

# A PARADIGM SHIFT IN RURAL DEVELOPMENT

## **Place based**

- recognising the flows of labour, goods and services between urban and rural areas
- reflecting the emphasis on ecosystems services for regions as a whole
- and informed by realistic expectations of futures

## **Demanding responsive government at all levels**

- underpinning with rurally proofed public services, especially education and health
- investing to help markets function (e.g.tailored business advice, land assembly)

## **And empowered communities**

- identifying local strengths and potential
- feeling authorised to encourage innovation

## **Employing LEADER style approaches**

- led by local teams
- creating joined up solutions
- looking to change the mindsets of people locally (since positive attitudes cannot be legislated)

## **Adopting ambitious but realistic outcomes**

- through breakthrough techniques to create innovative solutions