at the ends of the causal chains) that fundamentally afford or constrain the emergence or adoption of the innovations.

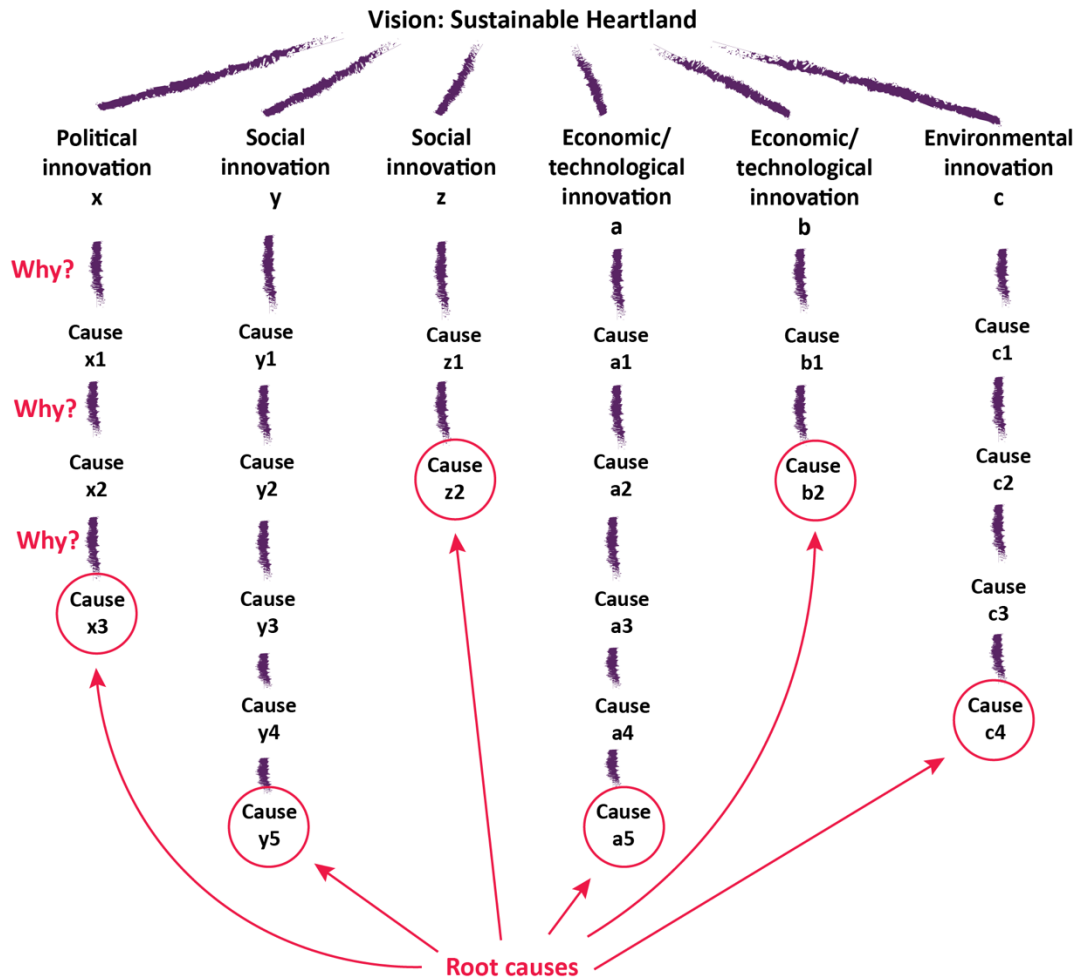


Figure 16. Illustration of a Causal Map.

## ANALYSIS

The data consisting of open text answers was stored in excel files and – in most cases – 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.

The identified innovations were coded into four categories: 1) type (political, economic/technological, social, environmental arising from PESTE-categories), 2) domain (18 categories arising from the data), 3) topic (25 categories arising from the data) and 4) precise description of the innovation (747 innovations presented in the data). In addition, 2,627 causes presented in the causal maps were categorised into 37 categories arising from the data.



### 3. RESULTS

The results of the interviews and workshops include innovations, causes underlying the realisation of these innovations as well as root causes as fundamental enablers/obstacles to be addressed. As these results are based on the identified sustainability problems and visions removing them (Task 2.1), these are briefly explained first.

#### 3.1 VISIONS AND SUSTAINABILITY PROBLEMS

Altogether, 109 visions were created in Task 2.1. Out of those, 74 were elaborated further in this Task 2.2. Most of the visions were elaborated in two interviews to have a diversity of innovations for each of them. Names of the visions are given in Figure 17 – giving an idea of the variety of rural futures and realities – and the frequencies of sustainability problems they aim to remove are given in Figure 18.



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Hopeful utopia Advancing by projecting Back to the future The cult of beauty  
A free road A large commune A small ancient world Active Youth Rural Area  
An attractive rural living environment An inclusive innovation system  
Argiculture As a Primary Industry in Rural Area Artisanal rural  
Bio-diversity in landscape and settlements Bravely intelligent Buzzing Kainuu  
Change Makers Circular resources Co-habit Rural Area  
Collaborative rural with social cohesion, accountable neighbourhood and citizenship  
Commons-rich rural with local, social ownership  
Community Language Village Connected Rural Area Connected rural/ digital rural  
Connected Village Connemara Co-operative Model Connemara Sustainable Tourism  
Cosy and harmonic living together Diverse housing supply for local needs  
Ecological rural Economy rural Educational Eco-Region Effective grant management  
Engaged and Lively Rural Area Entrepreneurial rural  
Environmentally Sustainable Food Production  
Farmers-empowered rural with more inclusive governance Full life amongst nature  
Green Belt Inclusive/participative rural area  
Incubation Centre via a Cluster of Industries Integration of new people and ideas  
Kainuu of many opportunities Knowing to learn Kuhmo in the middle of all  
Learning Region - Asset Based Let's see the forest from the trees Lively Kainuu  
Living and making a living in rural areas Local Energy Community Local food strategy  
Locally- Based Autonomy via self-Governing model More ecological farming  
More people will move to and live in rural areas outside the city More shecopreneurs  
Motivated, empowered rural  
Networked Nuclear Villages with Strong Settlement Patterns for Connemara  
New attitudes New crops and new people  
Public administration connected to rural areas Redefining rural identity  
Renewal energy rural Rural business thrive Smart Rural Sunflower  
Sustainable agricultural system Sustainable Heartland  
Sustainable Holistic Living for Connemara Sustainable water system  
United in the Future Well connected rural by diverse transport modes  
Why traveling far?! (Local heritage, nature and other assets are not valued)  
Working, living and learning by linking generations and in line with social needs  
Young Heartland Zero-waste rural

Figure 17. The visions.



Altogether, 23 different types of sustainability problems were to become removed along with the realisation of the visions. The most common ones were the lack of infrastructure, facilities, local services, amenities and activities (12%) and the lack of sustainability wisdom (10%). Also, the lack of economic diversification, restructuring and jobs (9%), the lack of social capital, cohesion and communality (9%) and the selective population decline (8%), alienation of people from food production (6%) and the lack of public transport and consequent need of using cars (6%) were ranking high. These top-7 topics covered 61% of the sustainability problems to be removed.

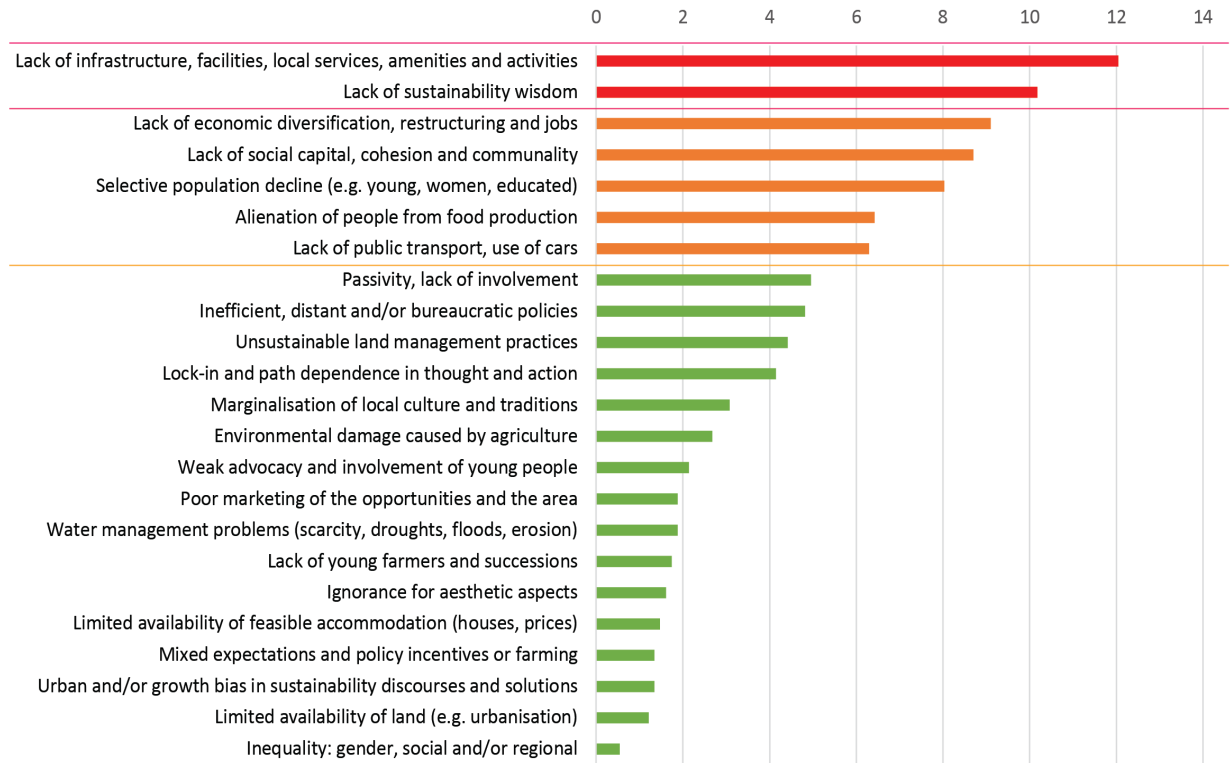


Figure 18. Sustainability problems to be removed, %.

The incidence of the problems logically differed among different types of rural areas (Table 3). The most common sustainability problems to be removed in the rural areas close to city were alienation of people from food production (15%), lack of infrastructure etc. (13%) as well as passivity and lack of involvement (8%). In rural villages the profile of sustainability problems was quite different with top-3 problems being lack of sustainability wisdom (20%), unsustainable land management practices (18%) and lack of social capital, cohesion and communality (16%). Further on, in remote rural still partly different sustainability problems prevailed: lack of economic diversification, restructuring and jobs (20%), selective population decline (18%) and lack of infrastructure etc. (17%). These results are not representative for all European rural regions but provide some indication about the differences in the challenges that rural regions face when it comes to sustainability transition.



**Table 3. Sustainability problems by type of the region, %.**

Sustainability problem	Type of the region			Total
	Rural area close to city	Rural village	Remote rural area	
Lack of infrastructure, facilities, local services, amenities and activities	13	0	17	12
Lack of sustainability wisdom	7	20	10	10
Lack of economic diversification, restructuring and jobs	0	6	20	9
Lack of social capital, cohesion and communality	7	16	7	9
Selective population decline (e.g. young, women, educated)	0	4	18	8
Alienation of people from food production	15	0	0	6
Lack of public transport, use of cars	7	9	5	6
Passivity, lack of involvement	8	5	2	5
Inefficient, distant and/or bureaucratic policies	3	7	6	5
Unsustainable land management practices	0	18	3	4
Lock-in and path dependence in thought and action	6	0	4	4
Marginalisation of local culture and traditions	0	8	4	3
Environmental damage caused by agriculture	3	0	3	3
Weak advocacy and involvement of young people	3	5	0	2
Poor marketing of the opportunities and the area	4	0	0	2
Water management problems (scarcity, droughts, floods, erosion)	4	0	0	2
Lack of young farmers and successions	4	0	0	2
Ignorance for aesthetic aspects	4	0	0	2
Limited availability of feasible accommodation (houses, prices)	3	0	0	1
Mixed expectations and policy incentives or farming	3	0	0	1
Urban and/or growth bias in sustainability discourses and solutions	3	0	0	1
Limited availability of land (e.g. urbanisation)	3	0	0	1
Inequality: gender, social and/or regional	0	3	0	1
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>318</b>	<b>128</b>	<b>301</b>	<b>747</b>

NOTE: Top-3 shares in each group highlighted.

### 3.2 INNOVATIONS

Altogether, 747 innovations were identified to be necessary for the realisation of the visions, and at the same time, removal of the 23 sustainability problems. These innovations were characterised in several ways including their type, domain, topic and precise description (Figure 19).

As it seems, many types of innovations were needed: economic/technological (30%), social (28%), political (26%) and environmental (16%) – in quite even shares. As the rural sustainability problems are diverse, so are the innovations needed to remove them.

Most common domain of these innovations were related to novel practices, models or contents in local development (20%), agriculture and food (12%), public policy (9%), business (7%) and culture (7%); these top-5 domains covered 56% of the identified innovations. Quite many innovations were also related to education (6%), public services (6%), infrastructure (5%), democracy (4%) and tourism (4%). Smaller categories included cooperation, energy, landscape and nature, housing, lifestyles, finance, welfare and communication. Observing that selective population decline was one of the most



common rural sustainability problems, it was surprising that novel ways of communication took a share of only 0.7% of all the innovations that were proposed to remove the problems.

Regarding the more specific topics of innovations, the most frequently mentioned ones were new ways to organise local development (11% of the innovations), adoption of sustainable practices and lifestyles (9%), novel organisation of communality (8%), sustainable farming models (7%), new ways to involve people (7%) as well as novel products and services (7%). These top-6 topics covered 49% of all topics and pointed out the most important targets of reorganising things in rural areas.

Other often identified topics included novel products and services, organisation of concerted action, application of new technology, setting up renewable energy facilities and communities, provision of attractive housing possibilities, provision of rural livelihoods and employment, preservation of local services, renewal of rural image and promotion of local food and short food chains – each of these counted for 3 - 4% of the topics. The rarest topics of innovations (1–2%) included reorganisation of local services, adoption of fact-based policy making, novel funding models, reform of educational curriculum, adoption of new business models, preservation of heritage, provision of new competences for people, promotion of nature conservation, new ways to increase human welfare, new ways of communication and reform of gender roles.

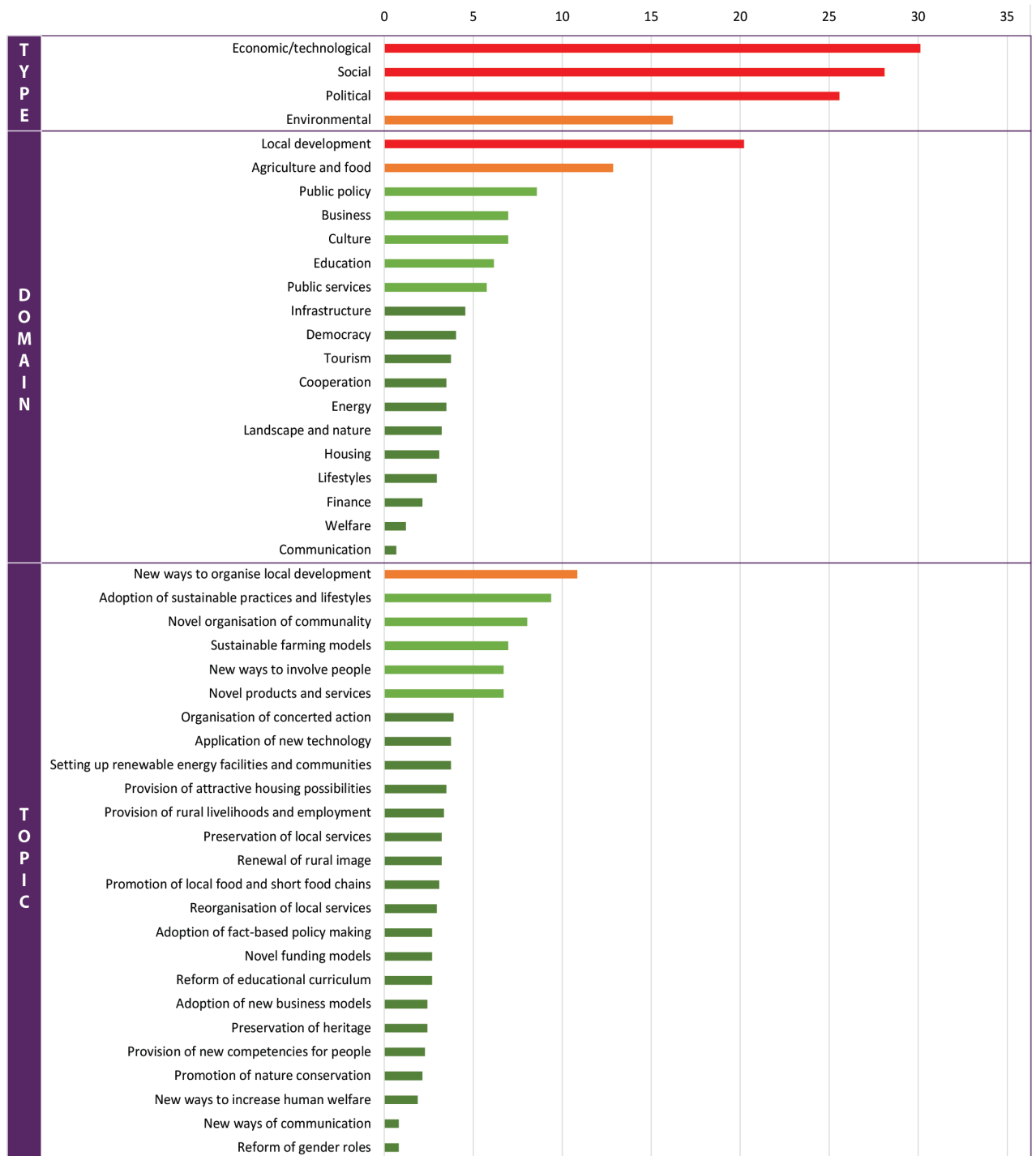


Figure 19. Types, domains and topics of the sustainability innovations, %.

The profiles of necessary innovation varied between different types of rural areas (Table 4). When it comes to the broad type of the innovation – economic/technological, social, political or environmental – the differences were really small. All types of innovations are needed in all types of rural areas.





The differences were exposed in the more detailed profiles. Regarding the domain, local development as well as agriculture and food were in the top-3 in all types of rural areas. More region specific, frequently specified domains of innovations were public policy in the case of rural areas close to city, education in the case of rural villages and culture in the case of remote rural areas.

Digging still deeper to the topics of innovations, the needs of the regions diverged (Table 4). Rural areas close to city were considered to need, especially, innovations related to adoption of sustainable practices and lifestyles, sustainable farming models and new ways to organise local development. Rural villages were characterised by the importance of innovations relating to adoption of sustainable practices and lifestyles, novel organisation of communality and new ways to involve people. Finally, the most common topics of sustainability investments in remote rural areas were new ways to organise local development, novel organisation of communality and reorganisation of local services. These results provide some first ideas on what to reach in each type of region while planning for policies and measures to address the contemporary sustainability problems.



Table 4. Sustainability innovations by type of the region, %.

Type of innovation	Type of the region			Total
	Rural area close to city	Rural village	Remote rural area	
Economic/technological	31	24	32	30
Social	24	33	30	28
Political	26	28	24	26
Environmental	19	15	14	16
<b>Domain of innovation</b>				
Local development	18	20	22	20
Agriculture and food	16	14	9	13
Public policy	11	5	8	9
Business	8	0	8	7
Culture	3	3	12	7
Education	3	14	6	6
Public services	7	3	6	6
Infrastructure	6	2	4	5
Democracy	3	8	4	4
Tourism	1	9	4	4
Cooperation	5	3	2	3
Energy	5	2	2	3
Landscape and nature	2	8	3	3
Housing	5	1	2	3
Lifestyles	2	4	4	3
Finance	1	2	3	2
Welfare	1	2	2	1
Communication	1	1	0	1
<b>Topic of innovation</b>				
New ways to organise local development	8	8	16	11
Adoption of sustainable practices and lifestyles	11	15	5	9
Novel organisation of communality	5	12	9	8
Sustainable farming models	10	6	4	7
New ways to involve people	6	9	6	7
Novel products and services	6	8	7	7
Organisation of concerted action	4	5	4	4
Application of new technology	3	1	6	4
Setting up renewable energy facilities and communiti	6	2	2	4
Provision of attractive housing possibilities	5	2	2	3
Provision of rural livelihoods and employment	3	0	6	3
Preservation of local services	6	3	1	3
Renewal of rural image	3	0	5	3
Promotion of local food and short food chains	5	2	2	3
Reorganisation of local services	0	0	7	3
Adoption of fact-based policy making	3	2	2	3
Novel funding models	2	4	3	3
Reform of educational curriculum	2	6	2	3
Adoption of new business models	2	3	3	2
Preservation of heritage	0	2	5	2
Provision of new competencies for people	2	5	2	2
Promotion of nature conservation	3	2	1	2
New ways to increase human welfare	3	2	1	2
New ways of communication	1	1	0	1
Reform of gender roles	1	1	1	1
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>318</b>	<b>128</b>	<b>301</b>	<b>747</b>

NOTE: Highest share (type) or top-3 shares (domain, topic) in each type of region highlighted.



### 3.3 INNOVATIONS VS. SUSTAINABILITY PROBLEMS

It is interesting to contrast the innovations with the sustainability problems they should remove via making the visions come true. All four types of innovations are extremely important in addressing the problems related to the lack of infrastructure etc. and the lack of economic diversification, restructuring and jobs (Table 5). Environmental, political and social innovations are most definitely required to solve problems caused by the lack of sustainability wisdom and the lack of social capital, cohesion and communality. Further on, economic/technological, political and social innovations are needed to address the selective population decline and political innovations are needed to address the alienation of people from food production. At this rather high level of abstraction, the differences were quite small – the biggest deviations could be found in the case of environmental innovations that would specifically address the lack of sustainability wisdom and the environmental damage caused by agriculture and, the other way round, would not contribute to solving the problems of selective population decline.

**Table 5. Types of sustainability innovations by the sustainability problem, %.**

Sustainability problem	Type of innovation				Total
	Economic/ technological	Environmental	Political	Social	
Lack of infrastructure, facilities, local services, amenities and activities	14	12	12	10	12
Lack of sustainability wisdom	8	13	10	10	10
Lack of economic diversification, restructuring and jobs	9	9	8	10	9
Lack of social capital, cohesion and communality	8	9	8	10	9
Selective population decline (e.g. young, women, educated)	10	2	8	10	8
Alienation of people from food production	4	7	8	7	6
Lack of public transport, use of cars	8	7	6	4	6
Passivity, lack of involvement	4	3	5	7	5
Inefficient, distant and/or bureaucratic policies	5	6	6	3	5
Unsustainable land management practices	3	3	6	5	4
Lock-in and path dependence in thought and action	4	7	5	3	4
Marginalisation of local culture and traditions	4	1	2	5	3
Environmental damage caused by agriculture	1	6	3	2	3
Weak advocacy and involvement of young people	2	2	3	2	2
Poor marketing of the opportunities and the area	2	2	2	1	2
Water management problems (scarcity, droughts, floods, erosion)	2	4	1	1	2
Lack of young farmers and successions	1	2	1	2	2
Ignorance for aesthetic aspects	3	1	1	2	2
Limited availability of feasible accommodation (houses, prices)	1	2	2	1	1
Mixed expectations and policy incentives or farming	3	0	2	0	1
Urban and/or growth bias in sustainability discourses and solutions	2	0	1	1	1
Limited availability of land (e.g. urbanisation)	1	1	2	1	1
Inequality: gender, social and/or regional	0	0	1	1	1
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>225</b>	<b>121</b>	<b>191</b>	<b>210</b>	<b>747</b>

NOTE: Top-3 shares in each type of innovation highlighted.

It is also possible to look at the domains of innovations by sustainability problem to be addressed (Table 6). It is possible to see that, for example, business related innovations may help in problems with infrastructure etc., culture related innovations may help in problems with social capital and welfare related innovations may help in problems with selective population decline.



Table 6. Domains of sustainability innovations by the sustainability problem, %.

Sustainability problem	Domain of innovation								
	Agriculture and food	Business	Communi- cation	Co- operation	Culture	Democracy	Education	Energy	Finance
Lack of infrastructure, facilities, local services, amenities and activities	13	25	0	8	6	3	9	12	13
Lack of sustainability wisdom	8	10	20	15	10	7	22	46	6
Lack of economic diversification, restructuring and jobs	8	8	0	8	13	3	7	8	25
Lack of social capital, cohesion and communality	2	2	20	8	19	13	2	0	13
Selective population decline (e.g. young, women, educated)	0	15	0	0	12	13	22	4	6
Alienation of people from food production	20	2	0	8	2	7	4	12	13
Lack of public transport, use of cars	0	2	0	0	2	3	0	0	0
Passivity, lack of involvement	1	6	0	0	0	17	4	0	0
Inefficient, distant and/or bureaucratic policies	6	4	0	0	0	7	0	4	6
Unsustainable land management practices	4	0	0	8	2	0	11	12	6
Lock-in and path dependence in thought and action	3	8	20	4	2	3	2	4	6
Marginalisation of local culture and traditions	0	0	0	4	15	7	2	0	6
Environmental damage caused by agriculture	13	2	0	0	2	3	2	0	0
Weak advocacy and involvement of young people	4	4	0	4	2	3	9	0	0
Poor marketing of the opportunities and the area	1	0	0	4	0	0	0	0	0
Water management problems (scarcity, droughts, floods, erosion)	7	0	0	8	2	0	0	0	0
Lack of young farmers and successions	9	0	0	0	2	0	0	0	0
Ignorance for aesthetic aspects	0	2	0	4	4	0	0	0	0
Limited availability of feasible accommodation (houses, prices)	0	0	0	0	0	0	0	0	0
Mixed expectations and policy incentives or farming	0	6	0	8	2	3	0	0	0
Urban and/or growth bias in sustainability discourses and solutions	0	6	0	12	0	0	2	0	0
Limited availability of land (e.g. urbanisation)	0	0	40	0	0	0	2	0	0
Inequality: gender, social and/or regional	0	0	0	0	2	7	0	0	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>96</b>	<b>52</b>	<b>5</b>	<b>26</b>	<b>52</b>	<b>30</b>	<b>46</b>	<b>26</b>	<b>16</b>

Sustainability problem	Domain of innovation									Total
	Housing	Infra- structure	Landscape and nature	Lifestyles	Local develop- ment	Public policy	Public services	Tourism	Welfare	
Lack of infrastructure, facilities, local services, amenities and activities	0	15	8	18	7	17	33	7	11	12
Lack of sustainability wisdom	0	6	13	18	8	2	5	14	0	10
Lack of economic diversification, restructuring and jobs	9	3	4	0	14	8	2	18	11	9
Lack of social capital, cohesion and communality	9	12	4	5	17	6	7	4	0	9
Selective population decline (e.g. young, women, educated)	13	6	0	14	7	5	9	4	44	8
Alienation of people from food production	13	0	0	5	3	9	2	0	0	6
Lack of public transport, use of cars	4	24	17	0	4	9	30	18	11	6
Passivity, lack of involvement	4	0	4	9	12	0	7	0	0	5
Inefficient, distant and/or bureaucratic policies	0	3	8	0	8	11	0	4	11	5
Unsustainable land management practices	0	0	17	9	5	2	0	11	0	4
Lock-in and path dependence in thought and action	4	6	4	5	5	5	2	0	11	4
Marginalisation of local culture and traditions	0	3	4	18	1	0	0	7	0	3
Environmental damage caused by agriculture	0	0	0	0	0	6	0	0	0	3
Weak advocacy and involvement of young people	0	0	4	0	1	2	0	0	0	2
Poor marketing of the opportunities and the area	0	9	0	0	3	2	0	11	0	2
Water management problems (scarcity, droughts, floods, erosion)	0	3	4	0	1	2	0	0	0	2
Lack of young farmers and successions	0	0	4	0	1	0	0	0	0	2
Ignorance for aesthetic aspects	0	12	0	0	2	0	2	0	0	2
Limited availability of feasible accommodation (houses, prices)	39	0	0	0	1	2	0	0	0	1
Mixed expectations and policy incentives or farming	4	0	0	0	0	3	0	0	0	1
Urban and/or growth bias in sustainability discourses and solutions	0	0	0	0	0	5	0	0	0	1
Limited availability of land (e.g. urbanisation)	0	0	4	0	0	6	0	4	0	1
Inequality: gender, social and/or regional	0	0	0	0	1	0	0	0	0	1
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>23</b>	<b>34</b>	<b>24</b>	<b>22</b>	<b>151</b>	<b>64</b>	<b>43</b>	<b>28</b>	<b>9</b>	<b>747</b>

NOTE: Highest share in each domain of innovation highlighted.

Looking at the topics of the innovation may be helpful in the same way (Table 7). Adoption of fact-based policy making may help in the problems related to alienation of people from food production, preservation of heritage may help in the lack of sustainability wisdom and setting up renewable energy facilities and communities may help to address inefficient, distant and/or bureaucratic policies. Figure 20 highlights the most common proposal for the topic of innovation by sustainability problems.



Table 7. Topics of sustainability innovations by the sustainability problem, %.

Sustainability problem	Topic of innovation								
	Adoption of fact-based policy making	Adoption of new business models	Adoption of sustainable practices and lifestyles	Application of new technology	New ways of communication	New ways to increase human welfare	New ways to involve people	New ways to organise local development	Novel funding models
Lack of infrastructure, facilities, local services, amenities and activities	10	11	14	25	17	0	2	10	5
Lack of sustainability wisdom	10	11	31	7	17	0	10	7	0
Lack of economic diversification, restructuring and jobs	5	6	6	0	0	7	8	11	15
Lack of social capital, cohesion and communality	5	0	3	4	17	14	14	9	15
Selective population decline (e.g. young, women, educated)	10	11	0	11	0	14	18	10	5
Alienation of people from food production	5	6	6	0	0	0	0	6	10
Lack of public transport, use of cars	15	0	7	7	0	14	4	7	5
Passivity, lack of involvement	10	6	3	7	17	7	6	9	0
Inefficient, distant and/or bureaucratic policies	5	6	4	11	0	0	4	7	20
Unsustainable land management practices	5	6	4	0	0	7	2	5	5
Lock-in and path dependence in thought and action	0	22	4	0	0	7	8	5	0
Marginalisation of local culture and traditions	0	6	0	7	0	7	10	1	5
Environmental damage caused by agriculture	10	6	1	0	17	0	0	1	0
Weak advocacy and involvement of young people	0	0	3	0	0	0	0	1	5
Poor marketing of the opportunities and the area	0	6	1	7	0	14	0	5	0
Water management problems (scarcity, droughts, floods, erosion)	0	0	4	4	0	0	2	0	0
Lack of young farmers and successions	5	0	1	0	0	0	0	0	0
Ignorance for aesthetic aspects	0	0	1	11	0	0	6	1	0
Limited availability of feasible accommodation (houses, prices)	5	0	0	0	0	0	0	0	0
Mixed expectations and policy incentives or farming	0	0	0	0	0	0	2	1	10
Urban and/or growth bias in sustainability discourses and solutions	0	0	1	0	0	0	4	1	0
Limited availability of land (e.g. urbanisation)	0	0	3	0	17	7	0	0	0
Inequality: gender, social and/or regional	0	0	0	0	0	0	0	1	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>20</b>	<b>18</b>	<b>70</b>	<b>28</b>	<b>6</b>	<b>14</b>	<b>50</b>	<b>81</b>	<b>20</b>

Sustainability problem	Topic of innovation								
	Novel organisation of communality	Novel products and services	Organisation of concerted action	Preservation of heritage	Preservation of local services	Promotion of local food and short food chains	Promotion of nature conservation	Provision of attractive housing possibilities	Provision of new competencies for people
Lack of infrastructure, facilities, local services, amenities and activities	8	10	3	0	29	30	19	4	12
Lack of sustainability wisdom	5	4	10	11	0	4	6	0	12
Lack of economic diversification, restructuring and jobs	15	22	17	11	0	0	6	8	0
Lack of social capital, cohesion and communality	25	2	0	44	25	0	0	12	6
Selective population decline (e.g. young, women, educated)	7	6	0	0	0	0	6	8	24
Alienation of people from food production	3	2	14	0	0	35	6	12	0
Lack of public transport, use of cars	0	28	7	0	17	0	0	4	0
Passivity, lack of involvement	5	2	7	0	8	0	0	8	6
Inefficient, distant and/or bureaucratic policies	7	0	10	11	0	0	19	0	0
Unsustainable land management practices	7	4	7	11	0	0	6	4	12
Lock-in and path dependence in thought and action	2	2	0	6	0	0	0	8	12
Marginalisation of local culture and traditions	0	6	3	0	0	0	0	0	6
Environmental damage caused by agriculture	2	2	0	6	0	22	0	0	6
Weak advocacy and involvement of young people	2	2	0	0	8	4	0	0	0
Poor marketing of the opportunities and the area	0	6	0	0	0	0	0	0	0
Water management problems (scarcity, droughts, floods, erosion)	0	0	3	0	0	0	6	0	0
Lack of young farmers and successions	5	0	0	0	0	0	6	0	0
Ignorance for aesthetic aspects	2	0	0	0	0	0	6	0	0
Limited availability of feasible accommodation (houses, prices)	0	0	0	0	8	0	0	31	0
Mixed expectations and policy incentives or farming	2	2	7	0	4	0	0	4	0
Urban and/or growth bias in sustainability discourses and solutions	0	0	10	0	0	0	0	0	6
Limited availability of land (e.g. urbanisation)	0	0	0	0	0	4	13	0	0
Inequality: gender, social and/or regional	5	0	0	0	0	0	0	0	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>60</b>	<b>50</b>	<b>29</b>	<b>18</b>	<b>24</b>	<b>23</b>	<b>16</b>	<b>26</b>	<b>17</b>

Sustainability problem	Topic of innovation							Total
	Provision of rural livelihoods and employment	Reform of educational curriculum	Reform of gender roles	Renewal of rural image	Reorganisation of local services	Setting up renewable energy facilities and communities	Sustainable farming models	
Lack of infrastructure, facilities, local services, amenities and activities	20	15	17	4	36	14	10	12
Lack of sustainability wisdom	8	20	17	13	5	36	2	10
Lack of economic diversification, restructuring and jobs	0	5	0	17	14	7	10	9
Lack of social capital, cohesion and communality	4	5	17	4	0	4	4	9
Selective population decline (e.g. young, women, educated)	12	25	0	13	32	4	0	8
Alienation of people from food production	4	5	0	4	0	11	19	6
Lack of public transport, use of cars	0	0	0	0	14	4	2	6
Passivity, lack of involvement	4	5	17	8	0	0	4	5
Inefficient, distant and/or bureaucratic policies	8	0	0	0	0	4	2	5
Unsustainable land management practices	4	0	0	0	0	11	6	4
Lock-in and path dependence in thought and action	8	0	17	4	0	4	6	4
Marginalisation of local culture and traditions	12	0	17	8	0	0	2	3
Environmental damage caused by agriculture	4	0	0	4	0	0	6	3
Weak advocacy and involvement of young people	4	15	0	8	0	0	2	2
Poor marketing of the opportunities and the area	0	0	0	0	0	0	2	2
Water management problems (scarcity, droughts, floods, erosion)	0	0	0	0	0	0	13	2
Lack of young farmers and successions	4	0	0	4	0	0	10	2
Ignorance for aesthetic aspects	0	0	0	4	0	4	0	2
Limited availability of feasible accommodation (houses, prices)	0	0	0	0	0	0	0	1
Mixed expectations and policy incentives or farming	0	0	0	0	0	0	0	1
Urban and/or growth bias in sustainability discourses and solutions	4	0	0	4	0	0	0	1
Limited availability of land (e.g. urbanisation)	0	5	0	0	0	0	2	1
Inequality: gender, social and/or regional	0	0	0	0	0	0	0	1
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>25</b>	<b>20</b>	<b>6</b>	<b>24</b>	<b>22</b>	<b>28</b>	<b>52</b>	<b>747</b>

NOTE: Highest share in each topic of innovation highlighted.



## PROBLEMS

## INNOVATIONS

Lack of infrastructure, facilities, local services, amenities and activities	Adoption of sustainable practices and lifestyles
Lack of sustainability wisdom	Adoption of sustainable practices and lifestyles
Lack of economic diversification, restructuring and jobs	Novel products and services
Lack of social capital, cohesion and communality	Novel organisation of communality
Selective population decline (e.g. young, women, educated)	New ways to involve people
Alienation of people from food production	Sustainable farming models
Lack of public transport, use of cars	Novel products and services
Passivity, lack of involvement	New ways to organise local development
Inefficient, distant and/or bureaucratic policies	New ways to organise local development
Unsustainable land management practicess	Novel organisation of communality
Lock-in and path dependence in thought and action	Adoption of new business models
Marginalisation of local culture and traditions	New ways to involve people
Environmental damage caused by agriculture	Promotion of local food and short food chains
Weak advocacy and involvement of young people	Reform of educational curriculum
Poor marketing of the opportunities and the area	New ways to organise local development
Water management problems (scarcity, droughts, floods, erosion)	Sustainable farming models
Lack of young farmers and successions	Sustainable farming models
Ignorance for aesthetic aspects	Application of new technology
Limited availability of feasible accommodation (houses, prices)	Provision of attractive housing possibilities
Mixed expectations and policy incentives or farming	Novel funding models
Urban and/or growth bias in sustainability discourses and solutions	Organisation of concerted action
Limited availability of land (e.g. urbanisation)	Promotion of nature conservation
Inequality: gender, social and/or regional	Novel organisation of communality

Figure 20. The most common (frequency) proposal for the topic of innovation by sustainability problem.



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However, probably the most useful source of information for adopting new ideas and practices on how to address various sustainability problems can be found in the detailed descriptions of the innovations (Table 8). Even though the list is quite long, it is worth presenting to give an idea of the concrete actions.



**Table 8. Topics of sustainability innovations by the sustainability problem, %.**

**Alienation of people from food production**

- Adoption of new practices in farming
- Adoption of sustainable practices
- Adoption of sustainable practices by increasing knowledge
- Allocation of subsidies for fossilfree vehicles in rural areas lacking public transport
- Availability of incentives for food production
- Broadening of farming methods and selection of crops
- Change of attitudes towards rural areas
- Collection of funding by local residents
- Connection of local farmers and consumers
- Crowdfunding of rural projects
- Development of an application platform for local development
- Development of innovating sustainable farming methods
- Development of new farming models and products
- Development of novel organisations of communality
- Development of partial employment opportunities for active citizens in the local community
- Development of sustainable farming
- Empowerment of communities to develop strategies for local development
- Enhancement of environmental and technological aspects in farming
- Establishment of community farms
- Establishment of decentralised wastewater treatment plants
- Establishment of laws to prevent food fraud in imports
- Establishment of new business models and increased competitiveness
- Establishment of organic school gardens as a way of education
- Establishment of regular meeting points for farmers and local residents
- Increase of opportunities for people to work from home
- Involvement of local residents in farming
- Organisation of concerted action
- Organisation of concerted action while involving all local actors
- Promotion of agroforestry
- Promotion of nature conservation and local food
- Provision of housing for young people in rural areas
- Reform of policies to improve land management
- Reform of policies to safeguard farm succession
- Renewal of the image of rural lifestyles
- Setting up renewable energy facilities and communities
- Setting up smaller transport units to transport people in rural areas (e.g. vans)
- Support of farmers markets and local products
- Support of increased demand for local food
- Support of increased interest in farming
- Use of empty space in elderly peoples houses by renting to young people
- Use of public procurement to favour local products and services
- Use of tariffs to protect sustainable and quality products within EU from lower standard competition

**Environmental damage caused by agriculture**

- Allocation of verifications and labels for natural products
- Arrangement of education about complexity of ecological farming
- Change of laws on farm ownership
- Change of productivity mindsets
- Communication of the level of ecology in farming
- Development of better ways to measure sustainability
- Development of new business models in farming allowing new people to enter
- Diversification of certifications in ecological farming
- Establishment of a slow-food culture
- Establishment of common vision for sustainable food production
- Increase of farms to be leased rather than sold
- Increase of profitability of sustainable food production
- Moving towards the green food agenda
- Prioritisation of the distribution of land amongst the existing community
- Production of authentic and verifiable food
- Recognition of diversity of rural areas
- Reinforcement of traditional farming methods
- Removal of urban bias and preference
- Support of environmentally friendly farming practices
- Support of young people accessing land





#### Ignorance for aesthetic aspects

- Development of a website or application for renting out equipment and machinery
- Development of an app showing outsiders where hunting is going on
- Development of an on-demand system for public transport
- Improvement of existing bike and foot paths and trails instead of making new ones
- Increase of accessibility of culture through the churches
- Increase of activities for children in rural areas
- Promotion of culture and art created locally in the rural area to connect people and places
- Remodeling of roads in creative ways to reduce speed
- Setting up a 'pitch in' forum for associations
- Setting up a website for sharing paths for walking and hiking
- Setting up organizations in the rural areas to cooperate regularly in large development projects
- Setting up street lighting for foot and bike paths powered with renewable energy

#### Inefficient, distant and/or bureaucratic policies

- Adoption of new practices to care for the environment
- Appreciation of farmers in their role in environmental stewardship
- Continuity of farming is taken seriously by the government
- Creation of interactive spaces in rural settings
- Decreasing dependence on phones by intergenerational activities
- Development of multilingual app for finding trails and historical places
- Ensuring broadband connection
- Establishment of funding schemes for ecological agriculture
- Establishment of a bottom-up locally led agenda for community
- Establishment of multipurpose hubs
- Establishment of virtual communities for rural citizens and policy makers to interact
- Establishment of youth groups
- Expansion of co-operation between tourism operators and farmers
- Facilitation of discussions to clarify what is sustainable farming
- Giving political value to political initiatives in rural areas
- Growing of local cultivar
- Ideas of local residents are taken seriously
- Implementation of tax deduction for entrepreneurs
- Increase of public technological support and back-ups for agriculture
- Increase of support for entrepreneurs
- Integration of agencies and local communities
- Involvement of local decisions-makers in local environment and culture
- Organisation of local policy around a common policy portfolio
- Personalised consultancy of rural projects
- Powering of farms by renewable energy (solar energy)
- Promotion of natural assets and local culture
- Protection of landscapes and sustainable agricultural production
- Protection of the region and its natural resources
- Provision of public grants for small and medium-sized enterprises and young people before investment
- Provision of resources for businesses
- Reduction of bureaucracy to encourage young entrepreneurship
- Reduction of the use of pesticides on Citron farms
- Representation of each rural village in the municipality
- Revision of local power sharing models
- Structuring of new innovative projects
- Support of consumers that are ready to pay more to farmers

#### Inequality: gender, social and/or regional

- Adding communality in women's spaces
- Increase of communality and cooperation
- Increase of cooperation between women
- Involvement of women in decision-making



Lack of economic diversification, restructuring and jobs

- Adoption of animal welfare measures
- Adoption of precise agriculture
- Advancement of sustainability of all farming models
- Arrangement of novel events and festivals
- Arrangement of quality tourism services
- Building of cultural hubs
- Construction of nature trails
- Coordination of area sensitive projects
- Creation of community parks and other communal spaces
- Creation of new funding models
- Creation of spaces for communal activity
- Development of a culture of volunteering
- Diversification of accommodation options and routes
- Diversification of agricultural cooperatives
- Engagement of local politicians
- Establishment of a circular system to recycling
- Establishment of a craft industry
- Establishment of a fishery centre
- Establishment of a new structure for top-down support
- Establishment of cooperative models
- Establishment of cultural hubs
- Establishment of incubation centres gaining alternative income through production via a link to local tourism
- Establishment of infrastructure to support new businesses
- Establishment of locally led environmental social enterprises
- Establishment of multifunctional farms
- Establishment of new development conditions linked to environment and community
- Establishment of new governance structure
- Establishment of skill hubs to teach niche skills
- Execution of projects that promote long-term sustainable tourism
- Improvement of attractiveness of the area
- Increase awareness of funding opportunities
- Increase of diversity in communities
- Increase of social capital
- Introduction of social and welfare programs for employees
- Making industrial policies for remote rural areas
- Organisation of cooperation between different local development actors
- Organisation of local networking events
- Organisation of multipurpose community hubs
- Organisation of sport games
- Production of environmentally conscious local products
- Promotion of the assets of the region
- Provision of childcare services
- Provision of housing
- Provision of long-term projects
- Provision of quality tourism services
- Raising awareness of in youth council
- Reform of funding models
- Relieving of bureaucratic burdens
- Reorganisation of attractions to be more accessible for tourist
- Research of possibilities around fresh water pearl mussels
- Revision of the insurance landscape
- Setting up a biogas station
- Setting up a multipurpose centre
- Setting up autonomous local governance
- Setting up community centers by cooperatives and municipalities
- Setting up district heating
- Setting up educational farms
- Setting up local festivals
- Strengthening of community identity
- Support of creating relationships with local graduates
- Support of small local cottage industries
- Transformation of agricultural cooperatives' business model
- Use of existing assets and knowledge in the area
- Utilisation of broad skill sets of locals



Lack of infrastructure, facilities, local services, amenities and activities

- Activation of those who reside in the area part-time to use local services
- Activation of varied social groups of all ages
- Adding courage to start innovative projects
- Adoption of carsharing
- Adoption of strategies for supporting innovations
- Advancement of cooperation between farmers and local businesses
- Allocation of public resources for local development
- Attracting digital talents to generate economic and social impact
- Calculation of the environmental impacts of farms in a novel way
- Creation of communal spaces for entrepreneurs and arranging events to promote local products
- Creation of employment in rural areas
- Creation of new sustainable experiences promoting local products and services
- Creation of projects to promote nature conservation
- Creation of self-sufficient communities
- Cultivation of crop varieties according to local water requirements
- Development of a housing centre with services for all ages
- Development of a pawn system for bale plastics
- Development of a simpler and accessible recycling system
- Development of an application for services
- Development of education through employers
- Development of effective collecting system of garbage from businesses
- Development of fossilfree self-driving cars in public transport
- Development of mobile services
- Development of new materials from wood to replace plastic
- Development of novel supply networks
- Development of novel technological innovations in farming
- Development of novel ways of marketing products
- Development of novel ways to produce local services
- Development of self-driving cars in public transport
- Development of sustainable energy solutions for rural areas
- Development of sustainable public transport infrastructure
- Development of unmanned service centres
- Development of water retention systems for climate resilience
- Digitalisation of small and medium exploitations
- Dissemination of information for people about what they can do
- Enabling of everyone to put in practice innovative actions in each own domain of responsibility.
- Enabling of municipal politics and public administration to cater to individual initiatives
- Establishing a community of rural leaders giving visibility to rural references
- Establishment of agricultural markets with workshops and activities
- Establishment of community gain from new infrastructure
- Establishment of cooperative structures for tourism services
- Establishment of e-markets for ecological producers
- Establishment of laws to require all steps in the production to become visible for consumers
- Establishment of networks for entrepreneurs to promote local products
- Establishment of new governance and power structure at local level
- Establishment of new ways to combine salaried work and entrepreneurship
- Expansion of broadband in the periphery
- Exploration of new trials on how to produce services
- Exploration of opportunities of outdoor classrooms
- Facilitation of direct selling of local goods
- Funding of long-term actions
- Implementation of drip irrigation
- Improvement of land access for new farmers
- Improvement of policies encouraging new rural entrepreneurs
- Inclusion of cultural priorities in local development
- Increase of circular and local food production
- Increase of freedom for rural women to choose their lifestyle
- Increase of funding for circular projects
- Increase of municipalities supporting innovations
- Increasing awareness of environmental issues
- Innovation of vending machine services and products
- Investments in new infrastructure
- Involvement of the third sector in producing services



**Lack of infrastructure, facilities, local services, amenities and activities (continues)**

- Normalisation of ecological food and agriculture
- Organisation of coordinated action between enterprises for local development
- Organisation of events for promoting environmental sustainability in each village
- Production of local energy by farmers
- Promotion of courses to promote permaculture, composting and community gardens
- Promotion of exchange of knowledge, services and goods
- Promotion of good practices
- Promotion of local food and short food chains
- Promotion of remote work
- Promotion of rural experiences via digital platforms
- Provision of a paid employee to community centres
- Provision of a realistic image of rural life
- Provision of essential services in rural areas
- Reform of policies around land use and agricultural practices
- Reform of zoning and land management
- Removal of municipal lines from attitudes and thinking
- Reuse of irrigation water
- Strengthening of sense of local knowledge and strengths
- Support of existing businesses and tourism services
- Use of a personal nurse and/or doctor
- Utilisation of Self-organisation and activism to maintain local services
- Ways of letting objectives be reached in a unrestricted way

**Lack of public transport, use of cars**

- Adoption of sustainable practices and lifestyles
- Combination of different technological platforms
- Commodification of new nature trails
- Design of train connections at the eastern border
- Development of art tourism
- Development of forests
- Development of infrastructure and amenities
- Development of infrastructure and public transport
- Development of more Park & Ride facilities in the rural regions
- Development of public transport for rural needs
- Development of renewable energy sources and sustainable lifestyles
- Development of services in multiple languages
- Development of sustainable water management practices
- Development of technological platforms for shared economy solutions
- Development of tourism in mountain region
- Establishment of concerted decision making with experts and locals
- Establishment of long-term actions
- Establishment of new ways to involve associations and locals in local development
- Establishment of new ways to involve children in local development
- Establishment of new ways to organise local development
- Examination of permit bureaucracy in land use
- Fixing and upkeeping of outdoor trails
- Fixing health care facilities
- Incentivisation of workers to carpool by employers
- Increase of sharing cars
- Involvement of locals in decision-making
- Maintenance and connection of bike lanes in rural areas
- Making public transport a more convenient option in rural areas
- Organisation of new ways to organise local development
- Promotion of biking
- Provision of attractions for tourism
- Provision of different housing solutions with services close by
- Provision of guided nature trips
- Provision of targeted subsidies public transportations in rural areas and suburbs
- Reform of competitive tendering
- Setting up joined commuting by carpool
- Setting up social facilities for remote work
- Shared funding of services between municipalities
- Taking care of public property
- Upkeeping roadways
- Use of small busses in rural areas



#### Lack of social capital, cohesion and communality

- Acquirement of new facilities for remote work
- Adoption of sustainable practices and lifestyles
- Allocation of public funding for places for local encounter e.g. village shops
- Alternative residential development of intergenerational co-living
- Arrangement of communal development and knowledge sharing
- Arrangement of communal events
- Arrangement of places of encounter also in the nature
- Building of social glue by offering local places to go to e.g. village shops
- Building of sustainable community
- Change of language and community policies to safeguard local language
- Change of preferences in favour of local village shops
- Creation of places for locals to interact e.g. village shops
- Crowdfunding of local cultural clubs
- Decrease of political polarisations
- Development of an identifiable brand for produce and services from Connemara
- Development of community based platforms for local development
- Development of environmentally friendly infrastructure
- Development of sustainable food products and packaging
- Encouragement of all cultures and languages
- Encouragement of alternative land use
- Engagement of different cultures in community markets
- Establishment of a diverse region by supporting integration
- Establishment of innovative and collaborative farming models
- Establishment of local clubs offering cultural activities that attract young people
- Establishment of non-economically driven spaces for personal and informal encounter
- Establishment of safe and vital, non-commercial meeting places
- Execution of effective campaigns toward local and regional decision makers
- Financial compensation of voluntary work
- Funding of programmes for local associations and their cultural services
- Improvement of local development long-term
- Increase of event attendance by building cultural traditions
- Increase of human welfare through communal activities
- Increase of involvement through communal activities
- Increase of support for the establishment of a multi-generation house
- Increase of time and space for voluntary work.
- Involvement of locals in local development and budgeting
- Involvement of young people in local development
- Marketing of the area with a novel activity and service map
- Mobilisation of local politicians and other decision makers
- Organisation of care for all ages in the same building
- Organisation of community events to promote local language
- Organisation of consorted action in local development
- Organisation of cooperation between all stakeholders for land management
- Possession of small village shops by local families
- Preservation of local language
- Promotion of cultural and social activities by music or village clubs
- Promotion of heritage and cultural integrity
- Promotion of learning different languages in the local area
- Promotion of local language in schools
- Protection of local language and traditional farming practices
- Protection of to vulnerable individuals and increasing welfare
- Provision of communal spaces
- Provision of online and offline services by village shops
- Provision of rural livelihoods and employment
- Raising awareness of rural needs at political level
- Self-organisation of grass-root initiatives in the very close environment
- Setting up a suitable building for all-ages care place
- Setting up club rooms for multi-generational or age group specific gatherings
- Setting up common cultural events for all ages
- Setting up educational activities in nature
- Solving of high housing prices and unaffordability
- Use of publicity to improve the quality of political decision-making
- Utilisation of public spaces and village-squares to attract people



#### Lack of sustainability wisdom

- Access of sustainable shopping
- Adoption of new pedagogical tools
- Adoption of sustainable farming practices
- Adoption of sustainable lifestyles
- Adoption of sustainable practices and lifestyles
- Allocation of adequate funding and resources for local development
- Allocation of more efficient materials for infrastructure
- Allocation of resources for eco-education
- Ban of plastic packaging
- Collaboration of organisations that offer similar services
- Connection of local government
- Creation of a co-learning hub in the area
- Creation of and operating a multi-centre
- Creation of new networks in the community
- Design of home appliances enables repairing
- Development of digital platforms for monitoring individual and community energy consumption, sharing goods and services and waste production
- Development of energy saving infrastructure
- Development of energy sharing
- Development of environmentally friendly initiatives and projects
- Development of local energy cooperatives
- Development of local food chains
- Development of pilot programmes for local development
- Development of public areas
- Development of services in multiple languages
- Development of social farming
- Development of sustainable transport options
- Educating children about local agriculture and products
- Empowerment of rural citizens to be more active and participate in decision making
- Establishment of an education centre to respond to local needs
- Establishment of cooperation to develop agri-environmental tourism
- Establishment of cultural events
- Establishment of energy microgrids
- Establishment of integrated legislation with associated powers and resources
- Establishment of novel ways to promote regenerative energy in education, eco-tourism and sustainable landscape design
- Establishment of smart villages and communities
- Generation of sustainable electricity combined by water pumping stations and new functions
- Hiring of at least one agricultural or environmental expert in each rural municipality
- Improvement of public beaches
- Inclusion of native language into education and community activities
- Increase of activation and coordination to increase sustainable energy systems
- Increase of awareness in farming and rural lifestyles
- Increase of awareness of sustainability issues
- Increase of confidence in politics
- Introduction of local energy cooperatives
- Introduction of tropical crops
- Involvement of locals in decision-making
- Involvement of locals of all ages
- Making rural areas attractive to local residents to prevent moving away
- Monitoring of energy consumption
- Observation of landscapes and biodiversity in choosing places for mega-windmills
- Organisation of coordinated action
- Organisation of local health services
- Organisation of training for marketing and communication
- Piloting of therapeutic animal services
- Promotion of cultural heritage
- Promotion of organic farming
- Promotion of sustainable lifestyles
- Provision of hybrid work and education options
- Provision of more direct linkages between sustainable energy generation and consumption
- Provision of technological education for farmers



#### Lack of sustainability wisdom (continues)

- Raising awareness around sustainable waste management
- Raising environmental awareness
- Reform of educational curriculum
- Reform of land management
- Reparation of home appliances becomes easier
- Running of local environmental initiatives to raise awareness
- Setting up community spaces
- Setting up economic hubs
- Setting up pilot programmes for local development
- Setting up renewable energy facilities and communities
- Support of women's lifestyles
- Sustainment of circular economy initiatives
- Use of drones for mapping rooftops available for solar energy

#### Lack of young farmers and successions

- Assessment of agricultural land
- Creation of new jobs
- Development of agricultural policies to support young farmers
- Development of technological advantages in farming
- Diversification of farming models
- Establishment of eco-villages
- Increase of cooperation between farmers and consumers
- Increase of education about farming and rural livelihoods
- Increase of networking between locals and immigrants
- Mentoring of new entrants to the area by farmers
- Organisation of communal activities
- Promotion of nature conservation through tourism
- Reduction of emissions caused by agriculture

#### Limited availability of feasible accommodation (houses, prices)

- Adoption of new practices to provide enough tiny houses
- Encouragement of alternative housing models
- Examination of rural land use plans to allow more flats
- Facilitation of people who want to stay in the same village of their origin should be able to find a house in the village
- Increase of awareness of the policy makers of the real problems
- Increase of emphasis given to the vitality of the rural village when planning new houses
- Increase of houses combining caregivers and disabled persons
- Increase of sustainable (wood, reed, clay) buildings in rural areas
- Provision of affordable housing options in rural areas
- Provision of single-household houses and more social rental houses are built in rural areas
- Recognition of the housing needs of key community workers

#### Limited availability of land (e.g. urbanisation)

- Allocation of space is given for new ideas by promoting more diverse pilot projects
- Allocation of subsidies to help farms to transit into biological, organic farming
- Change of preferences in favour of green pavements instead of concrete ones
- Development of rest centres and tiny houses on farms for visitors looking for tranquility
- Establishment of policies encouraging farmers to promote biodiversity and diversify business models
- Establishment of policies of promoting bio-diversity in livestock farming
- Exemption of people willing to pay for sustainable products from value-added tax
- Increase of attention to biodiversity in education
- Support of farmers presenting themselves better to the public



#### Lock-in and path dependence in thought and action

- Acquirement of change-makers who link different service providers
- Adoption of sustainable practices and lifestyles
- Attracting new people to the area
- Branding of region with authentic produce
- Cooperation of entrepreneurs and business models
- Development of circular economy
- Development of national remote rural policy and objectives
- Development of new codes for discussing about sustainability with respect to others
- Development of new ways of supporting women entrepreneurs
- Development of new ways to generating energy
- Development of the sea-life industry
- Establishment of a knowledge bank for ecological farming practices
- Establishment of a multi-lingual region
- Establishment of community melting pots
- Establishment of remote working hubs
- Establishment of specific funding streams for remote rural areas
- Improved ways to reach tourists
- Involvement of marginalised groups in decision-making
- Making the area a viable employment centre
- Opening of long-term views on sustainability and innovations by business advisors
- Payment of rent of farmland in ecological products
- Preservation of rural identities and practices
- Promotion of networks for women led by women
- Reparation of neglected buildings
- Support of local associations
- Testing of new products and services among the local residents
- Use of abandoned houses and barns by ecological farmers
- Utilisation of locally led model in remote rural development

#### Marginalisation of local culture and traditions

- Adoption of pets and dogs in communal areas
- Allocation of functioning data connections
- Arrangement of equal child rearing
- Change of attitudes about remote work
- Conversion of traditional handicraft products to modern versions
- Development of a vision channel for young people
- Establishment of communal remote work hubs
- Increase of funding in the region
- Involvement of locals in decision-making
- Involvement of marginalised groups in decision-making
- Letting go of harmful and discriminating paradigms
- Making folk tradition a touristic attraction
- Making folklore a touristic attraction
- Organisation of Open Cellars Festival for wine marketing
- Organisation of small-scale and diverse landscapes instead of large monocultures
- Production of a reality show to renew rural image
- Promotion of culture and activities through digital services
- Promotion of flexible work times
- Provision of new role models to facilitate changing attitudes
- Renewal of the rural image
- Strengthening of abilities
- Unification and coordination of cultural management

#### Mixed expectations and policy incentives or farming

- Development of an app for food waste from farms
- Development of an innovation system that does not disrupt rurality
- Development of trails and trailheads in rural areas
- Dissemination of money by rural municipalities to solve problems with universities
- Encouragement of small businesses to co-operate and create more complete packages of products and services
- Establishment of a network for small businesses to market each others products and services
- Establishment of local meeting points
- Establishment of local sharing economy without taxes
- Establishment of novel ways to involve rural people and businesses in democracy
- Establishment of cooperative housing





#### Passivity, lack of involvement

- Addressing housing issues through land management
- Allocation of large scale support to farms
- Cooperation of all levels and all actors. Locals, municipalities and state.
- Creation of a community center
- Decentralisation of services
- Development of a digital platform that unifies smaller applications
- Development of game-like applications to involve young people in local development
- Development of tailored environmental education
- Dissemination of knowledge about sustainability goals and tools to achieve them
- Distribution of respected titles for active local developers
- Encouragement of alternative ways of living and working in rural areas
- Establishment of community gardens
- Establishment of concerted action based on fact-based decisions
- Establishment of incubators for Agricultural Start-ups
- Establishment of infrastructure to facilitate remote work
- Execution of value based actions
- Facilitating of communal events in schools
- Facilitation of an environment that is attractive to young women
- Implementation of land consolidation schemes
- Integration of immigrants in local communities
- Involvement of immigrants in local development
- Involvement of newcomers in local development
- Involvement of young people in local development from a young age
- Organisation of communality across many municipalities
- Organisation of equal representation of men and women in political bodies
- Organisation of local development events
- Organisation of multifunctional events
- Promotion of a positive image of rural life
- Promotion of rural livelihoods
- Safeguarding of local services
- Setting up a Local Action Group
- Strengthening of local businesses by creating business zones
- Support of concerted action based on fact-based decisions
- Support of local associations
- Support of sustainable dwellings

#### Poor marketing of the opportunities and the area

- Development of environmental services for tourism
- Development of new technology in the service of business
- Development of novel agricultural models and products as a tourist attraction
- Development of novel products and services
- Development of policies for inter-municipal integration
- Improvement of accessibility of recreational opportunities
- Improvement of current public transport
- Improvement of recreational opportunities
- Improving accessibility of recreational opportunities
- Increase of cooperation and networking between farmers and the service industry
- Involvement of locals in local development
- Promotion of bee keeping
- Promotion of new forms of mobility
- Setting up innovation hubs

#### Selective population decline (e.g. young, women, educated)

- Adding business know-how among women
- Centering of young people and their wishes
- Change of attitudes
- Change of attitudes towards nature conservation
- Change of attitudes towards remote work
- Development of a service profile for new residents
- Development of educational possibilities for immigrants
- Development of mobile services on a larger scale



Selective population decline (e.g. young, women, educated; continues)

- Development of new ways to facilitate communality
- Development of services for young people
- Development of tools for remote learning and working
- Establishment of a green transition knowledge centre
- Establishment of a unique identity in tourism through local traditions
- Establishment of employee banks where all employees skills are charted and mapped
- Establishment of novel funding models
- Establishment of services that reaching more people through online services
- Establishment of technological platforms to match clients with needed services
- Examination of new kind of energy innovations
- Exchange of decision makers between municipalities
- Facilitation of remote work for new comers to the region
- Functioning of data networks
- Harnessing of third sector to produce services together with municipalities
- Improvement of branding of the region
- Improvement of communal facilities for even the most remote areas
- Improvement of communality of children and young people by hobbies and extracurricular activities
- Improvement of current connections: roadways and data networks
- Incentivisation of national factories and businesses in the area
- Increase of civic involvement
- Increase of communality
- Increase of educational opportunities
- Increase of systematic action in municipalities
- Increase of versatility to vocational school curriculum
- Introduction of cross-cutting studies "Man and the environment"
- Involvement of women in local development
- Involvement of young people in local development
- Maintenance of remote work in municipalities
- Making meaningful communities that are easy to access for new comers
- Making vocational and higher education a possibility in rural areas
- Marketing of a rushless and comfortable everyday life
- Organisation of a housing fair for migrant workers
- Organisation of events where different communities meet and cooperate
- Organisation of unique events
- Provision of ground level housing for elderly or disabled people
- Provision of subsidies and tax reliefs for companies
- Provision of tailored solutions for differently abled people
- Re-examination of condominium laws for business properties and public spaces
- Reform of educational curriculum in secondary schools
- Renewal of the image of real women and residents of rural areas
- Setting up a business incubator and center for innovative education
- Setting up University of the Third Age
- Social integration of immigrants and people moving back
- Social integration of new residents
  - Support of new innovative actors
  - Support of young people's hobbies by tax reliefs
- Taking care of villages near borders across border lines
- Use of experienced employees mentoring younger ones
- Use of tailored regional branding and marketing
- Utilisation of a service coordinator guides people to the right services
- Utilisation of digitalisation in new ways to involve young people
- Utilisation of project or person who unites job seekers and employers



#### Unsustainable land management practices

- Acceptance of alternative housing models
- Adding the topic of sustainability in school curricula
- Adoption of effective and transparent environmental policies
- Coordination of local associations
- Creation of integrated local system
- Development of education on local plants, flowers and products
- Development of novel citron products
- Development of organic farming
- Development of realistic and accessible environmental policies
- Diversification of tourism
- Educating on local productions
- Elevation of local heritage and culture
- Encouragement of pro-environmental behaviours
- Establishment of a grant process for energy efficient housing
- Establishment of Diamante Citrus as a regional attraction
- Establishment of intergenerational knowledge exchange
- Establishment of new communal facilities and communal activity
- Establishment of remote working hubs
- Establishment of smart villages
- Exchange of intergenerational knowledge
- Expansion of electric mobilities
- Managing of sustainable levels of tourism year-round
- Organisation of collective cleaning of open spaces
- Prioritisation of sustainability in local businesses
- Promotion of eco days
- Promotion of rural lifestyles
- Provision of vision-based funding
- Reduction of segmentation amongst community groups
- Setting up collaborative networks
- Setting up renewable energy sources
- Training to learn about local productions
- Use of sustainable farming practices

#### Urban and/or growth bias in sustainability discourses and solutions

- Employment of person who is in charge of developing ideas
- Encouragement of advisory organisations to start serve new rather than same customers
- Establishment of social innovation camp on rural issues
- Increase of large corporations starting to enhance local entrepreneurship
- Increase of social innovations
- Involvement of new types of actors in the innovation systems to be inclusive
- Provision of inspiration and incentives for innovating local businesses
- Unity of actors with different types of competences
- Utilisation a of long-term view in rural development
- Utilisation of mentors to help innovators assess the novelty of the idea

#### Water management problems (scarcity, droughts, floods, erosion)

- Advancement of resilient food and energy systems through decentralisation
- Establishment of new pumping station will change the water management system of the region
- Facilitation of farmers cooperating in hubs to lower costs and risks
- Facilitation of the regional waterboard and farmers to collaborate better
- Increase of storage capacities for stable crops in anticipation of climate change
- Integration of foreign women through farming business
- Introduction of foreign crops that can now survive due to climate change
- Promotion of crop rotations as a norm in faming
- Promotion of new ways to address conflicting interests in nature conservation
- Reform of water management system
- Use of large-scale test beds for new crops
- Use of modern irrigation systems
- Use of new crops that survive upon the climate change



#### Weak advocacy and involvement of young people

- Closing of small village schools
- Development of a smooth transition from university to employment
- Development of cooperative solutions in food and electricity
- Development of new open village business models
- Encouragement of people to move back to their home region
- Establishment of collaborative educational networks
- Establishment of new types of entrepreneurs as role models
- Facilitation of face to face collaboration for local agenda
- Increase of funding for local investments by the EU
- Organic organisation of environmental agency
- Promotion of local products
- Promotion of novel practices
- Promotion of organic products
- Re-establishment of the Agricultural School of Diamante
- Renewal of rural image

### 3.4 CAUSES

Causal maps exposed part of the causal texture underlying each innovation. The maps can be interpreted as a list of topics that afford the innovation to take place or topics through realisation of which it will ultimately become possible. Even at a quite high level of abstraction this list is quite long and indicates that the causal texture underlying realisation of the rural sustainability innovations is complex. There is no single or even few causes that would achieve these innovations, in other words, ‘there is no silver bullet’ (Figure 21).

What then should be done to make the innovations happen? Why would the innovations ultimately happen? The most common causes out of the 2,627 included to add knowledge (8%), to organise concerted action (6%), to add and reproduce local social capital (6%), to add communality (6%) and to adopt sustainable and pro-environmental lifestyles (5%). The top-5 causes make up only 30% of all causes, which manifests the diversity of causal texture. Still, executing these key activities in a context sensitive and objective (vision) driven way may afford quite a large number of rural sustainability innovations to happen.

Other quite frequently identified causes included, for example, development of infrastructure for sustainable lifestyles, adoption of new practices, diversification and strengthening of local economy, provision of targeted and effective funding, safeguarding future farming possibilities, safeguarding the environment and landscapes as well as improvement of attractiveness, image or brand – all having a share of 4%. Causes having a frequency of about 3% included improvement of competitiveness of local businesses, provision of sustainable rural livelihoods, development of new products and services, development of new business models, enhancement of long-term actions and policies as well as provision of facilities for communality.

Finally, there was a long list of less frequently identified causes (0–2%). These included safeguarding local services, being more independent and autonomous, adding welfare, valorisation of local culture and traditions, provision of attractive housing models, involvement of young people, adding productivity, adding educational opportunities, development of new ways of learning, allocation of own resources to local common good, ensuring availability of skilled employees, maintenance of the population base, coping



with bureaucracy, acquiring new facilities, joining to the societal transformation toward post-materialism and/or post-fossil economy, exchange of cultural knowledge, enhancement of entrepreneurship and – as the least common topic – reform of gender roles. Based on the views of the 117 informants of the project in nine different regions, gender roles had a very marginal role among the causes for why sustainability innovations would be realised and, concomitantly, sustainability problems would be removed. The list of all causes is available in Annex 2.

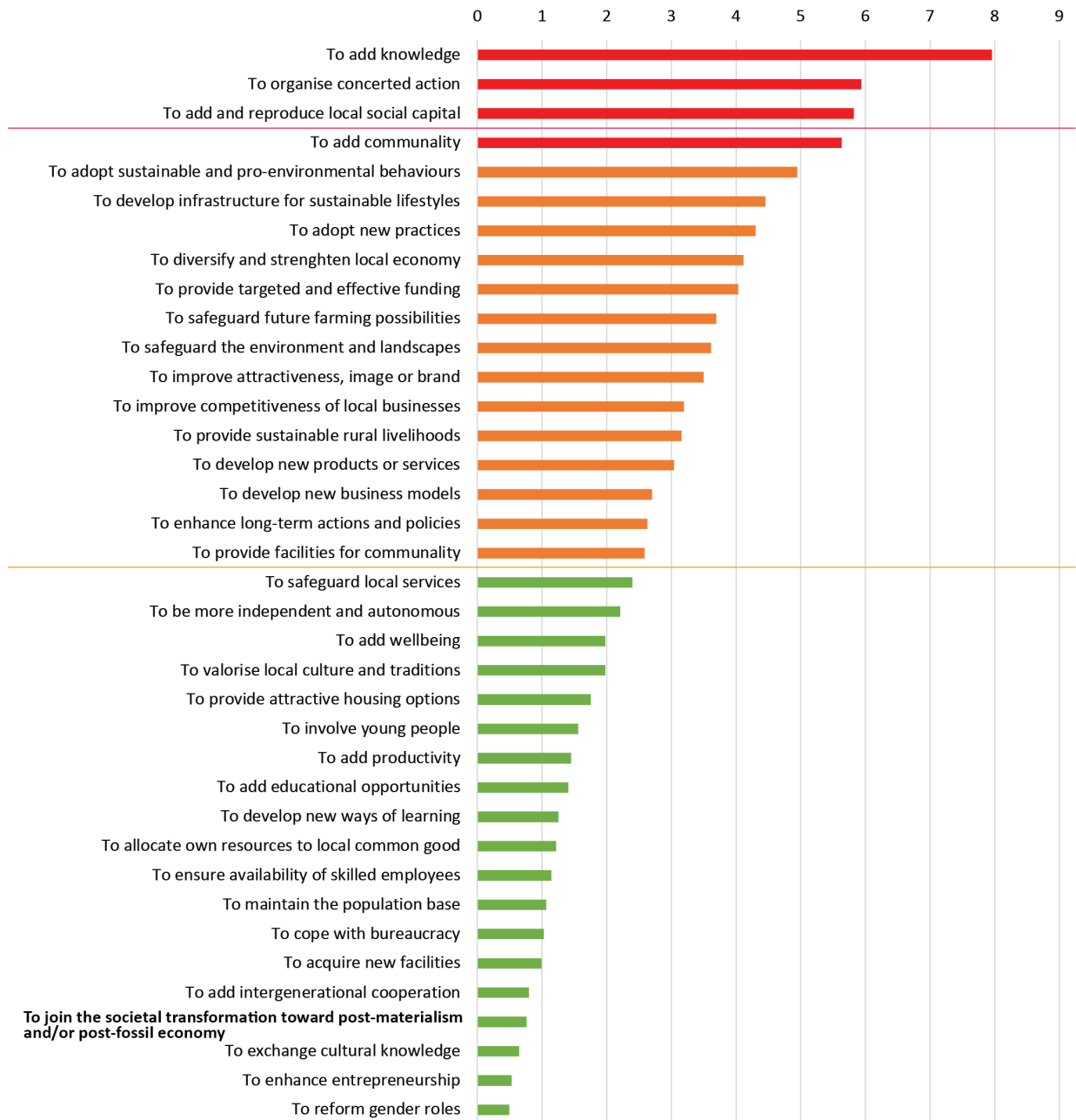


Figure 21. Causes underlying the sustainability innovations, %.

The regional contexts, sustainability problems and needed innovations differ. For this reason, also causes underlying the innovations differ to some extent (Table 9). Adding



knowledge, adding and reproducing social capital as well as adding communality were among the top-3 causes in all three types of areas: rural areas close to city, rural villages and remote rural areas – in addition, organisation of concerted action was among top-3 in two out of three types of areas. Overall, the most significant deviations among the types of the regions were the importance of sustainable and pro-environmental behaviours, infrastructure for sustainable lifestyles and safeguarding future farming possibilities in rural areas close to city; adding knowledge, improvement of competitiveness of local businesses, involvement of young people and development of new ways of learning in rural villages; provision of targeted and effective funding, adoption of new practices, provision of sustainable rural livelihoods as well as ensuring availability of skilled labour in remote rural areas. In general, the differences in the profiles of the causes were not that significant: the causal texture underlying the realisation of the sustainability innovations is not that much different in different types of rural areas.

**Table 9. Causes underlying the sustainability innovations by type of the region, %.**

Cause	Type of the area			Total
	Rural area close to city	Rural village	Remote rural area	
To add knowledge	8	11	7	8
To organise concerted action	6	5	6	6
To add and reproduce local social capital	6	6	6	6
To add communality	6	7	5	6
To adopt sustainable and pro-environmental behaviours	7	4	2	5
To develop infrastructure for sustainable lifestyles	6	2	3	4
To adopt new practices	4	1	6	4
To diversify and strengthen local economy	4	5	4	4
To provide targeted and effective funding	2	3	7	4
To safeguard future farming possibilities	5	2	2	4
To safeguard the environment and landscapes	4	5	2	4
To improve attractiveness, image or brand	3	4	4	4
To improve competitiveness of local businesses	2	6	3	3
To provide sustainable rural livelihoods	3	1	5	3
To develop new products or services	3	4	2	3
To develop new business models	4	2	2	3
To enhance long-term actions and policies	2	3	4	3
To provide facilities for communality	2	4	4	3
To safeguard local services	3	1	2	2
To be more independent and autonomous	3	2	2	2
To add wellbeing	3	2	1	2
To valorise local culture and traditions	1	3	2	2
To provide attractive housing options	3	0	1	2
To involve young people	1	3	2	2
To add productivity	2	0	1	1
To add educational opportunities	0	2	3	1
To develop new ways of learning	1	3	1	1
To allocate own resources to local common good	1	1	2	1
To ensure availability of skilled employees	0	1	3	1
To maintain the population base	1	0	1	1
To cope with bureaucracy	1	1	2	1
To acquire new facilities	1	0	1	1
To add intergenerational cooperation	1	2	1	1
To join the societal transformation toward post-materialism and/or post-fossil economy	1	1	0	1
To exchange cultural knowledge	1	0	1	1
To enhance entrepreneurship	1	1	0	1
To reform gender roles	1	1	0	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>1320</b>	<b>454</b>	<b>853</b>	<b>2627</b>

NOTE: Top-3 shares in each type of region highlighted.



### 3.5 ROOT CAUSES

Root causes are located in the ends of the causal chains. They lie deeper in the causal texture underlying the realisation of the sustainability innovations as compared to the more 'evident' causes.

The most frequently identified ones among 747 identified root causes were related to adding and reproduction of social capital (7%), adding knowledge (6%), provision of targeted and effective funding (6%), adding communality (6%) and safeguarding future farming possibilities (5%; Figure 22). These top-5 causes make up 30% of all the root causes – exactly the same share as in the case of causes. Even though the most common root causes are partly different from the most common causes, there is still not a small specific key set of root causes underlying the realisation of the rural sustainability innovations.

Other quite common root causes (4–5%) included adoption of sustainable or pro-environmental behaviours, improvement of attractiveness, image or brand, provision of sustainable rural livelihoods, diversification and strengthening of local economy, organisation of concerted action, development of infrastructure for sustainable lifestyles as well as enhancement of long-term actions and policies.

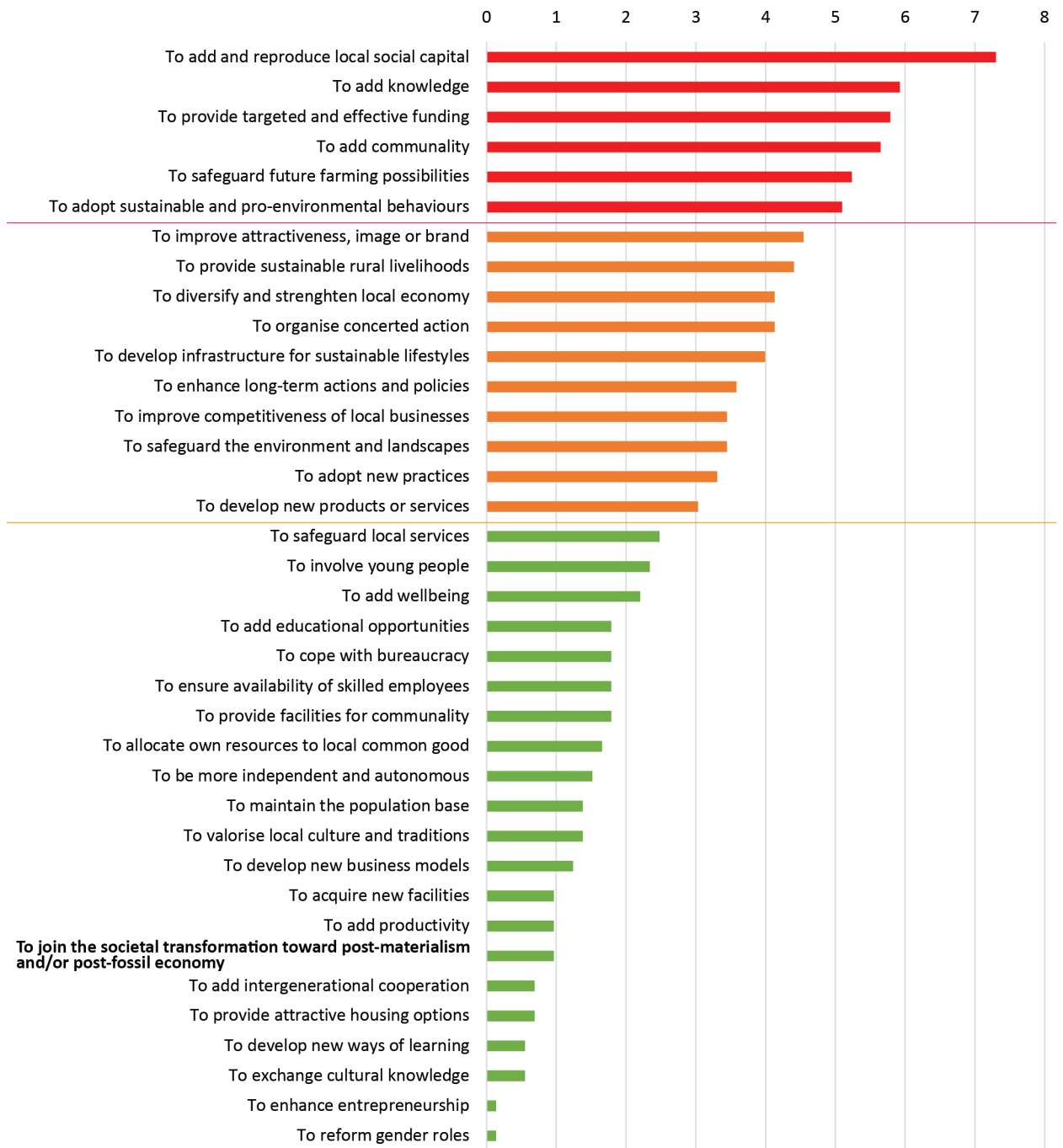


Figure 22. Root causes underlying the sustainability innovations, %.

The root causes had a more distinct regional profile than all causes, where more or less the most common causes were the same in all types of rural areas (Table 10). The most common root causes in rural areas close to city were related to the environment and to the people: safeguarding future farming possibilities, adoption of sustainable and pro-environmental behaviours, adding and reproduction of social capital as well as adding communality. Caring for the environment and farming possibilities in the face of urban pressures and adding social cohesion among people who move between urban and rural





locations are key concerns to enable sustainability innovations in rural areas close to city, among a great deal of other things.

The most common root causes in rural villages had a distinct competitive edge: adding social capital, improving attractiveness and image, diversification and strengthening of the local economy and improving the competitiveness of local businesses. Maintenance of the 'community machinery' comprised of local people and local businesses is a key concern to enable sustainability innovations in rural areas close to city, among quite many other things.

Finally, the most common root causes underlying sustainability innovations in remote rural areas were related knowledge and resources: provision and availability of targeted and effective funding (in face of limited own resources), adding knowledge and adding social capital. Provision or availability of many kinds of resources (finance, knowledge, models) is a special concern to enable sustainability innovations in remote rural areas, among other things.

Taking another perspective, the root causes basically answer to three questions: what the people do, what the people know and how the economy and society works? After this rough categorisation it becomes evident that what people do is more of an urban than rural type of a root cause (42% in rural areas close to city, 47% in rural villages and 33% in remote rural areas). It also appears that what people know is more of a rural than urban type of a root cause (15%, 12% and 23%, respectively). The areas have partly different concerns in how the economy and society works, but as a whole it is a rather similar pool of root causes in all types of areas (44%, 41% and 45%, respectively). So, to realise the sustainability innovations through causal chains starting from the root causes, it could be feasible to put focus on what people do in the densely populated areas, to put the focus on what people know in sparsely populated areas and have a look at the special concerns of each area when it comes to how the economy and society work.



Table 10. Root causes underlying the sustainability innovations by type of the region, %.

Root cause	Type of the region			Total
	Rural area close to city	Rural village	Remote rural area	
To add and reproduce local social capital	7	10	6	7
To add knowledge	3	5	9	6
To provide targeted and effective funding	3	3	11	6
To add communality	7	5	5	6
To safeguard future farming possibilities	8	5	3	5
To adopt sustainable and pro-environmental behaviours	7	5	3	5
To improve attractiveness, image or brand	3	7	5	5
To provide sustainable rural livelihoods	5	3	4	4
To diversify and strengthen local economy	5	6	2	4
To organise concerted action	5	4	4	4
To develop infrastructure for sustainable lifestyles	5	3	3	4
To enhance long-term actions and policies	3	5	4	4
To improve competitiveness of local businesses	3	6	2	3
To safeguard the environment and landscapes	6	5	0	3
To adopt new practices	3	0	5	3
To develop new products or services	3	4	3	3
To safeguard local services	3	2	2	2
To involve young people	1	5	3	2
To add wellbeing	3	3	1	2
To add educational opportunities	1	1	4	2
To cope with bureaucracy	1	1	3	2
To ensure availability of skilled employees	0	2	4	2
To provide facilities for communality	1	1	3	2
To allocate own resources to local common good	1	2	3	2
To be more independent and autonomous	3	1	1	2
To maintain the population base	2	1	1	1
To valorise local culture and traditions	1	0	2	1
To develop new business models	2	0	1	1
To acquire new facilities	1	0	2	1
To add productivity	2	0	0	1
To join the societal transformation toward post-materialism and/or post-fossil economy	1	3	0	1
To add intergenerational cooperation	1	1	0	1
To provide attractive housing options	1	0	1	1
To develop new ways of learning	0	0	1	1
To exchange cultural knowledge	0	0	1	1
To enhance entrepreneurship	0	1	0	0
To reform gender roles	0	0	0	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>315</b>	<b>128</b>	<b>283</b>	<b>726</b>

NOTE: Top-3 shares in each type of region highlighted.

Root causes and ‘other causes’ have partly different profiles (Figure 23). First, eight out of the top-10 other causes ranked lower as root causes. Things that first come into one’s mind are not the ones that ultimately underlie the realisation of the innovation and, fundamentally, give grounds for it and makes it happen. The causes that lost most of their ranks were development of new business models (–17), provision of attractive housing options (–10), adoption of new practices (–9) and development of new ways of learning (–9). The other way around, causes that gained most as root causes as compared to their rank as other causes were coping with bureaucracy (+10), improvement of the competitiveness of local businesses (+9), provision of sustainable rural livelihoods (+9), ensuring availability of skilled employees (+9), enhancement of long-term actions and policies (+8) and involvement of young people (+8). The contrast between other causes and root causes as enablers of rural sustainability innovations is remarkable. Making causal maps to expose the root causes could be a part of the planning process of rural



development policies and measures to ensure that long-lasting results will be achieved instead of temporary wins and leaving fundamental enablers untouched.

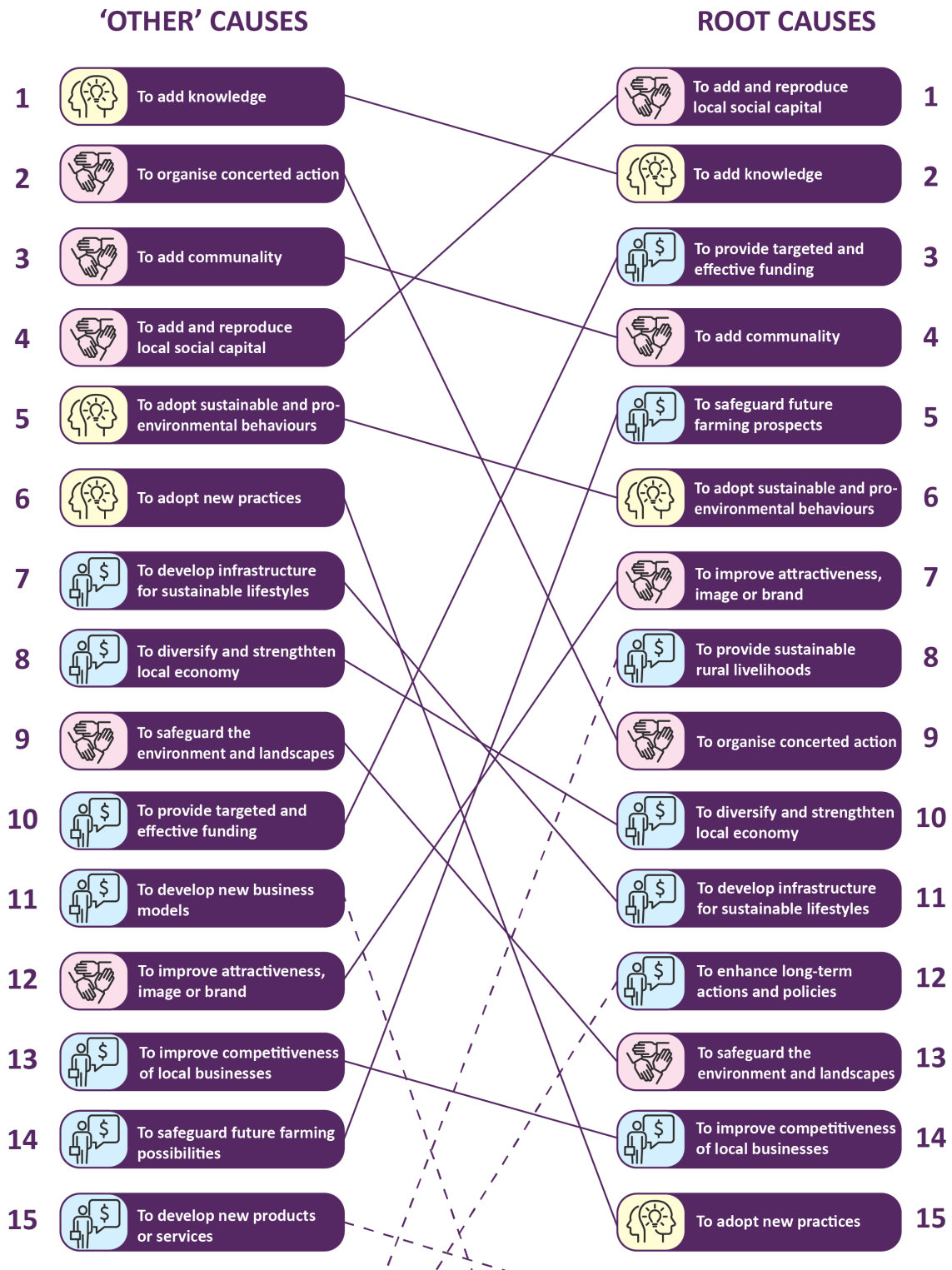


Figure 23. Ranking of the top-15 'other' causes and root causes underlying the sustainability innovations based on the frequencies.



### 3.4 CAUSES VS. SUSTAINABILITY PROBLEMS

The causal texture underlying the innovations logically has a connection with the sustainability problems that they address. Table 11 illustrates this connection. The large table may be used for spotting important topics to be addressed in the causal texture that is related to a specific sustainability problem and its removal. For example, finding relevant ways to add knowledge and to safeguard future farming possibilities may open up avenues for addressing the alienation of people from food production and the environmental damage caused by agriculture. Further on, provision of targeted and effective funding may help address the lack of economic diversification, restructuring and jobs and organisation of more and new types of concerted actions may cut mixed expectations and policy incentives for farming. Figure 24 highlights the most common (frequency) root causes underlying the innovations that address each problem. As the figure indicates, the most common root causes underlying the sustainability issues are related to how the economy and the society work.

Even though it is possible to identify some important or promising – sometimes self-evident – tools for addressing the sustainability problems in this way, it is also evident that the causal texture underlying the rural sustainability problems is very complex. Several causes effectuate the innovations targeting toward each of the specific problems. If the causal logic was utilised in trying to resolve rural sustainability issues, there will be no silver bullet but a well organised set of activities, practices and policies that will be needed.



Table 11. Causes underlying the sustainability innovations by type of the sustainability problem, %.

Cause	Sustainability problem							
	Alienation of people from food production	Environmental damage caused by agriculture	Ignorance for aesthetic aspects	Inefficient, distant and/or bureaucratic policies	Inequality: gender, social and/or regional	Lack of economic diversification, restructuring and jobs	Lack of infrastructure, facilities, local services, amenities and activities	Lack of public transport, use of cars
To add knowledge	7	13	7	8	29	4	6	3
To organise concerted action	6	8	2	14	14	5	6	4
To add and reproduce local social capital	4	0	22	5	19	7	5	5
To add communality	6	3	2	4	14	5	5	2
To adopt sustainable and pro-environmental behaviours	6	2	0	1	0	2	10	7
To develop infrastructure for sustainable lifestyles	3	0	27	3	0	2	5	24
To adopt new practices	9	8	5	1	0	6	5	2
To diversify and strengthen local economy	7	5	2	1	0	7	5	3
To provide targeted and effective funding	3	3	0	6	0	10	4	3
To safeguard future farming possibilities	7	13	0	8	0	2	2	0
To safeguard the environment and landscapes	4	0	2	7	0	1	7	2
To improve attractiveness, image or brand	1	8	2	1	0	1	5	3
To improve competitiveness of local businesses	6	6	0	9	0	4	4	1
To provide sustainable rural livelihoods	2	5	0	2	0	3	6	0
To develop new products or services	4	0	0	2	0	2	3	13
To develop new business models	1	9	0	6	0	3	2	2
To enhance long-term actions and policies	0	5	0	6	0	5	1	1
To provide facilities for communality	1	2	5	1	0	5	0	0
To safeguard local services	1	2	10	1	0	2	3	12
To be more independent and autonomous	5	0	0	1	0	4	3	1
To add wellbeing	2	0	2	2	5	1	3	1
To valorise local culture and traditions	0	0	10	4	0	1	1	1
To provide attractive housing options	2	0	0	0	0	0	0	1
To involve young people	0	3	0	2	5	1	1	1
To add productivity	3	0	0	1	0	1	1	2
To add educational opportunities	1	2	0	0	0	2	1	0
To develop new ways of learning	1	3	0	0	0	0	0	1
To allocate own resources to local common good	1	0	0	0	0	4	1	1
To ensure availability of skilled employees	0	0	0	0	0	2	2	2
To maintain the population base	2	0	0	0	0	0	1	1
To cope with bureaucracy	1	2	0	1	0	5	2	1
To acquire new facilities	0	0	0	0	0	1	0	1
To add intergenerational cooperation	1	0	0	1	0	0	1	0
To join the societal transformation toward post-materialism and/or post-fossil economy	3	0	0	0	0	1	0	1
To exchange cultural knowledge	0	2	0	0	0	2	0	0
To enhance entrepreneurship	0	0	0	1	0	0	0	0
To reform gender roles	0	0	0	0	14	0	1	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>178</b>	<b>64</b>	<b>41</b>	<b>139</b>	<b>21</b>	<b>187</b>	<b>308</b>	<b>159</b>



Cause	Sustainability problem							
	Lack of social capital, cohesion and communality	Lack of sustainability wisdom	Lack of young farmers and successions	Limited availability of feasible accommodation (houses, prices)	Limited availability of land (e.g. urbanisation)	Lock-in and path dependence in thought and action	Marginalisation of local culture and traditions	Mixed expectations and policy incentives or farming
To add knowledge	4	12	7	5	10	9	9	5
To organise concerted action	4	6	2	5	5	3	5	22
To add and reproduce local social capital	13	4	5	7	2	7	11	0
To add communality	10	5	7	0	0	2	8	15
To adopt sustainable and pro-environmental behaviours	3	8	4	2	24	9	0	0
To develop infrastructure for sustainable lifestyles	2	8	0	0	2	2	1	0
To adopt new practices	3	4	7	4	0	3	3	2
To diversify and strengthen local economy	3	3	4	0	2	3	7	10
To provide targeted and effective funding	6	2	2	2	2	7	0	5
To safeguard future farming possibilities	1	4	19	0	14	2	0	0
To safeguard the environment and landscapes	1	4	4	7	10	2	3	0
To improve attractiveness, image or brand	3	0	7	4	7	5	14	7
To improve competitiveness of local businesses	0	3	4	0	0	1	5	5
To provide sustainable rural livelihoods	1	2	2	2	0	7	7	0
To develop new products or services	2	1	7	0	0	5	3	0
To develop new business models	2	7	0	2	7	1	1	5
To enhance long-term actions and policies	5	3	0	2	5	2	0	5
To provide facilities for communality	8	2	4	7	0	3	0	0
To safeguard local services	3	1	2	2	0	2	0	2
To be more independent and autonomous	2	4	0	4	0	0	0	7
To add wellbeing	3	3	0	4	5	2	3	0
To valorise local culture and traditions	4	1	0	0	0	3	3	5
To provide attractive housing options	1	0	0	36	0	6	0	0
To involve young people	6	0	2	0	0	0	7	0
To add productivity	2	1	4	0	0	0	4	0
To add educational opportunities	3	2	2	0	2	3	1	0
To develop new ways of learning	1	1	4	0	0	0	0	0
To allocate own resources to local common good	1	1	0	0	0	4	0	0
To ensure availability of skilled employees	1	2	0	0	0	0	1	0
To maintain the population base	0	0	0	5	0	3	1	0
To cope with bureaucracy	0	1	0	0	0	0	0	0
To acquire new facilities	0	2	2	0	0	2	0	0
To add intergenerational cooperation	3	0	0	2	2	2	1	0
To join the societal transformation toward post-materialism and/or post-fossil economy	0	2	2	0	0	1	0	0
To exchange cultural knowledge	0	0	2	0	0	0	0	0
To enhance entrepreneurship	0	0	0	0	0	2	0	5
To reform gender roles	1	0	0	0	0	3	1	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>237</b>	<b>274</b>	<b>57</b>	<b>56</b>	<b>42</b>	<b>120</b>	<b>74</b>	<b>41</b>



Cause	Sustainability problem							Total
	Passivity, lack of involvement	Poor marketing of the opportunities and the area	Selective population decline (e.g. young, women, educated)	Unsustainable land management practices	Urban and/or growth bias in sustainability discourses and solutions	Water management problems (scarcity, droughts, floods, erosion)	Weak advocacy and involvement of young people	
To add knowledge	10	5	5	12	25	6	21	8
To organise concerted action	4	5	2	5	13	8	10	6
To add and reproduce local social capital	7	5	2	1	0	2	6	6
To add communality	8	7	3	12	0	6	8	6
To adopt sustainable and pro-environmental behaviours	2	4	1	7	0	0	5	5
To develop infrastructure for sustainable lifestyles	2	4	0	2	0	0	2	4
To adopt new practices	6	2	5	3	16	10	2	4
To diversify and strengthen local economy	2	7	5	7	6	2	5	4
To provide targeted and effective funding	2	0	4	7	3	2	5	4
To safeguard future farming possibilities	2	2	0	2	0	27	0	4
To safeguard the environment and landscapes	2	11	2	6	0	10	0	4
To improve attractiveness, image or brand	3	4	10	3	0	0	5	4
To improve competitiveness of local businesses	1	5	3	0	9	5	2	3
To provide sustainable rural livelihoods	6	2	8	2	0	0	2	3
To develop new products or services	1	11	3	5	0	0	0	3
To develop new business models	0	2	3	1	3	5	3	3
To enhance long-term actions and policies	4	2	2	2	16	2	0	3
To provide facilities for communality	3	5	5	1	0	0	0	3
To safeguard local services	3	0	3	0	0	0	3	2
To be more independent and autonomous	6	0	1	0	0	2	0	2
To add wellbeing	2	7	1	0	0	0	2	2
To valorise local culture and traditions	0	0	3	3	6	0	5	2
To provide attractive housing options	2	0	3	2	0	0	0	2
To involve young people	1	0	3	3	0	0	0	2
To add productivity	4	2	0	0	0	6	0	1
To add educational opportunities	1	0	4	1	0	0	3	1
To develop new ways of learning	3	2	2	7	0	0	5	1
To allocate own resources to local common good	1	0	3	2	0	0	2	1
To ensure availability of skilled employees	1	0	5	0	0	0	2	1
To maintain the population base	4	0	3	1	0	0	2	1
To cope with bureaucracy	1	2	0	1	0	0	2	1
To acquire new facilities	1	5	4	0	0	2	2	1
To add intergenerational cooperation	0	0	1	1	0	0	0	1
To join the societal transformation toward post-materialism and/or post-fossil economy	1	0	0	1	0	0	0	1
To exchange cultural knowledge	3	0	1	0	0	5	0	1
To enhance entrepreneurship	0	0	3	0	3	2	2	1
To reform gender roles	1	0	0	0	0	0	0	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>140</b>	<b>56</b>	<b>155</b>	<b>121</b>	<b>32</b>	<b>62</b>	<b>63</b>	<b>2627</b>

NOTE: highest share in each sustainability problem highlighted.



## PROBLEMS

## ROOT CAUSES



Figure 24. The most common (frequency) root causes by sustainability problem.





Root causes are ultimate ‘big things’ lying deep in the causal texture that affords or constraints the sustainability innovations. The connections of the root causes with the sustainability problems are partly different from all causes. It is possible to conceive the root causes as leverage points to the causal texture starting from the most fundamental issues. So, if you are really trying to promote specific sustainability innovations or remove their obstacles, you should address the root causes.

In Table 12, the most common root causes per sustainability problems are presented. It is possible to observe, for example, that half of the root causes related to inequality (gender-based, social or regional) trace back into local social capital – so, via investing in social capital a number of these problems may be addressed. A third of the root causes related to the sustainability problems of lacking young farmers and successors is related to safeguarding future farming possibilities – if there were no positive visions for that, there will not be young farmers and successors. Further on, the sustainability problem of marginalisation of local culture and traditions traces back to the improvement of attractiveness, image or brand – or failing in that. To give some more insights: while trying to relieve the ignorance for aesthetic aspects one could focus on the development of feasible infrastructures for sustainable lifestyles. In order to get rid of the lack of economic diversification, restructuring and jobs one could put a strong focus on the design and implementation of targeted and effective funding. The lack of public transport and the dependency on using cars could be alleviated by development of genuinely new products and services. Mixed expectations and policy incentives for farming could wind down by going more local. Urban and/or growth bias in sustainability discourses and solutions is a sustainability problem that could be removed by putting more emphasis on long-term actions and policies as well as to improvement of the competitiveness of local businesses, among other things.

These types of hints help in targeting effective interventions that utilise causal interactions within the complexity underlying rural sustainability innovations. In the case of root causes, also, there is no silver bullet that would realise the visions and, concomitantly, remove the sustainability problems.



Table 12. Root causes underlying the sustainability innovations by type of the sustainability problem, %.

Root cause	Sustainability problem							
	Alienation of people from food production	Environmental damage caused by agriculture	Ignorance for aesthetic aspects	Inefficient, distant and/or bureaucratic policies	Inequality: gender, social and/or regional	Lack of economic diversification, restructuring and jobs	Lack of infrastructure, facilities, local services, amenities and activities	Lack of public transport, use of cars
To add and reproduce local social capital	4	0	25	6	50	12	7	9
To add knowledge	2	0	0	11	25	3	6	0
To provide targeted and effective funding	2	0	0	6	0	17	6	0
To add communality	9	10	0	0	0	3	7	2
To safeguard future farming possibilities	7	15	0	14	0	5	3	0
To adopt sustainable and pro-environmental behaviours	4	5	0	3	0	3	7	4
To improve attractiveness, image or brand	2	15	8	0	0	0	8	2
To provide sustainable rural livelihoods	4	10	0	8	0	3	8	0
To diversify and strengthen local economy	7	0	0	0	0	2	6	0
To organise concerted action	7	5	0	8	0	8	2	7
To develop infrastructure for sustainable lifestyles	4	0	33	3	0	3	3	18
To enhance long-term actions and policies	0	5	0	8	0	6	1	0
To improve competitiveness of local businesses	4	5	0	8	0	3	2	2
To safeguard the environment and landscapes	2	0	8	6	0	0	7	2
To adopt new practices	9	0	0	0	0	2	3	4
To develop new products or services	2	0	0	0	0	3	2	20
To safeguard local services	0	5	8	3	0	2	1	16
To involve young people	0	5	0	3	0	2	2	2
To add wellbeing	4	0	8	8	25	0	2	2
To add educational opportunities	2	5	0	0	0	3	0	0
To cope with bureaucracy	2	0	0	0	0	8	3	0
To ensure availability of skilled employees	0	0	0	0	0	2	1	4
To provide facilities for communality	0	5	0	3	0	3	0	0
To allocate own resources to local common good	0	0	0	0	0	5	0	0
To be more independent and autonomous	4	0	0	0	0	0	1	0
To maintain the population base	4	0	0	0	0	0	2	0
To valorise local culture and traditions	0	0	8	0	0	2	2	0
To develop new business models	2	5	0	0	0	0	0	0
To acquire new facilities	0	0	0	0	0	2	0	2
To add productivity	2	0	0	3	0	0	1	2
To join the societal transformation toward post-materialism and/or post-fossil economy	4	0	0	0	0	2	0	0
To add intergenerational cooperation	0	0	0	0	0	0	1	0
To provide attractive housing options	2	0	0	0	0	0	0	0
To develop new ways of learning	2	5	0	0	0	0	0	0
To exchange cultural knowledge	0	0	0	0	0	2	1	0
To enhance entrepreneurship	0	0	0	0	0	0	0	0
To reform gender roles	0	0	0	0	0	0	0	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>46</b>	<b>20</b>	<b>12</b>	<b>36</b>	<b>4</b>	<b>66</b>	<b>86</b>	<b>45</b>



Root cause	Sustainability problem							
	Lack of social capital, cohesion and communality	Lack of sustainability wisdom	Lack of young farmers and successions	Limited availability of accommodation (houses, prices)	Limited availability of land (e.g. urbanisation)	Lock-in and dependence in thought and action	Marginalisation of local culture and traditions	Mixed expectations and policy incentives or farming
To add and reproduce local social capital	11	4	15	9	0	10	11	0
To add knowledge	6	11	8	9	0	10	0	0
To provide targeted and effective funding	11	3	0	9	0	10	0	10
To add communality	13	5	0	0	0	0	16	10
To safeguard future farming possibilities	2	5	31	0	22	0	0	0
To adopt sustainable and pro-environmental behaviours	2	15	0	0	11	6	0	0
To improve attractiveness, image or brand	6	0	0	0	0	6	26	0
To provide sustainable rural livelihoods	0	0	0	9	0	6	5	0
To diversify and strengthen local economy	3	5	0	0	0	3	16	20
To organise concerted action	2	8	0	9	0	3	0	10
To develop infrastructure for sustainable lifestyle:	2	8	0	0	0	0	5	0
To enhance long-term actions and policies	6	4	0	9	0	3	0	10
To improve competitiveness of local businesses	0	3	8	0	0	0	0	20
To safeguard the environment and landscapes	0	7	0	9	22	0	0	0
To adopt new practices	3	1	8	9	0	3	0	0
To develop new products or services	2	1	15	0	0	3	0	0
To safeguard local services	5	1	0	0	0	3	0	0
To involve young people	6	0	0	0	0	0	16	0
To add wellbeing	2	3	0	0	0	3	0	0
To add educational opportunities	3	3	0	0	11	3	0	0
To cope with bureaucracy	0	4	0	0	0	0	0	0
To ensure availability of skilled employees	2	3	0	0	0	0	5	0
To provide facilities for communality	5	0	8	0	0	6	0	0
To allocate own resources to local common good	2	0	0	0	0	6	0	0
To be more independent and autonomous	3	1	0	9	0	0	0	10
To maintain the population base	0	0	0	9	0	3	0	0
To valorise local culture and traditions	2	0	0	0	0	3	0	10
To develop new business models	0	0	0	0	22	0	0	0
To acquire new facilities	2	1	0	0	0	0	0	0
To add productivity	0	0	8	0	0	0	0	0
To join the societal transformation toward post-materialism and/or post-fossil economy	0	3	0	0	0	0	0	0
To add intergenerational cooperation	3	0	0	0	11	3	0	0
To provide attractive housing options	0	0	0	9	0	0	0	0
To develop new ways of learning	0	0	0	0	0	0	0	0
To exchange cultural knowledge	0	1	0	0	0	0	0	0
To enhance entrepreneurship	0	0	0	0	0	0	0	0
To reform gender roles	0	0	0	0	0	3	0	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>64</b>	<b>75</b>	<b>13</b>	<b>11</b>	<b>9</b>	<b>31</b>	<b>19</b>	<b>10</b>



Root cause	Sustainability problem							Total
	Passivity, lack of involvement	Poor marketing of the opportunities and the area	Selective population decline (e.g. young, women, educated)	Unsustainable land management practices	Urban and/or growth bias in sustainability discourses and solutions	Water management problems (scarcity, droughts, floods, erosion)	Weak advocacy and involvement of young people	
To add and reproduce local social capital	8	7	2	3	0	0	13	7
To add knowledge	8	0	2	15	10	0	19	6
To provide targeted and effective funding	5	0	5	6	10	0	6	6
To add communality	5	14	2	9	0	7	6	6
To safeguard future farming possibilities	3	0	0	0	0	64	0	5
To adopt sustainable and pro-environmental behaviours	3	14	2	6	0	0	13	5
To improve attractiveness, image or brand	8	0	4	9	0	0	6	5
To provide sustainable rural livelihoods	8	7	11	3	0	0	6	4
To diversify and strengthen local economy	0	0	4	15	10	0	6	4
To organise concerted action	0	0	0	0	10	7	6	4
To develop infrastructure for sustainable lifestyle	0	0	0	3	0	0	0	4
To enhance long-term actions and policies	5	7	2	0	20	7	0	4
To improve competitiveness of local businesses	3	14	5	0	20	0	6	3
To safeguard the environment and landscapes	3	7	2	6	0	7	0	3
To adopt new practices	5	0	7	3	10	0	0	3
To develop new products or services	0	7	2	3	0	0	0	3
To safeguard local services	3	0	0	0	0	0	0	2
To involve young people	3	0	2	6	0	0	0	2
To add wellbeing	3	0	2	0	0	0	0	2
To add educational opportunities	3	0	4	0	0	0	0	2
To cope with bureaucracy	0	0	0	0	0	0	6	2
To ensure availability of skilled employees	3	0	7	0	0	0	0	2
To provide facilities for communality	0	7	4	0	0	0	0	2
To allocate own resources to local common good	3	0	5	6	0	0	0	2
To be more independent and autonomous	3	0	2	0	0	7	0	2
To maintain the population base	5	0	2	3	0	0	0	1
To valorise local culture and traditions	0	0	5	0	0	0	0	1
To develop new business models	0	7	4	0	10	0	6	1
To acquire new facilities	0	7	4	0	0	0	0	1
To add productivity	5	0	0	0	0	0	0	1
To join the societal transformation toward post-materialism and/or post-fossil economy	3	0	0	3	0	0	0	1
To add intergenerational cooperation	0	0	0	0	0	0	0	1
To provide attractive housing options	3	0	4	0	0	0	0	1
To develop new ways of learning	0	0	4	0	0	0	0	1
To exchange cultural knowledge	0	0	2	0	0	0	0	1
To enhance entrepreneurship	0	0	2	0	0	0	0	0
To reform gender roles	0	0	0	0	0	0	0	0
<b>Total, %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total, n</b>	<b>37</b>	<b>14</b>	<b>55</b>	<b>33</b>	<b>10</b>	<b>14</b>	<b>16</b>	<b>726</b>

NOTE: Highest share in each sustainability problem highlighted.



## 4. SUMMARY

This report summarises the results of a second step in the research and innovation journey of Work Package 2: Foresight and trend analysis. During the first step (Task 2.1), a set of sustainability problems were identified after which positive visions were designed to address them. During this second step (Task 2.2), a set of innovations were identified to realise the visions and, at the same time, address the sustainability problems in nine different rural contexts.

Altogether, 747 sustainability innovations were identified. Many types of innovations were needed to realise the visions: economic/technological (30%), social (28%), political (26%) and environmental (16%) – in quite even shares. As the rural sustainability problems are diverse, so are the innovations needed to remove them.

At a rather detailed level of analysis, different types of rural areas had partly different profiles. Rural areas close to city were considered to need, especially, innovations related to the adoption of sustainable practices and lifestyles, adoption of sustainable farming models and new ways to organise local development. Rural villages were characterised by the importance of innovations relating to the adoption of sustainable practices and lifestyles, novel organisation of communality and new ways to involve people. Finally, the most common topics of sustainability investments in remote rural areas were new ways to organise local development, novel organisation of communality and reorganisation of local services. These results provide some first ideas on what to reach in each type of rural area while planning for policies and measures to address the contemporary sustainability problems.

Causal maps were crafted with stakeholders to expose part of the causal texture underlying each innovation. The maps can be interpreted as a list of topics that afford the innovation to take place. What should be done to make the innovations happen? Why would the innovations ultimately happen? The most common out of the 2,627 identified causes included to add knowledge (8%), to organise concerted action (6%), to add and reproduce local social capital (6%), to add communality (6%) and to adopt sustainable and pro-environmental lifestyles (5%). Based on the views of the 117 informants of the project in nine different regions, gender roles had a very marginal role among the causes for why sustainability innovations would be realised and, concomitantly, sustainability problems would be removed.

Root causes are located at the outskirts of the causal map, in the ends of the causal chains. They lie deeper in the causal texture underlying the realisation of the sustainability innovations as compared to the more ‘evident’ causes. Root causes may be considered as leverage points to change the system as they effectuate other, more evident causes that enable innovations and fundamentally addressing the sustainability problems. It is possible to observe, for example, that half of the root causes related to inequality (gender-based, social or regional) trace back into local social capital – so, via investing in social capital a number of these problems may be addressed. A third of the root causes related to the sustainability problems of lacking young farmers and successors is related to safeguarding future farming possibilities – if there were no positive visions for that, there



will not be young farmers and successors. Further on, the sustainability problem of marginalisation of local culture and traditions traces back to the improvement of attractiveness, image or brand – or failing in that.

Altogether, 747 root causes were identified. The most common ones were related to adding and reproduction of social capital (7%), adding knowledge (6%), provision of targeted and effective funding (6%), adding communality (6%) and safeguarding future farming possibilities (5%).

The root causes had a more distinct regional profile than ‘other’ causes. Caring for the environment and farming possibilities in the face of urban pressures and adding social cohesion among people who move between urban and rural locations are key concerns to enable sustainability innovations in rural areas close to city. Maintenance of the ‘community machinery’ comprised of local people and local businesses is a key concern to enable sustainability innovations in rural areas close to city. Provision or availability of many kinds of resources – finance, knowledge, models – is a special concern to enable sustainability innovations in remote rural areas.

Taking another perspective, the root causes basically answer to three questions: 1) what the people do, 2) what the people know and 3) how the economy and society works? To effectuate the sustainability innovations through causal chains starting from the root causes, it could be feasible to put focus on what people do in the densely populated areas, to put the focus on what people know in sparsely populated areas and to have a look at the special concerns of each area when it comes to how the economy and society work.

The contrast between other causes and root causes as enablers of rural sustainability innovations is remarkable. Making causal maps to expose the root causes could be a part of the planning process of rural development policies and measures to ensure that long-lasting results will be achieved instead of temporary wins and leaving fundamental enablers untouched. Obviously, there is no silver bullet (innovation) that would realise the visions and, concomitantly, remove the sustainability problems.

As specifically gender-based topics were very marginal among the innovations and in the causes underlying them, it is possible to take an open view on how women could contribute to all kinds of innovations that are needed to address the sustainability problems on farms and in rural areas. This will be discussed in Task 2.3 to follow.



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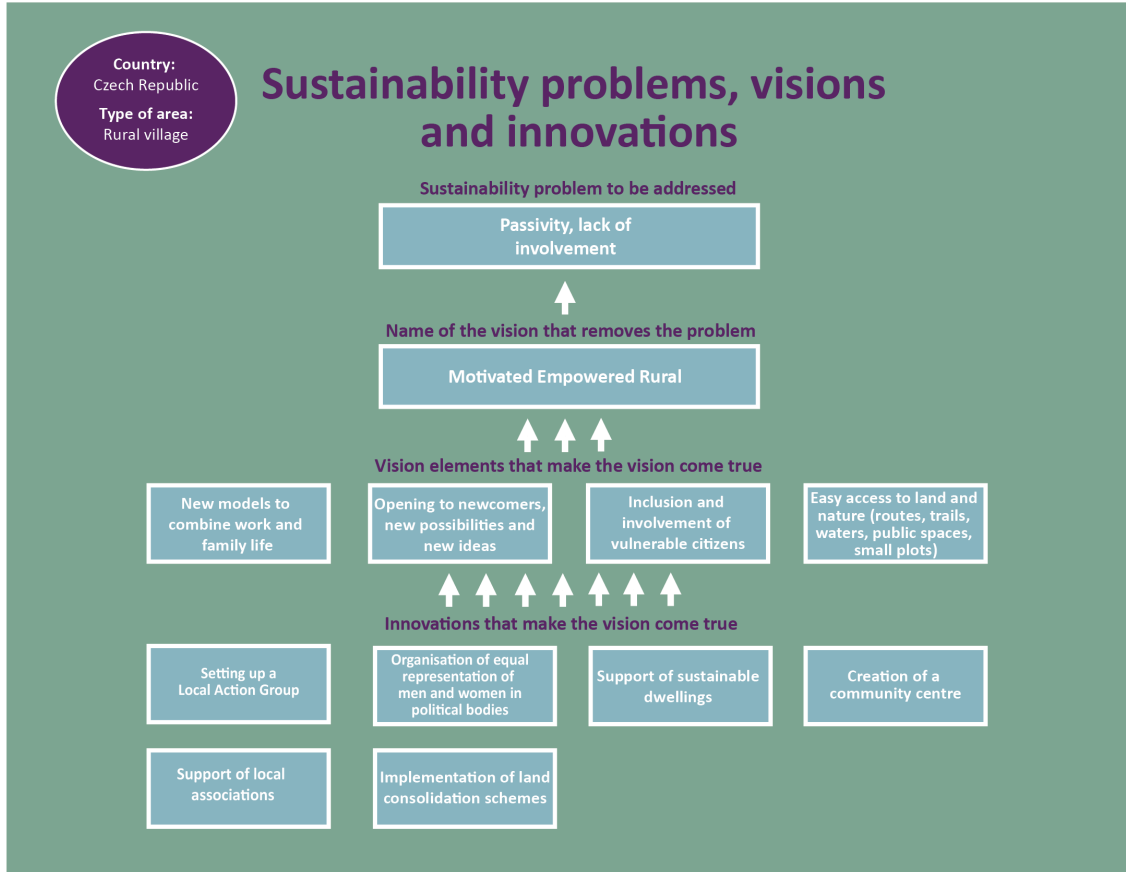
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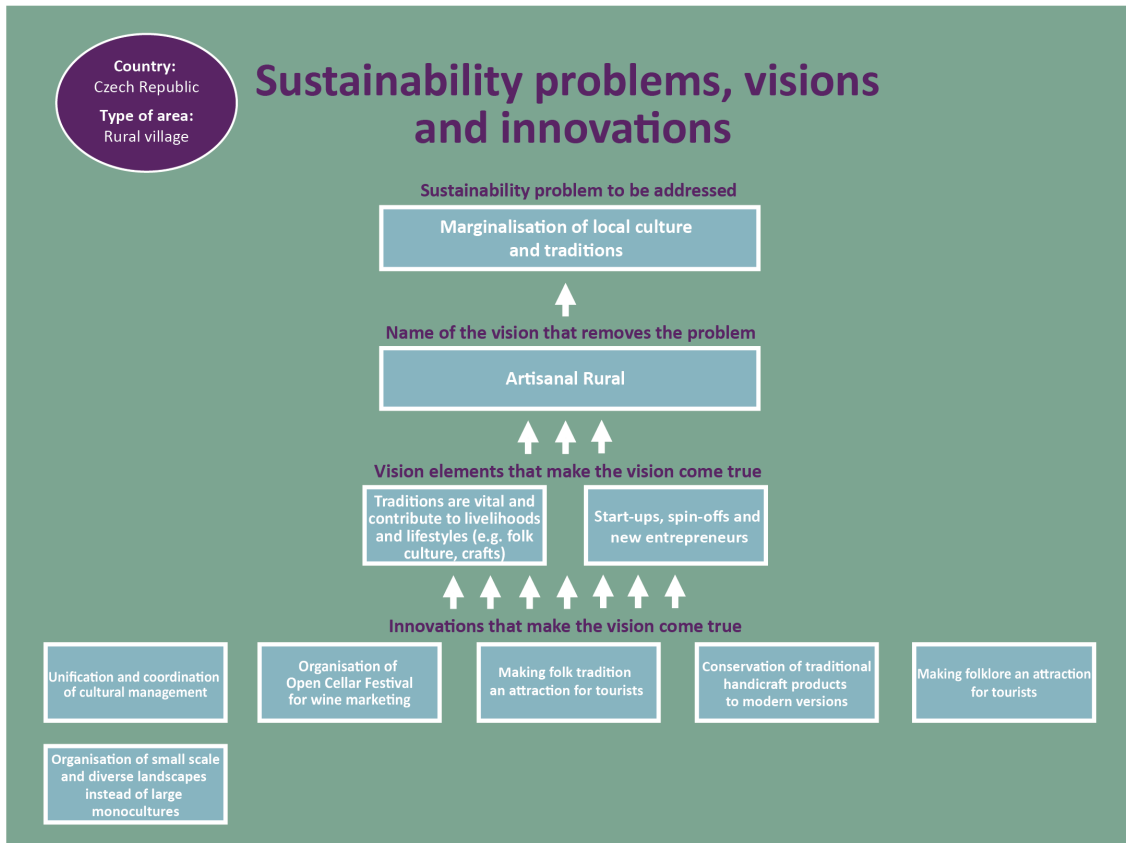


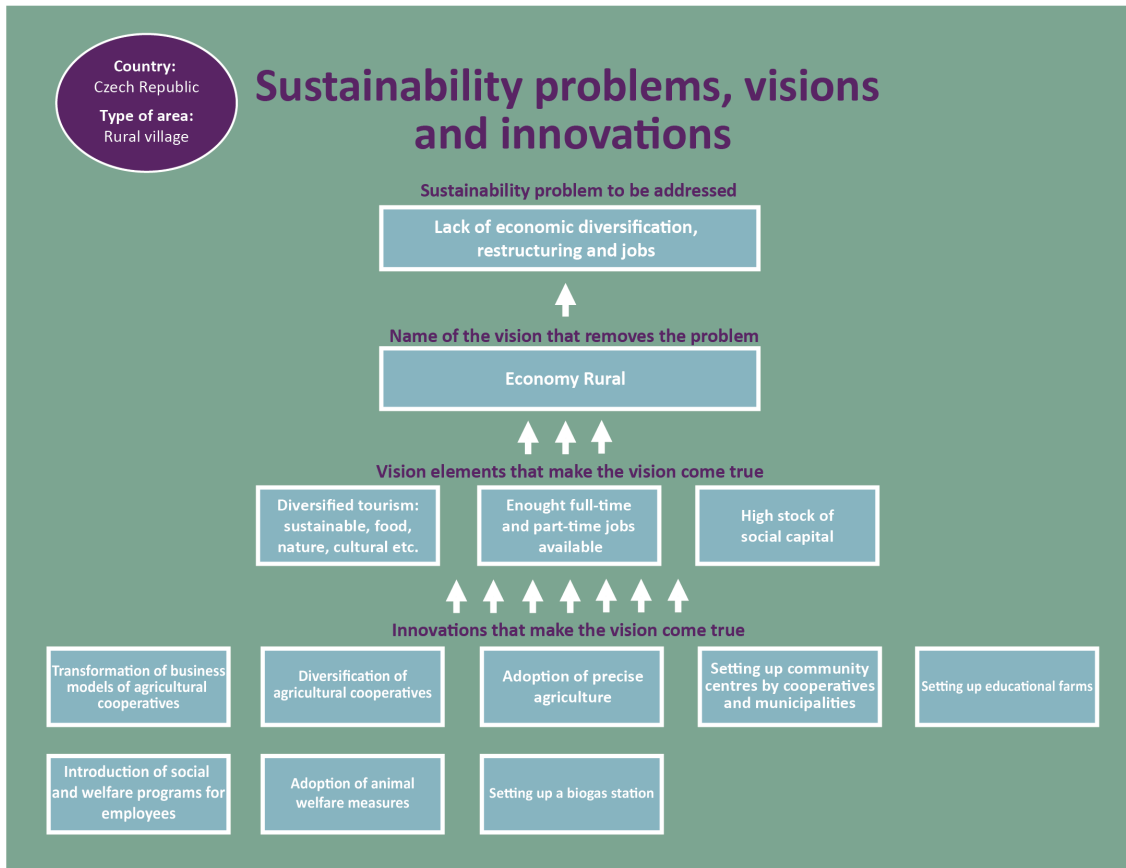


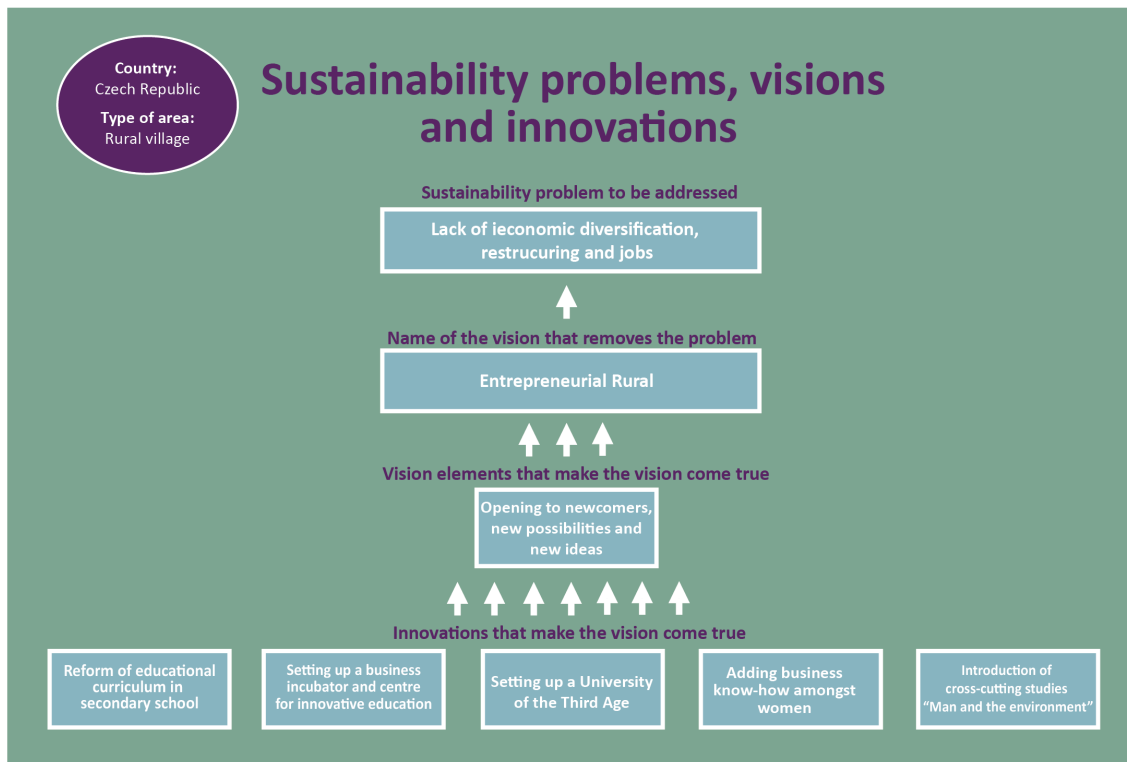
## ANNEXES

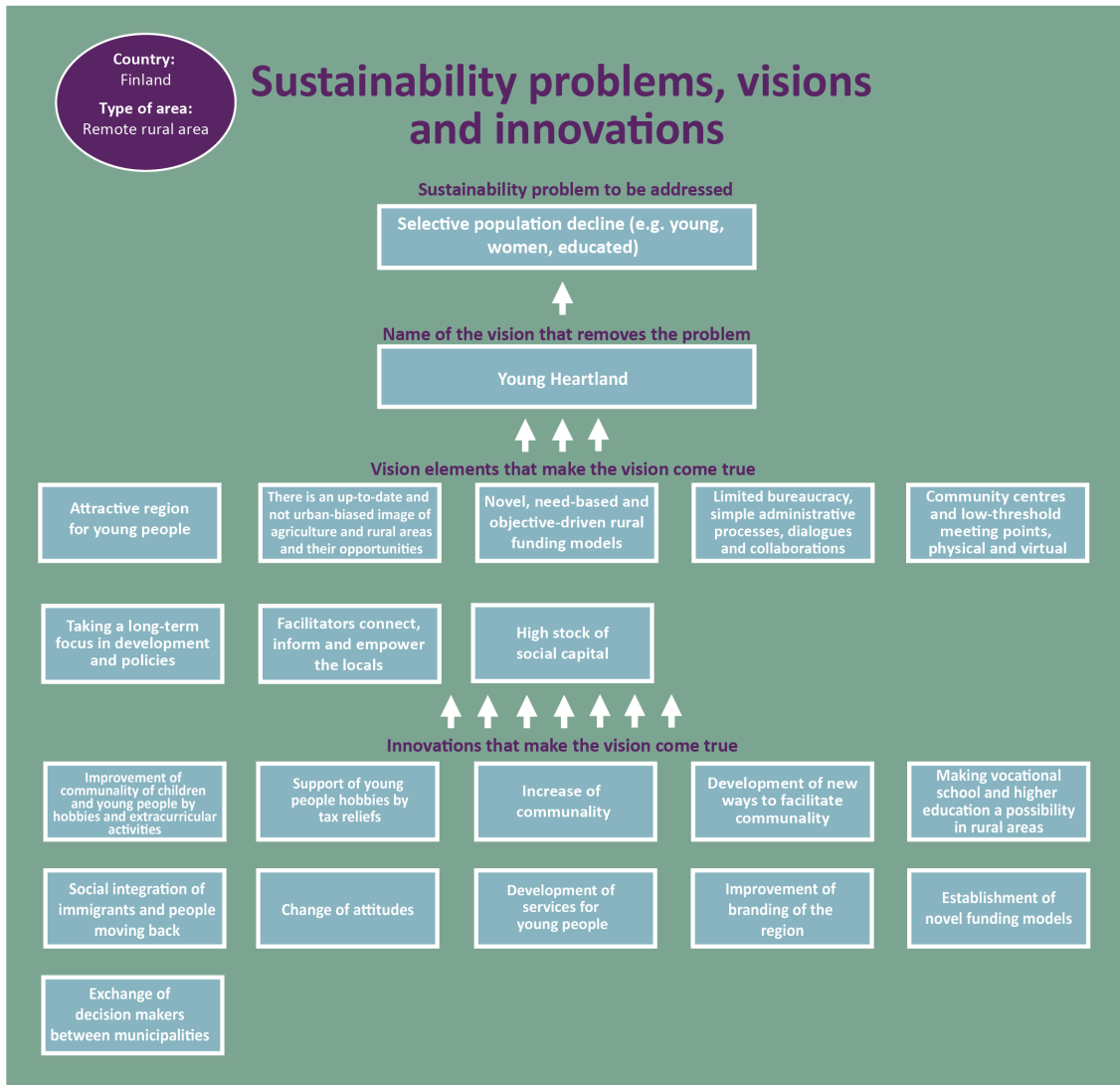
### Annex 1. FLIARA visions and innovations.

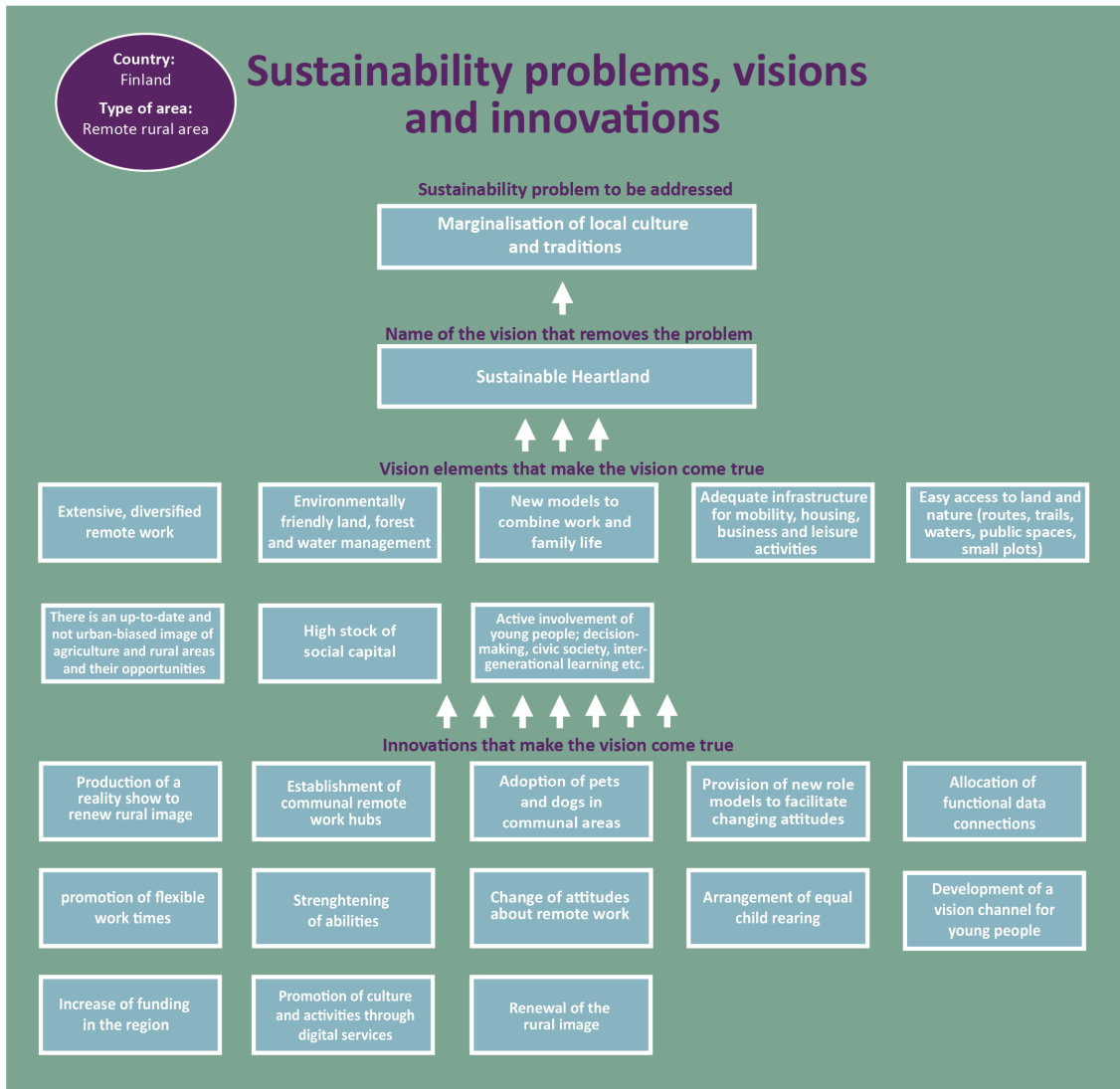


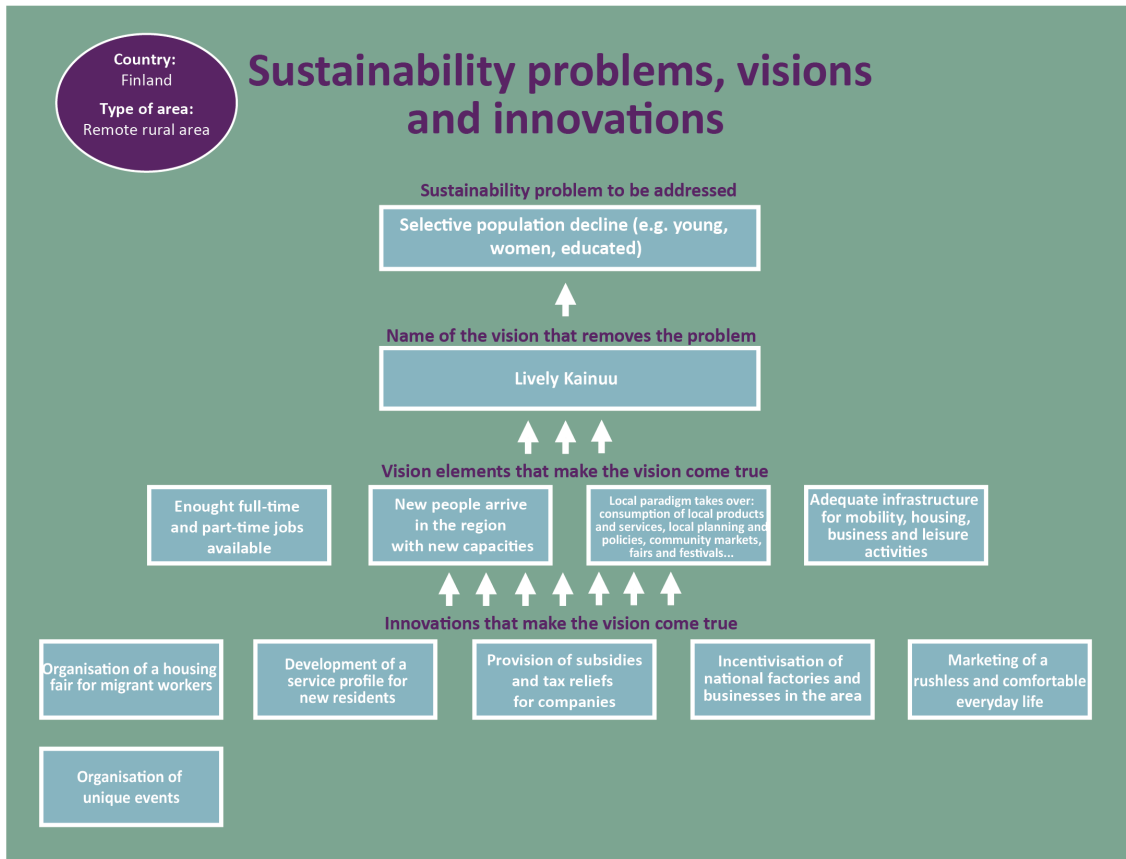


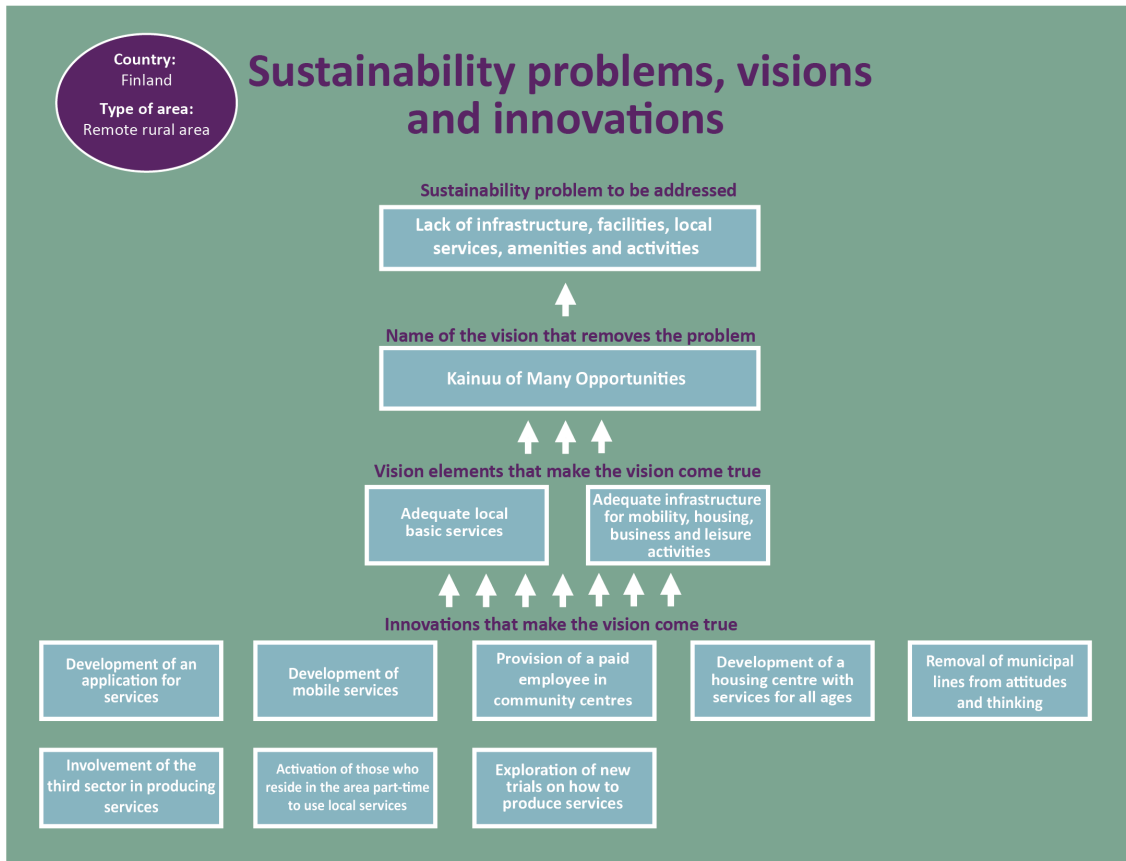




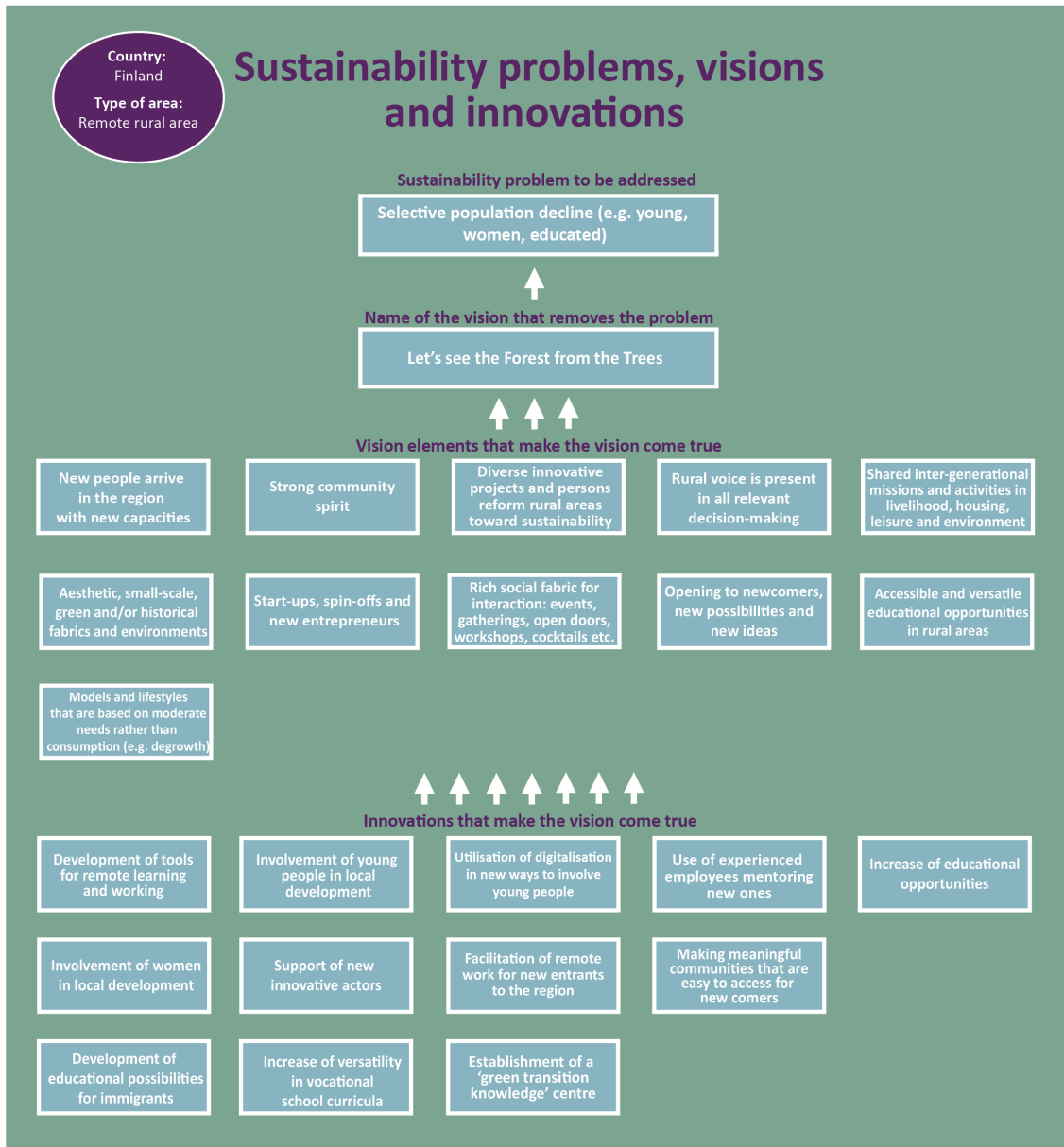


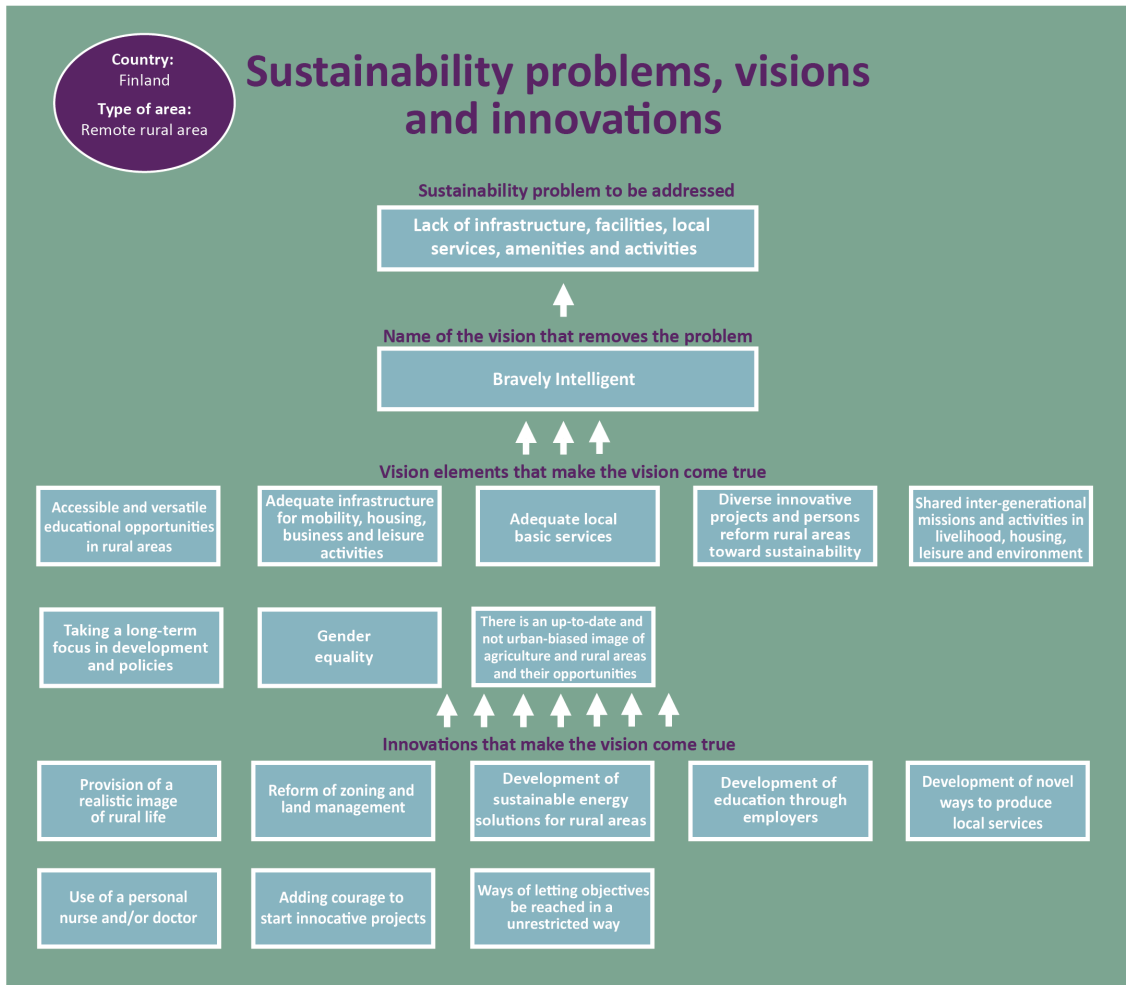


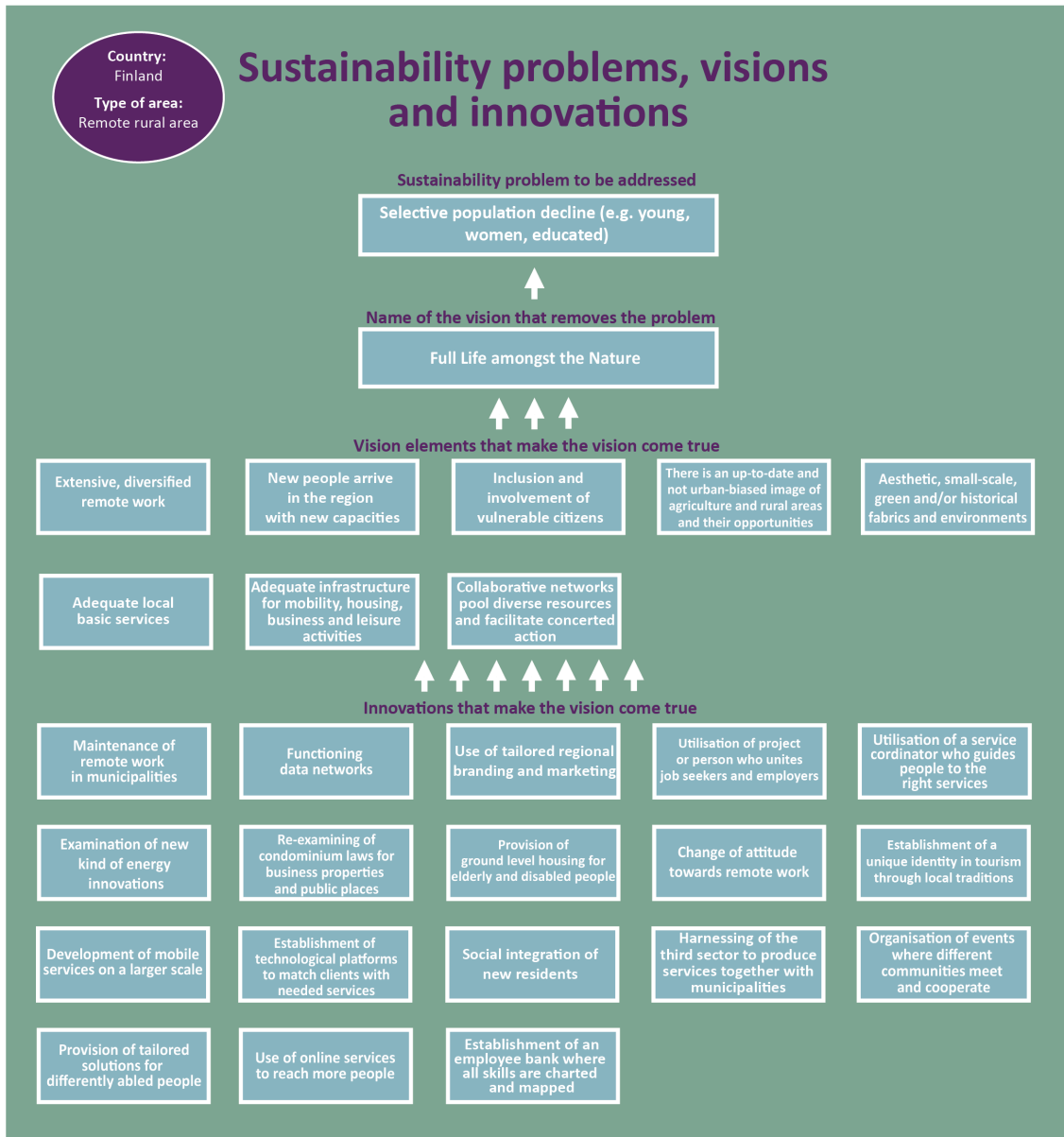


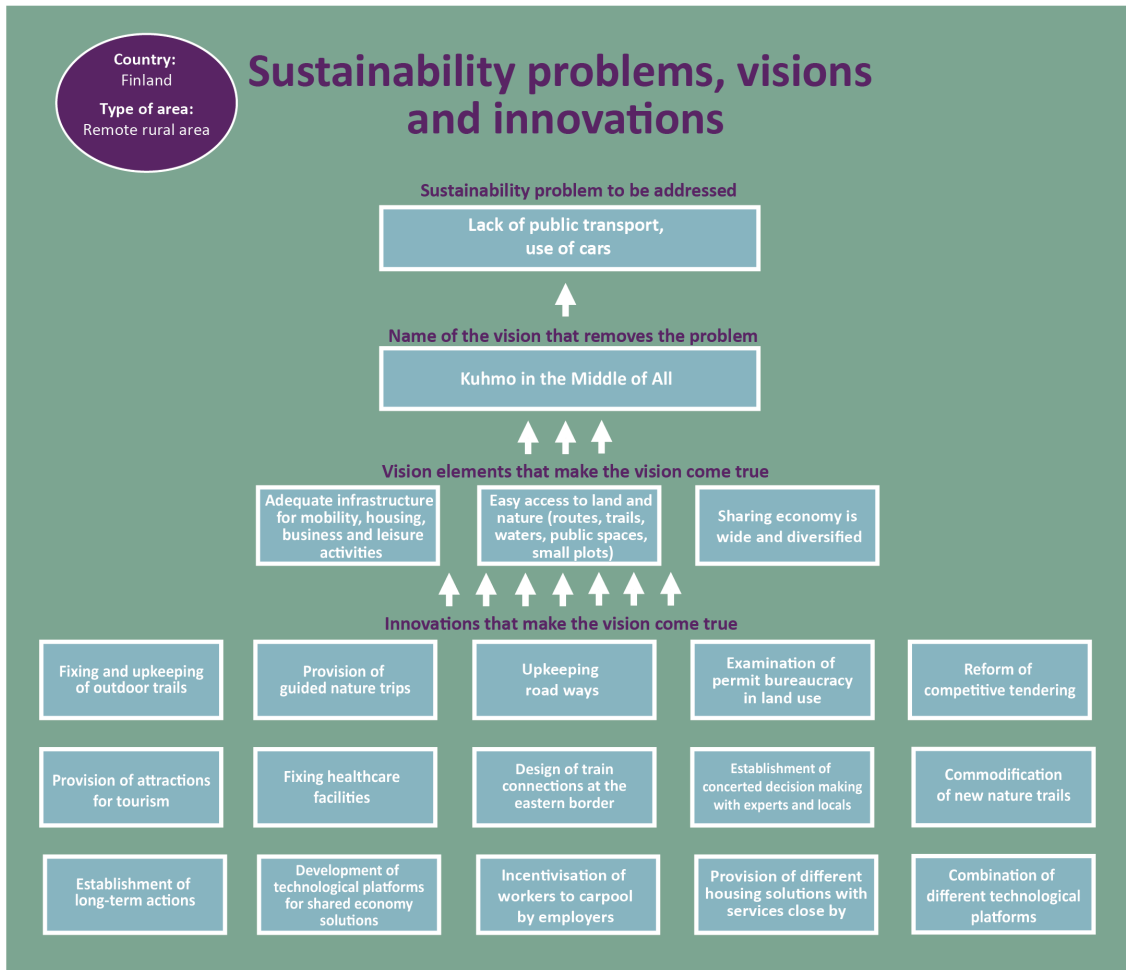


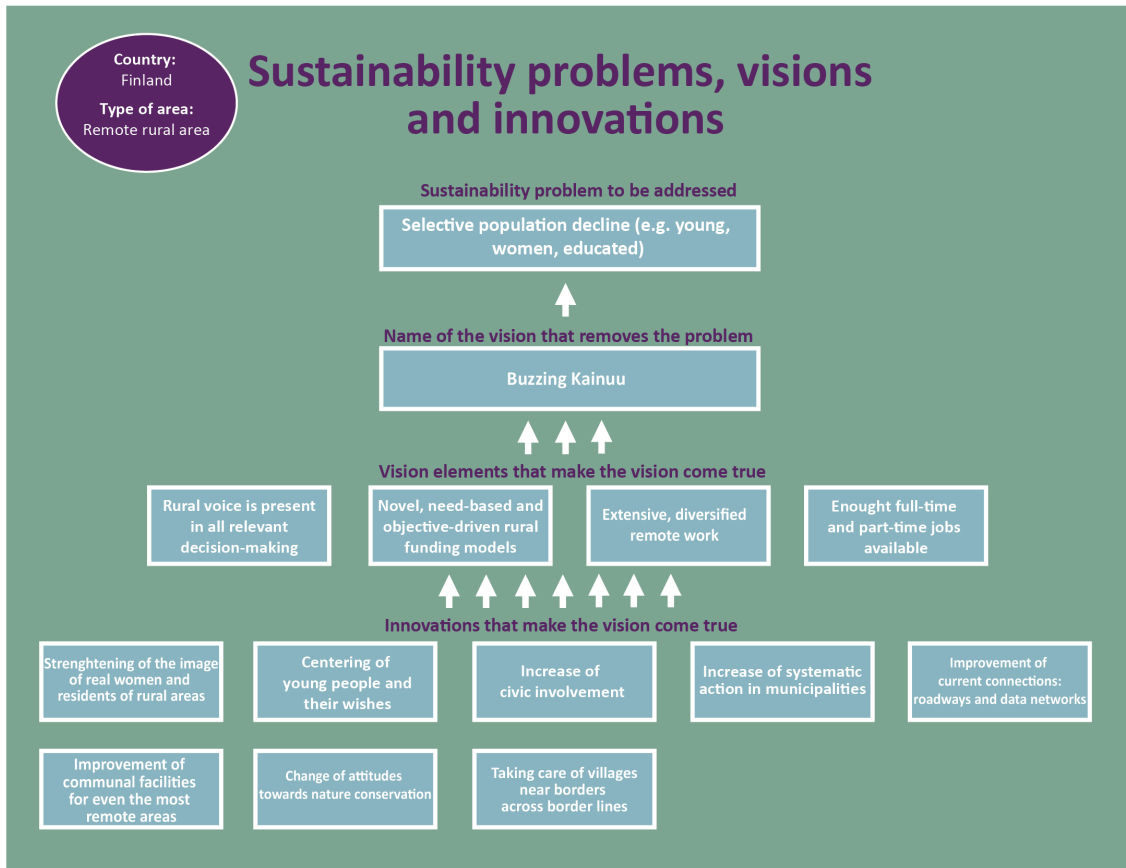


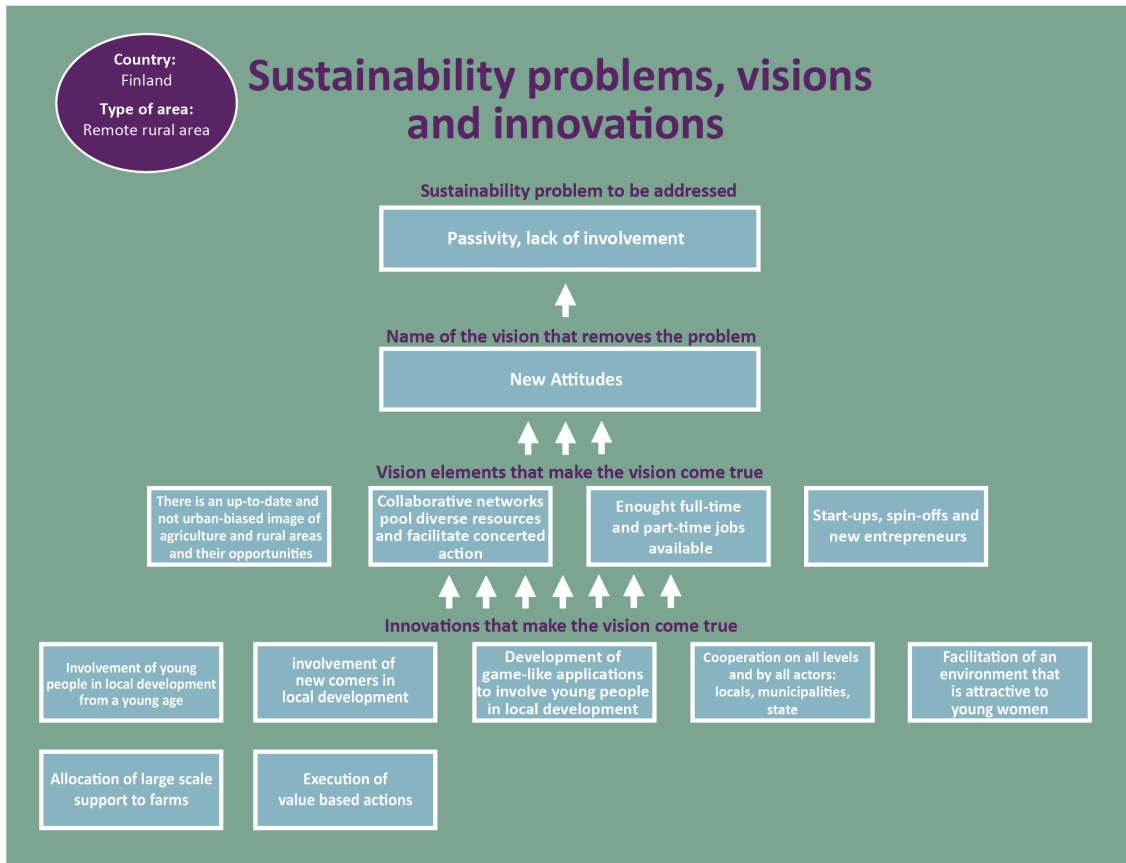


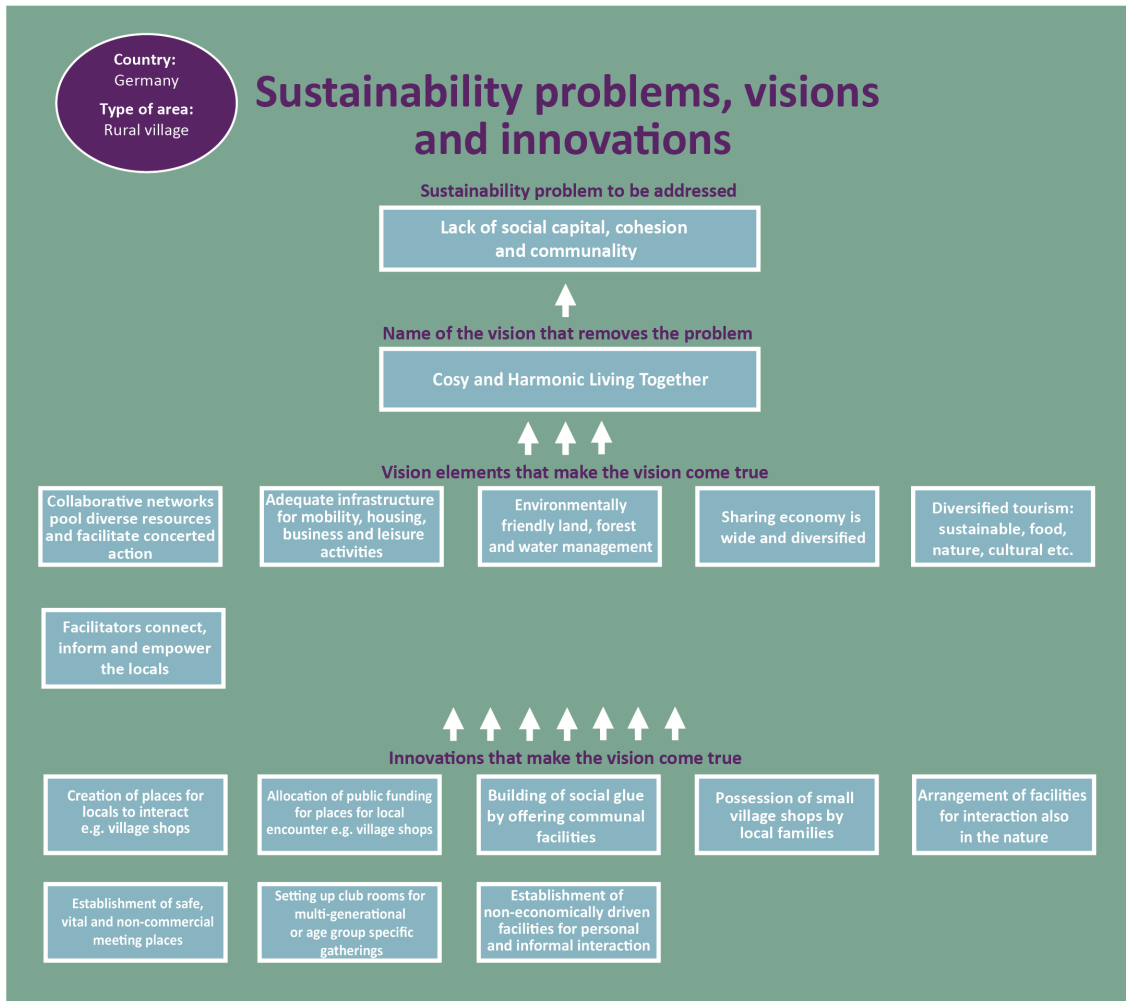


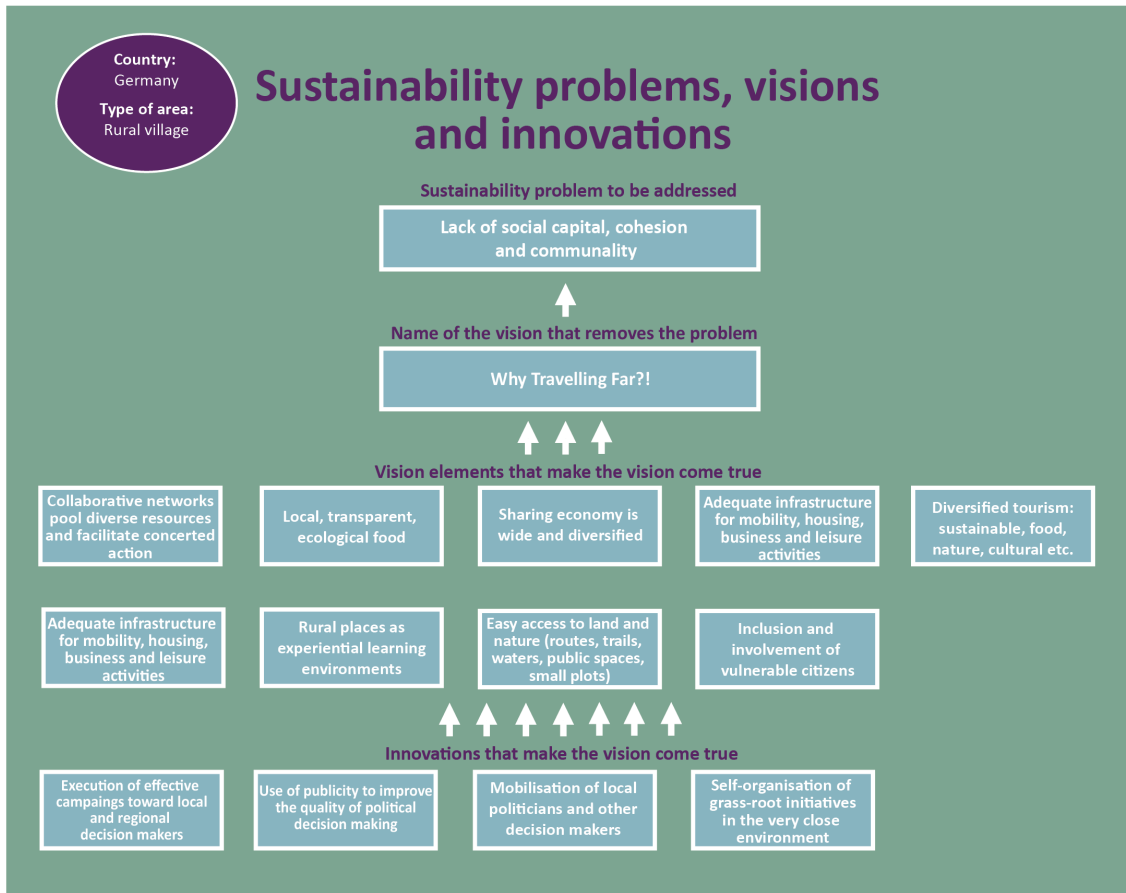




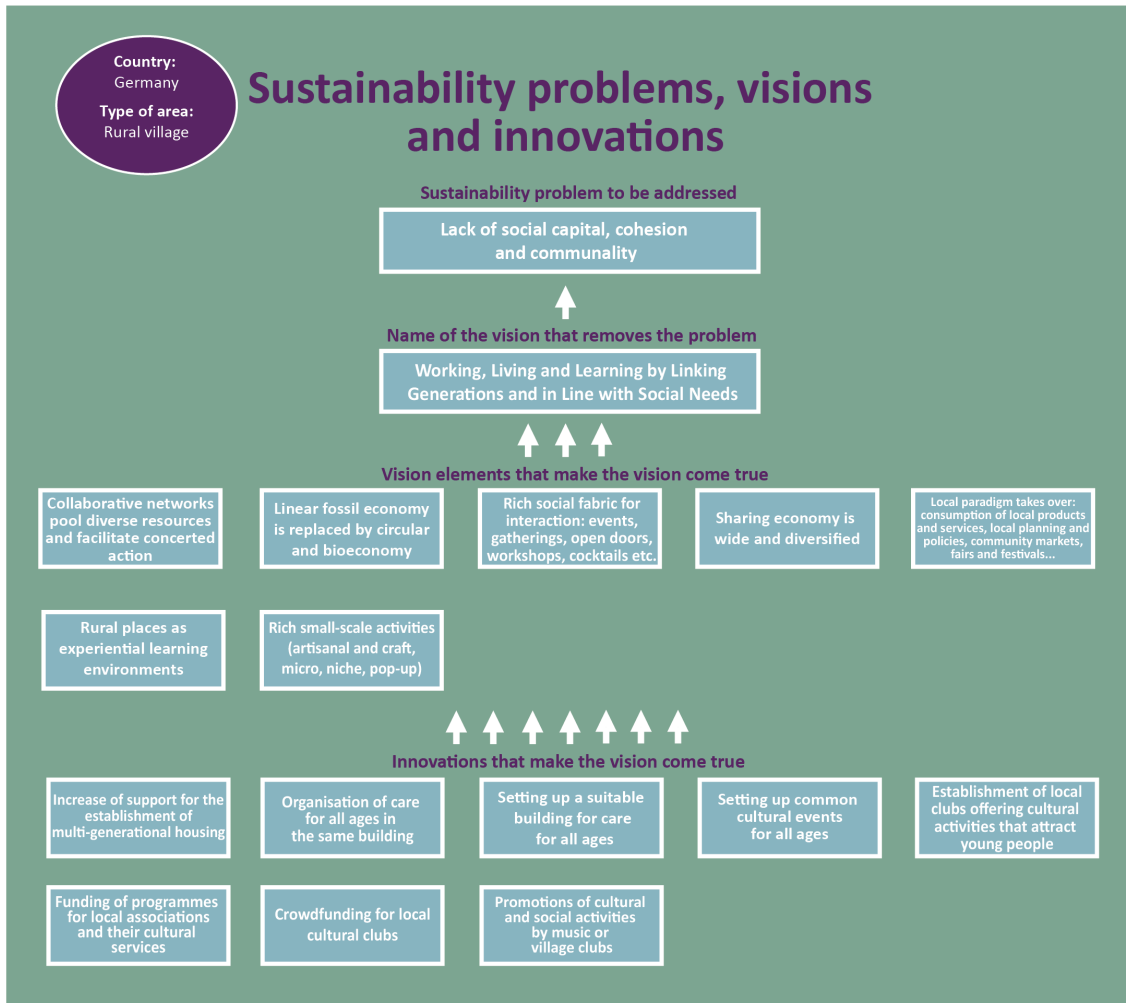








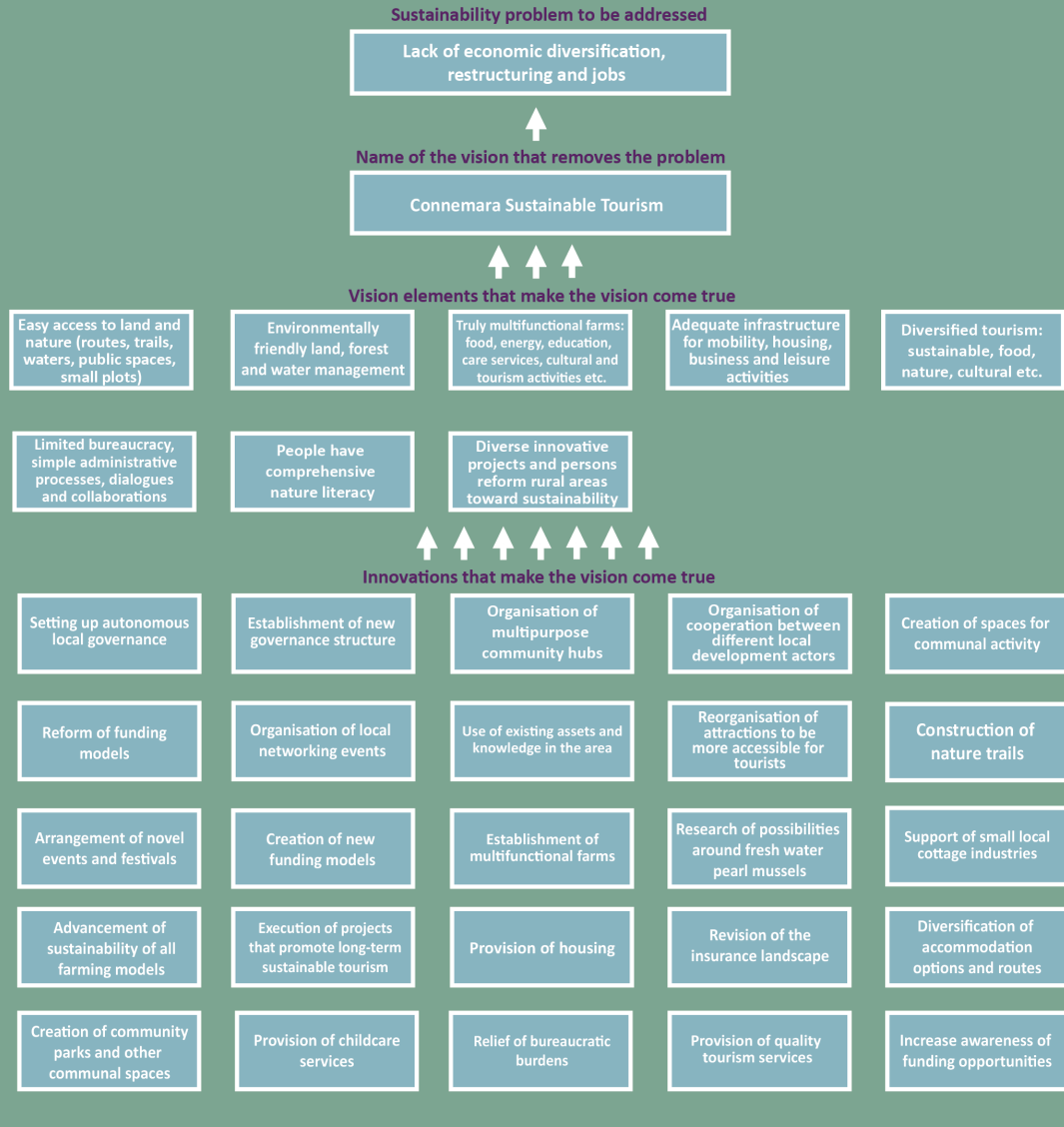


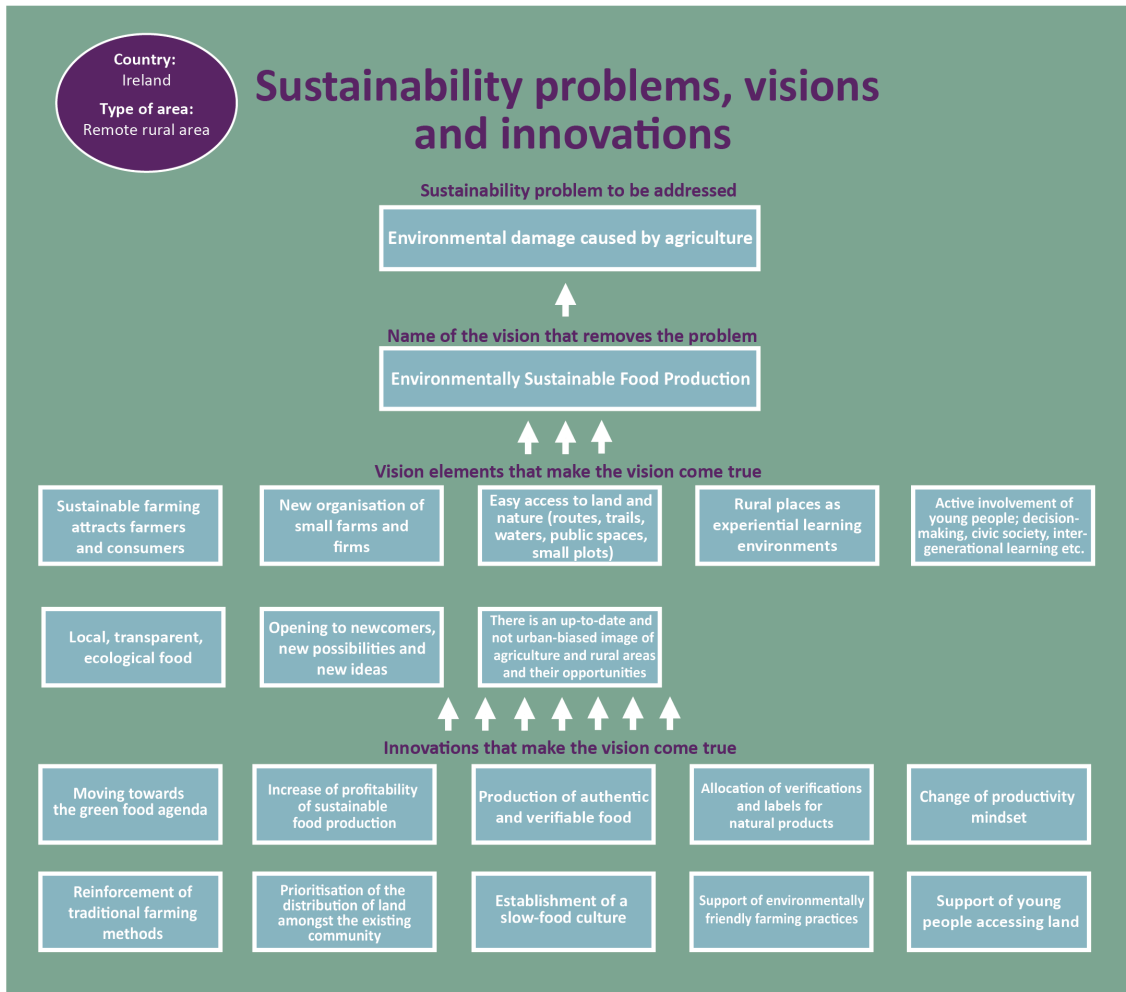


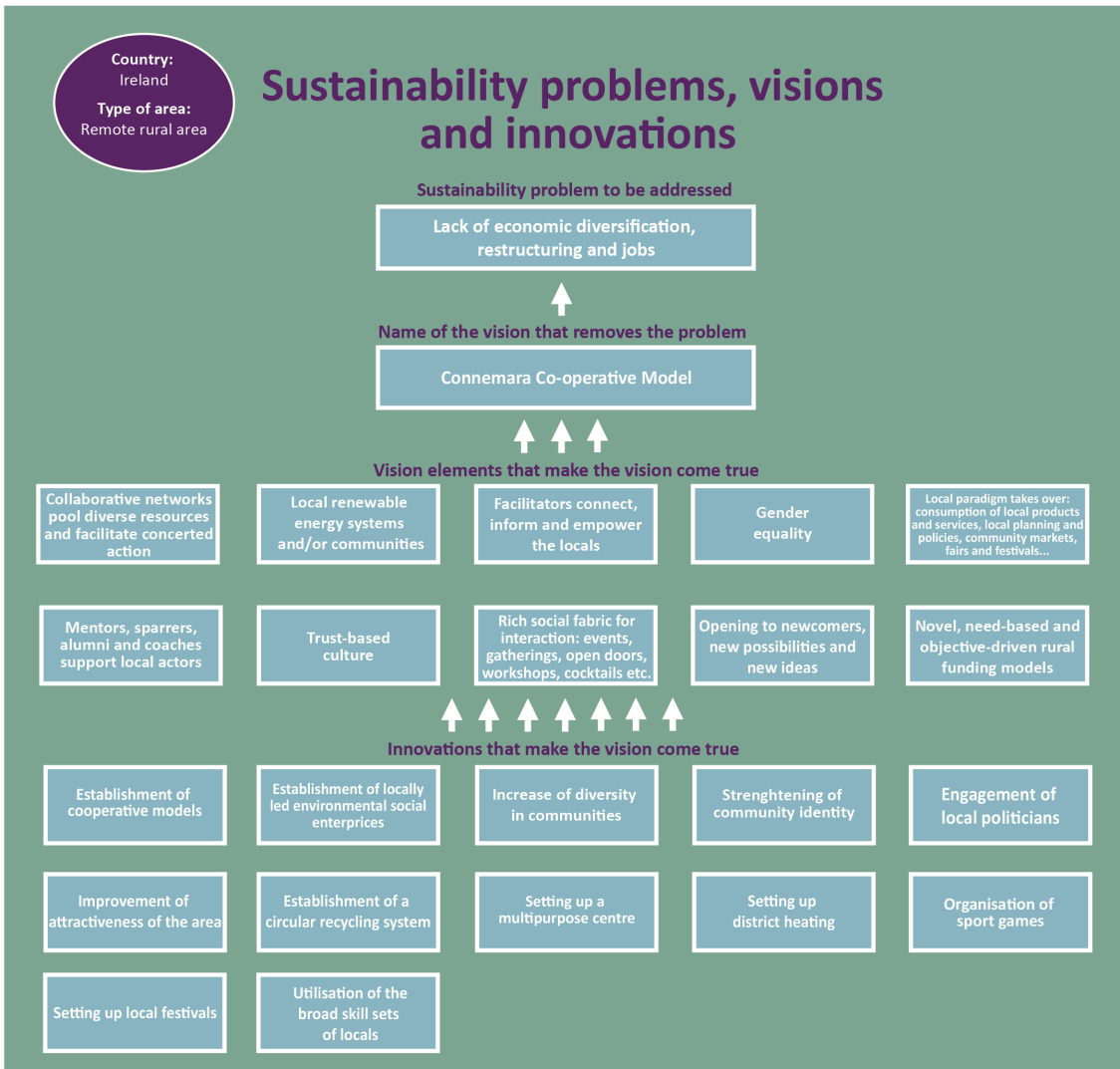


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Ireland  
Type of area:  
Remote rural area

## Sustainability problems, visions and innovations





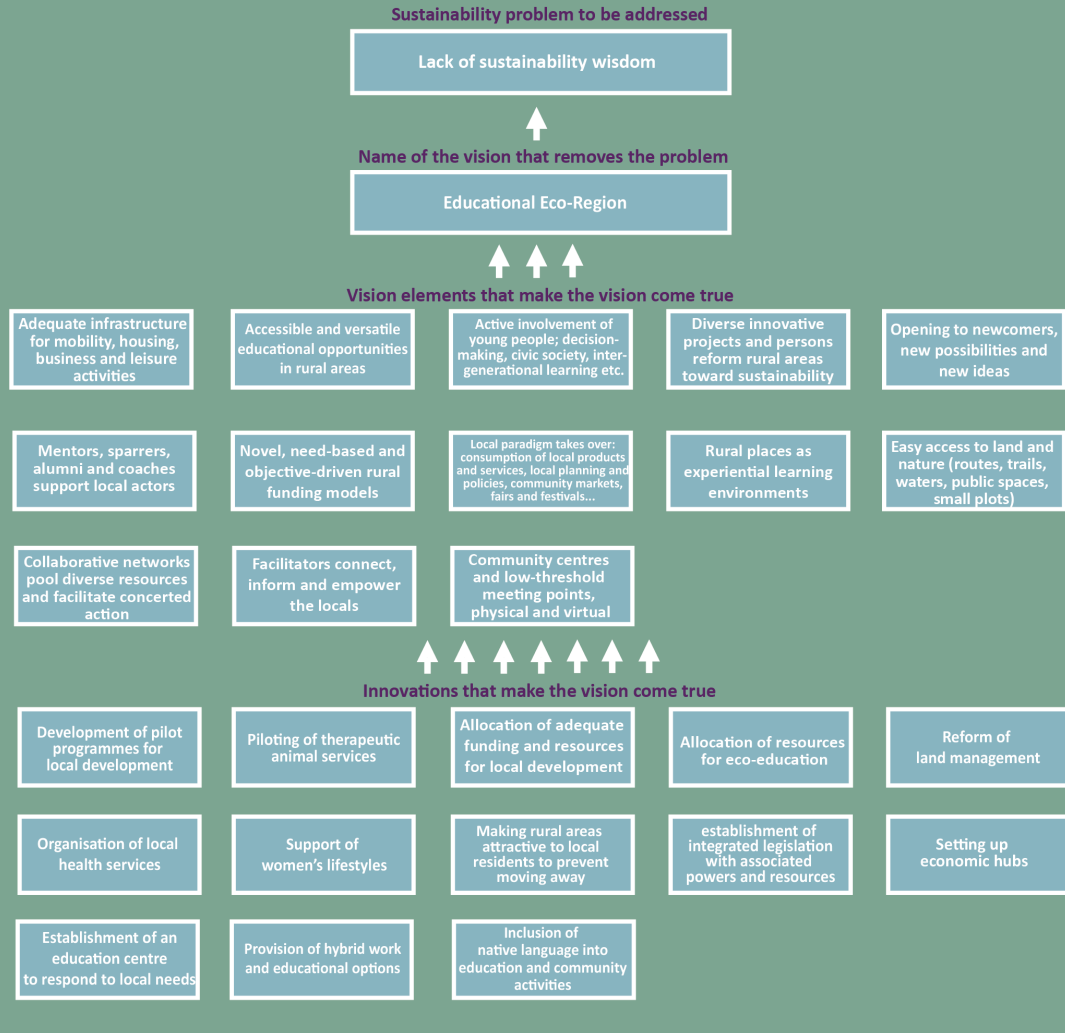


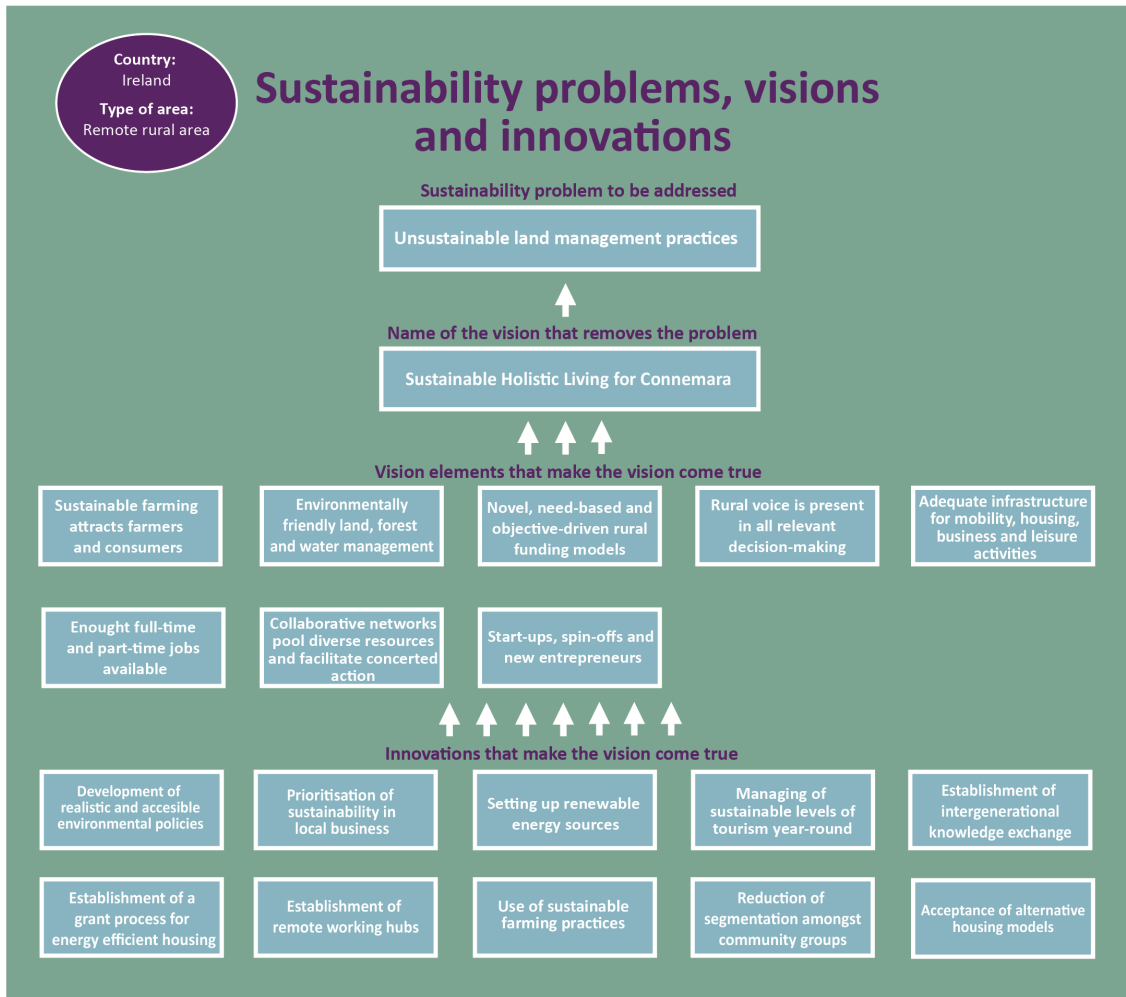


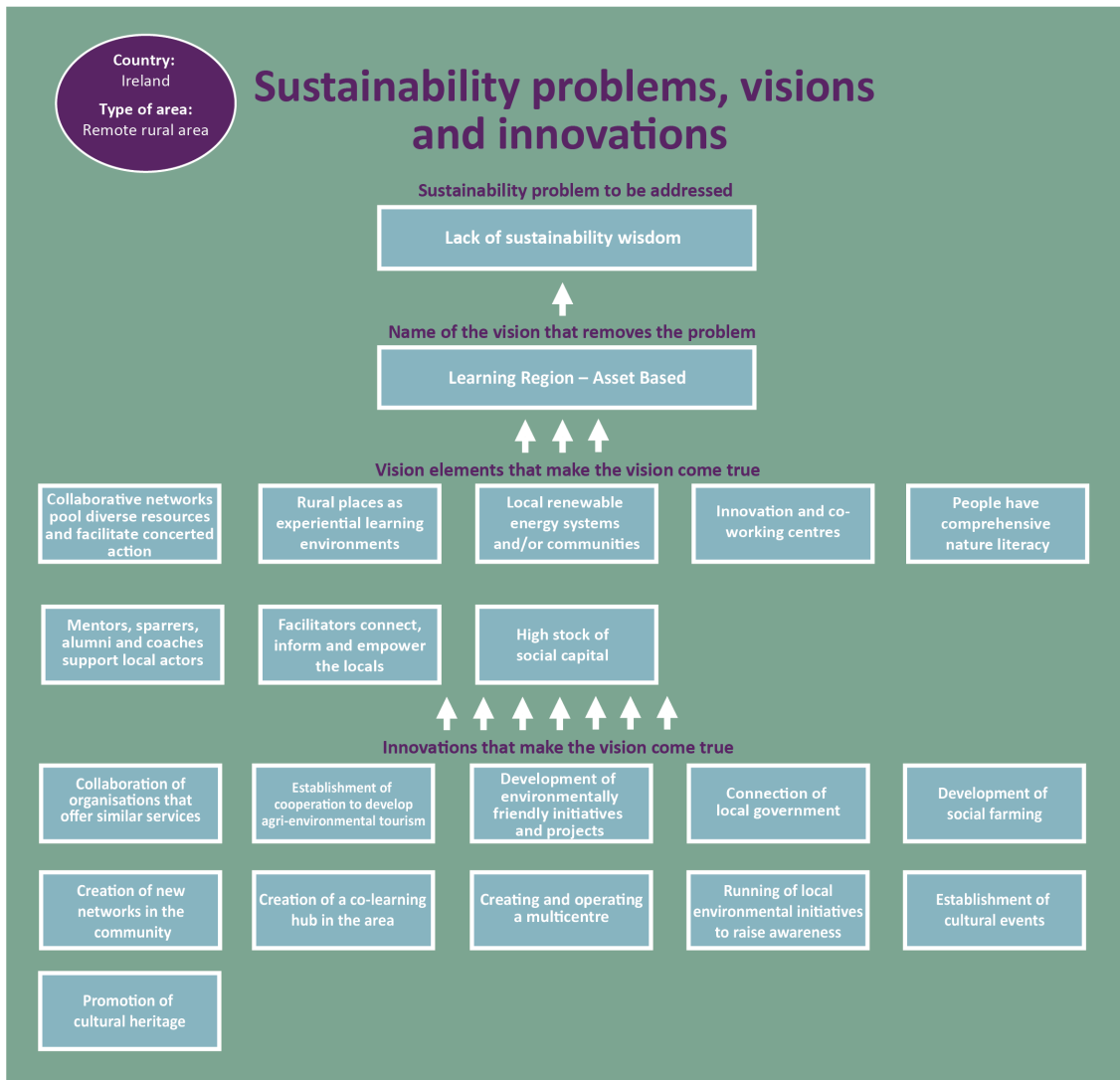


Country:  
Ireland  
Type of area:  
Remote rural area

## Sustainability problems, visions and innovations













Country: Ireland  
Type of area: Remote rural area

# Sustainability problems, visions and innovations

## Sustainability problem to be addressed

Lack of social capital, cohesion and communality



## Name of the vision that removes the problem

Connected Village



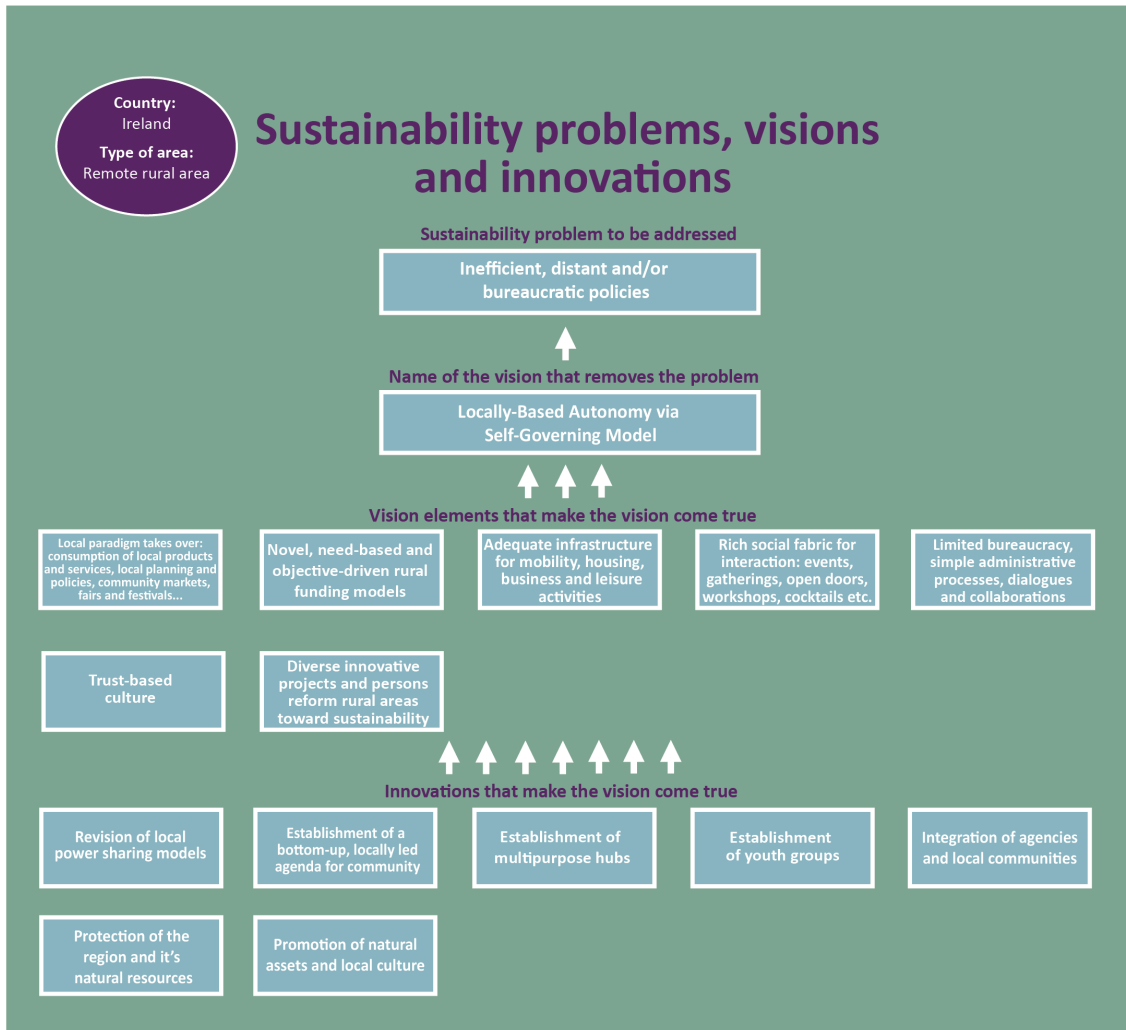
## Vision elements that make the vision come true

- Novel, need-based and objective-driven rural funding models
- Facilitators connect, inform and empower the locals
- Local paradigm takes over: consumption of local products and services, local planning and policies, community markets, fairs and festivals...
- Diversified land use for biodiversity
- Adequate infrastructure for mobility, housing, business and leisure activities
- Diversified tourism: sustainable, food, nature, cultural etc.
- Community centres and low-threshold meeting points, physical and virtual
- Linear fossil economy is replaced by circular and bioeconomy
- Collaborative networks pool diverse resources and facilitate concerted action
- Easy access to land and nature (routes, trails, waters, public spaces, small plots)
- Rural voice is present in all relevant decision-making



## Innovations that make the vision come true

- Raising awareness of rural needs at political level
- Encouragement of alternative land use
- Organisation of cooperation between all stakeholders for land management
- Acquirement of new facilities for remote work
- Development of environmentally friendly infrastructure
- Establishment of a diverse region by supporting integration
- Engagement of different cultures in community market
- Development of community based platforms for local development
- Promotion of heritage and cultural integrity
- Building of a sustainable community
- Development of an identifiable brand for produce and services from Connemara
- Provision of rural livelihoods and employment
- Encouragement of all cultures and languages





Country: Ireland  
Type of area: Remote rural area

# Sustainability problems, visions and innovations

## Sustainability problem to be addressed

Lack of economic diversification, restructuring and jobs



## Name of the vision that removes the problem

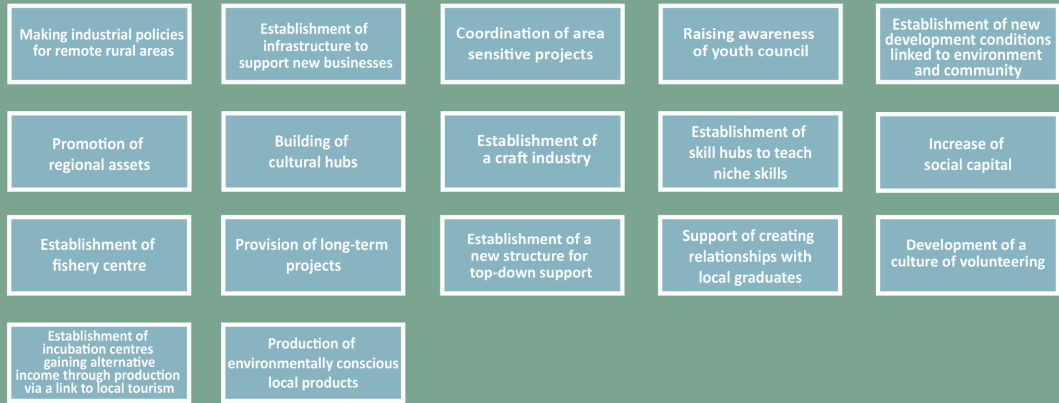
Incubation Centre via a Cluster of Industries

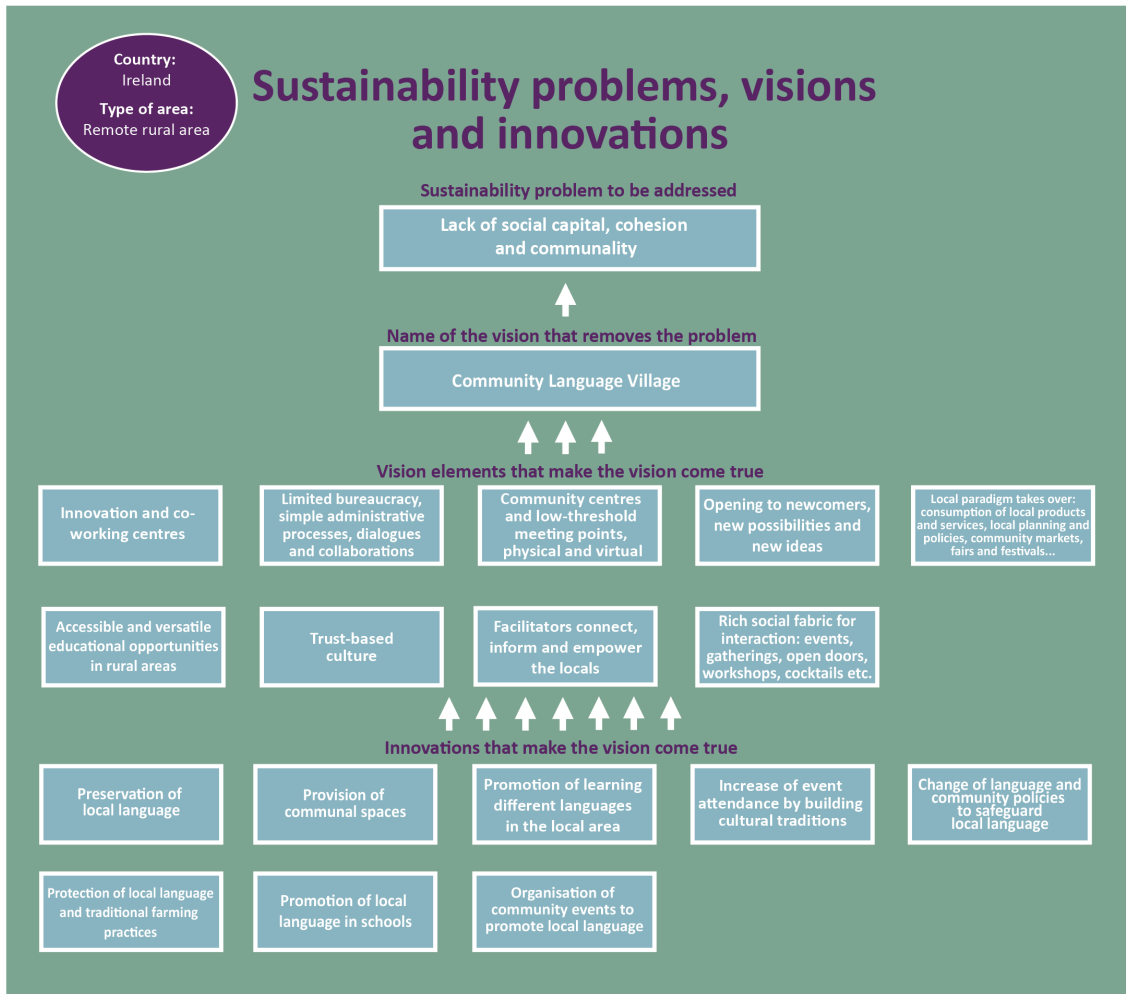


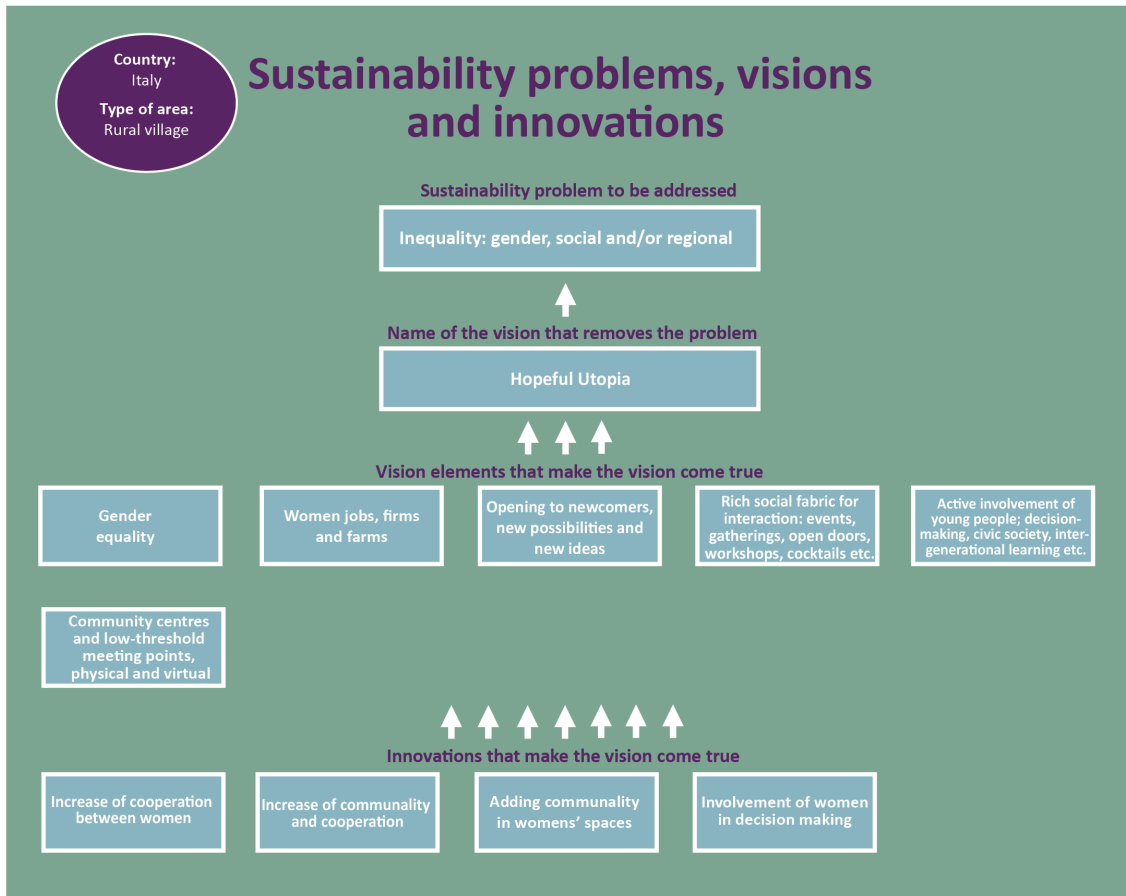
## Vision elements that make the vision come true

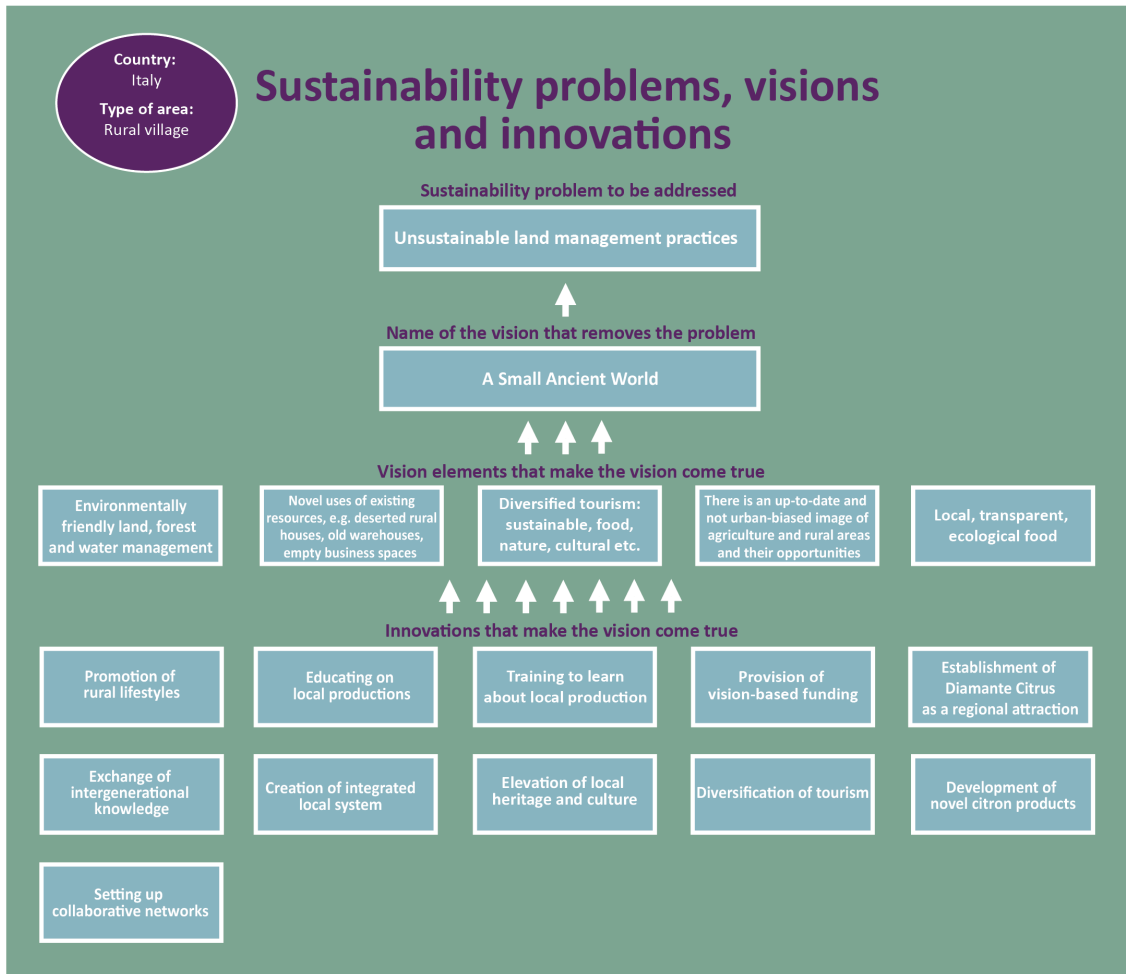


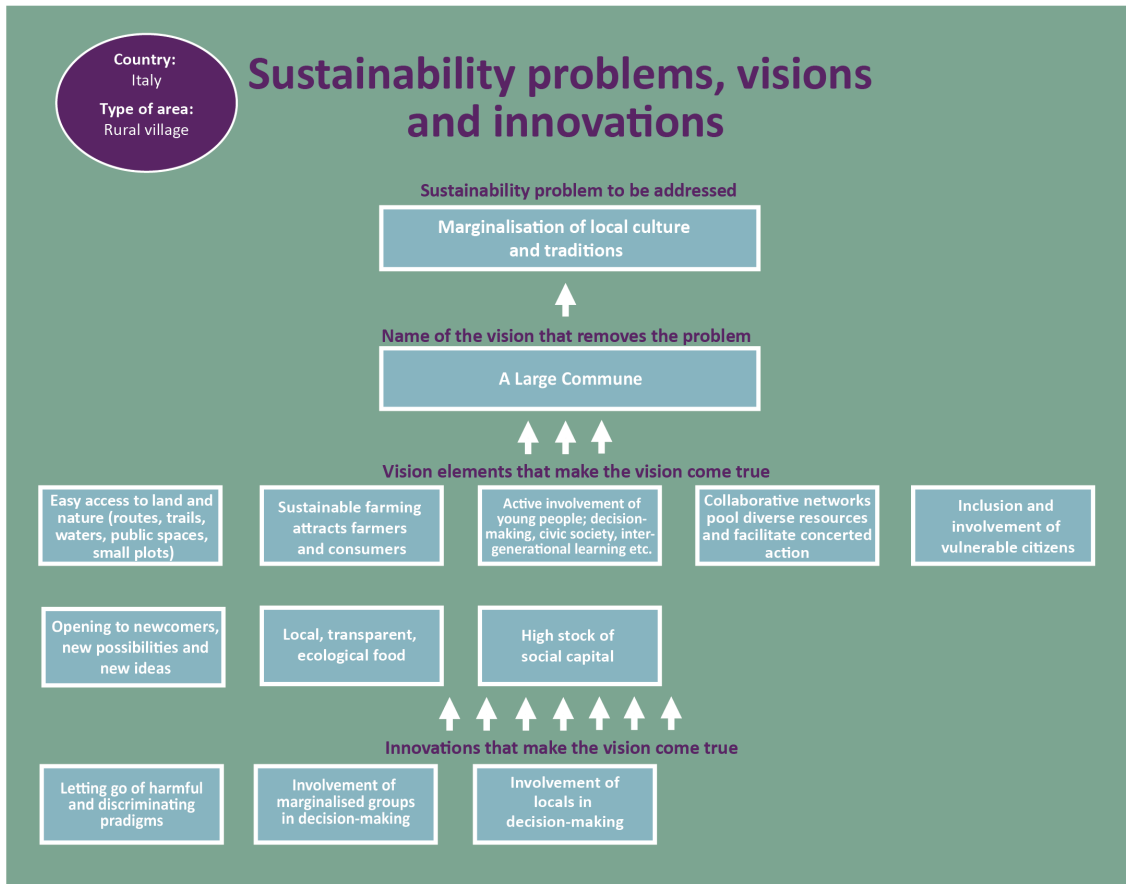
## Innovations that make the vision come true



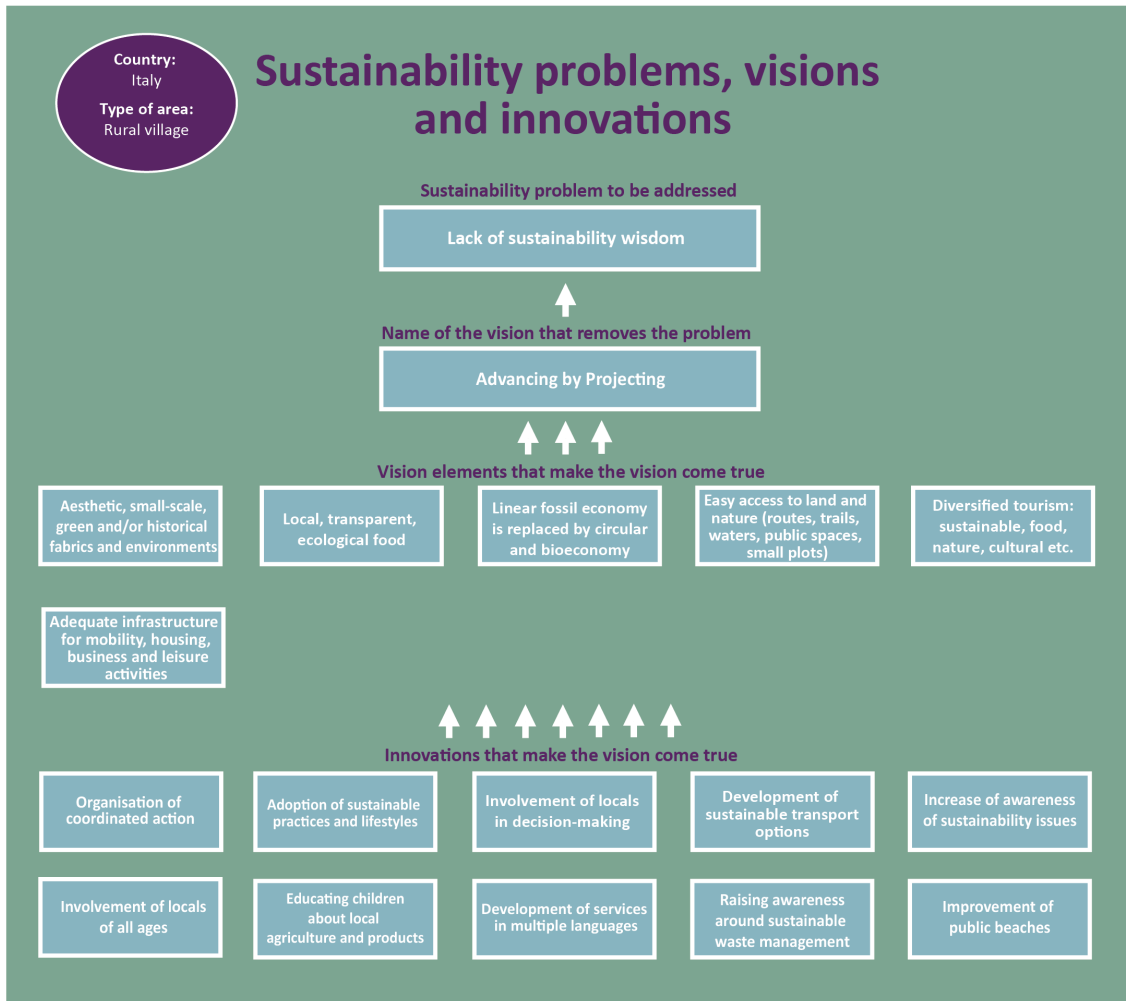


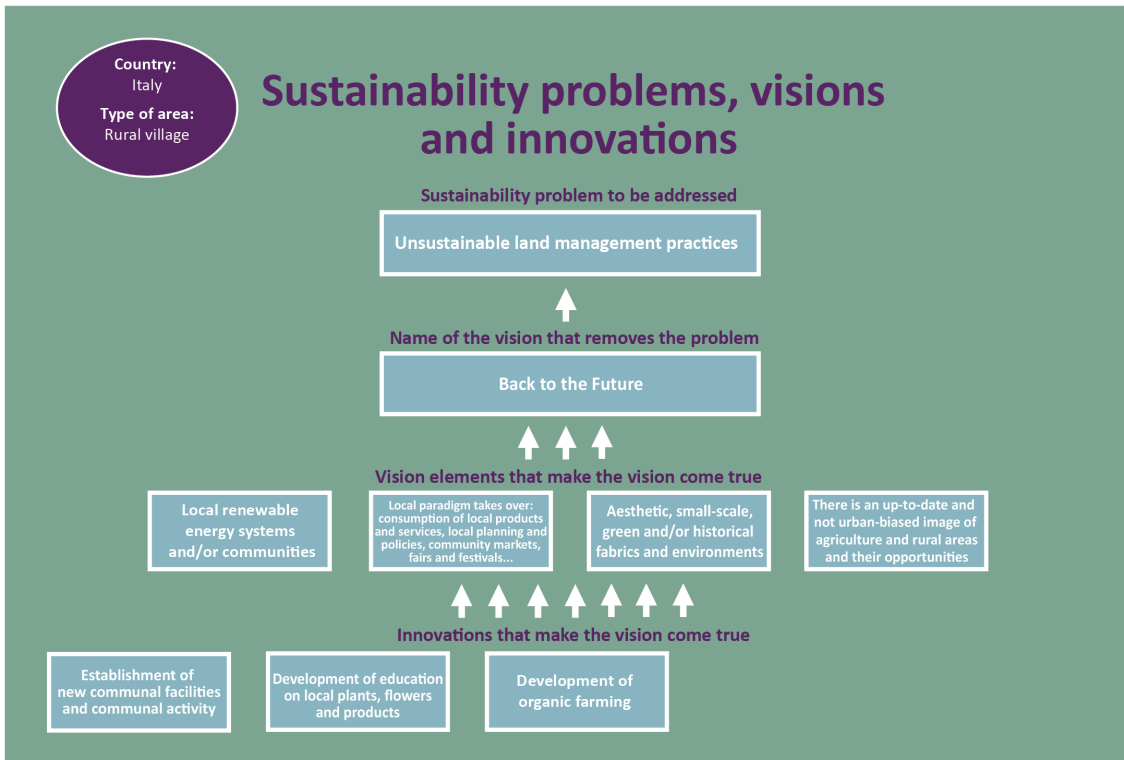


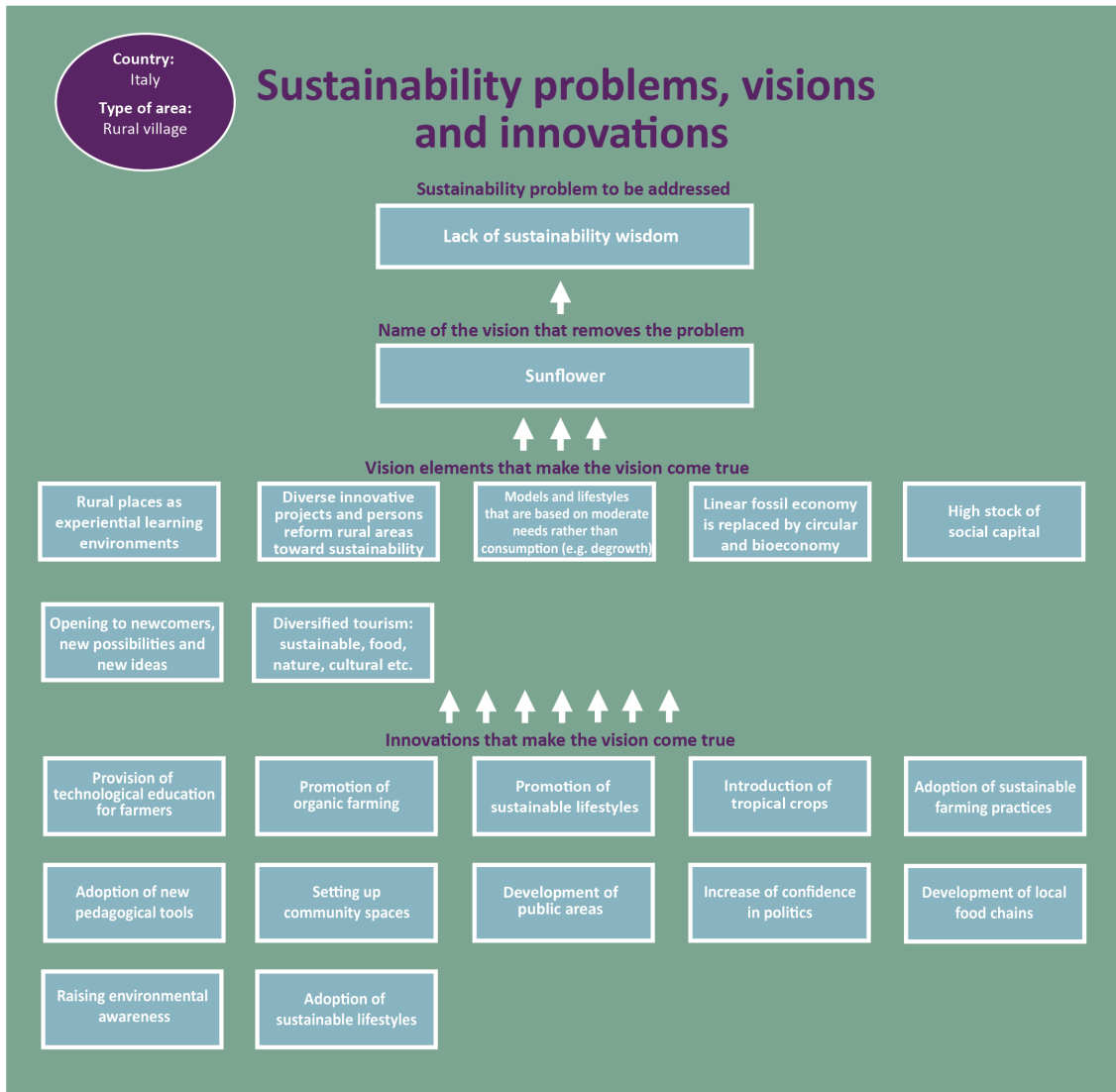


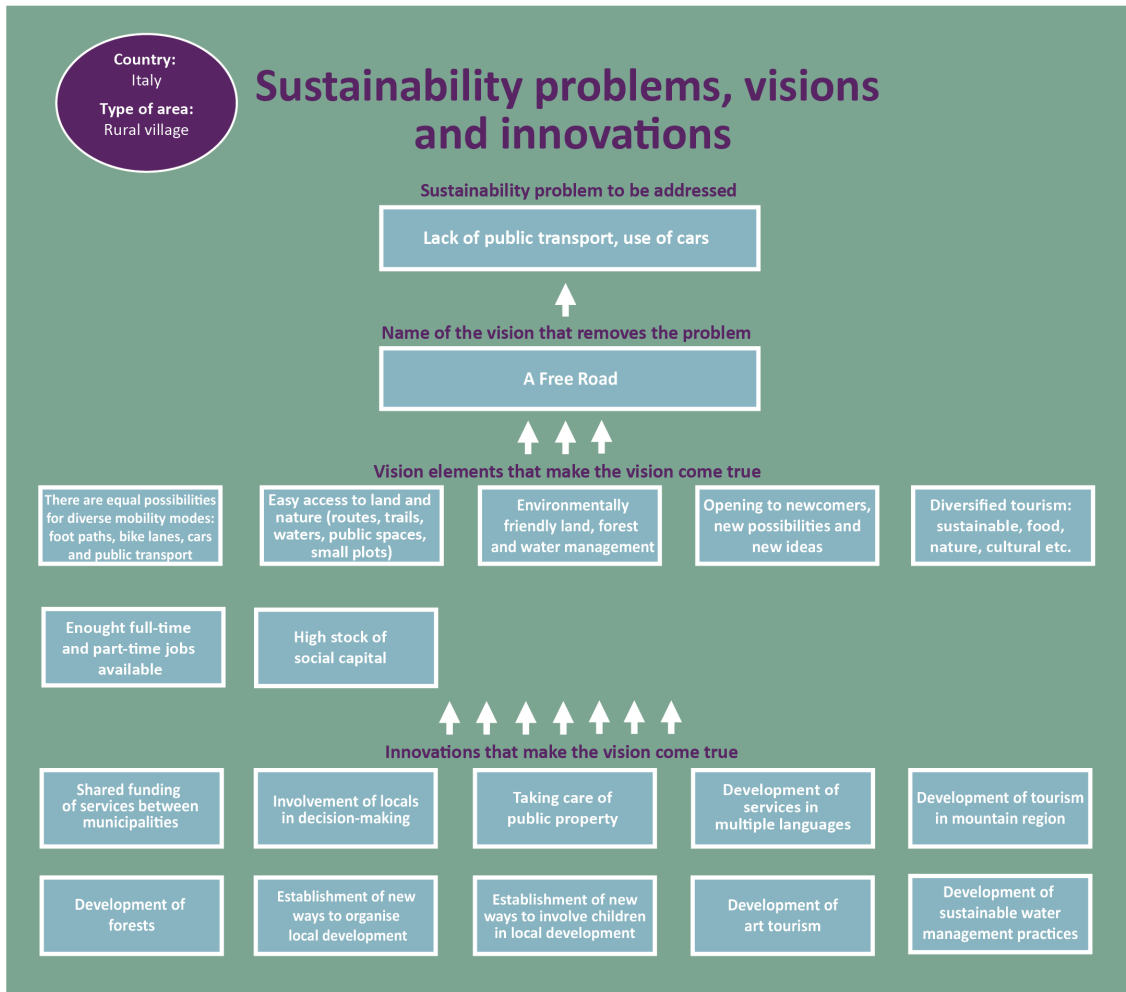


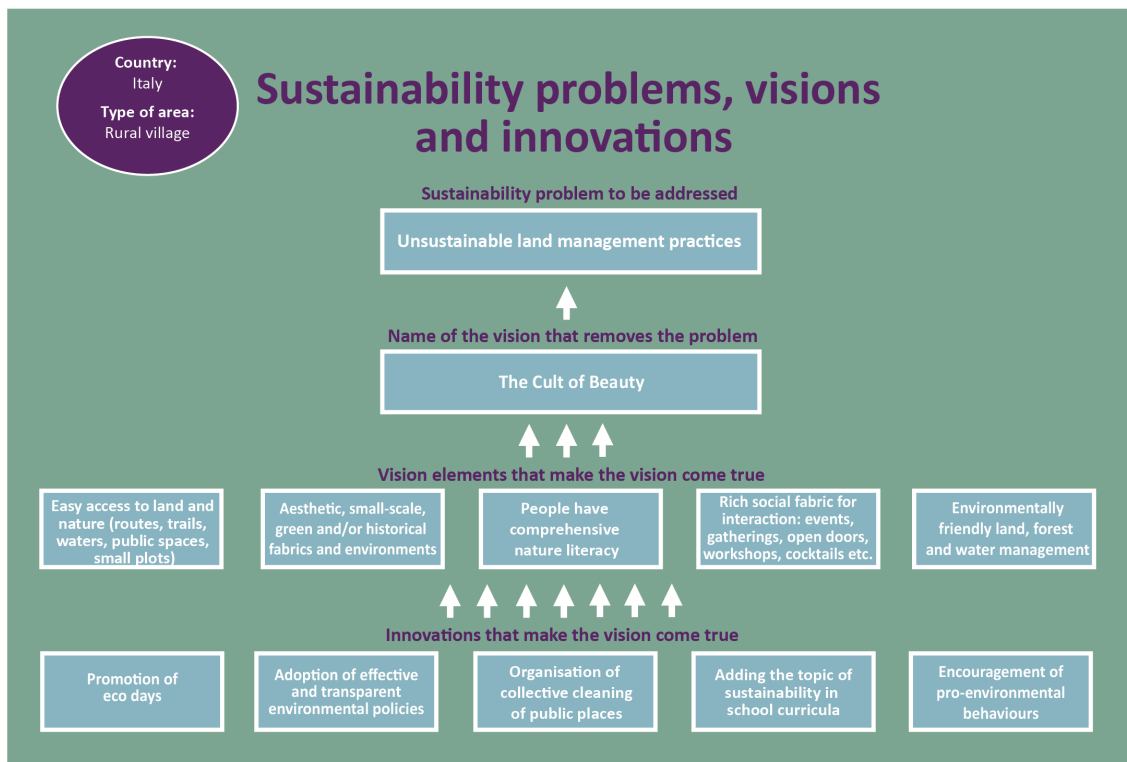


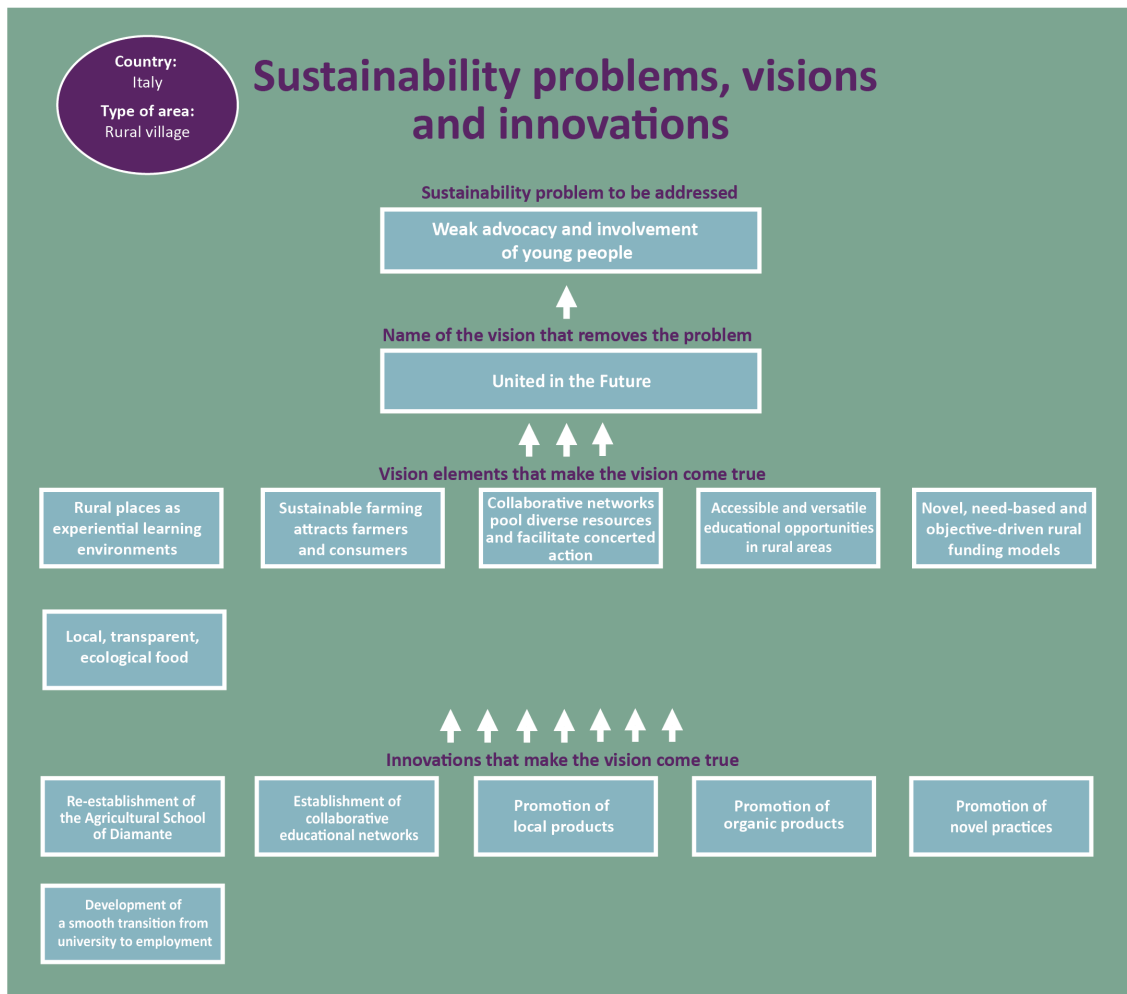


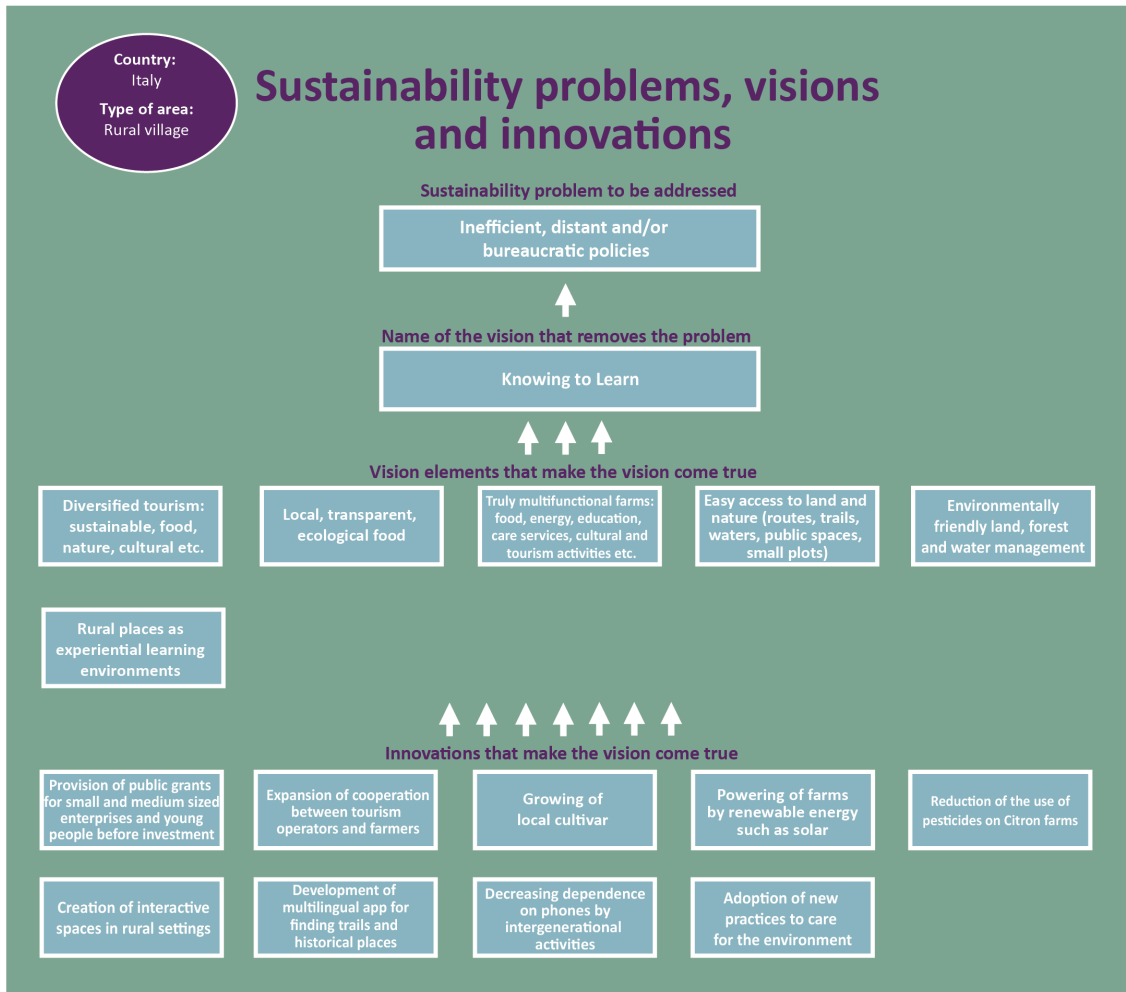


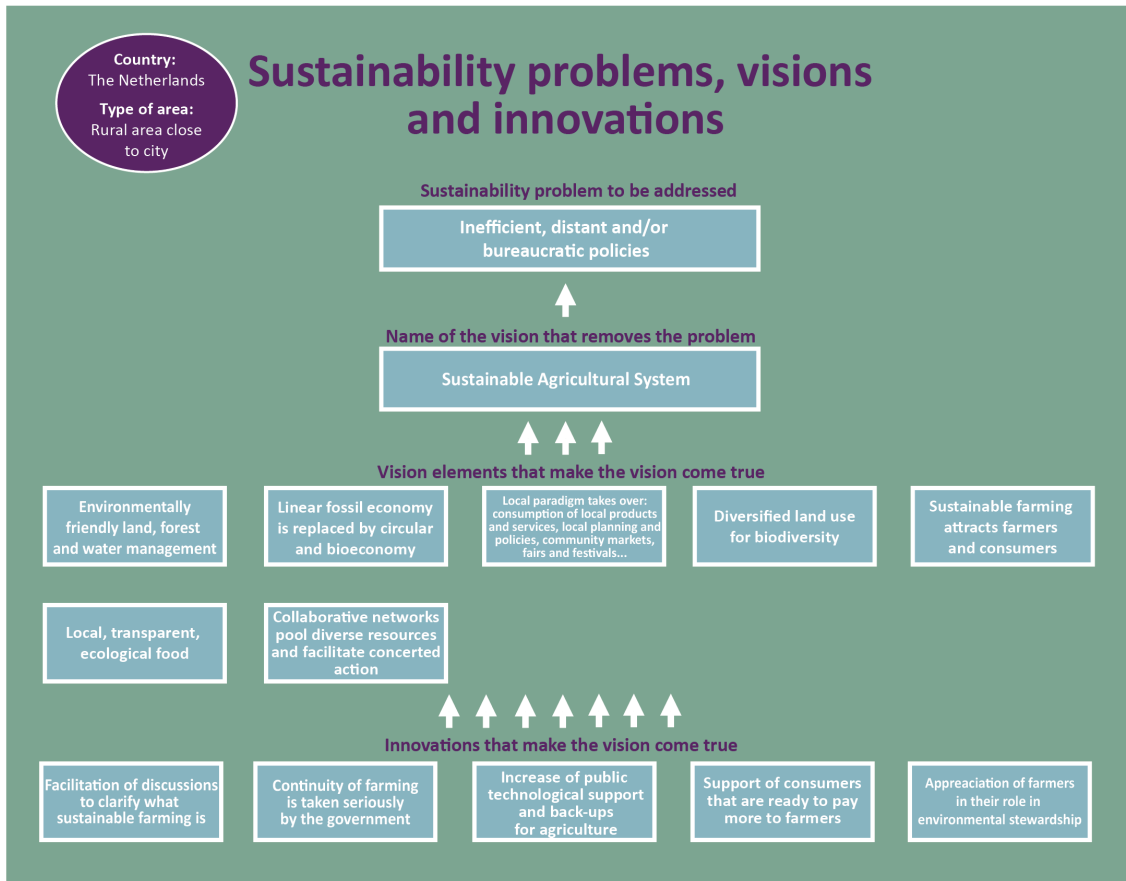




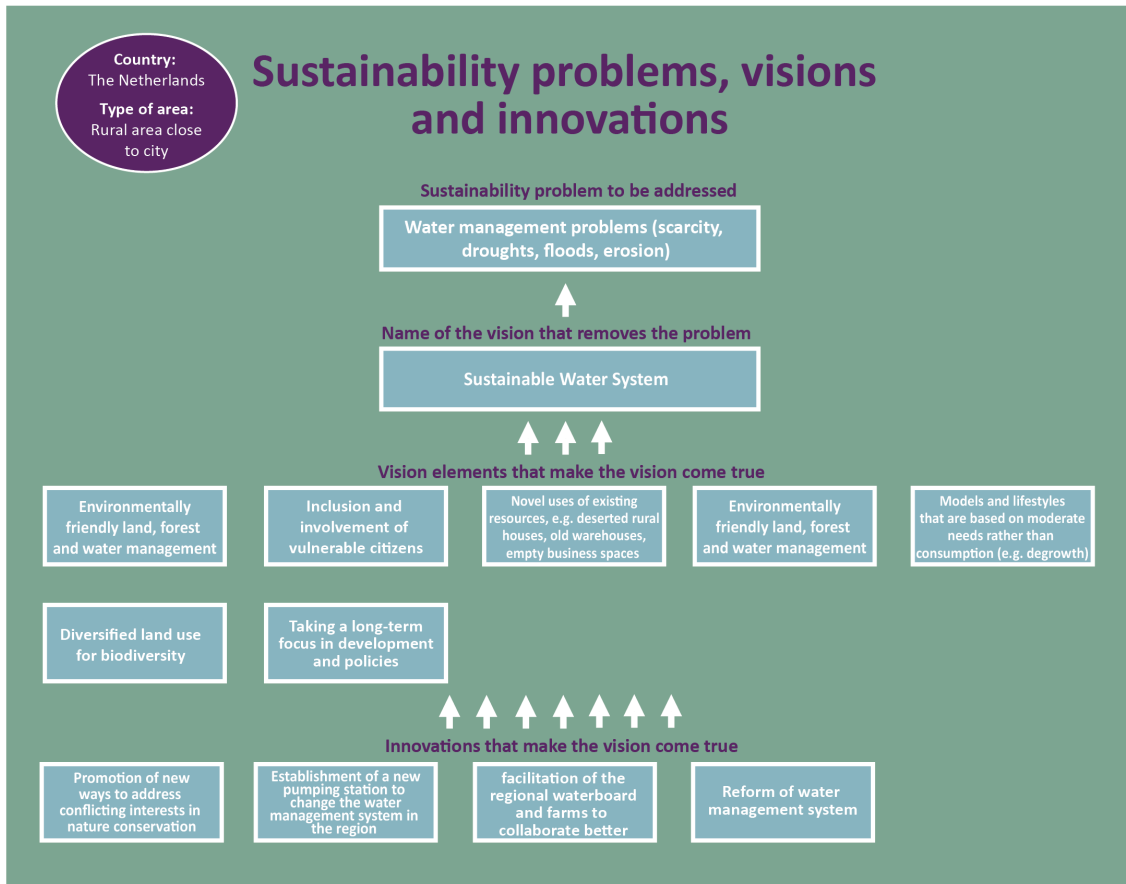


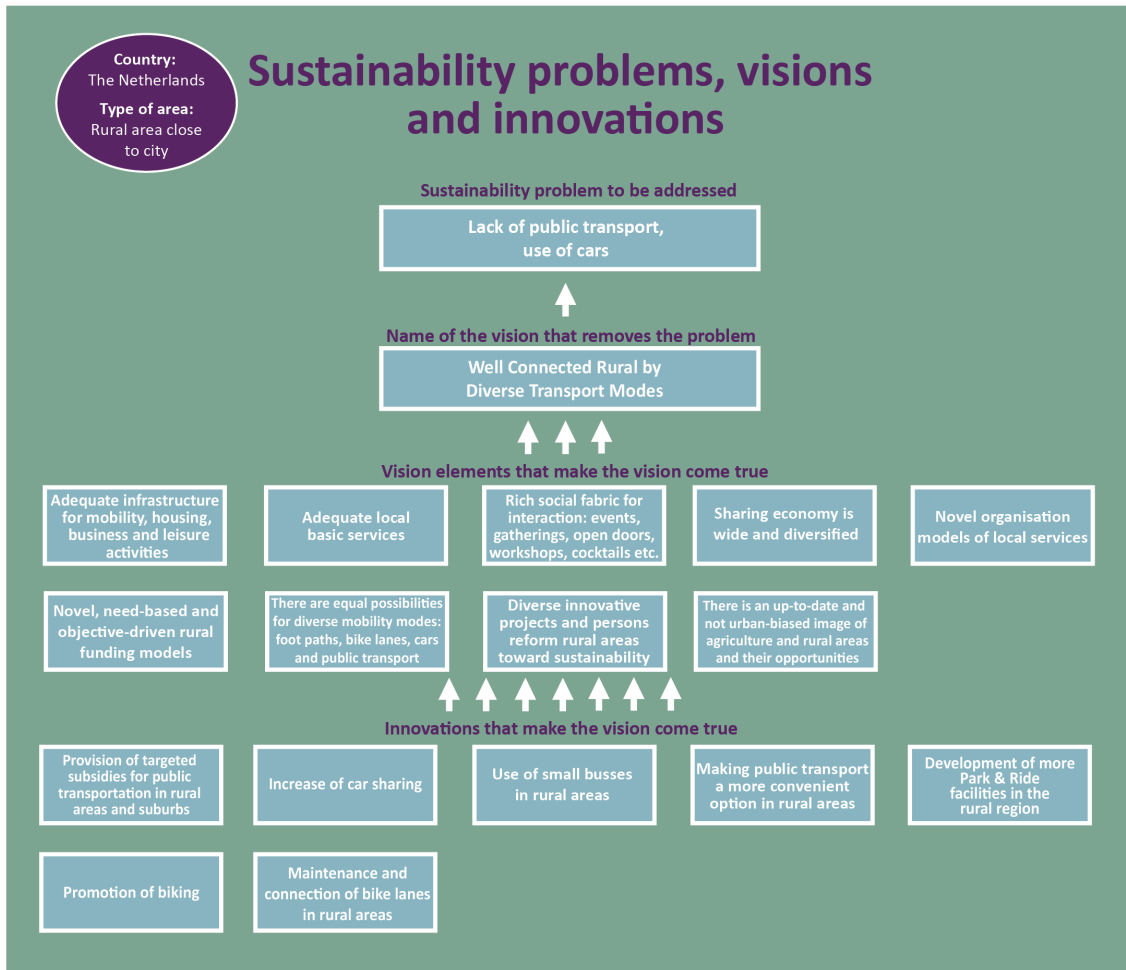


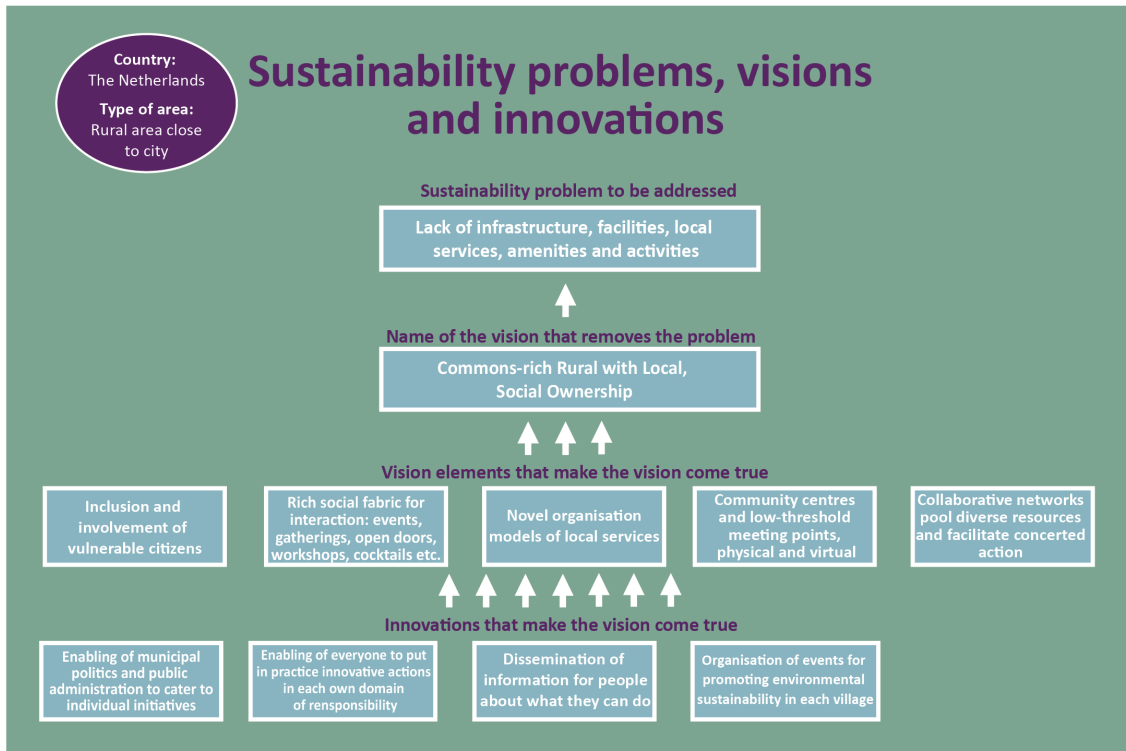


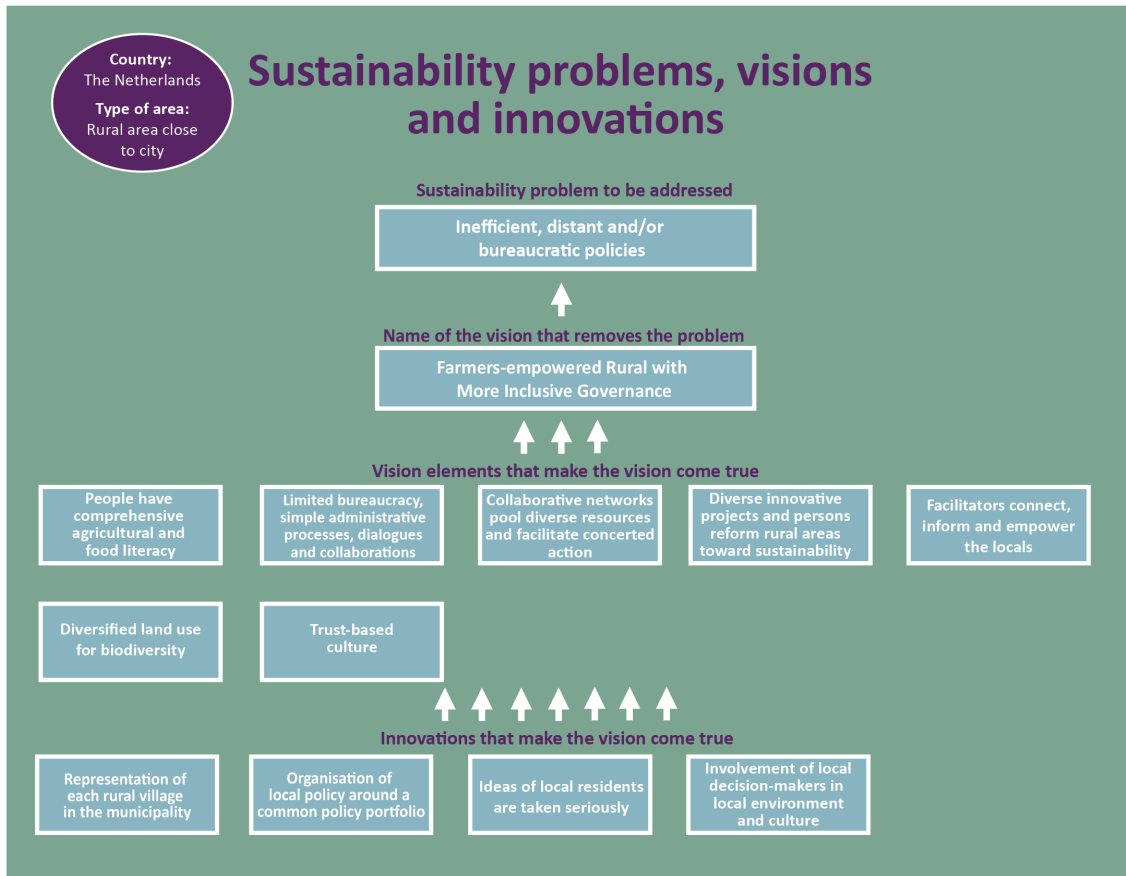




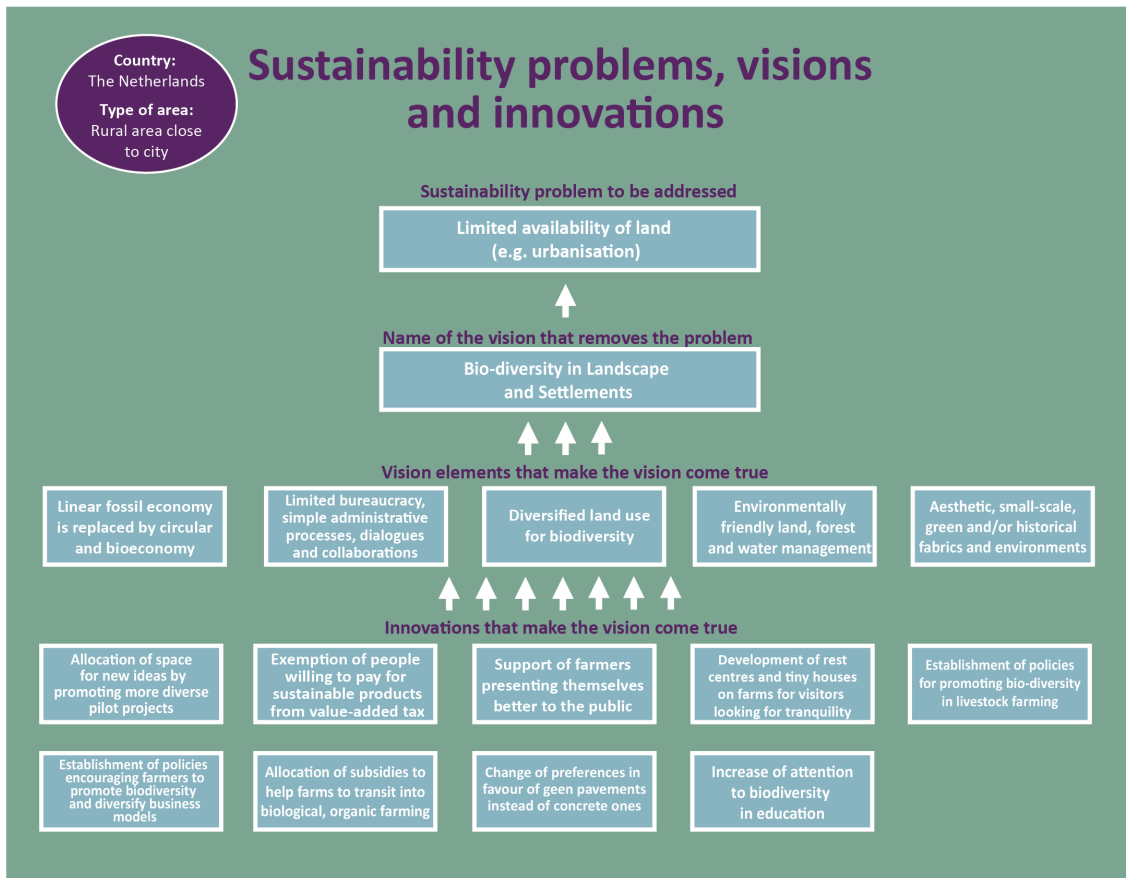


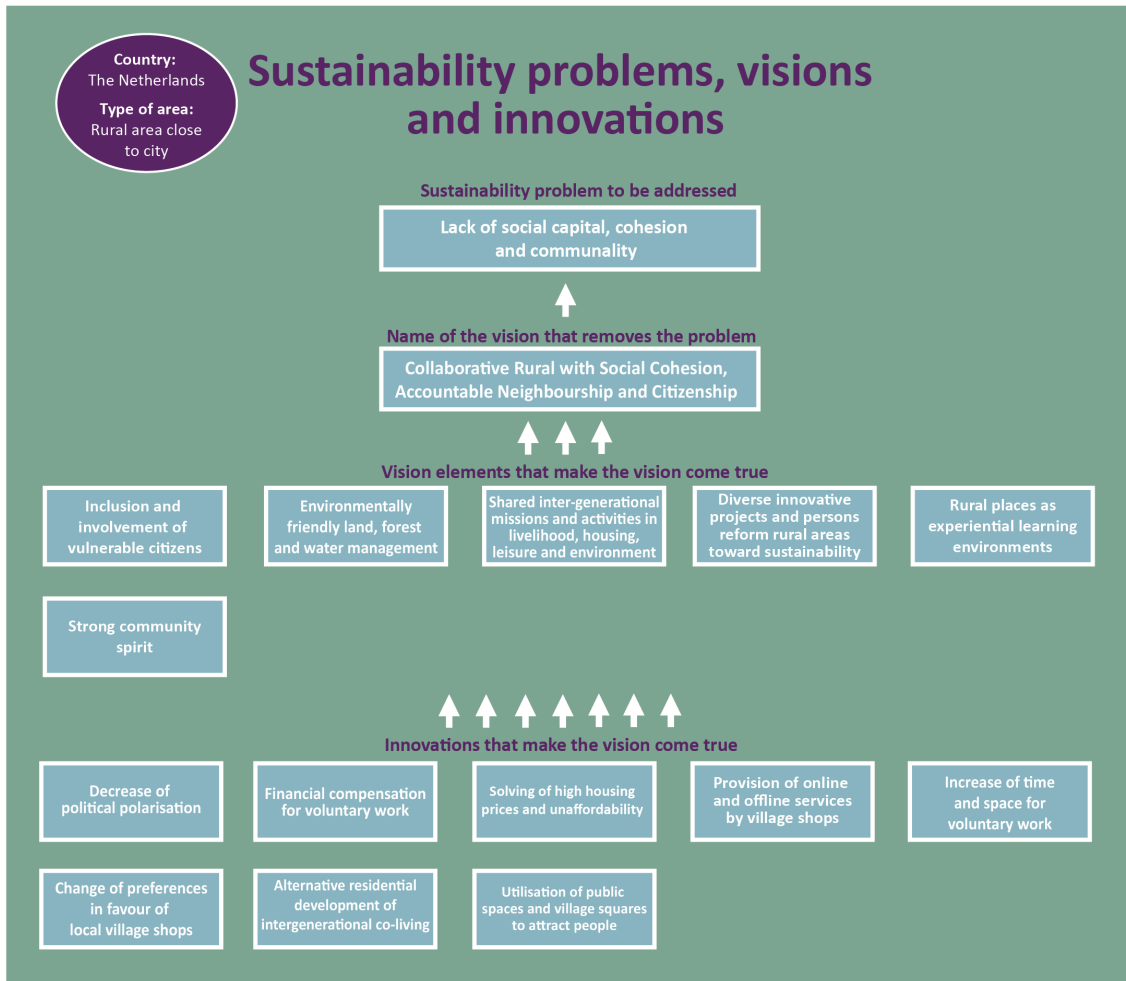










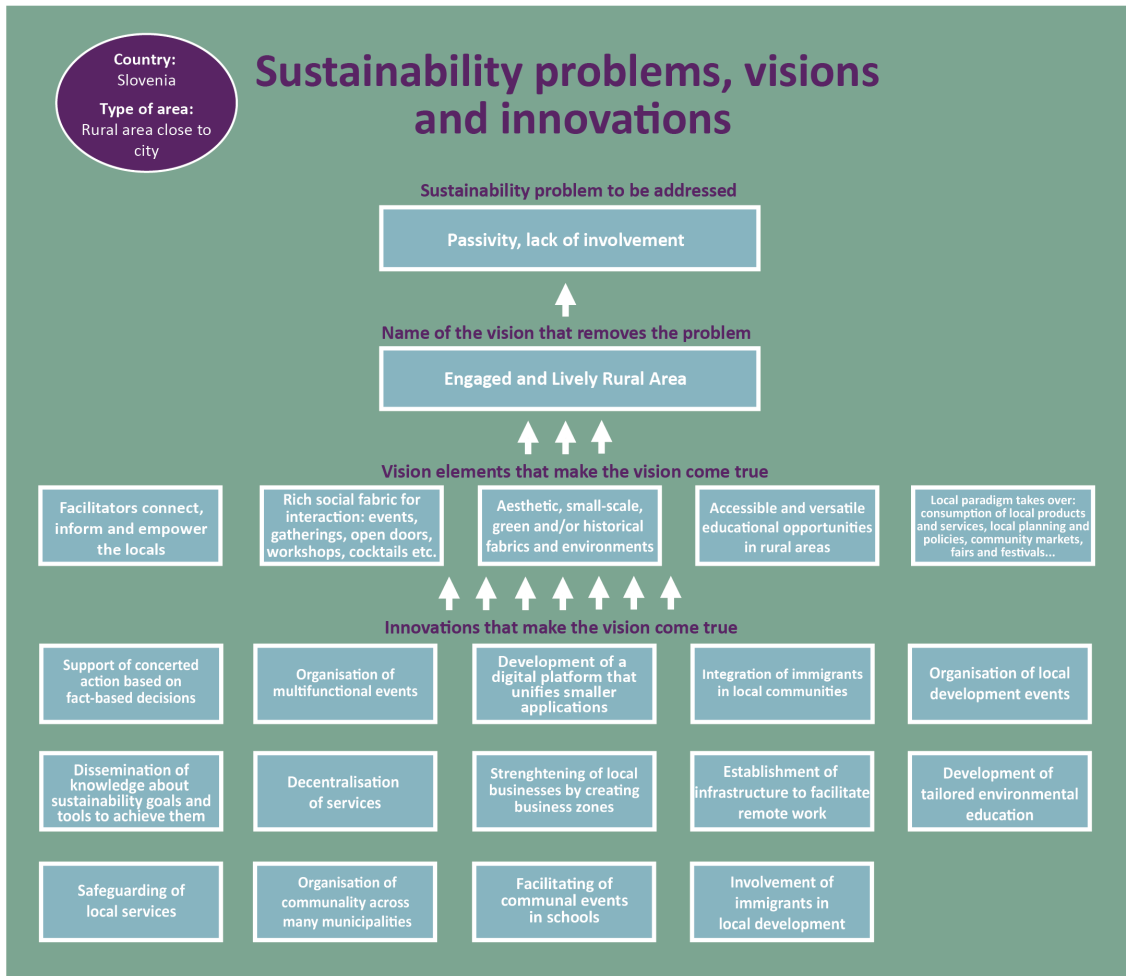


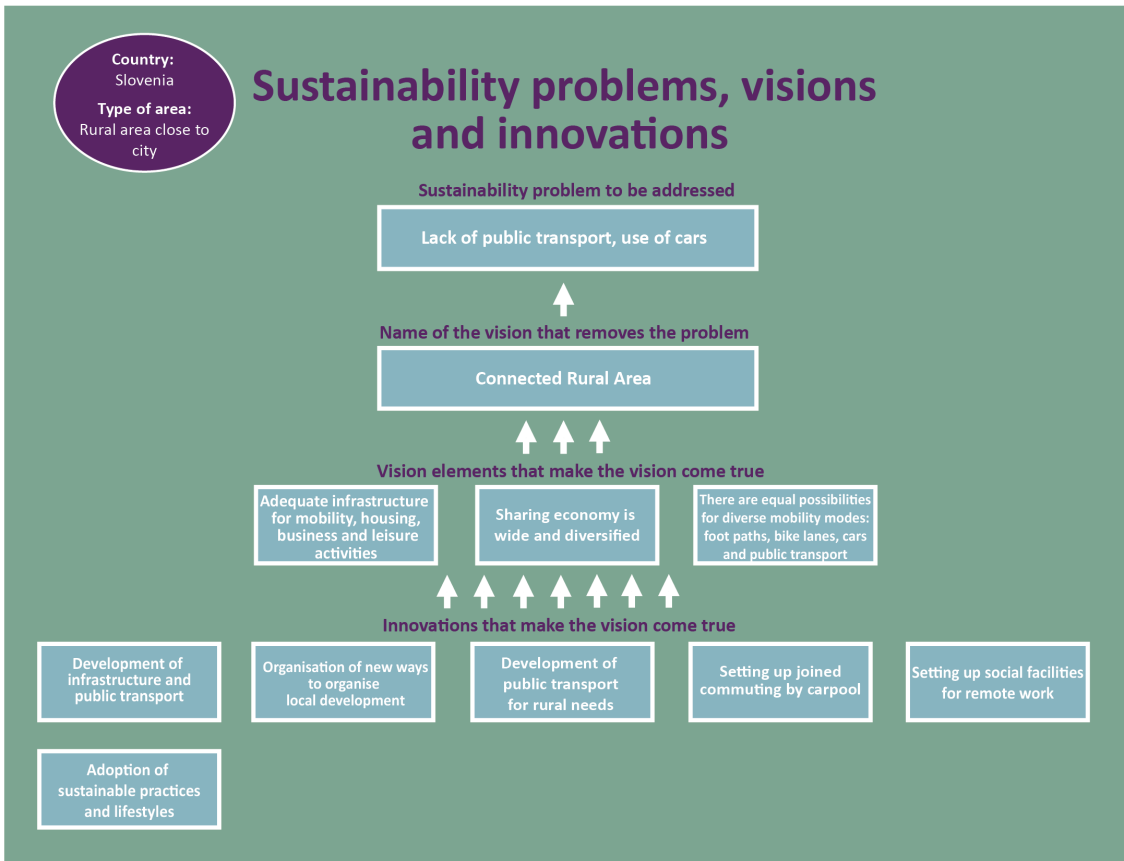


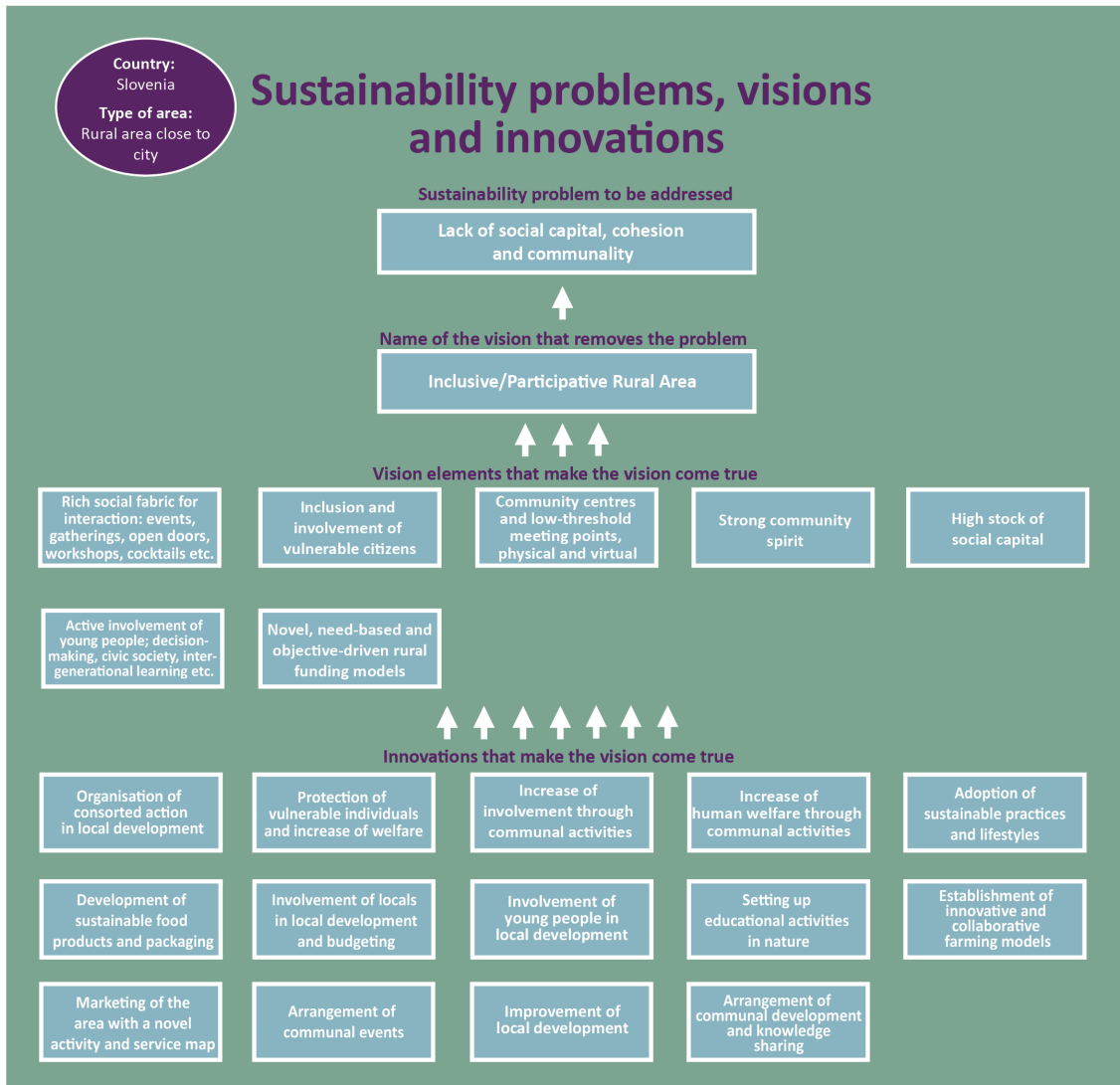


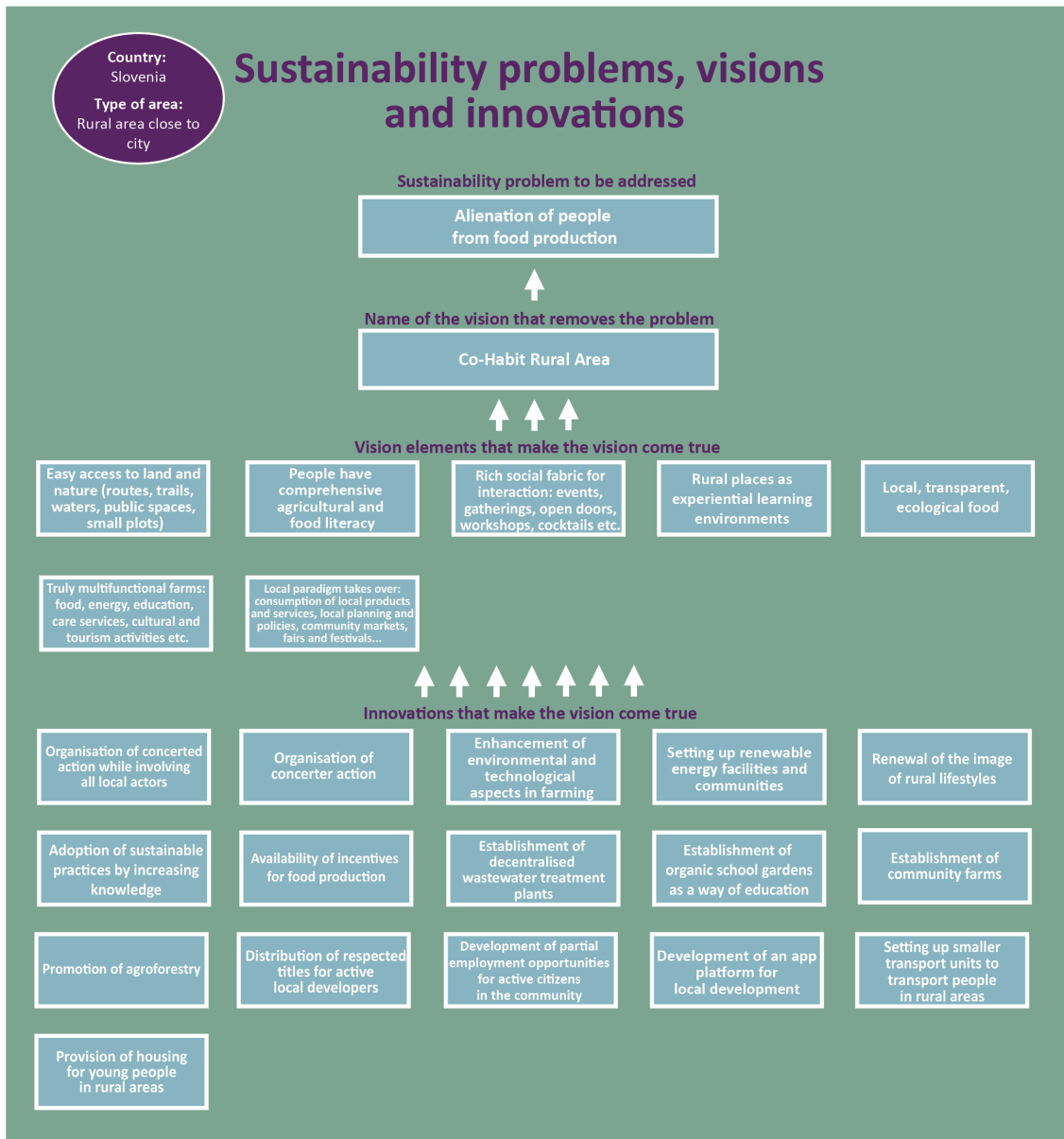


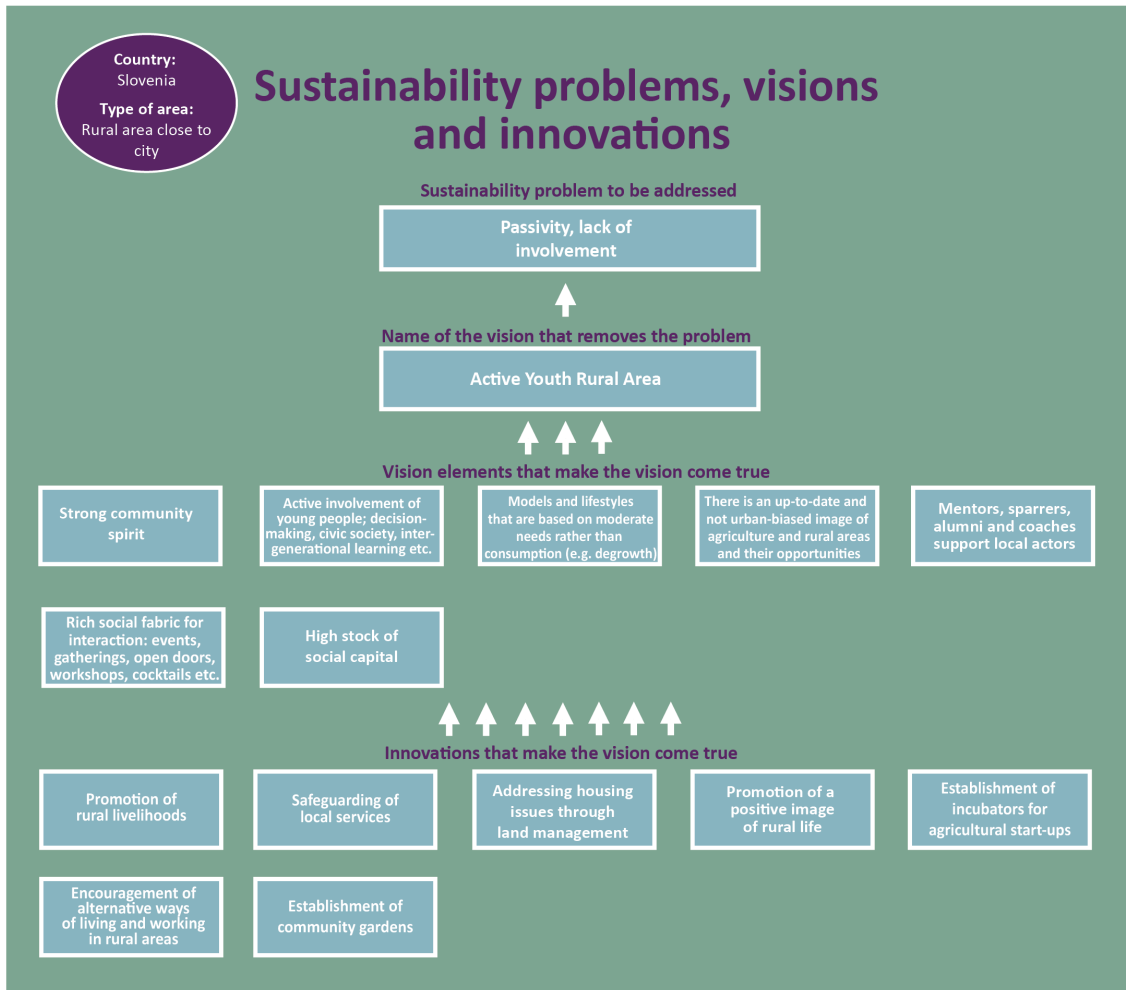


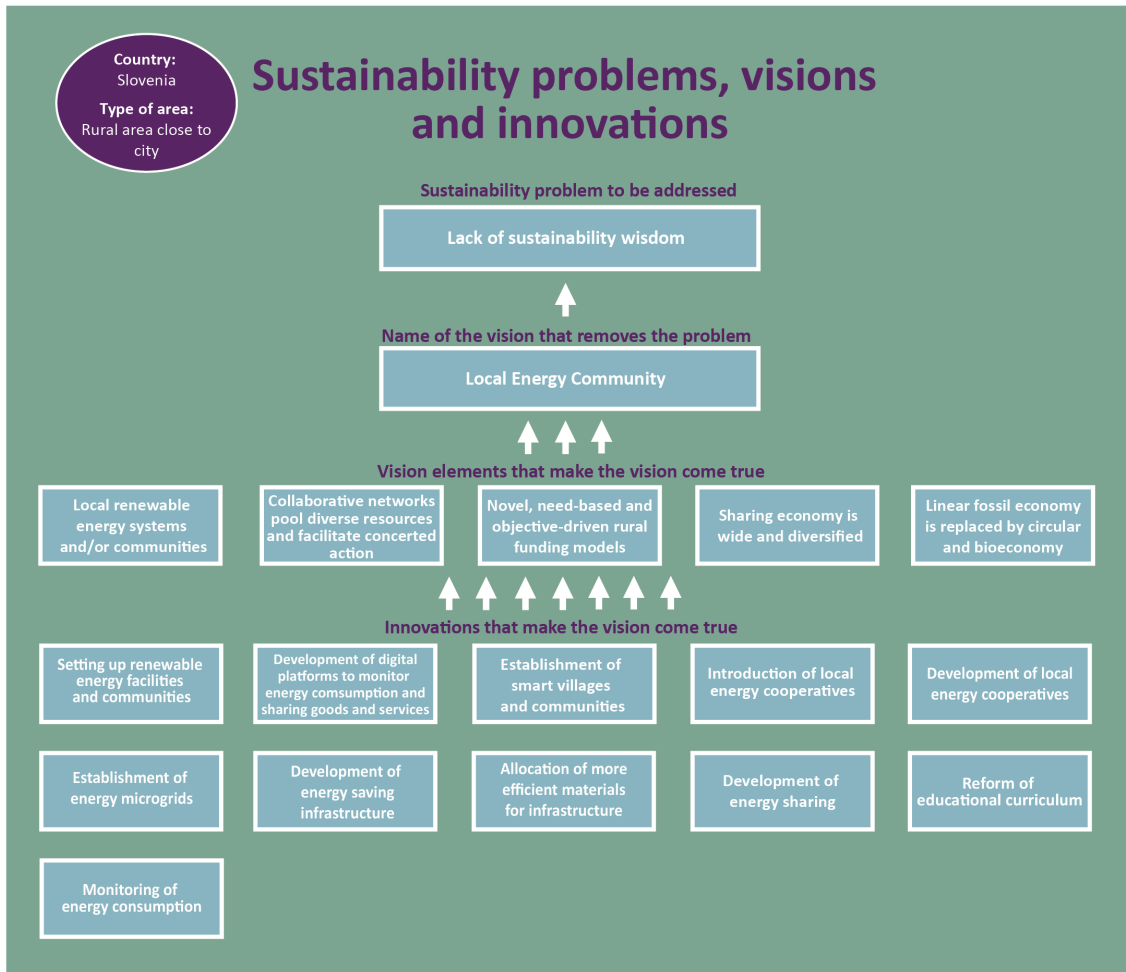




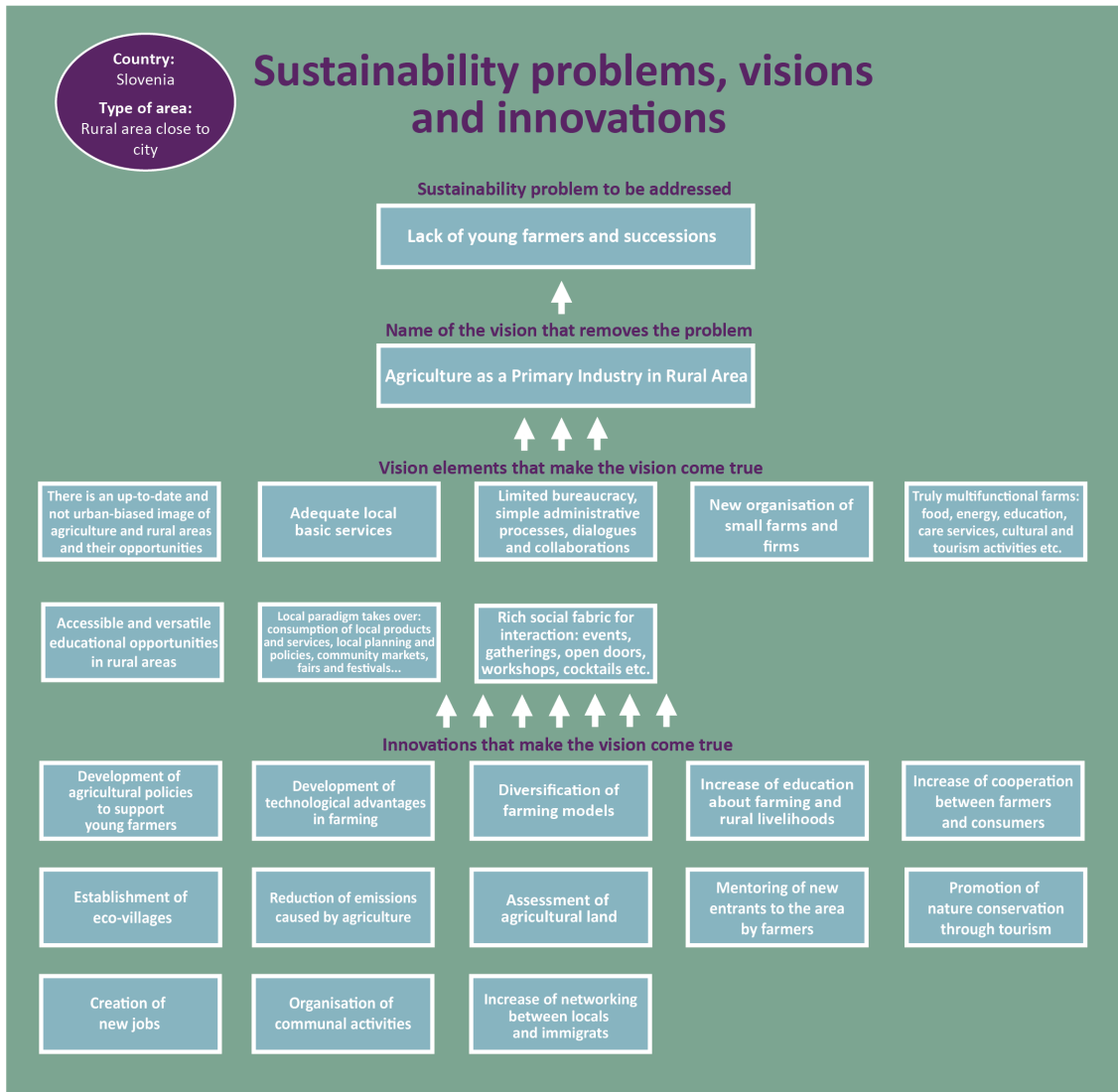


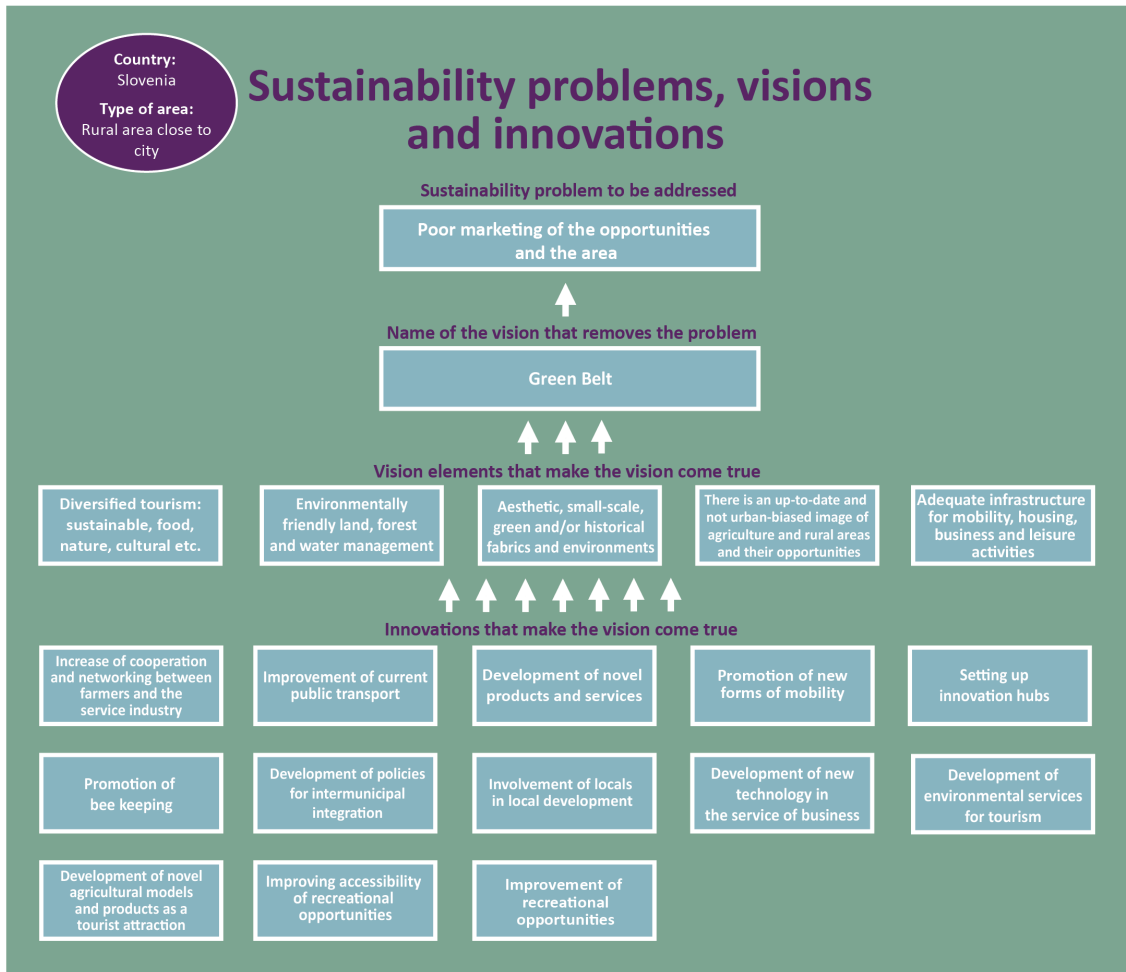


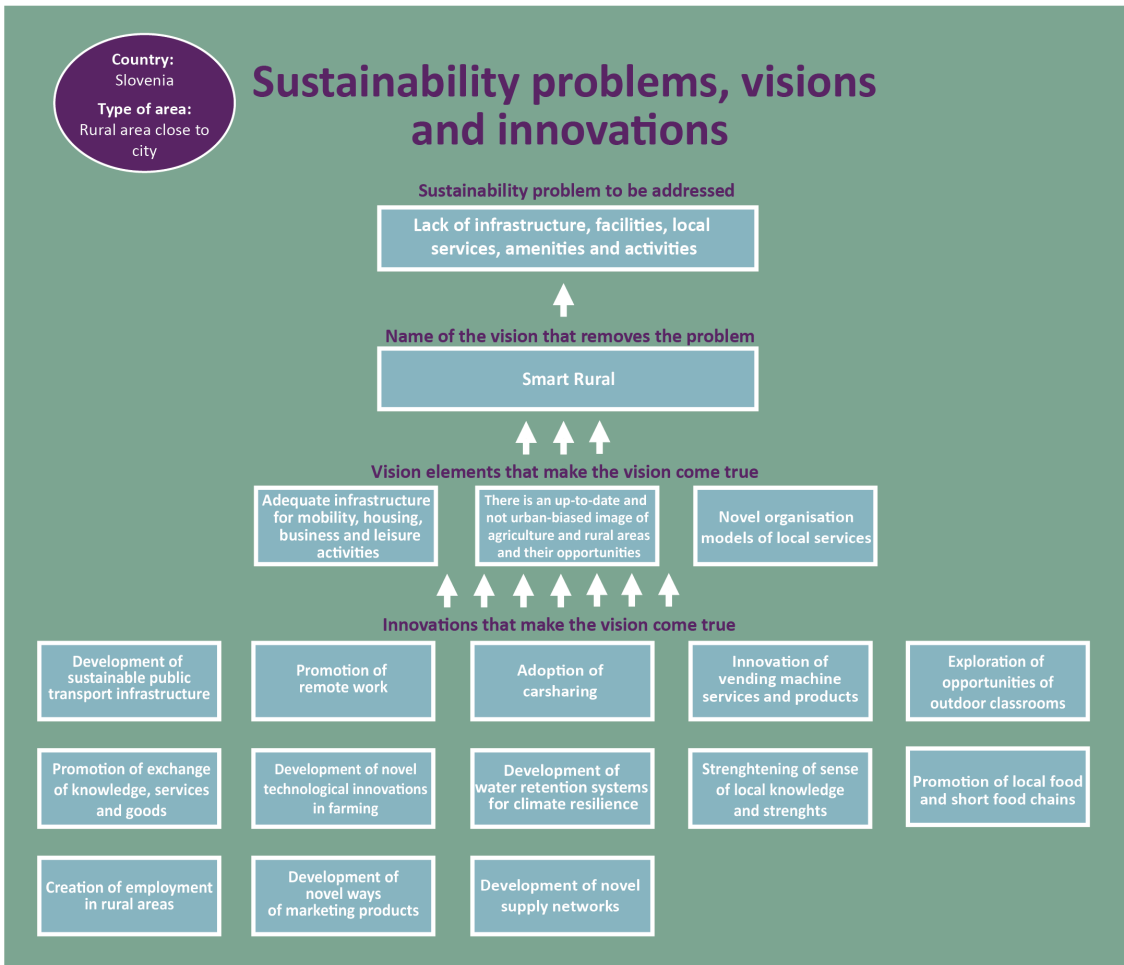


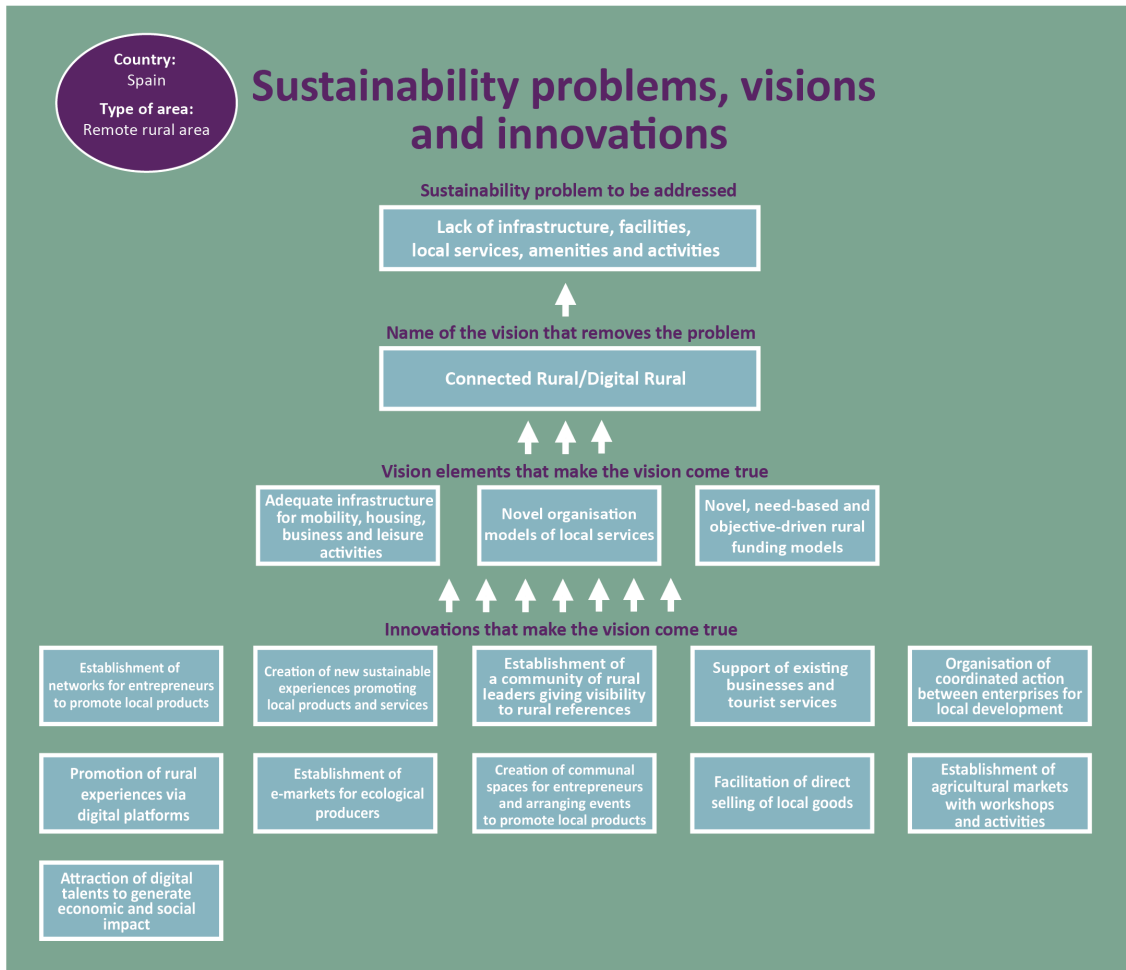


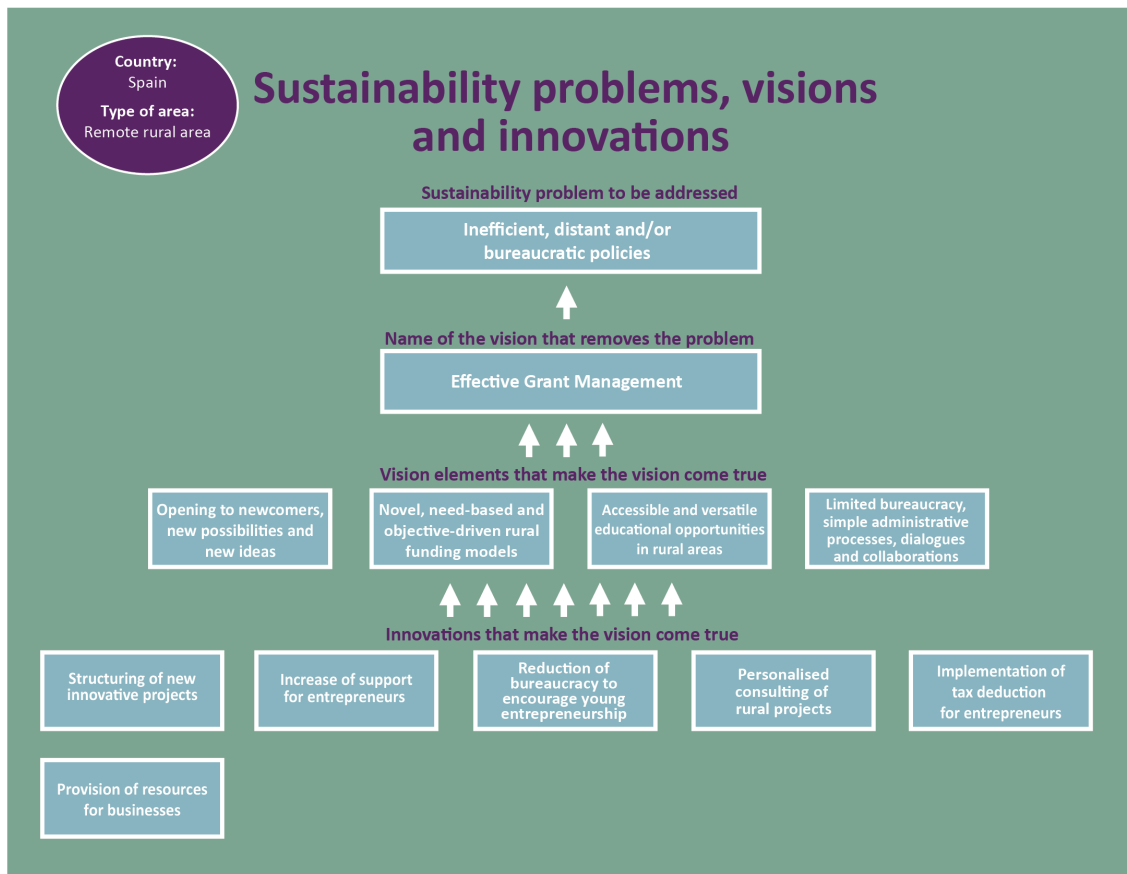


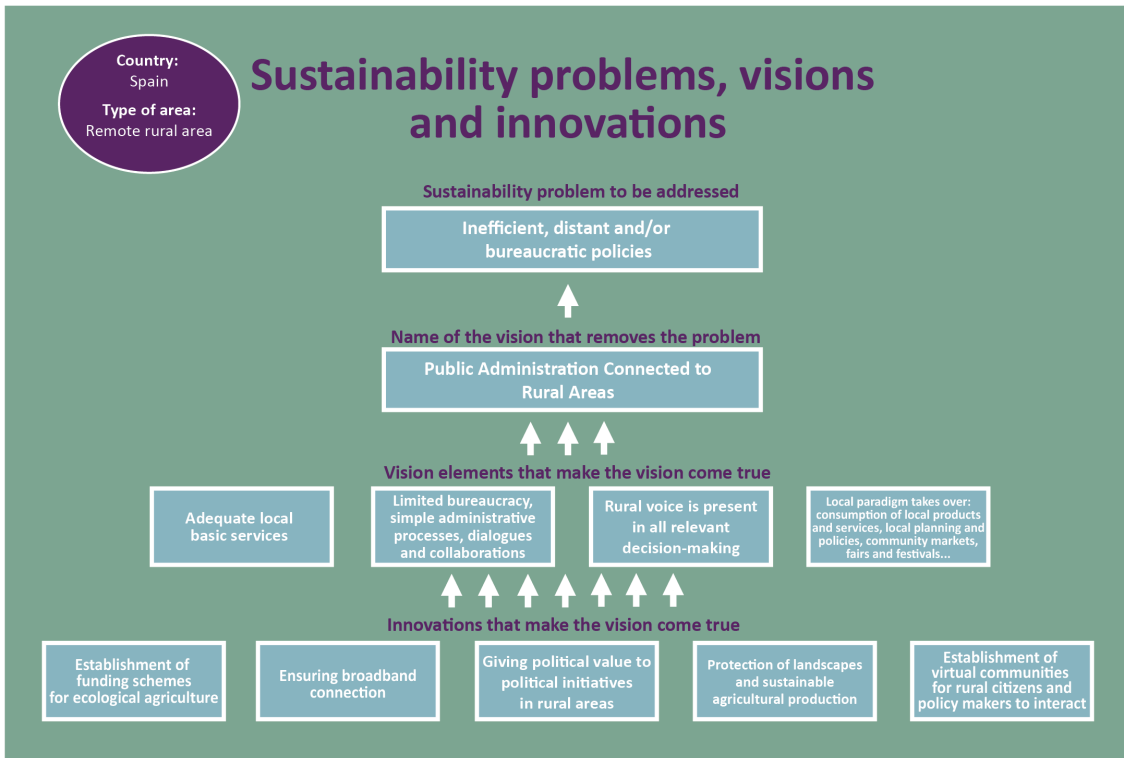


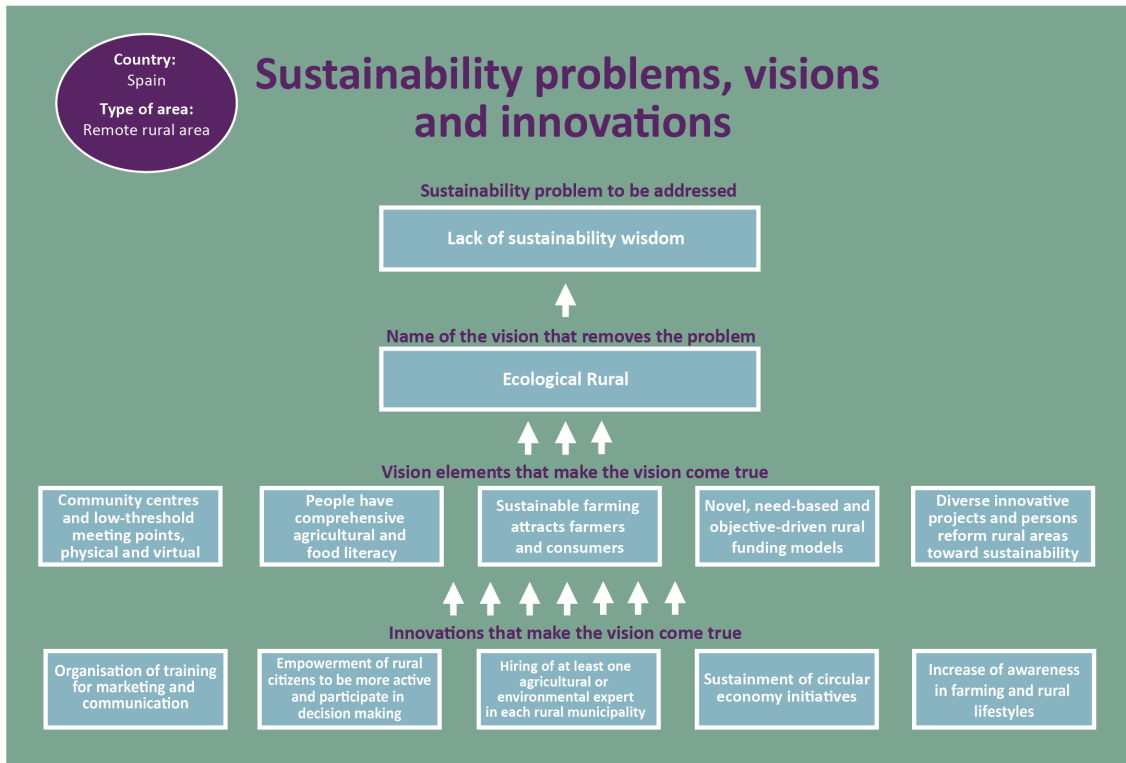


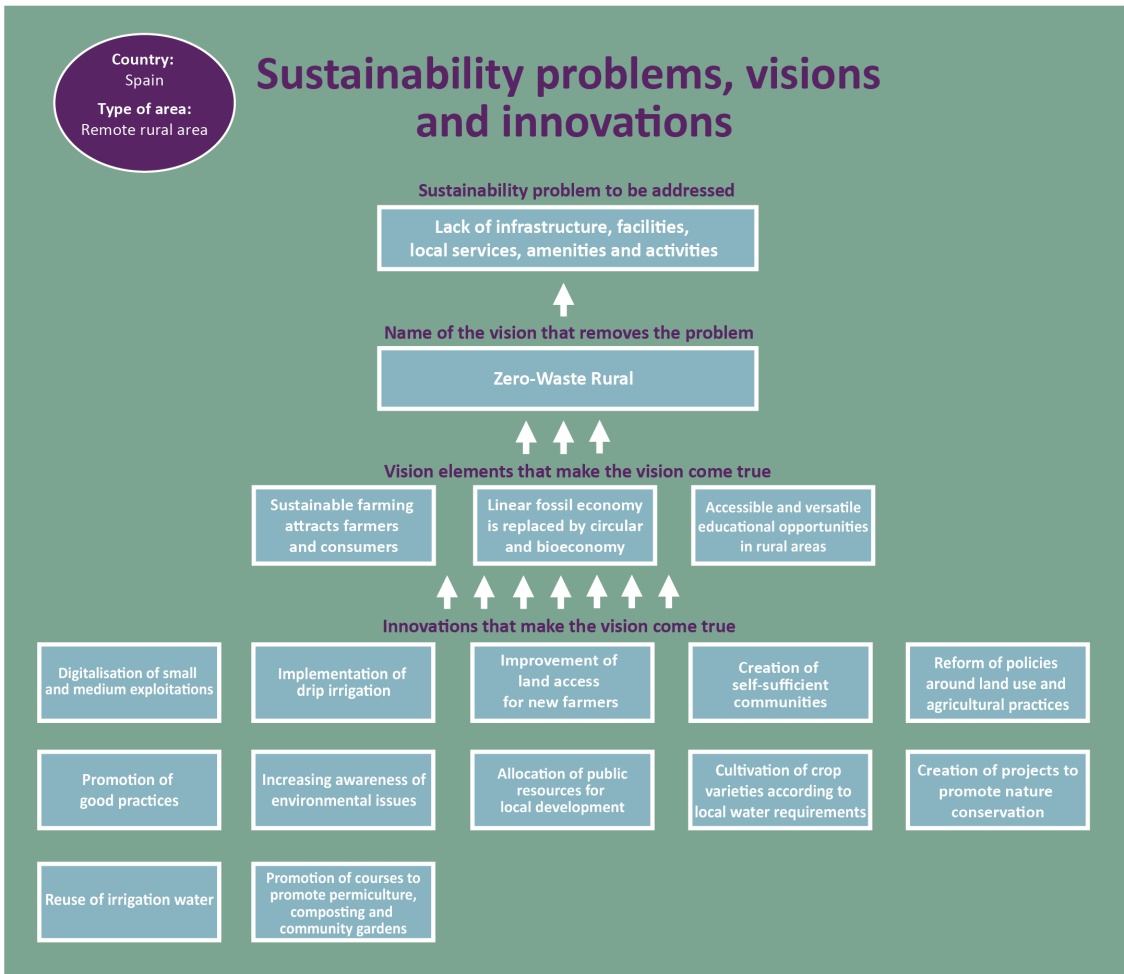




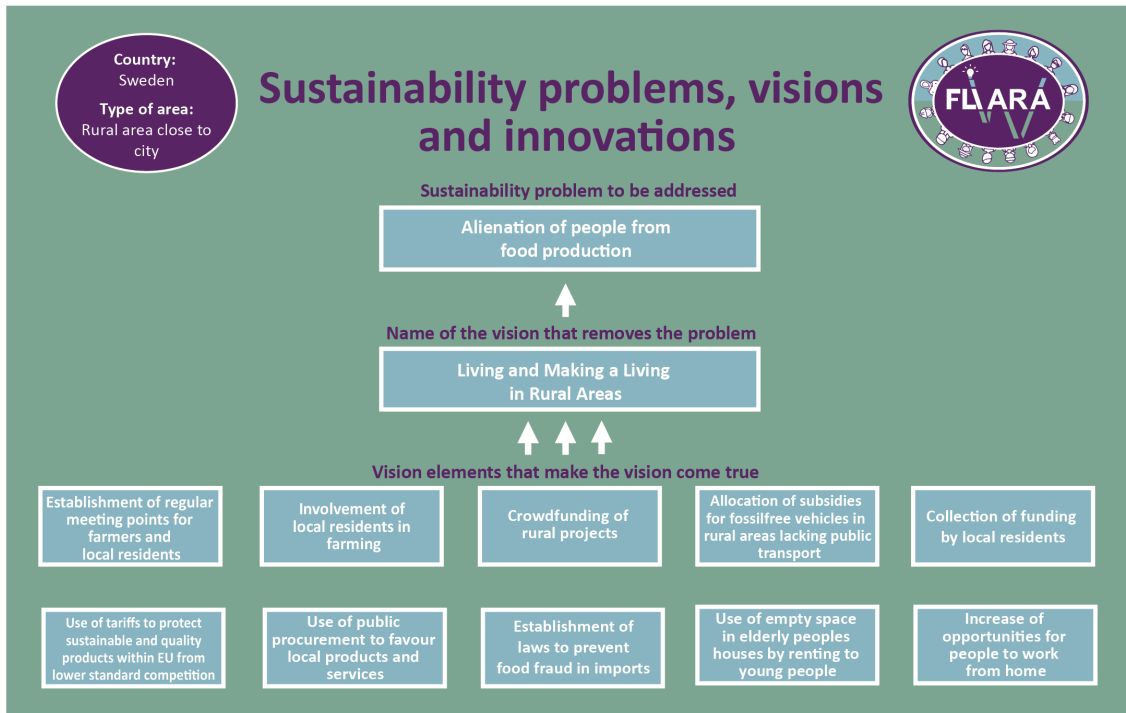




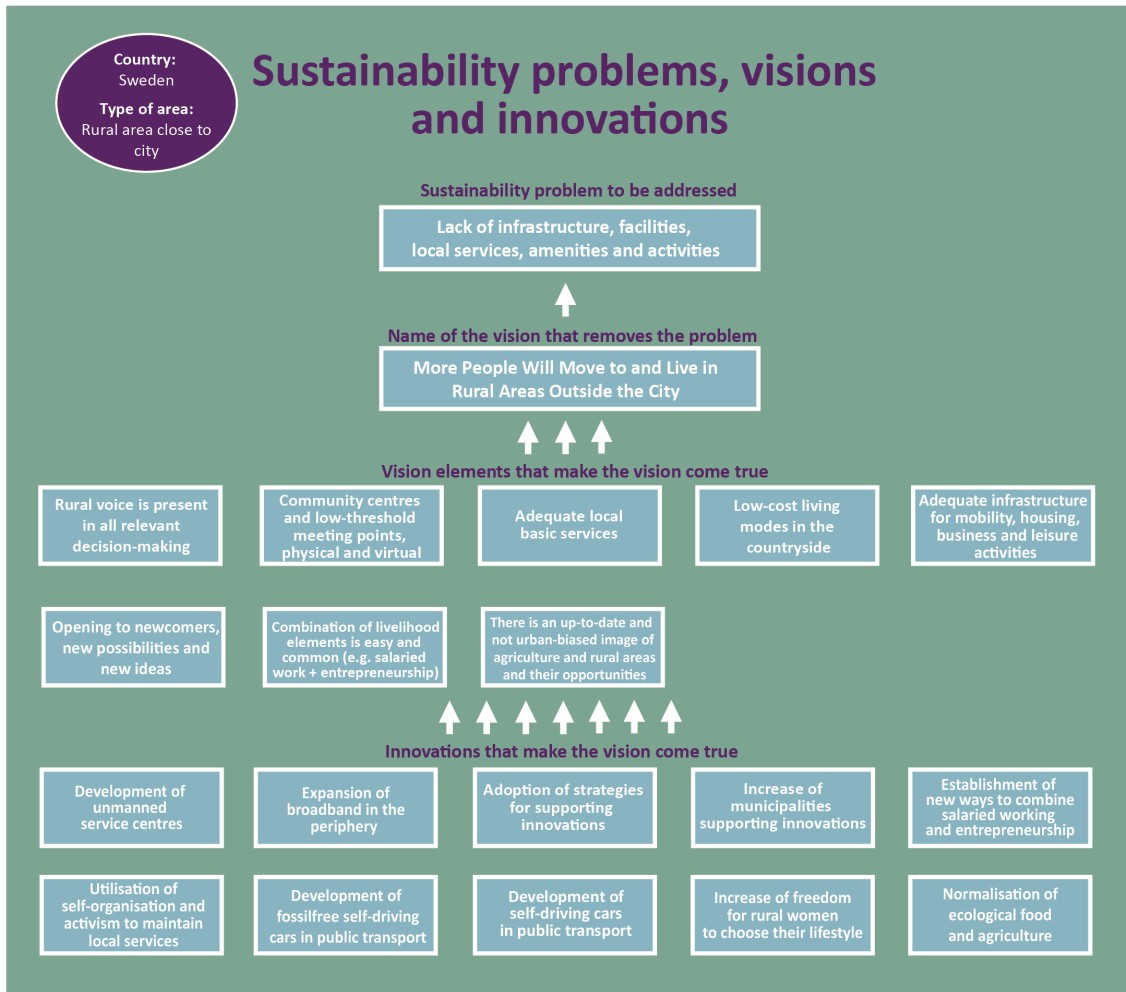




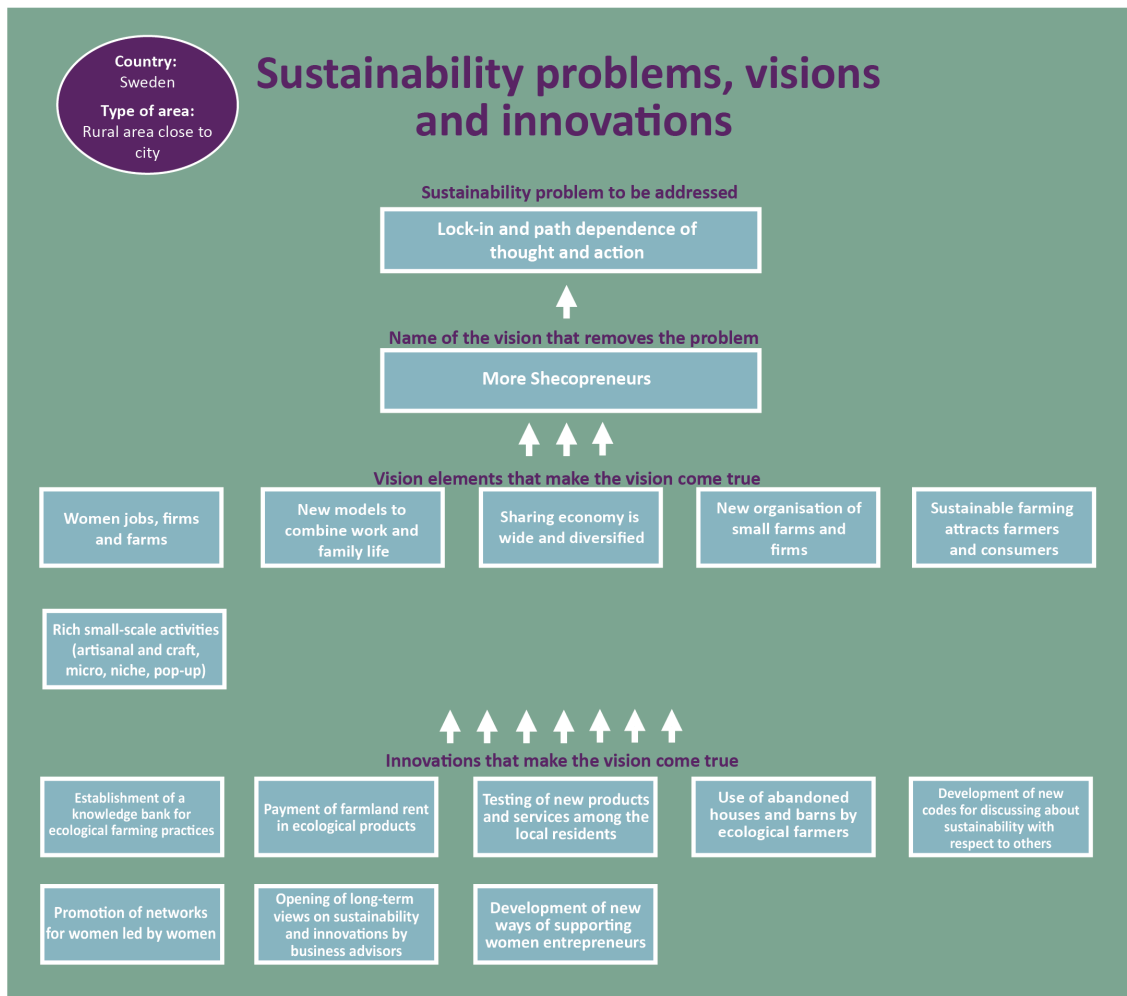


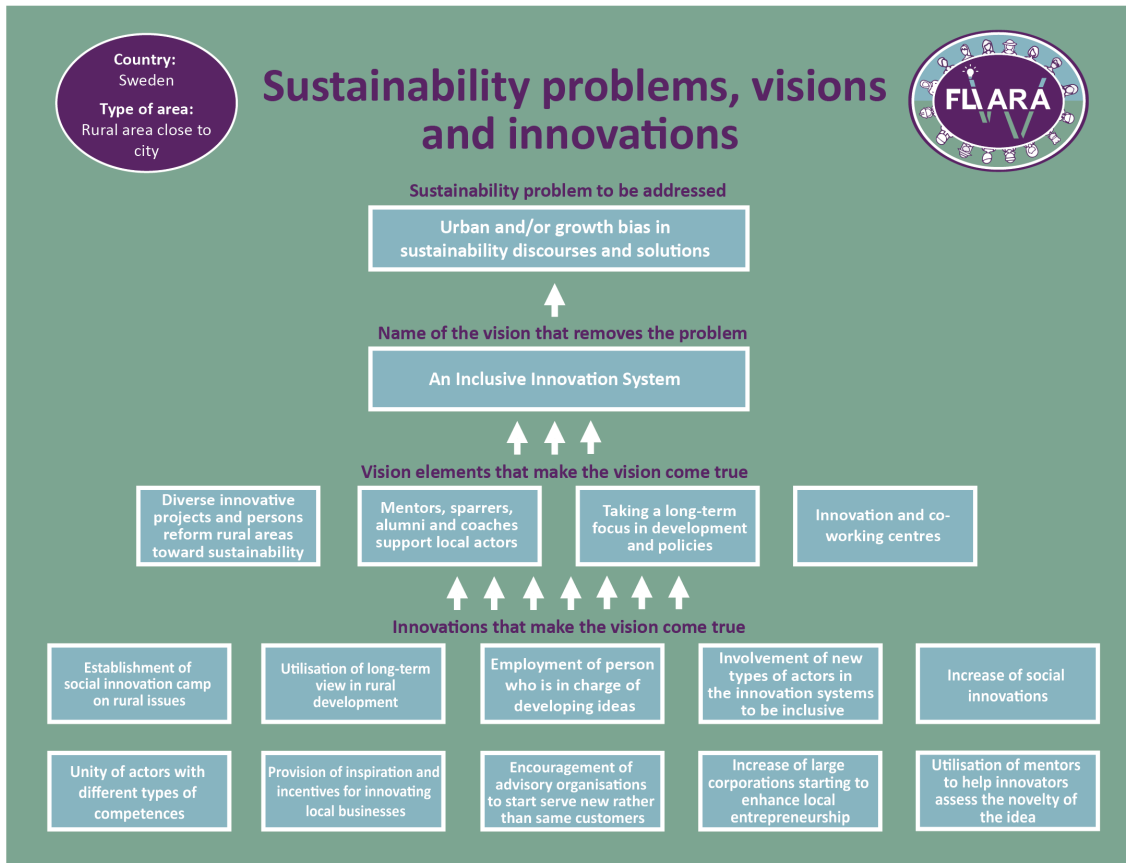


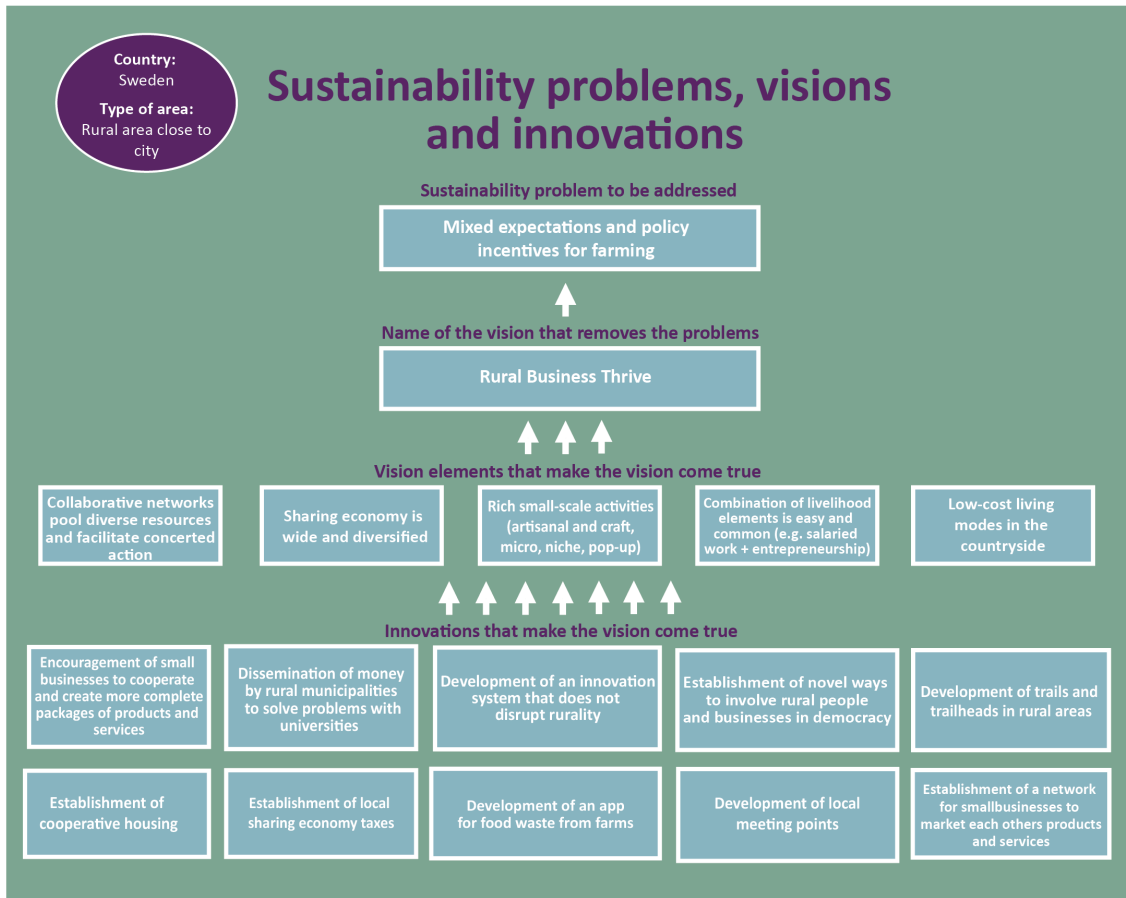


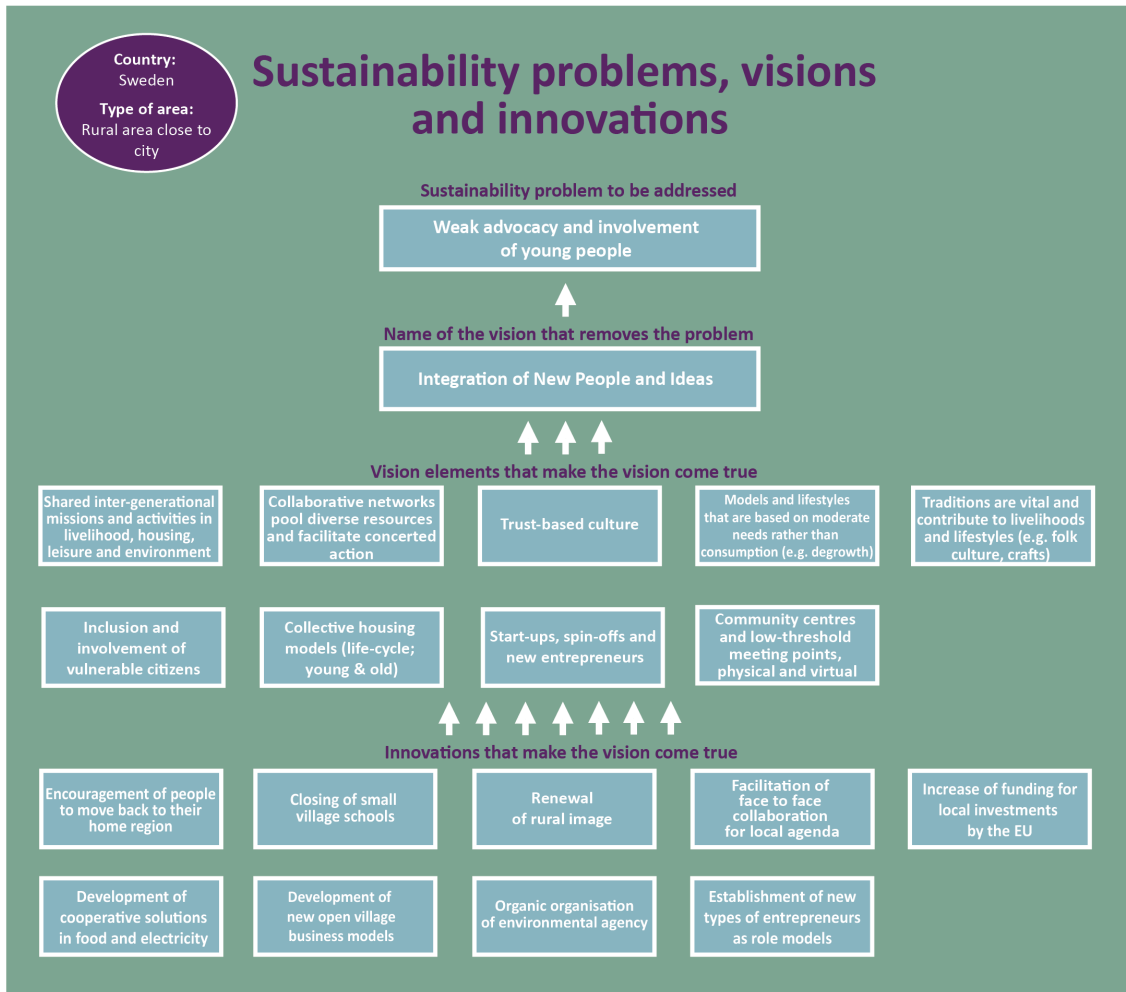




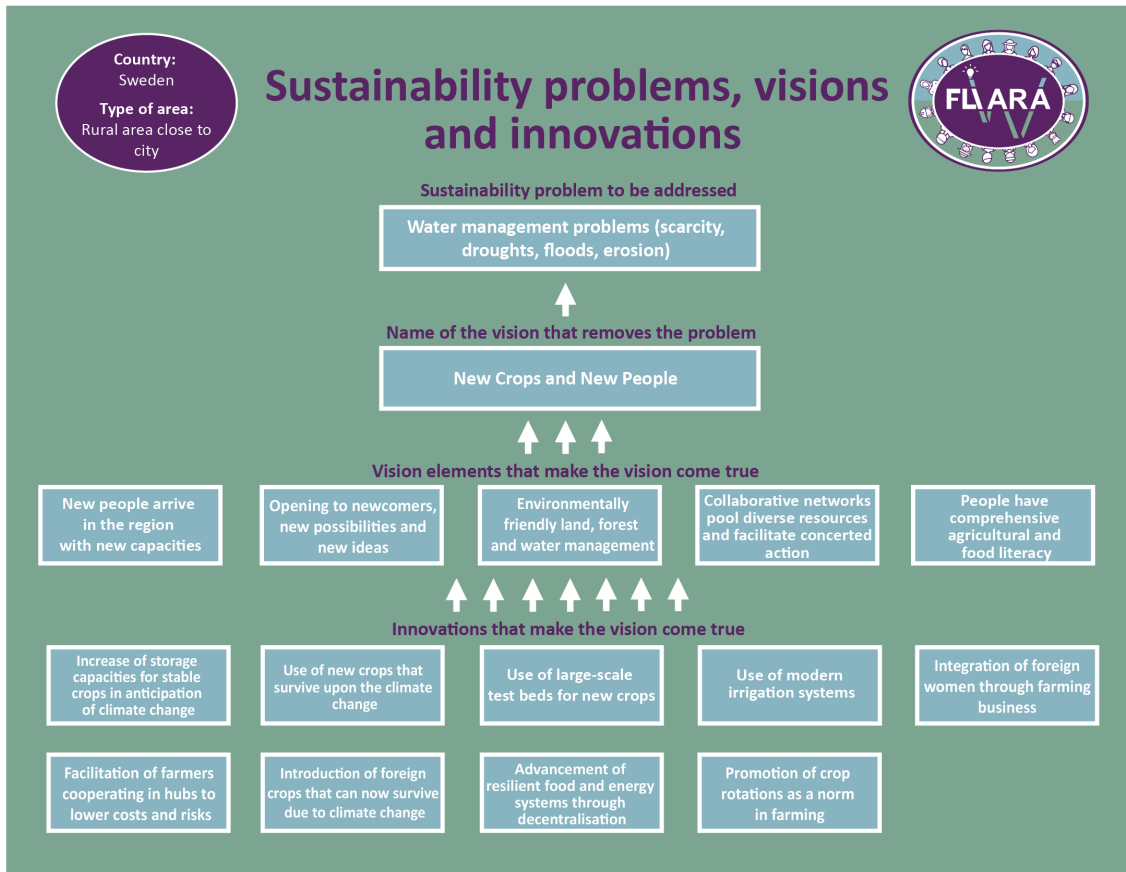


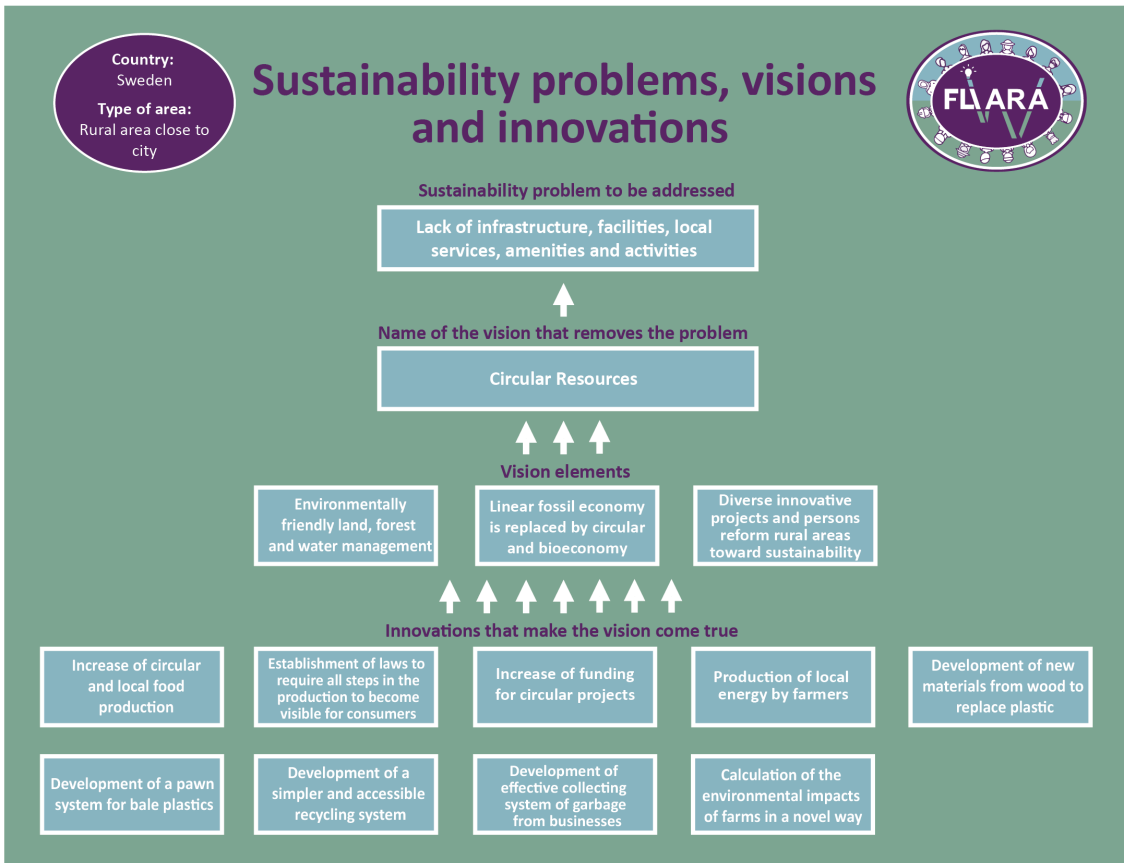














## Annex 2. The causes.

### To acquire new facilities

Because a new water pumping station has been planned in Kanaal van Steenhoek.  
Because water pumping creates differences in water heights.  
Developing and deploying tools and platforms for remote work  
Ecological farmers and producers need cheap facilities  
finding an appropriate space - connection to a local shop, connecting to other services and facilities - synergy  
Good, functioning and affordable spaces for businesses  
Integrate other amenities along with existing resources (e.g. picnic areas, e.g. community park will complement other amenities and businesses (e.g. go for lunch)  
Many abandoned buildings, village centres  
Mapping out empty business spaces  
Multi-purpose hubs- community, business and public  
The age of digitalisation makes it possible to have alternative places to meet and interact. This adds new ways but should not replace traditional ways.  
The combination of work, spending free time in one room  
There will be small community processing facilities available to small/medium farmers  
Mapping out existing spaces. What kind of facilities we have and what are they suitable for?  
the need to provide opportunities for recreation  
a financial support to buy a car, as it is currently still urgently needed in rural areas  
Local champion organising this community meeting/discussion group to begin creating this centre for tourists  
providing living space  
Recreation transcends the local environment and municipal boundaries, it is a broader activity  
Energy grids need to be re-organised and energy transition plans should not lose small-scale interventions out of sight.  
Marketing remote work spaces and hubs  
more places for meeting and recreation, open outdoor spaces for socializing  
Recreation and space have wider benefits and needs that go beyond a narrow/limited environment  
A small laboratory for the processing of medicinal herbs could be opened

### To add and reproduce local social capital

Because housing prices were affordable in the past, women of the past could to take more voluntary works than men, which is not the case today.  
Greater trust between fellow villagers makes it easier to organize sharing cars on a village level.  
Social capital  
Act as a focal point to coordinate different groups and make connections  
An assessment is carried out on each village to identify what is needed in the community  
Associations can make it easier for people to contribute by posting what they need help with and those who can pitch in with what they can, when they  
Because more women are going to work nowadays than before.  
Because the municipal jurisdiction is too broad.  
Because villagers do not often interact with strangers, outsiders or newcomers.  
Because voluntary works are rarely or little paid.  
become more active in the local community  
Build community capacity to start a social enterprises- best placed to respond to local needs  
Build social conscience and responsibility  
Community members identifying the needs in the area (Local Property Tax is not kept at local level- and it needs to be increased)  
Cordinators are a link between locals and decision-makers that investigate the state of things and report the info back and forth  
Creating a community environmental group to educate and influence the wider community/younger generations  
Creating structured development roadmaps in collaboration with local rural enterprises serves as a catalyst for coordinated community development  
facilitates the acquisition of financial resources and has the human resources to develop strategies, activities and care for development  
Have that creative space to become innovative and tackle issues impacting the area together  
Heritage days/ Craft fairs/ food markets  
In Slovenia, the local level can have a considerable impact, power -e.g. on the operation of schools, kindergartens, organizing events, etc.  
It includes only highly engaged individuals or formal groups, but the need is also felt by wider population groups  
Its not fashionable to use time on communal activities anymore. Only one-time actions that advance one's own agenda  
Often solutions, development in rural areas ... It does not occupy novelty, we are faced with a lack of knowledge and ideas - not lack of financial resources  
organization of like-minded people (family, moms, classmates)  
partially paid or defined-benefit remuneration for active community workers (e.g. counting days into pensionable periods, exempt from paying health  
People activated themselves only if local politics decides to finance activities  
People of all ages in the community attend social events and participate in social groups (e.g. Age Action, Scouts, Drama groups)  
Promoting activities and actions envisioned requires actors to cooperate  
Rural citizens do not interact enough with policy makers.  
Their needs can find political expression  
Training coaches - Educating our own local community to give them the confidence and opportunity to train in certain areas  
After the fall of communism, most ideologically conditioned associations disappeared and people focused more on individual activities



Associations have difficulties to get more members  
Boosting positive development of the population  
building more homogeneous local communities, greater cooperation, greater willingness to volunteer  
Capacity building to increase power at local level  
Citizens will be active agents of change  
Currently, this reward is partially possible through project work, but it would be good to systematically and in the long term to regulate this  
Demolition of walls  
formal integration of people (e.g. cooperative, association)  
greater involvement of all (groups) of people in the local community  
How to get young people to attend in significant numbers  
increased attendance of professional, targeted events, where an individual recognizes the benefit for the local community and their development  
involvement in developing local area plans - opportunity to be involved  
Link into existing networks to expand them  
local engagement by meeting locals where they are - local engagement in projects, utilising local skills  
Many voluntary works that were taken by women in the past are not done smoothly now.  
Power for Local Authority/ Community Forum  
Rural voices are that the decision-making table  
Since many villages having a distance from each other have merged into one municipality, one strong identity for the municipality is lacking.  
Societies see meaningfulness and meaningfulness  
Starting small. Success builds solidarity and spirit through positive experiences  
That is the problem because unpaid voluntary works are very important to keep rural communities vibrant.  
The accomplishment creates a point of pride for the village and should be celebrated with a party  
The returnees often have higher education and therefore change the demography in the rural areas.  
The time you devote to volunteering/activities in the local community is also assessed by the state / society as something worthy, positive  
There is at least one church in every village and traditionally they have been a meeting place for villagers  
They struggle to express their social demands  
To let people do first what they can do, according to the principle of subsidiarity, is more effective.  
Volunteering is encouraged and people are educated about volunteering from a young age - in schools  
a more active local community  
absence of opportunities and practices of conviviality, for example around food  
Association get funding, visibility and new members  
Because more appreciation and positive framing of farmers' role can open the mind of a farmer, softening their conservative and defensive mindset and  
Because women work, they have less time left for voluntary works.  
build awareness of value of coming together - to brand Connemara  
Building and practicing cultural traditions is has always been a social glue.  
Building non-economic relations between the cooperative, members and employees  
Built social glue: Basic communication between new and local families or groups with different opinions is the starting point for a cooperative, more friendly or even supportive neighbourhood.  
Communities now of the mindset that they are owners of their own change, and are willing to continue after the funding and experts leave  
Community action group  
Community meeting and offering funding/Development Contribution schemes  
consultation processes accessible - community halls etc.  
Each village has thick, intensive local networks and connections with a cultural identity and unique characters.  
Engaging with local community members/groups/organisations/businesses  
Farmers and landowners have felt that their ideas, concerns and opinions were not very well heard and given attention when the water management policy is decided by the waterboard.  
Generate general trust and support from the public administrations, the population can listen to create unity and local common actions.  
Get newcomers involved to pursue politics  
Local regions should be heard more in educational politics  
Locally-led rural action groups are formed to address specific needs and engage with decision-makers (e.g. County Council for county level)  
Mayors will be able to attract resources and funds in order to enhance specific local competencies  
more socializing and connecting people, strengthening sociability and local community  
Municipal politicians and administrators can better allocate more time and energy to visit farmers and rural villagers, listening to their ideas.  
Non hanno riconoscimento sociale  
People don't think they have time or cannot participate in the activities on certain times due to work  
people's rights and autonomy are not guaranteed  
professional organizers or several smaller organizers connected together  
Public Pressure  
regional assemblies - TDs(aka Members of Parliament) and local representatives network, drum up local support - local, county and regional connecting  
Requires resources  
Rise of the participation of the population, and new forms of employment.  
Rural areas have traditionally been conservative and mistrusting of strangers.  
Such initiatives help in building and strengthening social networks among entrepreneurs, producers, and the community, facilitating collaboration and  
Supporting each other when developing new products and services create social commitment  
The churches are suitable for many different types of performances  
The experience and sometime struggle brings people together  
The friends and the activity (e.g. playing music together or preparing for a festival) offers social embeddedness which is difficult to replace by new friends



The returnees bring back new ideas and experiences from other places.  
There is a need for proactive people, new ideas that inspire others.  
They do not feel the need to build collectively  
This innovation is a prerequisite for reaching others  
Those who moved farther away from the village of their origin find it difficult to maintain their local friendship due to a longer distance and their busy  
To increase the cultural level of the inhabitants of the microregion in a period of significant technological and social changes  
To maintain and develop social capital  
With shops closed down, the vibrancy of village-centres is damaged, which leads to diminishing interpersonal interactions.  
trust among actors will be developed  
a more cohesive local community  
a more cohesive society  
A vice-mayor from a different village takes a longer time to get local trust and support to do something in its policy area.  
Advertising in schools and in spaces that all groups attend- some in sports centres- some in food markets- some at the mart etc  
Also through actions with children, it will be possible to involve the whole population in caring for their village  
Build community social capital  
Connect with other activities (e.g. farming) and groups of people in local community  
enriching the local community with diverse population groups (social capital)  
Even a slight locational change into longer distances between your new house, your place of work and your original village reduces the frequency of your  
greater need stimulates the generation of new events  
individual encouragement and animation of immigrants to join the organisation and attend events  
Lack of external actors that push for cooperation and shine light on the possibilities  
More and more families are moving to the villages/countryside but people know each other less and less.  
More intimacy. When people know faces, they start to talk even when they do not have much in common. This way, a basic communication can develop  
Mutual understanding need to be created between people and farmers.  
Often, providers (and farmers) operate in established networks, not looking for new links  
Playgrounds for children draw parents to chat with each other.  
Spontaneous conversations between fellow villagers get less and less, which is not good for a sense of belonging between rural villagers.  
They do not have social recognition  
Traditional associations requires a lot of commitment of their members and participation on set days  
Training and funding support from government and related agencies to build local capacity to set up and run social enterprises  
Absence of social fabric  
A Strong network in each rural village is needed to enable that community members present promising examples.  
A strong relationship between rural retail sellers and their buyers contribute to strong attachment by rural residents to their villages.  
Because citizen-cohesiveness with community solidarity is generally stronger in rural villages than urban neighbourhoods.  
Because in the road network between rural villages, traffic jam is concentrated into certain rush hours and without car, it is difficult to flexibly visit your  
Because municipal vice-mayors work on the basis of her of his own portfolio but not on the basis of their village-origin, it is difficult for them to initiate  
Because two earners per household become common and it is more challenging to buy a house with a single earner, no capacity for voluntary works is  
content, activities tailored to the local environment and local community (area-based activities)  
It is very relevant to collaborate and set rules for being together in a convivial way: organize happy hours with local products  
Less and less people, often retired, have to do more and more work  
Public Pressure  
Sewing the seed ahead of time"  
Synergies and activities will be developed with young innovators in the area  
With active citizenship, we will be able to raise the quality of life in the community and preserve our culture, etc.  
Women need to be supported by women who have social recognition in order to be given social power  
Because anonymity is a lot less in rural villages than urban neighbourhoods and trust between each other is greater in rural villages.  
Connemara Forum embedded in the community itself, utilising contacts and partnerships from various schemes (e.g. TUS, RSS) - Community  
Incentive the benefits of joining a Co-operative  
New possibilities of social interactions: Implemented collaboratively, individuals, municipalities, schools, companies involved ...  
poor synergy among people  
strengthening the identity of those who live there and those who come there  
The strong relationship between rural small businesses and their clients can better and easily transform into a stronger organising power to take care of  
Village-squares and public spaces that attract people create more opportunities of spontaneous encounters and conversations between villagers, and  
When local friendship and close local ties get weaker, young people tend to engage a lot less in community matters and to become easily indifferent in

#### To add communality

Associations form the basis of community life  
Because farmers and landowners have been sceptical about what the regional waterboard does.  
Because it is important to keep village-shops open for the vibrancy of village-life and for fellow villagers to talk to each other.  
Because political polarisation makes it difficult to focus on practical solutions, to reach consensus and to collaborate.  
better mutual cooperation within the local community, connecting people  
Bring together the diverse groups within the region  
Builds collective ownership of projects  
Ci sarà la possibilità di sviluppare legami fisici tra gli abitanti  
Communality and aid



Create linkages between the different people involved in providing services for tourists  
Dichotomism of the population  
Ecological agricultural producers do not receive any public support.  
Farmers mentoring each other - learning best practices  
Few local residents are involved in cooperative farming or production, most are from the city.  
geographical diversity of terrain, poor interconnection  
In daily life women are generally isolated and do not communicate with each other  
In Sweden there is a problem of foreign women that lacks behind in society  
inclusion of fire brigades, rural youth, farmers' women's associations into the network of volunteers  
Integration of agencies and local communities- Udaras, Galway Local authority, Tourism agency, Western Dev Commission etc.  
Integration of all population  
Interdisciplinary cooperation for getting to know each other  
Lack of cooperation at the moment, active connections are not established  
Large project with a lot of people involved creates a greater sense of belonging  
Local actors collaborating together to mentor each other on various topics  
Local networking events/Local media  
Loneliness and marginalisation is a big problem especially for elderly people in rural villages  
Neighbours needs to meet  
People with different background who would normally not talk to each other, will meet in the local place regularly.  
possibility of random and organized meeting of people  
projects generate new interests  
Reforming associations  
Strengthen relationships at local level  
Supportive environment should do this for young people  
Surrounding community, safety nets and family aiding  
Talks/Discussion groups/meetings  
The population must be united.  
There will be an opportunity to develop physical ties among residents  
there will be initiatives and activities that will be promoted on issues of interest to the community  
Through social events, you can increase visibility, build trust, and then it is easier for people to respond to an invitation with more targeted activities for  
Village culture is important  
We recognize the great need (increasing) for the rehabilitation of vulnerable groups  
work on the farm, become more actively involved, connect with each other  
Aiming at the development of environmental sensitivity: the municipality uses a green space on public land and entrusts it to a neighborhood, which  
A behavioral school for how to be a person from Kainuu  
Appreciation  
Certain interest groups do not feel heard  
Collaborating with networks/communities  
Collaboration: Community networks  
Community events- for all ages  
ensuring that the real situation is monitored  
familiarisation with the local community and its providers  
foreigners are not welcomed by institutions (municipality, church, social services)  
greater inclusion of socially disadvantaged groups  
Increased social cohesion connected community groups together  
Increasing the motivation of workers and their families  
It encourages sociability  
It gives larger possibilities for associations to work with integration  
It is important to generate support, advice for following entrepreneurship.  
It is much more difficult to guess about others potential agendas and have prejudice towards each other if we meet face to face.  
Listening to local people, not just the most active ones. A need for new solutions  
Local people of all ages and groups within the community are consulted  
Local unity and development.  
Meetings are held between new residents and locals.  
people only go out only at public events  
Reduce the separation between Tourists and Locals  
Teaching how to socialise  
The new space must be constructive, in otium and negotium  
the possibility of connecting with fellow travellers during a shared ride  
there will be a social recognition of the elderly's role in the community  
We need an "eldsjäl" and these can come from meetings points  
We need to meet to understand each other  
When shops are closed down in villages, people would not go to streets in their free time and, thereby, accidental encounters would diminish with  
When village-squares are inviting people and interesting, people would come out to hang around.  
Women are not supported by other women



Young people get involved in existing social groups and form ties within their community  
A vice-mayor from a different village takes a longer time to get local trust and support to do something in its policy area.  
A willingness among tax payers to support locally produced food  
An external facilitator is brought in to facilitate the communication between individual groups within the community to consolidate ideas  
Cohort of women underutilised in our society  
Community meetings to gain power in the area  
Connemara Forum embedded in the region and having long term connections/networks  
develop a sense of community, solidarity  
Different common activities that allow integration: Book clubs  
Elders will be engaged in socio-cultural activities  
ensure greater connectivity between the LAG and the Ljubljana Municipality  
establishing links between different types of farmers  
Events will be held at the place (music, reading, VIP visits, village festival, farmers market ...), will be needed to make the people meet in an relaxed  
Everybody needs to have to opportunity to meet anybody else in the village  
get-to-know each other  
Greater cooperation between each other, encouragement, this leads to change  
How to find your peers and settle in the area  
In these new channels and mediums the view of democracy has become 'it is not democracy if I don't get what I want'  
inclusion of different social groups, e.g. people without an exam, younger people without a car  
increase coherence, mutual assistance  
it allows you to establish new connections  
Make an educational film club on different topics, have a public debate and see how people react  
Meeting in the community  
New forms of integration and cooperation - local cooperative, local production communities, ... Local marketing network  
Organising a meeting for local community members to volunteer to organise different aspects of the festival  
Partnerships training with various organisations (e.g. private trainers and GRETB)  
People feel heard, develop a sense of fulfillment, satisfaction  
People feel part of the community  
Socializing spaces are opening up  
Strengthening the urban-rural link – the city feels the pulse of the countryside and the countryside comes to the city  
the desire to connect, share services and goods among people  
The mindset of farming being solitary and non-cooperative is changed  
There are few arena where different stakeholder can meet and learn from each other without blaming or shaming people.  
There's many kinds of vulnerable people  
Thinking locally. Changing attitudes and thinking patterns on citizen level  
Too much individualism  
Villages started to turn into dormitories with limited community life  
Ways of integrating immigrants, new people  
We need followers for the eldsjäl that can join and continue the work  
We need to go back to basic forms of social interactions that we know works.  
Because transparency of the regional waterboard policy is less optimal.  
changing people's perception that they will want to share goods, services, will dare to pick up fruits, vegetables in community gardens (they take care of  
Connecting different actors, stakeholders, people  
cooperation between residents, sharing is possible only if people work together; Only through sharing some investment can be economic efficient  
Establishing cooperatives of innovative sustainable farming  
establishing dialogue in the local community  
greater acceptance of all groups, more cohesion rather than individualism (sense of community)  
involvement of other actors (e.g. parents)  
It is easier to achieve inclusion, connecting people for some purpose (in this case, gardening)  
It's a way to start socializing again after the pandemic  
Joint problem solving contributes to co-habit and cooperation among people. Important awareness of the benefits of cooperation.  
Leap from individual back to community  
Meetings in the area  
Not only elderly people suffer from loneliness, also those working every day.  
Old women are alone and have no support  
Partnerships, creative thinking and adaptable  
People themselves do not ask for help, do not know where to look for it, especially if they do not feel part of a community (e.g. immigrants)  
Sustaining festivals and events in the area by the community collaborating  
The face to face meetings will create a stronger community and better health.  
the need for physical contact, not just digital  
The politicians needs to find new channels and mediums to be able to have a closer and more clear communication  
The public wishes to participate in the planning of this area (a more sustainable, sustainable, non-conflicting space)  
There is a "community leader" present in the area that can start these groups and maintain momentum  
There is no common identity such as "we are all farmers and food producers"  
All organizations need to put in much more effort to create a dialogue



Civic sense and a sense of belonging to the community develop  
greater sharing of services and goods  
In small villages, the pandemic has locked individuals into private spaces  
Loneliness was common in big cities; now, there is more loneliness in the villages also.  
memory and a sense of belonging can be regenerated through the narrative of citrus culture  
There is no cooperation in everyday life  
There is racism  
they need to farm to keep their identity and be part of a social context  
work actions during cultivation, and then also picnics, an event to collect the fruits of labor, fruits, etc.

#### To add educational opportunities

Developing remote education from a regional standpoint with public and private sector  
Disconnection of existing educational content  
Diverse and non-traditional education possibilities (for masculine trades) other than agriculture  
Extending the placements in College in the Gaeltacht to a full year  
Follow the path of individual development and student projects  
Higher education is key. Increase the student quota to attract young people  
Incubation centre and local university establish a relationship and set up a feeder system or industry placement for students  
Large scale international action: education, occupational immigration, asylum seekers  
local universities enable at-home learning  
Resources in the area (broadband, staff)  
School enterprise of the Secondary School of Agriculture and Horticulture in Olomouc  
The supporting element of nature in education (not in the classroom)  
there will be educational farms  
To develop a life-long education in collaboration with Mendel University in Brno  
Classes and courses for Childcare and related services  
Connemara Forum has already trained carers in previous projects and utilised their networks and database to expand the care services in the area  
Educating local people. Expanding university of applied sciences in the area to ensure availability of skilled employees  
Ensure access to current knowledge for residents over 50 years of age  
Getting directive from National levels to align with the curriculum to fulfil a yearly programme  
Hubs to study multiple fields to a high degree. Culture and heritage incorporated in educational content  
Language days in the schools- or events- Ukrainian day etc  
Maintaining branch schools  
Pilot projects and research to support the language/community (College)  
All local actors and stakeholders on board to co-educate in combination with experts  
courses for children on "Citrus cultivation" will be organized  
Do children learn how to be friends?  
In schools, classes  
Language centre  
School based programs like "greenflag" initiatives in schools  
To promote voluntary inputs and participation by education institutes and schools, it is more effective to let each village decide on the organisation of a  
Young people are forced to learn new skills on their own initiative or are forced to turn to private courses which cost a lot of money  
For example, politics can allocate more resources to practical education and knowledge-sharing for bio-diversity among farmers.  
If the school organized internships in farms, farmers would open job opportunities for newly graduated agronomists.  
language classes and also in the schools  
Bi-Lingual classes offered as mandatory  
for the realisation of an experiential learning environment in rural areas  
study trips, hubs, networks etc sharing examples to act as catalyst  
Kangaroo-housing or other forms of houses are needed for multi-generations to live closer to each other, yet having an independent living space so that

#### To add intergenerational cooperation

Elderly can keep their house and young people can rent apartments in rural areas with no rental housing.  
Intergenerational knowledge exchanges are facilitated in schools - older generations share traditional skills and folklore  
Music and other events will entertain senior people and children at the same time and link generations  
Parents will have greater awareness of their children's cognitive potential  
Respect between generations  
there will be intergenerational activities/workshops  
Volunteering and active elders, as mentors for young people  
When those that need support will be in the same place, the middle generation will also meet and be engaged.  
The middle generation is looking after their old people or their youngsters. Families and their involvement is crucial to address any local projects.  
Young people or elderly people want to furnish/decorate the rooms they use; sterile rooms do not work for local groups' activities.  
A multi-generational house will be a location for encounter for all generations  
Farming practices are tied to this sense of roots; farming practices are sensitive to the landscape and the environment to protect the area and its previous  
transfer of knowledge, megenerational connection, old knowledge in contemporary guise  
Adapted old knowledge is necessary as needs change rapidly





Indirect support for intergenerational cooperation, rural areas are vital, remain healthy  
transfer to young generations

We need more models for exchange in rural areas especially intergenerational

Because grandparents and elderly people with knowledge and expertise in gardening are getting older, new generations do not know well practical

Because elderly people can live close to their children or younger people in a kangaroo house, while they maintain independence and privacy of living

People of different ages interact in everyday life naturally

#### To add knowledge

Change makers' mental images of sustainable agriculture

A training phase is necessary to give continuity to environmental initiatives

A group of people prepares a project and then proposes it involving schools, families and other local actors

An growing interest in creating resilience due to the effects of climate change and extreme weather.

An understanding of resilience and the importance of crop rotation for the future of farming

Because a lot of knowledge has been gone in the politics among voters and public perceptions about food.

Because bio-diversity in the midst of climate crisis has long been ignored and not dealt with properly in formal school curricula.

Because there is a high degree of uncertainty and fuzziness of concepts is prevalent.

better knowledge of this concept by all event organisers (associations, municipalities, public institutions, etc.)

better understanding the interdependencies between food production and the environment

Build awareness of co-operative models

Can't force it. Very stubborn people.

Certifications with several levels of increasingly higher degree of sustainability can support those that go beyond the minimum level of today's

Clear, public communication of energy consumption

Community to learn about environmental opportunities

Distributing knowledge

educate and raise awareness on respect towards others since elementary school

farmers will turn to the Agricultural School for support particularly in dealing with plant disease issues

For young people, understanding the connection and interdependence of nature, venture and food production is crucial

greater promotion of such services among people

greater understanding of the role and effects of agriculture in the local community

Important stakeholders understands when they learn more that there are different types of rural areas with very different needs.

information/awareness-raising actions on environmental sustainability issues and Citrus culture will be carried out

Innovators are secretive and do not want to share information

It is difficult to know where to walk or hike in a new place especially if there are no signs

It is necessary to make a deeper study on the viability of projects before they start to guide entrepreneurs in an appropriate work and finance line.

It is necessary to understand the connections between the studied fields and the environment

Local operators/associations will learn about techniques for using citrus and its processed products

Mountain trails will be known

Nature conservation activists need to point to and highlight, which values are currently destroyed. Only civil society stakeholders will be able to fight for

Need to establish more research initiatives on circular economy.

Need to overcome mere tolerance for immigrants

New experts are needed to better represent society

Newcomers needs knowledge and moral support when starting

One hour a week dedicated to teach botany

People do not understand the value of farming.

People feel unsafe to move around when they don't know where hunting is taking place.

Provide information to locals to build awareness of the benefits

Public institutions will be able/have the skills and knowledge to manage the maintenance of the areas, as opposed to today's

raising awareness of the connection between the environment, nature and society

Recognition that Remote areas are different to other rural areas

Rural entrepreneurs and rural initiatives are not visible.

Sustainability communication campaigns will be launched

The calculations we have today focus on CO2 and not on environmental effect

The concertation tables that will be activated will no longer be as it is now only dominated by the strong actors in the area, and the concertation will no

The consumers can more easily understand how the product was produced more specifically

The consumers understands what circular production means and the benefits

The employers understand the benefits from allowing people to combine.

The established businesses are inspired to innovate and becomes aware of the importance of innovation

the population will be aware of sustainability issues

The right questions from the business advisor can create awareness and inspire to ecological products

The small schools do not provide enough social and intellectual stimulans for children or teachers.

The view of wood changes

The word 'ecological' has become provocative

There is a lack of understanding of how farming works and especially ecological farming.

There is a lack of understanding of what ecological farming means.

There is not a from below-perspective



There will be a mapping of unused resources (e.g., land)  
There will be a public campaign to promote the "House of Seeds"  
Traditional media has disappeared  
Training will be specifically designed based on local needs with attention to local specificities  
transfer of knowledge and information  
we need knowledge about different types of business models and their overlap  
We need to raise awareness how actionist decisions and actions without thorough reflection/consultation are currently made.  
Women's councils and work shops. Tackling the questions: what is lacking in the area? Etc.  
Youth are the future- build awareness from a young age:  
Farms today lack awareness of the potential of proper use of new technologies  
A reluctance to change and to see the limited way of thinking  
Access to reliable information empowers young entrepreneurs with the knowledge they need to make informed business decisions in the rural context  
All actors in the innovation system are specialized in different types of organizations and entrepreneurs  
an information campaign on separate waste collection will be carried out  
awareness of existing shortcomings, supported by concrete statistical, economic, demographic etc. data and a comprehensive Action Plan  
Awareness-raising activities on the care of public spaces will be organized  
Awareness of local area and all its assets and resources  
Because different people speak of different types and definitions of sustainable farming.  
Because politicians do not have real, sharp understanding over how dire the housing crisis is for the younger generation.  
better knowledge of actors and their work  
better knowledge of such practices among people  
Carrying out talks in local schools/colleges/community meetings  
children will learn about the Citrus plant and processed Citrus products  
digital illiteracy of certain population groups, unavailability of certain services for them, digital poverty  
Ecological' as a concept has become a dirty word  
educating people about new farming practices  
Education and training around community led environmental programmes e.g. community energy and pay back schemes  
Education is locally relevant and area-based  
Education is provided as well as funding to ensure changes are long-term  
EIP agri models and peer to peer learning - local, farm specific to get farmer buy in  
Ensures that services are easy to find  
Exaggerated beliefs in the radicalness of the idea  
Focus on knowledge of medicinal herbs  
Get policy makers and county councils to go out to the remote areas- to physically visit the area  
Increased publicity campaigns, support in the community environment for this purpose  
Knowledge and skills to repair are eroded and lost through the generations.  
More awareness  
Organize cultural exchange opportunities  
Organize thematic days where environmental issues are addressed  
Parents will realize the value of an education linked to the tools offered by active pedagogy  
People can share their paths and find new paths  
Politics does not look at the needs of the inhabitants and the needs of the territory  
projects related to manual activities (e.g., calligraphy, ceramics, etc.) for children will be activated  
Raised awareness among people through public data, it also contributes to community cohesion - they strive for a common goal  
Raising awareness is needed, which is only possible by acquiring the appropriate skills  
Recognised the value of Irish language schools throughout the whole year, not just school holidays  
Remote work support, IT-support and aid  
Resistance for change. Attitude and atmosphere  
Rural people are often conservative, traditional, and aversion to novities is common  
show what the local environment has to offer  
So far, they have not felt the need, they are not aware of the importance of cooperation  
The business advisers ask the right questions when they meet the clients.  
The circular production is visualized through augmented reality  
The current attitude of society is inappropriate  
The employers are educated about how to create structures for the combining of incomes.  
The modern way of life breaks the link between food production and everyday life  
The skills of the elderly will be known and valued  
They need to know what they can do differently.  
This raises awareness among those responsible – mayors and residents  
training and assistance in using technical services and applications  
We are all part of the same eco-system  
We need to ask relevant questions to be inclusive  
Young people preparing for the labour market need more technical skills (website construction, how to make a CV, marketing).  
Awareness of how to get involved  
Because sustainability in Dutch comes etymologically from the word "an ability to continue or last long".



Citizens are not aware of the importance of maintaining rural areas active  
Development stage - insufficient maturity of society  
Different types of businesses are not seen  
easier workload planning  
educating and raising awareness among young people (from seed to food and how nature works)  
Education needs to be adapted (with topics and methods) to specific local communities  
education on such practices, good media promotion of such activities  
Enterprise support in training  
exchange information/organise a community meeting  
Farmers will be aware of the existence of the "Seed House" in the Agricultural School of Diamante where they can obtain local seeds.  
greater flow of information (novelties, trends, etc.)  
If politicians do not know well what happens on the ground, they do not know what action to take.  
In this way the rural environment is brought closer to the people and they are made aware of its importance.  
It is necessary to make a shift in general awareness  
knowledge of good practice examples  
Lack of awareness that adults are already structured on prejudices  
Make newcomers and locals aware of events in the area  
Map out facilities, trails and services that are not widely known  
Mindset shift  
more education for actors on environmental content in the local environment  
Only the idea of nutrition is common, but the concept of alimentation is much more complex  
People need to be re-educated in eco-friendly behaviors  
People tend to select groups and persons according to their social and economic position, excluding the most fragile and powerless  
Rural citizens do not feel they can change things.  
Rural entrepreneurs do not have the necessary skills to promote or e-commerce their products.  
That food is always available has been taken for granted.  
The benefits of organic, both at the soil level and for people's health, need to be known  
The complexity of ecological farming is not included such biodiversity and the treatment of animals.  
the desire to learn about food production  
The knowledge about these projects are spread by the regional administration, LEADER and the municipality.  
the policy makers will be aware on new agricultural school model  
The population will be aware of the existence of natural areas.  
there is a will in Sweden to use these crops but we lack numbers on their effectiveness  
There is an even greater need for this among people  
There is no review of what we had and what we lost  
There's a sense that this progression is inevitable and that there's no way to change it  
These groups utilise local councillors, TDs MEPs to spread their message  
They need examples from their communities developed by pioneers.  
they use to judge other women  
Transfer knowledge  
Urgent networking and guidance - we have a huge number of stakeholders who are not connected, do not have the skills  
Visits to good practices will be organized to show situations/realities where cooperation has produced positive effects  
We need a new way of talking about sustainability  
we need to embrace the complexity  
Without political intervention, it is easier for farmers to keep status quo and to not open to new ideas.  
absence of sensitivity and interventions in situations of women's discomfort  
awareness of the potential of sustainable food production  
Because people can find it difficult to identify pioneers.  
Bring in outside experts to help the community get started  
education, greater interaction in space  
evaluation of social impacts of branch schools  
Get projects that work something like FLIARA that will gather lots of different parts of information about the area  
Greater Awareness of the economic value of natural resources in connemara  
Human need for improvement, learning, socializing  
It contributes to the long-term increase of environmental awareness  
Knowledge and understanding of village businesses is lacking  
Local Action group act as a broker and communicator of opportunities  
Not enough knowledge about cooperatives at banks and business developments supporters  
Participants get additional experience, a better picture of the local environment  
People need to understand that pollution is harmful to everyone  
people think it is a new system and doesn't want to invest (even though the price is not very high)  
Policy makers and agricultural producers were not aware of the impact of their choices or activities on the landscape.  
raising awareness  
Recognize that everyone is different  
sharing knowledge, skills within the community



Success stories and good practice cases have been highlighted to the public  
The influence of key people (Leader executives) is big. There's a lack of courage  
There's an attitude problem at the root of it. Lack of courage.  
There are many benefits to the area: free day care and hobbies but these benefits are not largely known  
they are not recognized for the skills they have  
They were shown best practice cases and success stories  
Aware of the community, their needs, demands and what is in the area itself - Working strategy in itself  
Because rural municipalities are authorised to establish housing development plans, steer on housing development projects and supervise developers'  
Collaborate and learn from each other  
Engage experts- either local or external- Tailored to needs of community- could be finance; could be marketing;  
female discomfort remains hidden and invisible  
In order to know innovative practices taking place, municipal leadership, public administrators and civic leadership needs to be present in community  
It is believed that involving the elderly is just a babysitting job  
more transfer and sharing knowledge about new production methods and modern ways of life in rural areas  
stakeholder awareness on both sides  
the lack of knowledge of the others produces fear  
a change in traditional thinking (farmers have to admit that they are part of the problem, but society must also realise that farmers are not only part of  
awareness building and education/active involvement rather than presentations  
The social figure of the farmer is re-evaluated: making young people understand that if the farmer is missing, everything else collapses  
Vision is too narrow, not the right customer base and no know-how

#### To add productivity

accountability for roles and functions  
create pathways to link into networks involved in environmental initiatives  
Increasing work productivity, reducing the consumption of chemical substances  
saving time, money  
Sweden is behind when it comes to new crops  
the work load on the systems today are too high  
They are technologically more appropriate, contribute to greater energy efficiency of the individual, and more broadly  
Using existing assets and knowledge in the area  
Common rules  
If people are included in a community, know each other, there is a greater desire for participatory cooperation  
more efficient work  
Now everything is often left to individuals, the better effectiveness of individual waste water treatment plants  
The current high number of events and the workload of people, therefore the low attendance of individual events  
Understanding that such an event does not need bigger financial budget, but rather a better organization  
you need to move them twice a day  
achieving changes in the local environment  
An individual could spend more time working in the local community  
better operation of the existing system and its upgrade  
Create accessibility  
greater time and energy savings  
higher efficiency, lower costs  
Incentives to carry out local events to promote the environment  
lack of candidates for social activities, organization of activities at local level, etc.  
More power, more straight forward with ideas  
New thinking leads to concrete steps - finding ways of realizing it (e.g. promotion of organic production, raising awareness, fairs...)  
Personnel reinforcement, an additional person who would connect people in the field, take care of the organization of social dogdocks, etc.  
rewarding residents if they do so  
target groups become active actors (they organise events themselves)  
the capacity is too low, and also the supply of water  
There needs to be clear parameters to measure work load  
increased economic performance of farms  
less burden on existing staff with various content projects, more financial resources for animation of people  
Local policymakers will no longer focus only on infrastructure  
More motivation and security.  
There were no incentives, no solutions, no proper communication was established  
greater profit for participants  
less time, financial and environmental impact due to less need for daily migration to larger employment centres - cities  
More tools to make an impact

#### To add wellbeing

Because high housing costs make people occupied with earning money.  
Because houses allowing caretakers to live closely to yet independently from persons with disability are very much in demand.  
Because of lack of affordable, proper houses, the many stay with their parents, far longer than they want.



Because people from urban environments have little experience with taking good rest.  
How to tend to communities and prevent isolation and being swamped by work  
Introduction of social programs, public catering, recreation in own cottage  
Many people working in public sector (for example health care) works nightshifts and drive home afterwards  
Mothers make a lot of decisions through children. When there's a positive impact on children, it also radiates wellness to women and their minds  
Prevents becoming marginalized or isolated and disruptive behaviours  
providing healthy food to critical groups  
Recreation is a man's need  
The children have not chosen to move and they wont have to make as many sacrifices living in rural areas.  
Today, not everyone has their own gardens anymore  
A sense of greater inclusion and belonging  
Accidents happen because they are too tired  
Adapting to the needs within the community  
Balancing family life with community life and business is essential  
Beacue rural landscapes can provide people with tranquility, the beauty of nature and restfulness.  
Children will no longer be alienated by electronic games/TV viewing  
cycling will no longer be dangerous  
from the old village people will go to the sea on foot without risking to be hit by cars  
Happy animals are managed by happy workers (mainly women)  
la frammentazione sociale che oggi caratterizza i paesi verrà ricomposta  
less stress for people, easier organization of everyday life  
Livestock welfare is limited  
Poor mental health among you women and less equality could mean declining numbers in women entrepreneurs again  
Rural areas are also a place where people can be themselves and that is what makes the place better.  
Some individuals are overlooked that they need help  
the social fragmentation will be recomposed  
to achieve greater inclusion of the needs of all people  
accessibility for the socially more vulnerable, financial accessibility  
addressing people's loneliness  
Because human-powered cycling make people healthier.  
Entrepreneurship requires time and energy and support from the family/partner  
growing dissatisfaction  
identification of people in need and organised form of distribution of help for them  
It becomes easier to get access to nature and recreation  
quality leisure time in the local environment  
Space users can only be more physically active, not all population groups (including vulnerable ones)  
spending time outdoors, not indoors, at computers  
The public sector want to offer secure transport for those driving home in rural areas with bad roads and a lot of wild life  
A thriving local economy can lead to improved living standards and overall well-being in rural areas  
It reduces pollution, saves time and money for the employee and helps creates a slower life style by simplifying life.  
Less pressure about what you 'have to do' gives a slower tempo and more time to do what you want  
Those working nightshifts and commuting from the city back home to rural areas are often women in the public sector  
greater accessibility of services, more possibilities for quality leisure time  
Improving human health and environment  
the need to address the mental distress of lonely people  
However, municipal politicians do not deligently implement small interventions, which can bring a positive change to the quality of rural life.  
More wellness and communality  
Putting People First will have to be Central  
women are ashamed and fear the judgment of others

#### To adopt new practices

No courage or risk taking  
specific conditions attached to industries that reflect local needs as well: Projects are 'landed into remote areas that dont give to the community or  
A big change in all future and strategy work  
a possibility to try a crop for a year  
A targeted tax deduction  
Because individual initiatives for environmental sustainability are sometimes out of the public eye.  
Beacuse people can decide what to change in their own domains.  
Break old community structures  
Encourage use of all languages within the region  
exchanging decision makers between areas and traids  
Existing methods are ineffective  
It's difficult to disseminate this good practice to other areas  
LEADER projects demand a lot of planning which kills creativity. This doesn't work in reality in the development circles  
Learn from each other about best practices



Local farmers able to implement the necessary changes to their farming practices  
Negotiation problems especially with landowners who live elsewhere  
New innovations e.g. remote voting  
opening and expanding trail networks - balance between open and safe  
Planning strategy to respond to changing economic opportunities e.g. free house as experiential tourism - refused as unfamiliar with this type of planning  
Policies and regulations take into consideration the specific case and needs of rural entrepreneurial activities e.g. rural abattoirs  
rationalization and optimization of agricultural production, both from the point of view of technological and environmental issues  
Reluctancy to let young people into decision making because of old patterns  
removing administrative restrictions so that if you do not take over the farm, you are not entitled to certain agricultural policy measures  
So far, there are no plans for community energy management at the local level in Slovenia  
Social activities and amenities (e.g. festivals, field days) are active year-round, as are environmental protections (e.g. litter clean-ups)  
Structural change in the system of support projects for communities  
Technological development is heading in this direction, but on the other hand, young people are more skilled at living and working in a more  
The advisory organizations wait for clients to approach them and does not segment the market.  
The current way of measuring sustainability in farming focuses on climate change  
The old tradition of centralization in Sweden is broken  
There are costs and risks of experimenting with new crops and methods.  
There is a shift in mindset from one-off housing culture  
There will be increased control of the forest ranger  
unfavourable age structure and inability to keep up with innovation, as social change is much faster and more complex than existing generations of  
Upskill and learn best practices  
We find that the contents in the field of circular economy and, above all, technical and technological solutions are insufficiently included  
We need alternative ways of funding projects in rural areas  
After the pandemic many employees expect to be able to work from home  
As humans we have a difficult to focus on more than one thing at the time and ignores the complexities  
better monitoring, simple monitoring system, new waste utilisation technologies  
Bridging components from existing pilot projects to learn from this and share best practices  
Co-operatives to also use circular or chain economy- Tourism is linked to identity which is linked to marketing for produce  
Creative problem solving, critical thinking  
deinstitutionalisation of existing institutionalised health services  
Ecological farming and crops are still new  
Examples of good practices helps to highlight possibilities (e.g. in Westport)  
excessive media abundance; the inability of an individual to absorb and use, to know as many different promotional channels as there are in the USA, and  
Farmers are willing to adopt new crops when they see results  
Farming is an industry with many old traditions of how it should be done.  
In the existing system, such construction is not system-supported, and only recommendations are not enough  
In the past, we did not address this issue, everything was adapted to individual mobility  
In this region, the amount of work the waterboard needs to do is very large due to the complexity of water management required in this region.  
Innovative responses to planning  
linking farming and education, transfer of practices  
looking at existing models to gain insights and ideas for applying/adapting to a local context  
Many municipalities haven't woken to the situation yet with the new service structure reform of social welfare and health care  
New Governance structure (Safety net)  
Other forms of funding: Highway tolls. More money could be allocated to smaller roads  
pattern-like, rigid operating models  
People are used to owning their homes  
People using the forest, trails and paths as a recreational place ends up in the middle of hunting parties  
Piloting and getting experiences of shared economy will erase prejudices  
Placing the local actors at the centre of the festival  
remit aligned to roles and function  
Rural entrepreneurs and farmers do not know how they can exploit residual waste of their activities.  
Sectors lack resources to develop ideas  
Sustainability outreach can be based on projects that have worked elsewhere.  
The existing measures and initiatives to transfer the farm to the next generation are not effective enough, so complete newcomers are needed  
The lack of interaction with new people and ideas conserves a traditional discriminatory view on differences.  
the need to ensure the economic aspect of agriculture as an economic activity in which technological developments must be kept up with  
The producer can more easily communicate which level the particular product was produced  
The same people contacts the organization every year and not those who the organization should support  
Theres a fear of failing in new kind of projects  
to overcome the stratification of rural areas to indigenous/local people and immigrants  
Trades should be very interested about gamification and try cooperation with start-ups and companies.  
transfer of good practices from business to agriculture  
Because it is easier to do something with a positive impact in the area of immediate control.  
Break old model of committee structures  
changes, impact on young generations



communal wastewater treatment plants are cheaper, they provide greater efficiency, the greater the incentive is a community concern  
 Due to lack of feasible housing options to young singles in working ages, they stay longer with their parents.  
 embracing the complexity will bring society forward  
 Failure to think outside of familiar paths and reinvent  
 Included in the Udaras plans (explored/led by the entity in the Gaeltacht area - Udaras)  
 independent evaluator  
 Link Tax incentives to remote areas with a built in local area gain  
 Mobile services have been refused by local officers  
 Motivate agriculturo through a bonus for shepherding in zone that needs it.  
 National and international success stories are becoming more visable and viewed as viable options e.g. ecovillages  
 Old tools and practices. No courage to stray from the norm.  
 Social paradigm  
 Structures in the public sector is not susceptible for these kind of initiatives  
 The hunters do not need to inform about where they hunt  
 There should be a freedom to fail. There's directions and policies behind it  
 unwillingness of people to use so many different social networks and rapidly changing channels, media  
 We can't only focus on economic outcomes  
 Adapting to peat oxidation, land subsidence and salinization, water-levels in different ditches in the polder need to be monitored and managed in a  
 Because it takes a longer time and far more effort to try to change in a scale out of their immediate control.  
 Change of remit of Local County Council  
 due to less physical labor, people's nutritional needs have changed; The second reason is the almost "excessive" emotional response of humans to animal  
 Executing new practices on the "second level" is done involuntarily and becomes very difficult  
 facilitating the planning of ecosystem services  
 If the farmer acts under a circular economy, it is also a positive promotion for the farmer  
 planned production planning  
 Polish trails are used on the one hand for food production, and on the other hand, for recreation, etc.  
 The regional waterboards needs to identify more tailormade, more professional solutions.  
 Because individuals can be encouraged to do what they can do differently.  
 examining good practices (outside of Ireland also)  
 Inter-agency approach e.g. Udaras and Enterprise Ireland  
 More courage and risk taking  
 the age limit that a farmer must retire at the age of 65 and hand over the farm onwards  
 With the current rigid regulatory framework in the Netherlands, supply of houses is taken very cautiously and processed slowly in public administration.

**To adopt sustainable and pro-environmental behaviours**

environmental choices are to complex  
 Awareness that from the balance of nature depends also the balance of society  
 Gradual reduction of carbon footprint at local level  
 People are tired of decisions  
 We must recall beauty, care and respect  
 A political will to increase sustainable consumption to reach the sustainability goals.  
 A whole community approach to collectively build a sustainable community- smart village for example  
 awareness raising actions will be promoted towards tourists to carry out separate waste collection  
 Because the current fiscal system does not promote the consumption of sustainable, biological agriculture products.  
 Because their perception is even far clearer now than before that bicycle is the cleanest transport mode.  
 Citizens will have respect and care for public places  
 developing healthy living habits and consumerism  
 Each own domain needs to change to be more sustainable.  
 Eco-tourism (e.g. eco-camping)  
 Engage the community in reduce reuse recycle initiatives  
 Existing methods have a negative impact on the local environment  
 For example carpooling  
 High consumer awareness and demand for local food, and the market has to adapt to the affordability and physical availability of products  
 high environmental and ecological awareness among people  
 New possibilities for other communities that do not inherit or do not have any family links. Universal access to land.  
 Only when more connections are created between village-cores and different parts of the region, more rural villagers would use public transportation.  
 Organic production is not widespread in Diamante Citrus groves because farmers want to avoid fruits that are not aesthetically perfect otherwise Jews  
 People are no longer only willing to use traditional energy sources e.g. home heating sources like turf  
 People buy new stuffs instead of reusing old one.  
 re-educate people and give new values to nature  
 reducing daily commuting  
 responsible behaviour towards the environment and towards future generations  
 sustainable farming activity seen as a local asset to the community  
 the issue is greater in businesses than in households  
 the population is not longer forced to use the car



today's system is too complicated  
Avoid importation of fertile land (in the Canary Islands, fertile land is imported from 13 different countries).  
Because it is difficult to link old stuff with new users.  
Because the convenience of supermarkets makes people less appreciate food.  
Benefits farmers that follow stricter laws for example animal welfare within the EU  
can use animal waste to make biogas that the tractor is run on. Or, use chips from the forest to produce electricity that you can charge your chain saw  
Climate change will affect our behaviour  
Contribution to food self-sufficiency  
Eco-hub sustainable tourism  
Financial incentive to come to work by bicycle  
Higher energy costs encourage people to switch to solar panels, wood biomass, etc.  
In this way the rural environment is brought closer to the people and they are made aware of its importance.  
increased biodiversity  
increased commuting, individual commuters, road-oriented nation  
increasing self-sufficiency, increasing biodiversity, reducing environmental impacts due to long supply routes ...  
it is designed for someone who is really into recycling and who will do the job  
It is very difficult for consumers to make sustainable choices  
It leads to lower energy consumption at all levels, less pressures on the environment  
less emissions  
Materials involving less emission of CO<sub>2</sub> and nitrogen as wood, reed and clay can be used more in construction and isolation.  
Minimise water waste.  
More and more people are concerned with the hate based way of discussing which intimidates ecopreneurs, journalists and politicians that argue for  
Not only as extra curricular activities but also as a formal part of the education system, bio-diversity for the earth and human life needs to get more  
On the top of high producing costs of biological products, the identical VAT-rate on food and drink keeps money-oriented consumers from choosing  
People find it easy to maintain their gardens with tiles than soil.  
People will choose to use public transport faster  
possibility of responsible consumption, purchase without packaging  
Public transport services will be implemented between the municipalities  
The mindsets of local people have changed to be less sceptical of renewable sources  
The practice of phytodepuration will be widespread  
There are models to repurpose products and materials in the community e.g. rental models, take-back, circular economy  
There are no systems for recycling in the business  
There will be an increase in demand for plant products, which farmers will have to follow  
zahtevе družbe/ljudi po bolj povezani pridelavi hrane z okoljskimi zahtevami in potrebami  
A political will to protect other values than price competition  
addressing all aspects of sustainability  
Agricultural wastes are not exploited.  
Agriculture begins to cooperate with the environment  
Because human behavior should change.  
Because municipalities are less concerned with promoting solar energy where possible, more proactive approaches are needed by municipal politicians  
difficult terrain, demanding natural conditions, other energy sources are more favorable  
during the summer period, tourists staying in these villages will carry out correct waste separation, unlike what happens today  
ensuring integrated care for the local environment  
everyone doesn't care about recycling, or are new to this (foreigners and tourists)  
Greater awareness of vulnerability of the environment  
high awareness among farmers and consumers for the benefit of the environment  
How to do biological farming or how to keep your own garden a breeding place for bio-diversity needs to be taught in a very practical manner so that  
It is very difficult for them to understand how products are produced  
it varies a lot between different recycling plants and municipalities  
Living in harmony with nature - understanding processes and understanding of nature in order to avoid nature disasters  
Local people are educated on renewable energy, the environmental benefits and how to engage with it  
Newcomers share the values of the village environment, because it is precisely because of these values that they immigrated (tradition, taking care of the  
raising awareness of traditional and environmentally acceptable practices  
Social behavior against the environment is not sanctioned enough  
Social enterprises to build circular economy for environment initiatives;  
The employers regard the possibility to work from home as a part of creating environmental, social and economic sustainability.  
The natural, rural environment is more efficient, appropriate  
There are no actors that collect initiatives and "eldsjälar"  
There is a culture of upcycling, repurposing and an awareness of the life cycle of products  
There will be an increase in the use of bicycles  
this will give the farmer a good feeling inside  
Today's system is being built on the willingness of farmers to drive their bale plastic into the city and recycle them  
When people change their perception and find it more delightful to keep garden green without tiles, birds and insects would increase more.  
Repetition of environmental behaviors triggers personal gratification  
advantages of living in rural areas, better quality living environment (social, environmental, etc.)





Because of inconvenient, unmatching moments of busses and trains, rural villagers tend to choose a car for their commuting to urban areas instead of Concrete measurable objectives can be defined - e.g. people eat more vegetables, a higher proportion of eco-foods, ..., to ensure the necessary Environmental awareness of customers and striving for unpacked food  
growing awareness of value of environmentally linked tourism/experiential tourism  
It becomes an individual problem and decision  
less emissions, less traffic congestion, a quieter environment, less discomfort to local residents  
meetings will be organized to provide indications on how to convert to organic production with the support of AIAB technicians (AIAB: Italian Municipalities can approach building owners and enterprise-owners one by one and initiate an individual conversation with them based on findings of People buy new stuff instead of reusing old  
people's maturity and expectations for more sustainable behaviour  
Rainwater harvesting practices will be encouraged  
Rural people feel a greater responsibility towards the environment than citizens because they depend on it more  
severely punish episodes such as fires, deforestation, throwing away paper, no differentiate waste.  
Such Community action contributes to changing attitudes towards and protecting the environment  
The establishment of market hubs in central areas minimizes the distance food travels from production to consumption, reducing transportation costs  
The greater savings, the more environmentally acceptable  
The population will be able to recognize wild plants and protect them  
The state must ensure the certification and implementation of environmentally better practices  
The view changes, the opinion of what is a high-quality living environment (often it is a house with self-sufficiency gardens)  
There is no packaging responsibility (a system we have in Sweden that means that the producers of the packaging is also in charge of the recycling)  
To change people's perceptions and behaviors, school gardens with collective care can be an educating spot for children to learn how to grow green  
we lack services that do these kind of things for the businesses  
Without the VAT on biological produce, consumer would get more.  
Because for people it is easier, faster and more convenient to buy new things.  
it becomes to many decisions  
People forget economically and environmentally it is more expensive to buy anew, throwing old stuffs.  
strengthening contact with nature for long-term coexistence  
Teaching children practically that if you deforest you have landslides and natural disasters, that if you exploit the soil too much it loses nutrients and so the land is not restored and put to rest  
there is no economical gain in sorting peoples garbage  
When each village holds a sustainability event in a different timing throughout the year, it is easier to collect examples from each village and to  
When the VAT is abolished for the direct trade between producers and consumer, keeping intermediate brokerage fees as minimum as possible,  
Would moderate expenses and add comfort ( air conditioning) of business properties

#### To allocate own resources to local common good

The community nurtures and every resident is a important member of the community through their whole life  
Bring stakeholders together to allow these activities (e.g. farmers for access to their land)  
Different types of "Change makers" to link with different service providers  
Each person with these skills have their own niche  
Establishment of a digital talent attraction programme in rural areas to bring skilled individuals to the region, creating a pool of expertise  
Invite experts and farmers who are already organic to hold practical workshops and seminars  
Local "experts" as Drivers  
The mindset around volunteering is changed - sharing the load rather than having few volunteers with burnout  
the need for self-management (greater role for individuals - members of cooperatives)  
Tools for investors to support local active individuals  
As the population ages, we will need even more mutual assistance, voluntary help  
Best ideas are in peoples' heads  
Community liason 'person' to bring the groups together  
Expand through the country between people that are interested in certain themes  
Individual Leader/Champion to drive a new innovation (e.g. community fund)  
People want gardening, also as an opportunity to socialize, network, connect through work, share produce, encourage learning  
Person embedded in Industry; Person embedded in Tourism; Person embedded in Culture  
supporty by the local community/municipality (e.g. free rental of farmers table, promotion of these markets, co-financing of the seller at the stand, etc.)  
There is a need for proactive people, new ideas that inspire others.  
There is a presence of local volunteers with a willingness to step forward  
Voluntary contributions to strenghten current development systems  
Capacity building of local 'experts'  
engagement, responding to events, both in the light of visiting/attending and organizing activities  
intrinsic motivation of farmers and consumers  
Local Change Makers as advocates for local needs  
The organizational and human capacities of the cooperative are greater than those of the municipalities  
There is a "community champion" that is motivated to pursue and maintain these connections  
Local ambassadors "burning souls" to push local involvement - peer to peer  
from individual to common property  
Knowing the people and what their needs and whats available and building a solution



Those who have land and a small farmhouse can equip themselves to teach how farms were and how they were managed (seasonal fruit and vegetables, Trained people (facilitators) address and animate people personally

#### To be more independent and autonomous

Changing the perception of security of supply and what it consists of. Civics.  
Citizens will no longer be a passive party, leaving the local government to care for and develop the territory.  
Defense against developer pressure  
gives a higher degree of self-sufficiency  
greater energy independence, self-sufficiency  
Have power and resources to take and implement action at local level  
Legislation to devolve power and resources  
Link local plans to region, national and international policies and plans  
Locally-led initiatives  
More pressure from people on politicians  
providing food self-sufficiency crops (not for animal husbandry)  
Residents get the opportunity to decide where the money goes  
strong political will  
Sustainable concepts, self-sufficient food production  
The example of the ships blocking the Zuec canal and the war in Ukraine show the vulnerability of global logistics.  
To diversify the economy, to reduce dependence on suppliers and customers  
When newcomers from the city would run the local place, this will push again the negative feeling of 'invasion'. Local people need to run the local places  
At the same time, awareness is being raised about the sustainable concepts of the operation of local self-sufficiency  
Bottom-up response to local needs  
Decentralization of the system  
Development of endogenous activities  
Ensuring greater self-sufficiency - e.g. water  
Increasing their role of autonomy in the community. (e.g. Local Councillors have no say in the decision-making processes)  
It is easier to run things centrally, it is difficult for politicians to leave certain powers to the local level (greater human dynamics and people's maturity  
Local policy representative on Regional Authorities  
Municipalities have great power  
security of energy supply  
Tailoring to the needs and demands in the area  
The feeling of 'invasion' and of "we are outnumbered and our village is run by others" hampers a positive spirit of 'living together'.  
The incubation centre has stable structures and leadership  
The innovation system need to not poke their nose in everything but to let the rural have its way  
The priority is giving people the skills to identify opportunities and source funding on their own, a "push not pull" approach  
To create a base of active people less depending on political parties and state administration  
Utilize the strengths of rural areas  
we need people that dare provoke society norms  
Decision-making is moved to local actors who has to make democratic decisions about the future of their own community.  
ensuring self-sufficiency  
greater energy independence from external factors  
greater flexibility in the event of natural disasters  
Greater self-sufficiency (fruit) through more sustainable production, active sustainable management (people take responsibility)  
increased local control and transparency  
Management and funding of civic society activities must be transferred to the local level  
New governance structure  
strategies would allow monitoring and control of what is happening (realisation)  
The community becomes more resilient, less energy dependence of the local community  
to much support can be obstructive  
because the farmer will feel control  
greater integration of the local community and people  
In this way, it is possible to ensure the efficient functioning of local (energy) communities  
Market disruption reminds us that relying on global strategic goods is very risky  
Separate LCDC due to the size of Counties  
Staying longer with their parents, young people tend to delay acquiring new life skills and learning how to live independently.  
the impact of macro-factors, global and national triggers (underwages, poor nutrition, rising food prices, energy, immigration of foreigners, green  
They work a lot on self-sufficiency, self-sufficiency of households, families  
Because rural citizens see politics in the capital city, the Hague's politics, dominate on political agendas and decide what to discuss and what not.  
increased self-sufficiency  
The farmer is not vulnerable to for example high fossil prices or electricity costs  
Those young people are less motivated for self-development and self-discovery, when facing a lot less challenges by living apart from their parents.

#### To cope with bureaucracy

Compliance with welfare principles for 4000 pigs and 800 cows  
Funding/legislation  
Legislation and regulations



Less red tape involved in applying for Funding  
Need political climate and support to enable innovation  
Reducing red tape that is associated with funding opportunities  
Simplifying regulations lowers entry barriers and encourages young entrepreneurs to invest in rural businesses  
The social elevator will no longer be blocked  
Compliance of economic and ecological principles of waste management  
Influence policy/ legislation/Schemes  
legislation/schemes  
the calculation are unclear  
The criteria for eligibility are reassessed to be more inclusive, and the application process is made less complicated  
The laws regarding ownership of farms change  
there are no formal levers for the formulation of common policies, strategies  
easier permissions for building on agricultural land  
Legislation  
Legislative  
Policy  
We have different production systems on farms and they can not be seen as "FARMS", they are not the same  
Young people will not see the sense in the lengthy administrative procedures of planning, renovation, farm expansion (financially, but also from the  
Legislation  
Local actions can focus on saving water, investment on infrastructure to access water, facilitate bureaucracy to make it possible. Accessibility.  
Overcoming bureaucratic barriers  
Time, organizational, systemic embarrassments. Acting bureaucratically, not substantively.  
We need simpler regulations around the decision-making process in businesses

#### To develop infrastructure for sustainable lifestyles

A reflection on different sources of (renewable) energy is encouraged: inventories, microgrids, storage of surplus energy ...  
Ambitious water retention would create 'water containment systems'  
Because expanding motorways and broadening highways do not solve the problem of traffic jam.  
Broadband is not ensured in all rural areas or is poor.  
Dispersed settlement  
e-buses  
Establishment of a new energy infrastructure  
Gravel roads are in a rather poor condition  
improve connectivity of recreational locations (what matters not only is quantity, but connectivity)  
investments in energy infrastructure that (can) create new jobs  
It would be more sustainable if not everyone bought new and expensive equipment for all new projects  
less need for additional construction of transport infrastructure - different distribution of traffic flows  
more e-charging stations for e-bikes (wider network)  
Only with access, places of encounter can be established also in the open field (bank, pavillion etc)  
Places for people take rest can be combined with a watchtower for observing wild birds and other creatures, too.  
prioritising the construction of such infrastructure in rural areas  
Residents in rural areas often have lower income and subsidies could speed up the transition to fossilfree vehicles.  
several pedestrian zones, pedestrian paths in the city centres  
Shortening transport routes, enabling new, sustainable modes of mobility  
sidewalks will be built on the road that goes from the old center of villages to the sea  
So village-squares and public spaces can better be re-designed and restructured for more people to be able to stay willingly and pleasantly.  
The parents cannot manage the logistics because they often have to drive the kids due to a lack of public transport  
There is appropriate infrastructure to handle year-round tourism i.e. roads that are safe in winter, tourist information centres remain open all year  
To separate the different categories is too expensive and not possible because the land along the roads are privately owned.  
Trash bins on beaches will be widespread and will be emptied more frequently  
Urban-area-oriented sharing car companies do not consider rural areas as their catchments due to a less density of users and different scales of user-  
Well situated and maintained street-lighting is essential to rural bike lanes.  
A political will to create infrastructure for communication, transport and leisure activities in rural areas.  
abolition of parking spaces for employees  
Accessible and very good, fast internet connection  
Because big busses do not fit well in meeting diversified mobility needs of rural villagers.  
Because it is important for rural residents that bike lanes are safe and convenient to use.  
Because many rooftops in the region are underexploited for solar energy generation.  
Because there is lack of P&R space within the rural region, drivers prefer parking far away at urban fringes of Rotterdam to parking by the nearest train  
Build Connemara as an attractive place open employment centres to work with good quality jobs and pay scales  
Building bike lanes according to the regional standard is very expensive and are completely standardized paths along the roads based on a urban  
Buses as public transport will never be feasible which means no public transport  
Community gain from new infrastructure- The community can feed into the grid so that there is gain (e.g. air to water)  
Community led multi functional hub with high quality infrastructure  
Fields and grassland are very large, and do not allow any public access to the nature/landscape.



Flexibility of zoning, the state of roadways, services year-round, data networks and safeguarding the future  
In rural areas, you are forced to use a car if there is no public transport and often it is also not possible to use a bicycle  
In rural settlements with fewer than 2000 inhabitants, wastewater treatment is often not regulated.  
Interacting with public administration often happens online.  
Investing in the infrastructure (e.g. roll out of National Policies/Objectives - broadband plans)  
Manure becomes biogas  
More lighting would make the paths safer while being more environmentally sustainable through renewable energy  
outdated transport infrastructure (rail), congestion of existing thoroughfares  
people have the ability to set up businesses locally and work from home (e.g. digital infrastructure)  
People in rural areas often have equipment they seldom use which could be rented out  
public transport adapted to the needs of residents;  
Public transport is adapted only to commuters (work, school), it is not properly organised from the point of view of leisure time  
Reduced speed makes the roads safer for everyone.  
siting walking areas along the river  
Strengthening electricity grid capacity  
System-supported action to increase climate resilience  
The municipality offers economic incentives to those who take care of public green spaces through a price tag that measures the contribution:  
The need for a better public transport network  
the population is not longer forced to use the car  
The process of attaining a grant for energy efficient houses or energy production measures (e.g. solar panels) is simplified and streamlined  
There will also be bike trails in the mountains  
Because rural villagers ride a bicycle when it is dark, too, since busses are not running frequently.  
Because electric bicycles also create environmental pollution by depleting scarce mineral resources for their batteries.  
Because parking at Kralingse Zoom of Rotterdam is easier than parking at the train station of Dordrecht, you go further by car and consume more gas and  
Because the current bus schedules are inconvenient to rural villagers as their transfer from train to bus is not smooth.  
Change in traffic flows  
competitiveness of rail transport for passenger cars  
Contribute to all elements of sustainable rural development  
Different water heights create power when water falls from high parts to lower parts.  
Doing an inventory of and using existing paths would create variation by a network of paths appropriate for the landscape and lower the costs  
Infrastructure to support incoming industries;  
People walking, biking, driving need to use the same road.  
placement of pavements in village centres, where sometimes sit challenging due to lack of space for pavements  
Planning, housing, infrastructure, building, broadband  
promoting local renewable energy sources (e.g. wood biomass)  
Regulations to respond to community enterprises (e.g. waste and recycling)  
Rural citizens do not have wifi connection.  
small buses  
Smart energy grids  
systemic/political making the electricity grid more accessible in rural areas  
The equipment is often costly to buy  
there is appropriate infrastructure in the region e.g. digital infrastructure  
There will be a public transport service between the municipalities of the Riviera dei Cedri  
timetabling to allow commuting rather than moving away from home  
understanding the wider importance of such infrastructure for the conservation of living rural areas  
Using drones, it is easier to identify potential sites for solar energy generation, to map and to list up.  
Walkways are missing, and would be needed to enjoy nature (hiking, cycling)  
When number of visitors increases, also public transport will improve  
Because bikelanes in rural areas are well-connected and safe.  
Because it should be safe to ride a bicycle when bikelanes are situated remotely, too.  
cycle paths will be created  
More convenient P&R facilities encourage rural villagers to use more public transport for travelling to outside of the rural region.  
more local investments in renewable energy sources and energy efficiency  
more means of transport, vehicles in such a network  
Parents must drive their children to activities where there is no public transport and the main mode is transport by car  
Reorganization of traffic, especially public  
Return migration digitally. Working networks, broadband, services.  
Rise of population in rural environments that can generate new necessities and make digital accessibility a must, a basic resource for the population.  
Setting up protective bike sheds  
Sustainable energy solutions for agriculture and villages  
The necessary infrastructure and amenities are available in the locality in order to retain educated population e.g. healthcare, digital infrastructure  
the need for greater energy efficiency  
the need to provide infrastructure for teleworking  
The system ensures a balance between dry and rainy seasons, wider social impact  
There is a need to safe and separate trails for walking, biking and riding that connects villages with each other and the city



Those who have their own power plant also have several e-vehicles  
understanding such infrastructure as a public good in which the state invests  
Because villagers also cycle in the evening or night when busses are not running.  
Improving energy supply at local level  
Lighting along bike lanes can be more innovative than now, for example, using technologies of automatic detection of human movement and a possibility of integration of e-vehicles  
So children's spaces should also be included in village-squares and public spaces.  
With small adjustments of traffic flows, road signs and by using empty parking lots, traffic jams can be relieved more than now.  
Led-lights charged with solar energy during the day can be used during the dark time in rural areas, keeping bike-lanes safer and environment-friendly.

#### To develop new business models

Based on possibilities

Because it is difficult to get parts and replacements necessary to repair.  
certification schemes from an independent body (already a mindset in Ireland for this - audit trails)  
Conventional farming requires heavy investments which are difficult for young people, immigrants or those not born on farms to afford  
Decreasing number of large facilities leaves room for smaller, specialised units  
develop complementary businesses  
It is very expensive to buy a farm and equipment in Sweden for newcomers.  
new business models are called for  
New products are not made to be repaired.  
New succession models which enable access to land are introduced e.g. recognition for Herd Keepers (additional to the farm manager)  
Restaurant owners will adequately value local products  
Take into account local business to generate a network, plan and execute.  
A versatile environment to learn for example timber and wood businesses  
agricultural operators will sell directly to consumers and to restaurant owners, unlike what happens now  
Alternative farming methods  
Because shop-owners can place an online order, receive the order in a physical product, and deliver to fellow villagers, for example, in the case of  
Build on existing ethos, networks and trust  
Circularity should be more considered by producers and makers.  
Community ones are cheaper than individual, and there must also be enough or even more offer in rural areas than in urban areas  
Emarkets can provide consumers with transparent information about the ecological practices used by producers, fostering trust and loyalty.  
Heavy urbanization that occurred between the 1970s-80s on the coast violently erased peasant society, disintegrating social ties  
Independently generated energies can be stored in batteries for a longer period.  
It will be easy to find the availability of seedlings/seeds of local cultivars  
Marketing and more support for new innovative businesses  
Previously, cooperatives concentrated on production, while the state was the customer and supplier  
The cost could be reduced if more farmers that retires or change profession would lease their farms.  
The existing market system is too cumbersome, inadequate, geared towards large producers.  
The tourism operators will plan to offer travel packages in advance  
There will be dedicated accommodation offers for bicycle tourists  
These alternatives also have been used for cooking and the recipes could be introduced to the consumers.  
To diversify their earnings yet to keep the nitrogen emission under control, farms need to be allowed space for experimentation, technological  
Turning tourism into a significant livelihood in the area  
Agriculture supported by innovations (bringing together different actors)  
As tidal energy generation, water pumping stations can also generate electricity, which can be stored up in batteries.  
Because labour and parts for repairment take a high cost.  
Because second hand markets and shops lack.  
Because various possibilities for reducing nitrogen emission in livestock farming are already available.  
Individually generated and stored electricity can be used for charging electric trucks and cars.  
It is a legacy of socialism that is difficult to resolve, because even today municipalities and the state must rent land to the highest bidder  
Market crops in new ways  
New people and ideas are hindered by traditional ideals for how farming should be done.  
New product design should take into account how to enable repairment.  
The businesses can be inspired by the questions and learning about local role models  
Training around these links and the complementarity of co-operatives  
We lack suitable business models that involve public and private sphere.  
Because of advanced battery-charging and saving technologies, small-scale tidal barrages combined with inner turbines would also be a crucial energy  
Because rural shop owners and keepers can work as if personal shoppers for their fellow villagers, organising their work flexibly.  
Because second hand markets are weak in generating financial earnings.  
Buying new stuffs financially becomes cheaper so people buy new ones.  
Citizen-initiated, resident-organizing sharing cars are more appropriate for rural villages.  
Citron (Diamante citron) fruits will be marketed as a priority in food chains and not just produced to be sold to Jews.  
Marketing is efficient when they are targeted well  
modern production and service providers - hence also improving the offer, the way we cooperate, strengthening the innovative countryside  
New forms of sales: trust sales, boxes, new brands ...



opportunity for additional earnings of small and medium-sized farms or additional jobs on these farms  
Politics can support farmers to diversify their income models by amending fiscal laws or subsidies, while maintaining farmers' identity.  
Small businesses can rarely offer a complete package of products or services to a customer  
The purchase should be made through a secure, convenient and easy-to-plan shopping platform.  
Tiny houses in farms can be available for people to take rest.  
Because current farms are not easily given permission for tiny houses, a mixture of traditional farms and new tiny houses will be new.  
Because direct linkages between electricity generation, storage and charging can reduce surplus from solar panels and small windmills.  
Because herb-rich grassland to raise cows takes special care and techniques as well as requires a right mix of diverse native seeds.  
The demand is changing, new visitors, new demands, the green ring is interesting for urban tourism  
The region is not accessible, no consumers  
Because elderly people are not allowed to nursing homes or care homes longer as easily as before due to a legal change, there is more need for senior  
New ways of organising succession of natural resources (farms, forests, water)

#### To develop new products or services

A key person helps to find housing and services  
a multilingual app will be created  
An app that shows activities that one can do while kids are in their hobbies  
Associations could be paid to facilitate services like a municipal buddy system  
Better adaptation to today's consumers needs  
Carsharing must also move from cities to rural areas  
Connected with innovative products, it encourages the development of new products  
decentralization of activities, events  
Ecopreneurs create a model for testing products and services among local residents  
Exercise facilities are good in municipal centres but young people in rural areas are not in good shape  
existing structures (e.g. the Red Cross) have proven to be poorly functioning in our area  
Foreign tourists will be able to obtain information and make themselves understood  
Game-like services to improve attraction to the area in environmental, social and cultural ways  
Generate complementary businesses that create contributions for the local economy.  
In suburban rural areas, this relatively broth is organised, but there are still many so-called grey areas, poorly connected areas  
In the field of cosmetics and nutraceuticals, citrus-based products are developed  
Incubation centres producing products made from local resources and influenced by local environment  
Making new nature services visible  
New, interesting, attractive forms for tourists, are also new tourist products  
nurseries will have the availability of local cultivars (eg. Diamante citron)  
One content, event invitation, notification tool automatically scatters across multiple channels  
People automatically are looking for simplification  
punctuality of trains, higher frequency of trains  
sharing livelihood services  
There is no single system of access to timetables, unfriendly to users  
too much generic offer or too much gourmet offer (very extremes)  
Transition from orthodox traditional products to traditional products in modern combinations  
An approachable first contact: coordinator  
centralised guiding through for example Visit Finland  
Citrus will also be used in new products (e.g., coffee and beer)  
Collaboration with the university will make it possible to offer new products by exploiting the characteristics of citrus  
Cooperation with rehabilitating services for example nature trips and coupons  
existing trends in technological development (robotization, GPS, remote, etc.)  
For example medical imaging vans  
Greater accessibility and variety of services, activities, more individuals feel addressed  
knowledge for apps development, payment option or individual readiness for pro bono doing it, and then skip to mass use  
Large corporations and universities develops new materials based on wood, and people find new ways to use wood waste  
Municipalities will offer adequate services related to public beaches  
NGOs, private institutions, with the financial support of the municipality, enable the transport of vulnerable groups after urgent errands  
Offering unique experiences in Connemara tailored to traditional norms and lifestyles in the area  
Organization of carsharing at local level  
The ability to offer tourists specific tourism products  
the emergence of an actor - a leader who will connect supply and demand  
The local residents want to be involved to support locally produced products  
The municipality coordinates the effort  
Tourism offerings are adapted to offer year-round attractions, and target small groups  
We need quality options that are not only for consumption  
Wood potential is untapped  
a map of places from the sea to the mountains will be created (where you sleep, eat, what activities you can do, etc.)  
Creation of tourist packages related to food and wine tourism and slow tourism  
Different groups of visitors, many looking for new products, experiences, something different



Get Locals involved in interacting with the tourists-activities are centred around experiencing nature in remote areas- need to incorporate heritage and inclusion of farms (overnight stay and additional offer, e.g. forest pedagogy, horses)  
Increased accessibility of products, services  
Investment to develop and capitalise the language in the area  
Local cultivars are will be certified  
smaller means of transport (e.g. minibuses), also individualised means of transport (e.g. as a kind of taxis)  
The modern way of life and consumption habits of shopping in supermarkets, while various nutritional affairs encourage interest in local food  
The tourist offer will also include the opportunity to take a course in watercolor painting and calligraphy.  
There will be bike repair stations.  
Tourists will know in advance "what, how and when" they can choose based on their interests  
We want quality food, easier control  
Activity coupons for new residents  
Enforcement of less well-established species  
ensuring a timely and adequate response  
general digitalisation of society  
greater trust in the service  
modularity of spaces, activities and people  
New consumer expectations for different products and services on farms  
New experiences of people  
Showers will be available on public beaches  
The emergence of new products and services in this space  
The journey may be remembered with "Carnet de Voyage" that will be made by tourists guided by a master painter  
Tour guides know the area's diverse amenities  
Local shops could offer the choice between organic and conventional products  
arrangement of shower rooms, changing rooms for employees, etc.  
new premises for new activities (activities related to the local environment - tourism, overnight stays, processing of agricultural products)  
The experience must match the expectations and convey the storyline of the project.  
There will be an info point with a phone number that also gives information in foreign languages (English, German and Spanish)

#### To develop new ways of learning

Animation and workshop activities will be organized  
children will discover the local area and its potential through participation in playful activities  
connection of the way of residence with the process of food production  
Engage with college/agencies/community groups to embed language into the events.  
ensuring a stable information collection framework  
High schools: joined groups, online learning, shared teachers etc. Even for smaller groups so that it's possible for students to live at home. Example informing residents via physiological mail is no longer possible (people forbid this on mailboxes)  
Local knowledge is incorporated into environmental and agricultural education  
mentoring, coaching, etc.  
possibility of providing so-called compulsory supplementary content held by primary and secondary school pupils in the local community through  
The lands and greenhouses of the Diamante Agricultural School will be adequately valorised and the students will be involved in field activities, unlike  
Training should be more practical and not just theoretical  
Innovate teaching methods: give more space to practical laboratories  
A change in awareness that we need such an approach in education  
Cooperation between trades and educational organisations Developing education together.  
Create positive meetings and experiences where we can learn from each other  
Free training courses will be implemented in the territory  
new ways of educating young people, understanding processes in farming  
Schools/universities can play an important role in raising this awareness  
Students will have the opportunity to attend practical laboratories and have practice in the field  
the hotel school in Diamante will provide study visits in the area to manufacturing/processing companies  
Appreciation. Failing is not punishable and its accepted.  
Create opportunities for direct experimentation: Have children plant trees and plants directly  
family museum days will be organized where in addition to visiting museums it will be possible to participate in experiential labs  
We incorporate new knowledge and thinking into the system of values and values of individuals and society  
Focus on responsibility: entrust a small square of land to the care of each child  
Engage local experts to give these classes in the evenings; to go into the schools; to create appropriate signage  
Knowing that what children learn will pass it on to adulthood  
Promoting learning through contact with nature, earth and agricultural work  
research and evidence based learning  
School and family visits to the citrus museum and the organization of workshops in the museum will provide awareness of who we are and of our culture  
The policy will introduce educational content, because if it has an interest in directing young people to agriculture, it also has something to do in the  
There will be an opportunity to visit citrus processing plants and citrus processing laboratories.



#### To diversify and strengthen local economy

##### Access to land

Because farms see a greater need for diversifying their earnings now than before.

##### Community Economic Plan

concentrated and quality offer of events, a combination of agricultural market, pop up, educational content, sales, entertainment, etc. in one place connecting local producers and completing the regional economic cycle

Cooperation between small businesses and side hustles are vulnerable

Costs for services provided by municipalities decrease

demand boosts supply

exchange, and not cash flow

Incentivise builders and corporations to contribute to the area: Builders and corporations only do the bare minimum

industry attracted to come to the West of Ireland

Large corporations have needs and ideas, but does not want to expand their own business or employ more people.

Local environments have local specifics, problems, they also need solutions

Local fisherman and people involved in local businesses associated with the sea to come together; e.g Fishermen; restaurants; seaweed producing group

Local producers create relationships with other businesses e.g. traditional accommodation providers to create a stable local customer base

Many farmlands have been turned into construction sites, and many citrus groves have been abandoned.

Need to be diversified to allow the diversification of product

promotion of the local economic circle (jobs, financial flows, taxes, etc. on the local environment)

Raw materials and resources for production are locally sourced

Share economy solutions

slow tourism activates a widespread local economy (involves, B&Bs, restaurants, associations offering services, agricultural operators, etc.).

the creation of a common economic model

the desire of people to spend their free time on the farm

The economy of the whole country should be running smoothly, in order for the local economy to run

The LAG will support the marketing of local productions in national/international markets.

The tourism operators will cooperate with each other

Tourism brings economic stability so you can protect and produce

tourism generates an offer

Utilization of waste from agricultural production, production of electricity and heat

Variety of Co-operatives built on local resources and assets

A significant share in the development of the municipalities whose cadastres they do business with (financial, material, organisational)

All local farmers and producers form a network to collectively make deals with local businesses

Attract more visitors because there will be more to offer.

Build economic models that will provide income to the farmers

Build on local asset- fishing industry and spin off industry- Wood turning- Biodiversity

Community led enterprise group

desire for local, healthy, organic, own food production

Diversification of microregional economy

Economic development is strengthening, new resources are being created, employment is enabled

Entrepreneurs in the tourism sector will not have difficulty recruiting staff with knowledge of foreign languages, as happens today

European and national interest to increase preparedness through local food production

Events were deseasonalized and no longer organized only in the summer period

Few people are involved and the cooperation often relies on a small number of enthusiasts.

For companies

Locally produced energy could power the lighting

More involvement by the local residents creates a larger sense of community and create new opportunities for the rural area

More job opportunities are created for residents, reducing unemployment

Requirement to be explored in relation to industries settling into the area.

Resilience is created by decentralized systems for energy and food production.

retaining people locally

search for economic resources from agricultural land and other resources for work, recreation and living in rural areas

State agencies and jobs are distributed in the municipalities

Such initiatives help in building and strengthening social networks among entrepreneurs, producers, and the community, facilitating collaboration and

The network will expand the market for both tourism and agribusiness products

the ongoing climate change allows us to start new productions such as tropical ones

The safest legal form against a hostile takeover

There are a lot of abandoned buildings in the rural areas

To reduce reliance on external markets and create a self-sustaining local economy

too large expenses, it pays only to those who have a sufficiently large income

unused territorial resources will also be enhanced by new residents

We need more locally owned resources

We should sometimes keep the benefits in our country

All citrus products will be available in local shops/restaurants/bars

better integration with LJ enables economic sustainability and visitors





Brings purchasing power  
 co-op model - a number of farmers or a region - identifying with the brand  
 Develop current Co-operatives to expand  
 For example, farms which offer day-care to persons with disability are eligible to receive government subsidies on the basis of five different acts including  
 Loss of industrial and mining enterprises due to economic transformation  
 Money moves with people  
 More investments  
 New inhabitants will bring new resources/skills  
 No businesses  
 providing jobs in the local environment  
 Rising of local production and kilometre zero.  
 territorial resources will be enhanced  
 The corporation identifies ideas and people who could exploit the opportunity locally.  
 The creation of urban-agricultural market hubs facilitates direct selling of agricultural products, which can significantly increase sales for local farmers.  
 the need to reduce costs  
 They have been abandoned due to urbanization  
 To reduce reliance on external markets and create a self-sustaining local economy  
 better organisation of sales of such products  
 Cost reduction  
 Direct sales can improve the economic sustainability of ecological producers, ensuring they receive fair prices for their products  
 Economic impact in the local environment  
 Energy poverty is decreasing  
 farmers if they will not be able to sell; It is especially interesting for buyers if they do not have a quality, regular local farmers' market in the local  
 Financial savings  
 Money spent in local businesses and attractions often circulates within the community, stimulating the local economy  
 New people coming to the area and their skills and knowledge  
 Only accommodated tourists spend larger amounts in a micro-region  
 Quality land use and reduced dependence on imports, greater food security, numerous positive environmental effects, new standards in spatial planning  
 Realisation of the Value of the Irish language for economic, social and cultural gain  
 reducing energy losses and increasing transparency and traceability  
 returning back to the local in terms of needs, care, food, services, etc.  
 Services, knowledge and goods are valued more  
 The interest that has developed around citrus can be the basis for new tourism proposals  
 to promote the local economy  
 To support the local economy  
 To support the structural transformation of the microregion from traditional agriculture to services and culture  
 Trails and trailheads can be used to support and market rural businesses  
 We need businesses that take responsibility for the local rural  
 Greater flexibility, adaptability: to the market, to customers ... for a smart organised countryside.  
 harnessing local resources and economically strengthening the local environment  
 increased demand for local and transparent food  
 Not enough actors  
 new jobs  
 Tourism will be deseasonalized and will no longer be related only to beach tourism

#### To enhance entrepreneurship

Promote alternative tax deductions and apply them. Support during the first five years of entrepreneurs projects.  
 The development and advisory organizations need to prepare for a new type of client or fewer women entrepreneurs  
 There is 1 entrepreneur visible in each village  
 We need a sustainable way of debating in order to create more ecopreneurs and develop rural areas  
 Women outside big and medium cities have less access to know-how for business  
 Facilitate starting a business in the form of startups  
 No one has seen a market  
 Supporting the motivation and increasing the self-confidence of women entrepreneurs  
 The large corporation would benefit from a diversified economy locally with more entrepreneurs.  
 Development of a thriving entrepreneurial ecosystem that supports local entrepreneurs and producers  
 Rise of entrepreneurs.  
 Searching for the possibility of reconciling business and taking care of family and home  
 there isn't an entrepreneur yet  
 there is uncertainty about how much the farmer will use it, and the farm needs to be designed in a particular way

#### To enhance long-term actions and policies

Legislation, Politicians become more knowledgeable of LCDC within the civil service.  
 Build local policies that come from the people  
 Concrete guidance is needed in binding documents



Decision-makers have been given information but changes have been made variably. Not much has changed in the region because not much delving into  
Failte Ireland/Wild Atlantic Way - Fly through areas. Campaign around long term tourism rather than short term  
Improving the vitality of municipalities by strategic plans  
Making panicked decisions saving money without thinking of long term impact  
Policy formation is consultative and targets key stakeholders e.g. farmers  
Policy makers usually look for the visibility of activities they promote.  
Politicians only seeks votes  
Short-term fixes are not going to be sustainable  
There's no support for research which is much needed  
What is needed is political interest, a political decision  
Actions/interventions promoted by the municipality will no longer be guided only by the logic of political affiliation  
Build it into the planning regulations -  
Embedded in Policy and Legislation  
financial penalisation of local communities, municipalities, LAGs, regional structures, etc. if projects fail to deliver results  
Include legal measurements.  
initiatives in rural area are not considered as important, and do not generate visibility to policy makers.  
legislation is introduced to enable this structure  
legislation/policy support - help introduce the psyche of the value of this  
People are stuck with doing "quick-fixes"  
Policy making still has an old style (policy makers make promises they do not comply with).  
Political Commitment  
Political Will  
That is because national politicians make comments to draw extremists to become popular.  
The entrepreneurs are sometimes not aware of the possibilities and focus on the short term instead of innovation  
These unreflected decisions destroy natural heritage and cultural landscape - values, which were carefully protected only a few years ago. "We were not  
Too little taxes revenues to be able to develop longterm  
we need trust and long-term thinking  
Because the government and banks of the past provided farmers with loans to scale up and automate their farm-production, which is against the current  
Campaign for long term tourism  
Can't be done on strategy level. Must be concrete actions.  
Citizens' current disaffection with politics will be overcome  
Decision makers are panicking. They are no more thinking but are driven by the anticipated effects of the energy crisis, the inflation...)  
Directive from Central Government to drive agenda  
If the universities offer a research proposal, several municipalities with similar interests could cooperate and apply for funding together in larger  
Media need to put pressure on politicians/decision makers in authorities. They need to be forced to go back to controlled decision making processes.  
New legislation that also links to what the area needs-  
new pathways of legislation  
Polarizing comments do not address what rural citizens need and make it difficult to find intermediate options.  
Policy Directive and legislation change to devolve power  
Politicians pursue short-term goals often influenced by ideology  
Politics backed with actionable measures (e.g. housing - half stock is not used - need political Will/Action to address this)  
Targeted measures to respond to local contexts  
The benefits of a long term focus on innovation is supported by evidence from research and the arguments are presented to the local law makers.  
transfer of the project approach in terms of raising awareness of concrete goals and measuring the results that we will be achieved through cooperation  
Women are willing to come up with uncomfortable long-term solutions because they are not so attached to re-election  
Plan and re-propose projects until they are implemented  
Abundance indicates social dynamics, basic vitality, but does not guarantee quality changes  
Because farm invested relying on the government's policy then for scaling-up and automation, the government also needs to provide a way out,  
long-term viability or sustainability to make sure investment is worthwhile  
No more critical investigation of necessities and the efficiency of the measures taken (e.g. solar plants in protected areas)  
Political Commitment  
Remote rural development policy that also incorporates 'auditing' of policies to ensure appropriate and tailored measures and implementation  
The cooperation is also an exercise in inclusive decision-making and compromises.  
we need to focus on what works in the rural  
little inclination to evaluate whether policies have given the desired results  
Banks and the government conduct irresponsibly now because in the past they promoted a radical increase of produce and automatization of livestock  
Because vice-mayors can do more in the village of their own responsibility, integrating many sectoral policy themes into a place-based innovative policy  
external facilitators to draw out the process - outside perspective  
Flexible land use plans are needed for sustainable housing development with creative solutions to take place.  
Linked to local authority - regional Authority- national and MEP's  
Policy directive to change governance structures and funding models  
politics is not concerned with managing and controlling the territory  
We lack genuine engagement from politicians  
Recognition, benefit, value and impact of LCDC



#### To ensure availability of skilled employees

Employers could tip each other about good employees. Also tip job seekers about possible jobs.  
International students leave shortly after getting their degrees. Employers are hesitant to employ even with a labor shortage  
Lack of volunteer counselors and distribution of work load  
The skills of all workers have been charted and mapped  
Allocating budget resources specifically for rural enterprise development is a key enabler for this initiative  
availability of skills to deliver the projects - presence of contractors to do energy upgrades  
Difficult to explain expenses and to see where they come from. There should be a feel for it already  
Enough youth workers, psychologists and health services. Less queues.  
Establishment of a digital talent attraction programme in rural areas to bring skilled individuals to the region, creating a pool of expertise  
No agriculture or environment experts work in local municipalities.  
paid employment for Community 'officer' development/ mediator/ facilitator  
Precise training  
Solving the doctor shortage  
Courage training for employers  
Few experts are available among civil servant or among rural citizens.  
Intensive language courses will be organized locally (at least for English, Spanish and German)  
Just transition for locals - new types of skills  
Municipal marketing and job seeking projects should take migrant workers into account  
Number of working age people is decreasing  
Paid workers leading on this project on the ground as only so much can be done by volunteers (brain drain, expertise)  
Person presenting a project idea has a big responsibility to present it clearly  
Re-examining educational quotas for medical doctors  
The knowledge of those responsible, document preparers, is often lacking, they are not educated for novelties  
The possibility of recruiting new employees from among successful students  
There is permanent, long term staff with training and knowledge  
Trust between supervisor and employee  
Employers know what kind of new residents are arriving and with what skills  
Once graduated, agronomists do not do research, but the potential for the territory would be very high  
There's a need for workers from outside the region  
Foreign languages will be known by area operators

#### To exchange cultural knowledge

Conflicts between immigrants and locals  
constant immigration and the necessity to integrate immigrants (both from Slovenia and abroad)  
cultural shift - bridging knowledge gaps through networks  
People coming from outside do not understand the problems of rural areas  
There are many new immigrants who do not know the mechanism of how to enter this society  
Encourage diversity but can come together to share experiences  
How to make an inviting and welcoming atmosphere? How might immigrants feel about our silent culture?  
immigrants do not know local events, habits, have different habits, perception of rural area  
Integrate Cultures  
they are not used to being sedentary or being so intellectually inactive  
Train the Trainer- Get locals as Experts  
People are not familiar with rural life, rhythms, etc.  
the culture they come to here in Sweden is very different than the for example rural Africa  
Transfer of knowledge; new ideas and approaches  
Welcome newcomers and introduce them to the language  
women used to farm crops  
Culture vs. Ostrobothnia. Failing can be a good thing

#### To improve attractiveness, image or brand

A way of attracting visitors to the countryside, in this way the visit is enhanced  
An identifiable brand for produce and services from Connemara  
Attracting returning people  
Because farmers need to make the public perception about farmers positive by themselves.  
better promotion  
Current images romanticize rural life  
Enhancing and expanding existing rural tourism experiences, making these areas more attractive to visitors  
Freshening up the mental image of rural life  
Graduates leave outside the microregion  
Influencers will promote citrus  
Location doesn't matter so much anymore so people are starting to show interest about rural areas  
Make remote rural areas attractive and accessible for people to stay and for people to come to and return to  
Marketing and Branding locally, regionally and internationally



Marketing in a concerted and determined way  
Modern image of the farm - teaching, educational polygon  
Must see concrete benefits on individual level  
Product and marketing innovation; Open Cellars Festival  
Public beaches will no longer be dirty, as often happens today  
Rural areas are too diverse to only paint one big picture  
Shared-responsibility, work to make rural areas attractive.  
So it's seen what strengths the area has compared to for example larger cities  
The 'other face' of rural areas as a place with a large tolerance for differences is emphasized.  
The silent people in Suomussalmi  
There should be quite tangible incentives for businesses, because long distances are a big minus  
To use the main comparative advantages of the microregion - folk traditions  
Trails can be routed past shops, farm shops, accommodations and trailheads can offer information about other activities in the area as well as cafés, a more attractive countryside for both existing residents and new immigrants  
Attract newcomers to the region to bring new ideas and new networks  
changing the mindset to buy into branding  
Families hesitate to move to rural areas because they will have to drive the kids so much to leisure activities or the kids cannot participate in these getting consumer buy in through branding - consumers understand the story and not greenwashing  
Increasing the prestige of the cooperative and its involvement in tertiary activities  
Local associations/operators will know how to use story telling techniques on citrus  
Marketing lacks structure. For some groups there is but not on a larger scale  
Modern ways of promotion, marketing  
More plots for lakeside properties  
multifunctional understanding of rural areas; People expect the countryside to be at the same time a production, recreational space, and the space to overcoming stereotypical perception of rural areas  
raising interest in agriculture  
Showing an updated image of rural life  
Supporting the overall cultural level of the microregion and increasing the attractiveness for tourism  
The dispersion of information about space (tourism, recreation) discourages visitors  
The importance of rural areas and food production for national defence increases the interest.  
There will be a social media campaign to publicize a map of places/amenities/services of the area  
Trails and trailheads naturally draws people to rural areas who needs to eat, sleep, have experiences and shop.  
Updated image of rural areas in politics  
Very popular, especially in the summer  
When farmers open their farms and are doing better at public relations, people would come to rural areas more.  
a change in the image of agriculture, on which farmers must primarily work with positive activities, reducing negative events, etc.  
A false image of rural areas  
Attract more visitors because there will be more to offer.  
Boosting the attractiveness of schools and day cares based on values  
Development of targeted advertising using digital methods  
Get stakeholders of all producers locally to come together to get a "connemara brand"  
More people can have qualified jobs in the rural areas, which attracts people with higher education  
No flow takes place when there is no alternative house as flat for seniors who are aging and do not need spacious houses as before.  
Old villages centers as places of tranquility will become attractive to new residents  
positive promotion of rural areas  
raising the reputation of farming, food production  
Rural areas have traditionally also included 'village originals' not conforming to social norms and been a place to which people can escape the norms of  
The interest for rural areas increases.  
The municipality wants more families to move to or stay in the rural areas.  
There are successful examples nationally and internationally of this type of development where the village basically survived because it was located at a  
There is a fragmentation of forces and an undesirable concurrence of actions  
to exceed the interest of private investors who invest only where they are economically rewarded  
to reach people, consumers, visitors  
When more people clearly see what values farms are adding to the nature and the society, people would understand better and appreciate the farming  
A dated rural image "the elovena girl"  
A tangible affect on the municipality in image, wellbeing and attractiveness  
Because of lack of moving from one house to another, houses are not allocated in a fitting way to the size and type of a household.  
change in the image of agriculture, rural areas (from the very young generations onwards)  
Feeding positive things to the media  
Forseeing pioneers realize the importance of local basic services to attract people to rural areas  
Location is very remote  
Nationally run rural promotion campaign  
Overcommitment will burn key drivers of the club; lacking offers/services/facilities reduces the attractiveness of the club  
Promote benefits of living in Connemara  
Promote cultivation in the community.



Promotion of networking events, conferences, and platforms that give visibility to local entrepreneurs and their products, increasing market access and Raising awareness of the micro-region on a national and international scale  
The 'colorful' aspect and the variety of rural life is also a traditional value of rural areas.  
The app could provide an easy way for hunters and others to co-exist in the forest and in rural areas.  
The rural landscape can play a positive role only if it is interwoven with a continuous network of footpaths, cycle paths, horse paths etc.  
They want to stay in the rural areas, d  
To attract the landscape for the community life and tourism  
With increasing political, ideological polarisation, citizens in rural areas feel that they are marginalized and are not heard.  
Bringing front the ease of living in the area  
Less loneliness and more social integration increases the attractiveness of villages for families  
More visibility for the territory.  
The sense of belonging can grow mature when villagers find pleasant to visit rural markets and village squares.  
The village becomes more beautiful and more welcoming for tourists and young people: participants would be proud to have contributed to these promotion of stories of newcomers, support for mass media in promotion

#### To improve competitiveness of local businesses

Agricultural policy addresses this aspect too little. However, there is not enough sales support for growers.  
Because increasing online shopping makes retail businesses and small shops in villages difficult to sustain their earnings.  
Because the current consumer prices of milk, eggs and other types of produce give no justice to all costs borne by farmers.  
Bringing agricultural production from nearby areas to urban areas can increase sales and maintains the local socio-economic structure in the face of Collaborating with organisations/community groups that offer similar services/Local brand  
Decreasing carbon footprints which will show in product prices  
Direct-to-consumer ecological emarkets can revolutionise the way ecological producers reach consumers, eliminating intermediaries and allowing them Food production locally on farms (spin offs in the area, creating employment opportunities, additional income on the farm)  
Honey from China have the most incidents of food fraud in the EU  
increased fruit production  
Increasing large-scale production and at the same time preserving the ownership of farmers  
International crises and wars affect the price of fossil fuels  
Local farmers come together and make connections with local businesses to reduce reliance on external markets  
Local product promotion initiatives can help local businesses expand their market reach and access a broader customer base.  
New technologies are underutilized by farms today  
profit margins on tropical productions are high  
removing the middle man from value chains  
Require that they buy a certain percentage locally produced even though it is more costly and be inspired by other countries the local more than Sweden  
Supporting local businesses  
the desire of customers for local food at an affordable price and the desire of farmers to sell as much as possible to the final consumer  
The sale of Citrons to Jews (at high prices) pushes farmers to use pesticides to obtain aesthetically perfect fruits  
The state has no interest in the authenticity of certified providers in the space  
There are crops used in warmer climates that could work in Sweden.  
To make these markets more accessible to the local population, thereby fostering economic growth  
a greater degree of security for the producer in the light of market fluctuations  
Avoid closing businesses.  
Create a space for people to come together to market their goods  
Demand for organic products will increase  
Different business or product owners come together  
Energy Costs are Increasingly High for Farms  
Jews who buy the Diamante Citron for the Sukkot holiday choose only aesthetically perfect fruits  
LAG calls will fund participation in fairs (national/international)  
Low margins for the individual farmer could make investments in fossilfree machinery and renewable energy impossible.  
Market research is carried out to assess if there is a reliable customer base in the community, and what their needs are in a product  
More controls of food imported from outside of the EU could support local food production that follows stricter laws  
More economic opportunities in rural areas  
Other countries have more experience of these crops  
Policies support local production and there are funding streams available specifically for slow-food producers  
Quality of produce; sourced locally  
Rural entrepreneurs need to access external markets to sell their products  
show gradual expansion as a viable option - benefit of co-operatives  
Small -medium enterprises will not have difficult to access public grants  
Substantial expansion of sales inside and outside the microregion, possible sale of know-how  
Supermarkets save time due to concentrated offer, as a rule, they also have better accessibility in contrast to existing farmers' markets in city centres  
Supporting innovative mobile services and collaboration by tax reliefs  
The structure of the course does not correspond to the needs of local companies  
The use of technological devices makes it easier to visit places (even if people are unaccompanied).  
To sustain in the competition of neighboring micro-regions  
Utilising existing assets/local resources to develop enterprise e.g. beekeeping



we have too much food imports  
Avoid closing businesses.  
Banks will support small and medium-sized enterprises  
Competitive struggle with other agricultural entities and a stronger position vis-à-vis trade chains  
Development of the business environment  
E-markets can provide consumers with transparent information about the ecological practices used by producers, fostering trust and loyalty.  
ensuring integrated supply and chain, increased competitiveness  
Entrepreneurs identify the visualization of certifications as an opportunity.  
In a market economy, such an approach is hardly sustainable  
It is necessary to cooperate with local companies, keep in touch with graduates  
ICT will enable farms to reduce costs  
Successful companies are easily sold abroad  
The advisory organizations accept this because they are evaluated by the number of clients that they helped, not how many new clients they approached  
The costs of organic products will be reduced  
The innovators need mentoring  
The price of Citron must increase in the food market  
The problem of obtaining reliable workforce limits business development  
There is a lack of accommodation capacity, especially at the upper middle level  
Trail accessibility is made easier for tourists, including foreigners  
A more diversified space means additional visitors and opportunities  
Banks will not require collateral to grant credit to small/medium enterprises and young people, as happens today  
Because stronger visibility of innovative practices is needed.  
Creates an upward spiral by increasing the demand and lowering the cost for locally produced food  
increased demand for transparent production and locally produced  
local cultivars can be a competitive element for farmers in the area  
Not profitable  
Services from one business can then be marketed in more places  
The demand for locally produced food increases  
The region and the municipality do not take the goals of diversity seriously.  
The system of smaller business zones in rural areas requires a lot of financial investment and smart spatial planning  
wider visitor pool and increased visits  
ensuring better competitiveness of small farmers  
Link enterprises and institutions to existing co-operatives  
Reaching out to external markets  
Together the businesses can create a more complex offer of housing, food and experiences in the rural area which benefits them all

#### To involve young people

Actions depend on involvement of young people  
Cultural activities are attractive for young people and families, and provide the basis for local identity and integration  
Failure to let young people get involved in decision-making  
Involving children to participate in local development and decision making  
It is a way to engage young people since they use intensively social media  
Planning and environment regulation open to young people to return  
Young people come back from town because of their club. "People know each other and support each other"  
Mayors will be more likely to listen to and know the realities of the area and to value young people with innovative skills  
attracts more actors from the youth field  
Give position for young people on different boards/forums  
Interest in farming amongst young people is fostered by providing schemes and courses locally to educate and upskill young people  
Involve children in diverse ways. They are truly open to everything.  
More education in schools so they will want to get involved  
The generation of youth and young adults is difficult to integrate with other measures but this would work even for these young adults.  
The younger generation needs good arguments and role models. They need to be guided by their hands.  
There are strong connections between Age Action groups and youth groups/schools  
They feel attached to their music or other friends in the club. This provides them with the feeling of 'being at home'.  
young people strengthen the skills of active citizenship  
A LEADER group of young people who can comment on all projects, not just youth projects  
Actively empowering youth encourages innovation, job creation, and economic growth in rural areas  
All hope is on the next generation. However, schools do not provide a broad educational foundation anymore. They fail in terms of the provision of basic  
getting likeminded farmers - skilled, younger farmers engaged  
young people will learn about the specifics of local productions  
Youth interest in citrus is increasing  
A more heard and better taken into account voice of young people in rural areas  
Associations are key to community life, the education of young people and the implementation of necessary activities in the village  
Highlight capacities of young people in local groups e.g. Digital- social networks- etc  
Parents of young people facilitate their involvement in local social groups from a young age



Supporting cooperation between associations and young people  
Young people are not taken into account. Others make decisions  
Awareness workshops for the younger population.  
Because there are few younger people who want to do voluntary works with zero-compensation.  
Snowball effect - we get engaged young people and wider influence  
young people are currently not interested in farming at all as an activity/occupation  
Because less time is left to young people, it is difficult to find voluntary workers.  
Because the younger generation is getting busier to earn money to be able to purchase a house.  
children are the future  
Young people have stronger involvement

#### To join the societal transformation toward post-materialism and/or post-fossil economy

##### Sustainable Agenda 2023

The prevailing lifestyle currently is not based on sustainability but is a consumerist lifestyle  
The trends currently under way mean the degradation of the natural and social environment and need to be changed  
The wasteful mentality is replaced by conscious action and consumption  
there will be energy communities  
energy crisis  
energy crisis  
long-term preservation of the environment  
on foot or by bicycle to collect food, shopping for food with as few food kilometers as possible, and contributing to reducing the carbon footprint, less  
respecting nature means defending our lives  
systemic reporting requirements on individuals' and communities' environmental indicators  
the need for increased energy efficiency, reduction of emissions from agricultural activity, better use of resources  
the population is not longer forced to use the car  
the transition of fossil fuel dependence to a larger share of RES is changing the rural area  
positive (financial) stimulation for individuals to invest in their own renewable energy sources (e.g. solar power plant)  
Production resources, natural resources (spatial, biological, etc.) are disappearing, our environments are changing and we are beginning to cause  
2030 sustainability targets: reducing all sources of pollution  
A political will to encourage sustainability and alternatives to large scale conventional farming  
Non-productive activities support the transfer of the countryside to post-material society  
The real expeince/price of fossil fuels: improving the profitability of local energy production

#### To maintain the population base

Because a vicious circle needs to stop and a positive loop needs to be strengthened.  
Branding the bachelors and men in service  
Communities of different nationalities will add critical mass to the area  
highly educated, young people are employed and remain in rural areas  
More people using services ( or even maintainig current number of users)  
The necessary reduction of pressures on the city, reduction of migration, ensuring dynamism in rural areas.  
The returnees can be convinced to move back with their families if adequate basic service are provided and 'life works' for families.  
Villages are being deserted  
Young educated women don't return to the area  
Young people need a positive incentive to build, buy, rent real estate in rural areas and not move to cities  
Because of lack of affordable, proper houses, some people move to a bigger village centre or other parts of the same region.  
Exodus of young people from rural areas  
Repopulating the countryside  
Aging, the emigration of young people to cities for careers  
High number of professionals in the community and a desire to keep them in the area  
Keeping young people in rural areas  
People stay in the countryside  
reducing rural depopulation and fleeing to city for work opportunities  
young people want to live in rural areas  
Creates new jobs and engages locals and returning people  
finančne spodbude za novince v kmetijstvu  
Food production is an additional motivation or motive for living in rural areas  
Rising of motivation to stay in rural zones. Making youth able to have the option to live there.  
To keep the population in the micro-region in conditions of moderate migration decline  
to keep young (born in rural areas) in local community  
whereas older people will no longer be evicted and young people will be evicted from rural areas  
preserving the populated countryside  
By building smaller flat houses in a larger quantity, family houses which were occupied by one or two persons can be available for young couples with



To organise concerted action

A demand for things like ski tracks that decision-makers block  
absence of cooperation between municipalities  
An update of the plan is initiated by a civil servant or a politician  
At the moment, there is a very narrow representation of interests in politics, more stakeholders and topics need to be addressed  
Because a lot of farmers are resistant and closing themselves against new plants and new grazing land.  
Because ideas, inputs and opinions brought by active rural residents are not recorded but lost.  
Because it is practically very difficult to organize a sustainability event for all over the rural municipality.  
Because some solar or wind energies deliver surplus, which becomes redundant.  
Because the current task-division among vice-mayors of the rural municipality is according to policy areas in which each vice-mayor is expected to be an expert.  
Because the rural municipality tends to cover a vast area.  
Because traditionally the relationship between the regional waterboard and landowners of the polder has not been in good order.  
Businesses refer customers to each others' services  
co-ownership or co-operatively owned land e.g. co-op energy, bioeconomy schemes - would address small, shared land holdings  
communication between actors in the area will be continuous and constant  
Community /local projects/groups - bridging the gap  
conflict of existing views on the development of the local community  
Conflict of interest on the same spatial units  
connect diverse local providers (not only nutrition, but also education, etc.)  
consensus in individual local communities and in all municipalities after joint action  
Cooperation between the four different sectors is important to solve complex problems  
Cross sector departments coming together  
Different tourism providers collaborating with each other to compliment each service/experience (e.g. glamping, food, farming etc.)  
different viewpoints and skills - networks - new stakeholders having the opportunity to get involved and introduce new ideas  
Ecological and conventional farmers are in conflict regarding sustainability  
Efficient decisions about how to support a diverse set of innovations requires cooperation  
Every link much work in a chain of action  
Ideas are out there but it is difficult to know who owns the process  
Integrated Policies  
Local community group came together to source funding and location  
Local Development Companies should be a vehicle for this development  
Local objectives embedded in policies  
more targeted development of local communities  
Most of the entrepreneurs and producers work in an isolated way and without coordination.  
Multiple segmented community groups join together and pool their resources  
people in the rural have needs and goods that can be shared  
Political will  
Poor rural municipalities cannot afford large scale development projects  
Prioritise these lines of action.  
Projects and initiatives invest in the people within a community, and connect communities with experts  
Resources, capital, staffing, infrastructure  
Rural citizens do not interact enough with policy makers.  
Target communication between actors, stakeholders for better cooperation and collaboration  
Targeted incentives linked to development in the region  
The agenda for what is best for our community/village/place is decided upon together in meetings face to face.  
These exist in the city - why do they not exist in the rural  
To connect people with the interest in microregional development from public administration, entrepreneurship and NGOs  
to facilitate the realization of a common idea  
To have an body to advise in problems of community life  
Transform the informal network that exists in the area (consisting of small operators in the tourism sector - managers of B&Bs, agritourisms; small businesses)  
we don't work towards a common goal  
We need more cooperation between academia and public/private sector  
they work together only sporadically, on the occasion of events  
A coordinator attends meeting with decision-makers and relates the real situation in the field  
A political will to create accessibility for all their citizens  
Also, farmers are critical of politics.  
Because each village is unique and the degree of civic collaboration is also different across villages.  
Before communal actions were compulsory if you wanted something done  
By contributing the residents like they belong and that they made a difference  
Co-operative approach  
Co-ordinate all the different people or businesses involved in the area  
Collaboration over administrative borders between municipalities and regions  
Combine resources - Financial, Time and Skills and expert knowledge  
Community Action Group  
Community collaboration and Consensus





Conflicts between conventional and ecological farming (often women)  
Engage stakeholders from all sectors  
Everyone offers their own knowledge, but it is only with collaboration among the actors that the activities/actions envisioned in the vision can really be  
Giving attentions to practices honorable and followable is a task of rural village leadership.  
However, the municipality's administration area is big, consisting of several villages.  
Incentives - Common goal  
Innovation came about from knowing the people, having a problem and building a solution  
Interest organizations develops new certifications to support their members in their marketing  
Landowners and farmers of the polder tend to regard their individual interest as more important, while the regional waterboard pursues collective  
Language barriers and fear. Lack of courage and vision  
Language barriers and fear. Lack of courage, vision and ability to reform  
Local Action group to allow collaboration  
Local actors (the Agricultural School, the LAG, local associations and farmers) will start cooperation  
Local institutions (church, municipal administration) fuel conflicts and tensions between social groups  
Many consultations and meetings bring rural citizens and residents together to let them speak out their ideas.  
Micro-regional culture is managed by several entities without mutual coordination  
Organising meetings/discussion groups in the area to gain insights from local actors about creating a centre  
People are more involved in shaping local life  
People realize that they will have to have to become involved in order to keep the basic services  
public meetings will be held on organic issues and the potential that organic production has  
Space needs a common idea  
The university takes an active role in supporting the innovation processes.  
There is mistrust because the results cannot be seen nor political support.  
There is no arenas for talking from a below-perspective  
There is no collaborations between entrepreneurs  
They view themselves as complementary and part of a community  
Through "innovation centres" we would promote activities, acquire new knowledge and ideas - various stakeholders: e.g. local communities,  
To add more houses to the existing edge of village cores is politically and administratively sensitive.  
we need a sharing economy that enables cooperation without taxes  
When there are disagreements, it reduces the efficiency of land use or sharing  
A need to prioritise what investments to fund  
AKIS and other supports -Teagasc advisory service, private bodies etc. - bringing these and other stakeholders on board  
All stakeholders are involved so to ensure local voice is represented  
Combine funding- public and private  
Competent experts in the various areas on which the population will want to act will be involved in the public meetings  
Coordination of Agencies e.g. ATU- GRETB- University - macra Na Feirme etc.  
Development organizations in cooperation with universities and the small businesses could help identify succesful cases and develop suitable models  
Different groups cooperate and pressure the authorities to fulfill their promises  
If we want to achieve the nutritional elements of the vision (local, organic food), it is necessary to coordinate where this will be implemented  
Inspiring visions and ideas shared by rural citizens are heard and then shelved, not resulting in actions.  
Involving more volunteers in the network who carry out this type of transport  
Multi-layered approach  
municipalities begin to organize local transport services together  
People in rural areas realize that each person needs to become more active than they would have to be living in urban areas  
People with influence in the public discourse do not try to overcome the differences and exacerbate the conflict  
People with local knowledge and an enthusiast (eldsjäl) could lead the project and convince land owners of the benefits of participating  
Public spaces are attributed a social function: the municipality plants fruit trees, associations that distribute food can harvest the fruits  
The acquisition of the citrus PDO has led to a more systematic cooperation between municipalities.  
the citizens' Assembly will organize days devoted to specific issues and visits to the places on which to take action  
The cost of developing the new crops is lowered by cooperation between a group of farmers that uses crop rotation and thereby shares the cost of the  
The municipality creates a collaborative group with diverse stakeholders with a wide range of competencies  
the need for more coordination of views  
the objectives of the actors will no longer be different but there will be a sharing of the objectives to be pursued to promote sustainable development of  
There is a lack of system solutions, better communication, knowledge, no approaches  
There is no cooperation between citizens and institutions  
there will be an Assembly that brings together the citizens of each village and an Assembly among the citizens of the Riviera dei Cedri villages  
They become a large sales organization together  
A small core of a few fellow villagers get together and decide on when to hold a public event, with what programs, about what subjects and with whom.  
AKIS  
associations only do operational and bureaucratic things, they don't work on social common issues  
Because municipalities can take market developers as well as social development on board by using land use plans as a policy instrument and by building  
Close cooperation  
Colaboration with other entrepreneurs and producers.  
Common vision to work towards  
Coordinated approach (LCDC) and backing of legislation



Inspiring visions and ideas shared by rural citizens are heard and then shelved, not resulting in actions.  
 Local governing body to be represented on regional body  
 More cooperation between local actors, communities, companies and public sector  
 More flexibility with coordination is required to motivate more supply of tiny houses in rural areas.  
 new governance models - consultative models, involving stakeholders in the creation  
 Resources will be committed to safeguard freedom of expression while not fueling conflicts  
 The establishment of the Consortium for the Protection of PDO Citrus will promote collaboration among actors  
 The municipality incorporates a bottom-up perspective in the policy-making and the needs of the citizens  
 When farmers are regarded more as a partner of the government's policy implementation than as an antagonist, they will also listen to the government.  
 Without reaching a political agreement between different stakeholders and ideologists about what is sustainable farming, it would be difficult to design  
 Women do not consider the needs of the women themselves and the needs emerging in the community  
 A dialogue shall be established within the local community  
 Achievement of set goals  
 Because farmers do not consider that the waterboard is by their side even though the waterboard members are elected by citizens.  
 Government agencies - TII and Planning need integration that is also responsive to local needs  
 It is important to have open discussions with farmers, engaging them into political discussion process.  
 Rural citizens who bring ideas and have vision are often very busy in their livelihoods and life.  
 The energy needs to be collected by something structured  
 Because a place-based project needs to integrate different sectoral policies into one locational approach.  
 Because farmers need to know that they are respected and heard by politics.  
 Engaging with bodies eg Bord Bia (the Irish Food Board) - bridge gap between locals and agencies  
 In order not to discourage citizen participation, politicians of the rural municipality should show more serious commitment to change rural residents'  
 It is a project that requires many resources and the involvement of various social actors  
 More coordination, organized interest-representation by and consultations with farmers are necessary in this region.  
 Seasonally adapting electricity management is needed to deal with surplus in the summer and with shortage in the winter, when solar panels are used.

#### To provide attractive housing options

Among new houses that were built in the existing village-contours last years, one-person households cannot find appropriate one.  
 Because people feel like to save more to be able to take out a mortgage loan to buy a house.  
 Because the Christian lifestyle of these villagers makes the population grow faster than in other regions that housing demand by locals can be stronger  
 favourable loan for housing, favourable rent  
 Housing for arriving people, housing trial in rural area, working connections, mold-free schools, day care and feasible accommodation possibilities  
 Housing prices are far higher now than three years before.  
 Making condominium laws more lax  
 More expensive houses are built and added to the existing housing stock.  
 Other housing models are being normalised in rural areas  
 Since the government has drawn much from housing supply but let the market do, the actual outcome of new house supply has not been very positive.  
 There is a lack of land for residential construction, the seniors are no more able to maintain original houses  
 young people have difficulty accessing to houses, properties, arable land  
 young people have trouble securing their own property in cities  
 younger generations cannot access real estate or arable land  
 A need for newly built houses also for renting  
 Because housing prices went up very rapidly in the last decade.  
 Because the provincial veto power is strong and can sanction building activities in the municipal boundary.  
 Because there is lack of housing for one-person-households and those who cannot take out a loan big enough to purchase a home.  
 Because there is strong housing demand for one person households.  
 Directing and guiding housing zones  
 empty houses in the countryside  
 Empty large family houses in the countryside  
 Houses in the old centers will be renovated, partly thanks to public grants  
 lack of affordable real estate  
 Making housing policies to facilitate health care workers moving to the region  
 Teachers, nurses and other local workers need a house but the supply is insufficient and unfitting.  
 The buildings are collapsing, dilapidated houses  
 Access to housing and price levels  
 Because housing prices in rural areas are out of reach of local young persons and they need a bigger amount of money to buy a house.  
 Expensive houses which are unaffordable for rural key workers are mostly for newcomers from adjacent urban areas, which does not really relieve rural  
 greater supply of real estate in rural areas than in cities  
 Housing targeting for example the elderly or disabled people. Support.  
 Land use plan needs to be revised, which the municipality has to authorize in conformance with the provincial spatial planning, if landowners want to  
 Municipalities need to be more active on making more care-friendly houses for the aging population available in the housing market.  
 New models for how to remodel houses and create their own entrance are developed.  
 Thereby, those who did not purchase a home three years ago find it more difficult now to enter into homeownership.  
 young people in cities cannot access housing  
 Addressing the housing issue of young people in rural areas more easily than in urban areas



**Affordable price levels**

Because it is difficult to find an adequate rental house in rural areas and renting is expensive, local young persons want to buy a house.  
 Because houses for starters and social rental houses are built too much less than needed.  
 Because rent levels are also very high, it is not easy for younger generations to save up their earnings.  
 By making pavements more water-retaining with natural materials and making environment impact of new houses as minimum as possible, permissions  
 Couples or married persons are not only housing-seekers but many singles also want to have an independent living which is unavailable to them.  
 Because rural houses are relatively cheaper than urban houses, villages close to the city become a popular destination for urbanites. They buy up rural  
 When more flat-houses are built, people can move into and thereby old houses become available again for another group of people.

**To provide facilities for communality**

Access to land in the community  
 Clubs need to attract new members and remain attractive for the current members; not all costs and activities can be covered by the members and  
 Communal spaces within the Hub  
 Communal spaces, facilities and activities can tackle loneliness by making it easier to take care of each other.  
 Create a community areas for these coaches  
 Exploring different hobbies  
 More places for encounter are needed without economic motivation (not shops or other places where people have to pay to stay/join activities)  
 No money to travel by car to hobbies  
 School space remains an environment that can make a difference - too little at the individual level  
 Something else to do besides social media and playing on phones  
 Spaces and reasons to come together  
 They need a club house. Even when it is for young people (youth club) or for elderly people (hand crafting) mainly, it has identity and familiar atmosphere  
 Activities for children often requires a lot of travelling for them and their parents when they live in a rural area  
 Build local 'clubs'  
 Communities coming together to create a space to practice the language  
 Community centres and community amenities are developed - ripple effect of attracting people to the community  
 Community members co-operating with each other to achieve a common goal to establish this centre and build on existing knowledge and assets in the  
 Create spaces for meeting and sharing knowledge and establishing networks  
 Create sport facilities and link to other facilities  
 Establishment of a meeting places  
 farmers markets/day markets present in multiple communities - bottom up connections  
 More common spaces and collective sharing facilities are needed in an appartement building primarily for one-person flats.  
 Multi-activity centre (children and older generations can use this space)  
 New events for young people  
 over-quartered country (most activities are in Ljubljana)  
 Partnerships/discussions/events  
 Political will is needed because such a project costs money and requires big efforts from local politicians  
 Spaces for young people to have their voice heard  
 The school is often the holder of events in the local community  
 The support of association life, the construction of community centers stabilizes the municipalities and therefore also the employees of the cooperative  
 The typical village community houses (constructed in all villages years ago) cannot be furnished/decorated by the group that is using it regularly (no  
 There are no longer any traditional social meeting points  
 There are no open spaces more available (pubs have closed, no shops anymore, only kindergarten and hairdresser. However, here they still have our  
 There's no shortage of facilities but a challenge to utilize them because of their condition and maintenance charges.  
 These are places for socializing  
 A fresh approach to bringing rural visitors closer to different groups  
 A location will be needed, investments, authorisations etc.  
 A social hub for remote workers  
 By creating a community space  
 Driving to town is time consuming and costs money. When meeting the same faces regularly, people will get used to each other. This is the starting  
 establishing a meeting and networking space  
 facilitating conversations and linkages - making space for differing viewpoints  
 Hinders the children from participating in culture and sports activities  
 Holding a meeting in the local area  
 local population cannot use the recreation area  
 More activities like sports, more involvement and participation  
 Networking events and the need for infrastructure  
 Rooms are needed. However, even the fountain next to the bus stop and in front of the kindergarten serves as an open meeting place where people pass  
 Rural citizens do not have time to physically meet local policy makers or they are far away.  
 Sharing facilities and common spaces in one residential high building are rare to find so necessary to be justified and accepted.  
 The preserved empty buildings are available for new activities  
 The school (with staff and pupils) ensures a varied organisation of events, and at the same time there are visitors to various events with students  
 They see each other regularly. However, this might not be enough. Meeting means also communication. Events or attractive facilities will be needed  
 Treatment of common, communal areas  
 using existing networks e.g. macra, mens sheds, local clubs, GAA  
 Kangaroo houses which combine a smaller residential unit with a larger one in a same building are more necessary in rural villages.



meeting places shall be established  
Need places for integration of new comers  
preservation of lively public space  
providing activities that will create an attractive space (including for young people)  
spaces of creativity - multi use spaces and hubs - meeting points in the community  
Such open houses without any financial interest are urgently needed e.g. to run courses for mobile phone use, handle internet templates, fixing a button  
The Green Ring as a meeting place for all groups  
There are architectural barriers, collective spaces are not liveable and lived in, services do not work  
Establishment of meeting places, public places  
Formalised events/festivals - Insurance and red tape when a community is organising these events/festivals

#### To provide sustainable rural livelihoods

A troubled world situation gives incentives for locally produced energy  
better living conditions, access for a wider circle (including those with lower expenditure)  
Create synergies between different sectors- employment skills to social enterprises  
Ecopreneurs often have small means because ecological production is rarely profitable  
Education doesn't correspond to available jobs  
EU wants more people to produce and buy locally within the Union.  
greater security for residents  
Infrastructure to support diversity of employment opportunities  
Jobs that match the education  
New Projects to contribute to the local area- including upskilling; employment of local people: - can use Connemara as a lighthouse example to show  
New work opportunities through intervention projects in rural areas.  
No ability to compete in housing and labour market  
providing jobs in rural areas  
Remote work solutions must be accepted as recruiting gets more challenging  
The creation of urban-agricultural market hubs facilitates direct selling of agricultural products, which can significantly increase sales for local farmers.  
There was an interest in the community in working remotely  
Use their existing knowledge and skills and relate this to a working lifestyle suitable for them  
a system of state incentives to make young people realise not only that it is nice to live in the countryside, but life there is also relatively easy  
Career talks and programmes centred on activities and services in Connemara  
Ecopreneurs need land for farming  
Evens out the conditions to competition  
Experiences of successful remote work  
Families with children also move to villages far from municipal centres: good network connections, remote work possibilities, day care close enough  
Flexibility to suit the women's lifestyles (meet childcare needs)  
Generate employment and people that organise projects in rural areas.  
Mapping what kind of skills are needed for the job  
Requirements for a better quality of life  
The municipality encourages natural agriculture: it offers public land for organic farms to expand, it does not expropriate organic land or give a higher  
There is an important sector of society that wants to live experiences in natural environments. Access to buy these experiences should be easier.  
Workforce for childcare  
Stability and balance in the rural environment.  
Could also be a form of income for producers so that whole livelihood is not depended on the farm  
Energy production from renewable sources  
EU can prove that food quality is important  
Expensive oil and electricity creates demand  
If we meet we can understand how we can support each other and create a better living environment for each other  
Many currents for women. Attractions and feeling of success.  
More job opportunities are created for residents, reducing unemployment  
New entrants to agriculture do not receive support from the existing public agricultural service  
New jobs created, people remain in their home environment, rural areas are not only a place of living, but also work  
Old traditions in the region of forestry is an inspiration to new usage of wood  
Opportunities of remote work for people with disabilities. Tailoring remote work. A link between employer and employee  
Planning and regulations and legislation needs to be sensitive to local resource opportunities  
Promote quality of life in the region for work life balance  
Solar energy will be more encouraged with public subsidies  
Supporting different kinds of work schedules in the area  
supporting the quality of life and work in rural areas  
Tailored housing and infrastructure policies/projects/ innovative service delivery  
Targeted calls for newcomers  
The employers and employees are presented with best practice and reminded of the tradition from the region of people being 'combinators'.  
The farmers that produce at a higher degree of sustainability could justify a higher price  
The greatest expectations for multifunctionality of the countryside are precisely in the rural area close to the city  
The land owners benefits gets paid in ecological produce instead of money



The members pressure the organizations because they want to get paid more to sustain their efforts in ecological farming  
the rural area becomes attractive for all segments of living  
There is representation and awareness of all aspects of life in the community amongst community members  
Training as a working possibility in the rural environment.  
unemployment, self-sufficiency  
various incentives for job creation in rural areas  
Very few examples of ecological farming that is successful in the sense that they make money.  
When rural houses are planned, social infrastructure needs to be taken into account.  
Young people no longer assume that they have to leave the rural to have an active social life  
A flexible way to switch jobs, when needs change  
Arts grants; incentives for artists to move to the area  
Create employment opportunities by developing a model suitable to these women  
Ecological farming could become more profitable  
Farmers in Sweden survive rather than flourish.  
Local jobs that support remote work  
More jobs  
People have an interest in staying and living in more remote places  
The land owners feel good supporting ecological products  
Work and education vs. family and community  
Agriculture is an economic sector, but many young people emphasize the living note of living and working on farms  
Duality of work and leisure makes some isolated  
education, raising awareness of the environmental advantages of own vegetable gardens, orchards  
Generate actions for shared-responsibility to access new jobs.  
Local actors will have awareness of what they are individually but also what they can be as a group  
raising the quality of living, recognising the benefits of rural areas and the health of the population  
the village is deserted  
They don't get paid for the added-value of ecological farming or more sustainable practices.  
young people realizing that living in rural areas is relatively easy, not just pleasant  
An agreement with the university would push farms to carry out research programs, with greater professional opportunities for agronomists.  
jobs are distributed unevenly

#### To provide targeted and effective funding

Allow different funding streams to same innovation  
Activities and funding backed up by municipalities  
additional financial, technological, etc. Measures, support  
Allocating budget resources specifically for rural enterprise development is a key enabler for this initiative  
Economic incentives from the state agencies to encourage the cooperation by investing in hubs rather than give support to individual farmers.  
Funding/Additional income  
Funding/Political change is needed and better understanding and knowledge of the vital role LCDC offer regions  
Industries putting the finance out in regions to support the infrastructure.  
LEA and LEADER is not well-established  
Link enterprises to local assets e.g. Fishing industry- how to build this industry sustainably- local and external needs/markets  
Local volunteers are supported by finding for development and events  
Long term Government funding posts- not short term funding  
New regulations to allow cross agency funding and supports to empower communities to develop Hubs and enterprises  
Political decisions to change the financing of broadband expansion  
Private and public investment  
Public grants will be given to implement phytodepuration practices especially to inhabitants of houses that do not have sewer connection  
Public interest in attaining these grants has increased  
Specific grants and subsidies for sustainable farming practices  
State agencies and other organizations can advocate for this solution instead for them to close the farm.  
The different types of rural areas needs to be more clear about their specific needs and actively engage in lobbying to get more funding.  
The funding of the organizations and the laws do not encourage cooperation  
The local law makers benchmark with other regions that are successful in applying for project funds.  
Very limited funds  
Very limited resources without proper allocation  
Without support and substantial support from policy and administration such a project will not be realised by local stakeholders (and investors).  
Associations need money (rooms, material, support services and trainers/trainers)  
Because increasing the number of busses and their frequency can be a lot more expensive than operating sharing cars.  
ecosystems services - linking funding and schemes to natural products  
Financial support to run the events  
Funding opportunities available to people who speak two languages  
Funding or planning permission linked to language support  
Funding that supports innovations that are not typical to existing funding criteria and regulations  
LAGs/FLAGs and the region will provide economic resources



Link funding to regional, national and international strategies and funding streams

Long term funding and resources

Low income residents don't have funds for everything

New or alternative finance models for the financial support of the clubs are needed such as crowdfunding

Onboarding teams that supports the local community with establishing this type of multitool and offers financial support

policy and funding to support these additions - more of a push & awareness of funds that are available

Public and/or private investment will be needed

Public checks on investments (and expenditures) will be made after the investments will be made

Rent for the location, personal costs for employees; and margins are low due to competition with discounters and large-scale retail shops in town.

Rural areas need more funding to afford development and crowdfunding is a way of engaging the community

Strategies and plans (e.g. National Development Plan) created using a consultative process, with funding clearly outlined/engaging with networks

sustainable productions and the use of new technologies in agriculture will be encouraged with public grants

The municipality adds financial resources and gives an appropriate budget

The municipality allocates enough resources to hire a coordinator that helps people and communities to prepare applications.

There is external funding available for businesses to implement sustainability measures

there will be public grants for the installation of photovoltaic panels and the creation of energy communities

A political will to give economic incentives to create this new behavior and remodel.

A regional "sparkmoney" open for all to apply for. For event planning, hobbies, transportation

Allocate funds to environmental aspects

Depending on the strategic analysis of the project and the established lines of work, the most appropriate digital tools for a project are financed.

Ecological farms produce too little or do not comply with minimum surface eligibility criterion.

Examples of successful crowdfunding are identified

Finance/Funding- Both are interrelated

financial incentives from agricultural policy

Funding for small scale environmental projects/initiatives/ businesses e.g. grocery store issue reusable fruit boxes/ link to vouchers for use in the store

Funding

Funding and Legislation

Funding for awareness and capacity building

Funding structures that respond to local initiatives, so can be flexible enough to allow them to be tailored to the needs of the local community (e.g. BIM)

Funding that requires the event to include the language

Funding to support creative industries to promote Connemara region with links to heritage and language

Funds are given to farmers who want to innovate and demonstrate that they produce organically

Government agencies need to support local initiatives

Government regulations reflected to allow more community groups to apply for funding

lack of finance, knowledge for renovation (but they have interest in renovation)

Link to Regional and National bodies to tap into funding and influence policy

Locally embedded agencies LEADER administrator that is locally rooted that can respond with responsive locally sensitive funding

Look outside for larger funding sources

Many municipalities have many low income pensioners. Knowledge, devices, data networks all must be functioning. Even broadband is too expensive.

Provide funding

The politicians realize the need to seek resources and funding outside of the normal budget.

The use of European and regional resources will be concentrated and dedicated to the elements of the vision

There has been a shift from short-term, box ticking funding as it has been accepted that this model is damaging to communities

there will be tax reductions for those who choose to live in the old centers

Troubles funding liberal adult education is most apparent in community colleges. Prices of courses must be raised which is a problem for people with low

Various costs apply, associations need to pay for material and events; but also for personnel such as admin staff and trainers/teachers, including PR work

When the government acquires farm-land with compensation and gives it back to the nature, it can be more expensive to bestow farmers with a role of

Without more government subsidy, some of the current public transportation routes can be abolished even.

Because earnings expected from extra investments stay low, banks do not lend a loan to farms smoothly.

Collective funding

Financial supports and easier access to resources (e.g. farmland) will allow us to address more farmers

Funding

Funding and Lighthouse examples- staged development to build capacity

Funding for a local Liaison/ Development Person

Funding for new ventures/ innovations to grow in the region

Funding from the Government- provide resources to do translations, language classes

Funding to support start ups

municipal, local calls for proposals for funding association activities, NGOs...

politicians need to realize their responsibility

providing finance for the maintenance of a dense transport network (state and local level)

Rural public transportation routes need a different logic of political justifications, namely, economic cost benefit analysis, not alone financial

Small municipalities have tried hard to survive with limited funding by going back to their innate practices and trying to utilize project funding and

The government need to give support

The prejudice of crowdfunding as a communist tool will disappear.

Funding/finance for work being carried out



#### Long term Funding

new, additional income

Policy and financial resources committed to local area for sustainable community

We need to change the mindset of banks to understand the logic with cooperatives

When one-person-households do not voice out their housing needs but stay in together with their parents, nothing would happen.

Support: Funding/grants

#### To reform gender roles

Many women living in rural areas also experience a greater freedom

Women and men complement each other: women come up with solutions, men are able to implement them technologically and economically

women in politics are still a minority

Women need networks for women, but also lead by women

Because men are usually asked a lot less to take voluntary services as their responsibility than women.

It can be difficult to talk about discrimination in front of men

They are left alone to do what they want on their farm or on their own property in their spare time. Ownership gives freedom.

women are still considered different from men

Men need to take more part in organising domestic and community services, like doing more housing chores, taking care of elderly neighbours who are

we need to experience each other's culture firsthand

Physical work as part of the lifestyle blurs the traditional gender boundaries in house work

There still exist discrimination against women entrepreneurs which can be hard to admit

they are treated differently in terms of pay and job roles

#### To safeguard future farming possibilities

A good opportunity for a suburban rural area, at the same time it is a part of tradition

Agriculture and land management are not adequately addressed by local policies.

Agriculture is in a very difficult situation at the moment. All energy goes to surviving, no time to participate or develop anything

Avoid the cultivation of varieties that require lots of irrigation in areas that lack water.

Because soil subsidence and salinization is an on-going process in the polder, which requires constant care.

Because the government stopping farmers and scaling down their businesses by acquiring farmlands with public money creates other problems.

Drought and less rain causes less harvest

farmers seeing practical examples of success

getting local buy in through the small schemes from CAP - tie farmers to why they're doing what they're doing

greater understanding of the role and impacts of farming

High nature value farming

Introduction of a structure for the distribution of land e.g. the land commission

less drive to remote land

Modern communication of farmers and optimization of work

newcomers in rural area, new entrants in agriculture

preserving rural identity (including in the modern way)

protection of agricultural land

Pure agriculture cannot guarantee economic sufficiency of farm

Small farms need diversification simply to achieve economic sustainability

The farmer needs to be able to control the effect of the weather in a changing climate

The political will is that we should have more farmers instead of less in contrast to previously.

The society strives for greater crop production and has an increasingly negative attitude towards animal husbandry

This is because acquiring farms with public budget and closing down them is often not a solution acceptable to farmers.

wish/priority to maintain farming

a virtuous circuit will be activated in the local economy

addressing litigation, insurance, safety issues - find balance between access and needs of farmers/landowners, addressing fears of landowners

Agriculture is becoming an interesting occupation in leisure

Because farmers want to keep their identities as farmer, and sustain and develop their farm activities in another way.

Because the average percentage of food and drinks in a household expenditure has diminished from 29% in 1936 to 13% in 2020.

Current "super producers" and rural residents developing interaction like allotment gardens

ensuring the existence of farms

Farmers are willing to explore and become educated on the sustainable farming options available to them

Generate new technological advances in the same field.

It becomes financial viable to develop new crops

Local community groups/farmers

Local networks of farmers form to have a stronger voice at regional and national levels

People are not aware that farming requires a lot of work and it is subject of instability.

possible delivery of building materials, delivery necessary for agricultural production, forestry, etc.

Talks/discussions about sustainable farming practices - shortening the food miles

The area is water-rich with a high water level and much humidity in soil, which is threatening to cow-farming and cornfield.

the farms are more sensitive to abruptions

The number of farms will fall alarmingly in the future and systemic action will be needed



There is few organic farming

This will give young people additional motivation to work in agriculture and stay in rural areas

To keep farming alive, we need new people in business

agricultural land is a limited natural resource and difficult to access; If there was more land, more young people would decide for farming

agricultural production must adapt to ongoing climate changes

Almost impossible to become a farmer today if you don't inherit the farm.

Because consumers do not pay farmers properly, it is extremely difficult for farmers to make necessary investments in their transition into more

Different waterlevels cause different consequences, especially for cow farms.

Ecological farms work at a smaller scale.

Facilitate access of new agricultors to land.

I see the technological progress of agriculture as the only way for rural areas to remain an agricultural space; Without agricultural activity, however,

increase the acceptance of typical rural activities, such as farming among all population groups

Local residents can be inspired by successful examples locally such as Tolg, or nationally and internationally

Meeting current and future legislative requirements

requirements for achieving certain standards, such as requirements for safe food, reduction of the use of PPPs, more precise dosing of PPPs, more

Several farms cooperate in a hub for crop rotation in a way that is best for the soil, but does not necessarily maximize the profit for the individual farmer

The climate change motivates farmers to find proven alternatives.

The government acquisition of farmlands does not compensate fully their historical investments and the value of their landownership.

the production is more lean - no availability for mistakes or bad weather

to break the trend for people to stop farming, but there are simply no new ones to develop this

Transfer of land to descendants in good condition

We influence the method of (organic, environmentally friendly) agricultural production, the implementation of other activities in such a way as to

When the current VAT is abolished, farmers will be rewarded better for this production.

Agricultural Supports and programmes - AKIS

Consumers also expect agricultural activity to keep pace with technological progress (more controlled, controlled production, etc.)

ensuring that farmers remain and continue production

Farmers engaging in the community to gain financial revenue

For political breakthrough, there should be more appreciation of food and the role of farmers.

For the government, it might be wiser to take economic continuity of farmers more seriously than now, than to focus on closing down farms.

If more variables of sustainability were included ecological farmers would be higher valued

Individualised farm operation is also problematic from the point of view of socio-economic sustainability / survival

Producing organic is expensive, the price is also higher for the consumer: in a small town organic farmers would have very few customers

Sweden has a desire to invent the wheel again (research our own crops) instead of using what is already out there

the dominant agricultural model is not sustainable

The economic aspect of the farms is more important now

The law was created to protect the farms and farm lands, but the consequence is that it excludes new people to become farmers.

The political will is to increase the number of ecological farms in Sweden.

The risk of experimenting with new crops are lowered due to the cooperation within the group.

Young farmers are handed over the farm management sooner

it may solve the issue locally but not on a national level

To keep a herb-rich lawn economically and financially viable and productive for livestock farms to continue on their businesses, consumer prices should

When consumers are ready to pay more to farmers, they will make environment-friendly transitions more voluntarily and positively.

There will be local infrastructure for Diamante Citron processing.

Because farmers want to keep something they can be proud of and to be appreciated by the society.

Because the cow-farmer demands a different water height than what the corn-farmer would want, for example.

Because the polder requires more water pumping stations in the coming decades to cope with the climate change, the river-tidal energy should also be

Because the water system is inter-connected and different land parcels are connected to each other, delicate approaches are needed.

Because urban people do not know nor are given opportunities to experience the rural life and farming.

Commitment to sustainable farming

It is because farmers would be happier to keep their identity of farmers in different ways than now, if the government can guide them into a more

less resistance of farmers to environmental measures (less through mandatory laws, more in the form of incentives)

Multifunctional role - we have crops, a positive environmental role, simultaneous impact on the wider community

Results with good comparative numbers are needed as well as word of mouth

Transition-supporting, new financial rules are necessary to be given with a whole guiding trajectory to farmers.

#### To safeguard local services

Adequate local basic services disappears

basic services must be adequate

Because public transportation options for rural residents are already limited, motivating them to rely more on personal cars.

Co-operatives already exist in the region

deteriorating access to certain services in rural areas due to the abolition of physical branches of services (e.g. bank, post office, etc.)

Emergency preparations is important in a village

Few or no buses in rural areas

Going to a local shop or post office is more convenient than driving by car to town. When going to such a service point, people meet.

How digital services reach people? A need for traditional models as well





Lack of public transport in the rural areas makes it impossible/difficult for elderly, disabled to live in rural areas if they cannot drive a car

Municipalities up keeping trails

Partnerships with the Health Service Executive (HSE) to provide a service to the local area and have existing networks on the ground.

Platforms are jagged and updating them is a big undertaking

Putting trails and attractions in order

Safeguarding public transport, flight connections from Kajaani and train connections

Store, library, community centre, pharmacy, cafe and technological resources provided by associations, public sector and companies in unison

Strengthening access to services (short, effective, innovative - adapted to rural residents close to cities)

there is an awareness of the local community (restaurateurs, population, etc.) of the advantages of consuming local

Traditional organization of public transport with regular bus routes is too expensive in the rural areas

well-organized winter plunging, paved road, etc.

A way to distribute transport expenses

awareness of the wider contribution of maintaining such services in rural areas

Basic services must be in good condition. Hobbies, day care etc.

Because rural areas need their own sharing car-services, differently than others by urban-oriented service-providers due to special circumstances of rural

EU realizes that basic services are disappearing in rural areas and the urbanization continues.

Holistic service provision built with Shared services/ linked to life cycle - young to old

If schools are closed down and supporting facilities for raising kids including daycare, library, playgrounds and kindergarten do not work, it will be

It is difficult to fill a big bus with a sufficient number of passengers in rural areas.

mobile abattoirs

Mobile services have been abandoned in the area. There has been trials but no desire to use.

providing resource services in the local environment (e.g. social vans in the implementation of transport, e.g. firefighters)

Regular bus routes are not economically sustainable with too few passengers.

Such shops or local basic services (post office) are economically not viable. Otherwise entrepreneurs would have opened such a shop already.

What all of us can do individually to develop and support local services

An on-demand system could lower the cost per trip and the pollution by using fossilfree cars adapted to the actual number of passengers

Because financial profitability alone cannot sustain on-going operation of some routes which do not generate enough earnings.

Because rural shop owners can know needs and preferences of fellow-villagers in detail and thereby better accommodate to their needs.

Because rural society is dependent on many volunteers, for example, to run local libraries.

Because there are no enough passengers for a big bus.

Because you need to wait for another hour if you miss a bus as it rides once an hour, while trains are running several times an hour.

Collective awareness on the value of supporting local economy will be widespread

Costs for running such a place are high. Risks hamper entrepreneurial endeavour.

focus from the capital to the rural area (decentralization)

Good early childhood education

Identifying which services we have

Link into regional development

Policy Directive to support location of Area sensitive industries or support services

rural needs are brought to the decision making table by local politicians

We need to focus more on services rather than products for sharing

Because those volunteers are getting older and it is difficult to find new ones replacing the older, libraries are getting closed.

Big busses can easily fall in an extreme delay in rush hours.

easy access to kindergarten and school for children

Government policy for Remote rural areas- specifically Tailored for e.g. through education and employment policies

More trips per day can be offered

Relocation of service headquarters outside Ljubljana

the demand for better public services

Because bus-only-lanes are not overall but only parts of the bus routes do have bus-only-lanes.

More government subsidies spent on good public transportations and connection in rural areas can break an on-going vicious circle between less users

Through diminishing users of busses due to inconvenient transfers between different public transportation modes, less rural residents make use of public

Young people lack basic skills. They need help for everythings; schools/teachers are not more present or properly teaching

A negative feeding loop becomes effective between diminishing users of village busses, inconvenience of public transport and thereby more reduced

Without using a bus-only-lane, traffic jam for a big bus can escalate into an extremely long delay.

Because auto roads are narrower and with a less number of lanes in rural areas.

#### To safeguard the environment and landscapes

Agricultural production was incentivised without considering other elements.

Alternative technology with solar cells could power the lampposts and motion sensors save electricity

Because the existing water pumping capacity will not be very sufficient to deal with extreme flooding and water level fluctuations.

Branding and safeguarding the excellent water in the area

Climate change

direct contribution to preserving the qualitative rural area

Land exploitation today is high

Maintaining and improving the environmental situation of the microregion even in conditions of global warming as a competitive advantage of the

Many farmers give up on organic production because the surrounding land is contaminated and the investments would be wasted



More certified providers means less pressure on the environment  
preserving the traditional (attractive) rural appearance  
Prevention of land overgrowing  
Raise awareness of ecological cultivation without using pesticides.  
reduced human impact on the environment  
reduces the need for mobility  
Respect for nature implies respect for humans  
Sustainable building materials make rural landscape more beautiful and cohesive with natural landscape.  
The ground is subsided and peat soil is exposed to air, emitting a vast amount of greenhouse gases.  
the urgency of addressing specific global challenges  
To improve the permeability of landscape  
We are already seeing the environmental impacts of agriculture  
Attractive natural environment is the attribute of the green ring  
Smart rural also on an environmental level - greater biodiversity ...  
The fact that farmers add a lot of values by taking diverse nature-preserving functions needs to be understood by more voters and politicians.  
The territory must be well maintained and managed, so you don't feel discouraged by seeing the burnt hills  
There is no political will even though the farmers show will (for example through the use of different colours in support of research on the plastic)  
To deal with an increasing waterheight, new technological facilities with extra capacity are called for.  
A lot of waste is being produced each year  
Actions aimed at caring for the environment and the land will be activated  
Because farmers can also keep and manage their land in environmental responsible ways.  
Because land for biological farming can stay for bio-diversity.  
Because plastic packages should be reduced.  
Because residential gardens and outdoor spaces are increasingly paved with hard materials, there is no much room left for bio-diversity and different  
Because the construction sector is polluting in general, emitting CO2 and nitrogen.  
Because the nitrogen crisis has a big influence on the Environment Plan.  
Create budgets to access water and bonus for having well-cared properties.  
Controlled use of land and forestal resources.  
Ecosystems are destroyed owing to the ignorance and the effort to earn money.  
EU and national, regional and local administration needs to fulfill the climate goals  
Gran Canaria has lost its landscape heritage.  
Improve land and water management in a more respectful way.  
Improvement of the landscape.  
Involvement of the next generation in ecology-based activities hoping that sufficient nature-related assets will remain until they will be in the position  
Landscape management, invasive species, rewetting  
Many people in rural areas commute into cities for work with their own cars  
Minimise water waste in agriculture.  
Monoculture is on the rise  
Much environmental damage has been done by politics itself: it has worked against it  
Protect the region and its natural resources for the community, tourists and future generations  
The landscape of the microregion is characterized by large areas of arable land, low permeability, low biodiversity, water and wind erosion  
The public spaces must be cared for like our gardens  
Agricultural production has not considered landscape.  
Avoid wildfires.  
Because plastic packages produce serious environmental pollutions and cause ocean habitat loss.  
Because the government mainly focuses on reducing farmlands, it is ignored and forgotten that farmers are cheapest landscape-preservers.  
Conventional farming contributes to leaching and crop rotation can help prevent that  
Delimit, control and management of what zones can have a bigger livestock load.  
Economic support to the local environment  
Forest areas will be cared for in a way that prevents fires  
Improving care for nature and avoiding environmentally harmful practices  
Large farms with hundreds of hectares predominate  
maintaining clean drinking water  
no specific conditions are exploited for the development of tourism, which cannot be developed elsewhere  
pollution control, medicines, pesticides (rationalisation of material inputs)  
positive discrimination against rural areas is needed  
Preventing overgrowth, directing natural succession for the benefit of local researchers  
Refocus of programmes to support remote rural areas  
Residents feel the impact of recreation on their living environment and the space around them  
Rising of plantations and with that rising of land development.  
The climate goals are a priority due to extreme weathers  
The handling on the farm is a mess with the wind and the water  
The territories will no longer be so degraded as they are today  
This new water pumping station will increase water levels in ditches in the polder in general.  
Through beekeeping, we can promote the preservation of sufficient natural, environmentally preserved areas



To defend from erosion, to increase the biodiversity

We appreciate a healthy, protected, biologically diverse environment

When an owner of land is clearly defined and land use plan, i.e. environment plan, provides right possibilities, private landownership by farmers can also

Because monoculture fields are very fertilizer-hungry, creating a lot of nitrogen in the environment, while a herb-rich lawn is not only reducing nitrogen

Developing the sense of beauty (seeing, hearing, tasting) in relation to these plants

In hot days, drought is an issue, while in the winter, too high water level can be an issue.

In order to discourage and reduce consumers' use of plastic packages, the government should address businesses, sellers and producers.

It all affects the conservation, maintenance or enhancement of biodiversity

the landscape in Sweden is very different and different production systems have different effect on the environment because of that

The more people take bio-diversity seriously and learn how to promote it, the more part of the built environment will transform into more bio-diversity-

Trigger: natural disasters, shocking events

Because it is also important to minimize hindering effects and environmental damages to fauna and flora which can be vulnerable to light pollution in

Because the polder is connected to a greater river, Maas, and the polder has many connections with ditches and canals to the outer water system, an

Everyone should enjoy the landscape

Kangaroo houses reduce a commuting time of a caretaker when she/he lives in one building with elderly people or persons with disability.

Omitting current great changes like climate change and climate refugees

the farmer need to see beyond economies of scale for the environment

To much garbage goes into the power plant (hence, that is where the money is, not in the recycling business)

We took the environment we had for granted, and now we are losing it

The government can support polluting farms to transit into biological farms emitting a lot less nitrogen actively in far more ways than now.

#### To valorise local culture and traditions

Language is tied to the Geography and History of the area-

Art created locally using existing houses, places and stories can help people connect to each other and the place

Build on Local Heritage and mixed skills

Cultural heritage as a base for educational content and appeal of the area

Culture can become more accessible to people in rural areas if the churches are opened up to other cultural activities

Deep contents: Chamber music, photography, tar culture and other traditions. War history and historical battle fields.

Developing the artist residence of Mustarinda in Hyrynsalmi

Elders become masters of jobs/food/traditional jobs

Local knowledge is valued and native language is prioritised

Local People promoting natural asses and the language of the community

Media (including foreign media, e.g., BBC Travel) reporting on the area and on the production of Citrus has amplified the narrative on Citrus

preserving the architectural heritage and identity

Promote the Irish language in schools to keep Irish alive

Promoting all cultural aspects associated with the region (e.g. turf cutting, language, Connemara ponies, music, dance)

Rivalry between cultural subjects, of which there are relatively many in Kyjov

Support to ensure Irish language is maintained

Utilization of still alive traditions and prevention of their decline

Directive of Government to include Irish language use in signage- classes offered etc

It was widespread traditional knowledge

No one embraces the mindset of the rural

Recognise the economic value of promoting Irish language as a tourist attraction

Starting from the usefulness and beauty of the flora used in the kitchen or in craft activities according to the agricultural calendar

To flourish the rural areas needs a way of connect the past with the future and create space for new stories

Use events to highlight different languages- Language through art exhibits

When vice-mayors or policy advisors of the municipality come from a different village, they often lack insights into what to improve or change or what

Nowadays everyone resorts to chemistry and this knowledge is being lost

Cross sectoral policies to embed language in all community linked activities

Each village has thick, intensive local networks and connections with a cultural identity and unique characters.

In rural areas, we encourage activity (our own vegetable garden, fruit garden), which used to be an integral part of living in the rural area/community

It is important to understand and accept the culture in the rural

preserving rural identity

Promote certain jobs and traditions.

Reviving the knowledge that our ancestors had and that we lost

the national culture is important. It varies between different countries

we need to return to peasant society in the field of food

When vice-mayors or policy advisors of the municipality come from a different village, they often lack insights into what to improve or change or what

Heritage

We ensure the preservation of identity: space, culture, human being... (modern but still rural space)

Art makes it possible to not only revive old traditions, but also create new traditions

artistic residencies will be promoted in/by municipalities

Because each village has a unique history and thick local connections, it is important for municipal politicians and leadership to know each village's

Building on the local language (Language proofing)

Historical and social histories linked to the land -named after families or the topography of the area - people rooted to the land



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In this way, we preserve, preserve local peculiarities, preserve old knowledge (rapid erosion in this transitional type of rural area)

Local people are valued and looked to as educators

Promote Culture as part of the economic value

Starting from the history of the place and the evolution of the peasant society

The "Seed house" created in the Agricultural School of Diamante is further enriched and enhanced

The dialogue about rural concerns has moved to other channels and mediums

the gradual loss of connection with traditions that is taking place today will have to be overcome

Being proud of the region

preservation of old traditional varieties



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## Female-Led Innovation in Agriculture and Rural Areas

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