



LEADER-ING THE FUTURE OF THE RURAL ENVIRONMENT

Rural development policy proposals

María José Murciano Sánchez
mjmurciano@redr.es



LEADER-ING the future of the rural environment

What is LEADER? Leadership, Entrepreneurship, Ambition, Determination, Efficiency, Results .

LEADER proposals:

Public policies, long-term vision, public-private partnership, bureaucracy (reduce), challenges and opportunities, LEADER-LAG, young people, tourism, cooperation, SDG and Agenda 2030.

LAGs are the only proven relevant and effective public-private territorial harmonisation tool.

Rural development policies

Advise to rural policy makers

!!!Considering that territorial inequality and depopulation have been problems for rural society for decades, **they have been on the public agenda for only a few years.** As an integral part of the political strategy defined in the **Overton window**, the rural development went from being a matter of no importance to being politically and publicly unimaginable.

The rural policy came into society's view. Nevertheless, we still continue to hope for **results** and **REAFFIRM** that the rural areas does not have time for **interim solutions!!!!**

10 Rural development policy proposals/challenges

1. Change the story.
2. Economic profitability.
3. Social welfare.
4. Decentralise services and guarantee the decentralization of Public Authorities to rural areas.
5. Promote one polycentric governance with the purpose of optimising resources.
6. Rural Proofing.
7. Foster fairer urban-rural linkages.
8. Education based on opportunities.
9. Culture is a tool of change.
10. Strengthen the role of Local Action Groups.