



## AGENDA

Day 1 Monday 9 April 2018

### WELCOME AND REGISTRATION

*Strathblane Hall (level 0)*

10:00-11:00 Registration and welcome coffee.

### OPENING: RURAL EXHIBITOR SHOW

*Strathblane Hall (level 0)*

11:00 -11:20 **Master of Ceremony: Richard Wakeford**, Former Chair of OECD Working Party on Rural Policy

**Opening: Lord Provost** of the City of Edinburgh

**Comments: Enrique Garcilazo**, Head of Regional and Rural Development Unit, OECD

11:20-13:00 Exhibits organised into key themes from the rural economy in the United Kingdom and the European Union.

**Closing Remarks and introduction to the pre-conference: Richard Wakeford**, former Chair of the OECD Working Party on Rural Policy

*Lunch*

## PRE-CONFERENCE WORKSHOPS

### THEME 1. RURAL INNOVATION TO ENHANCE PROSPERITY AND WELL-BEING\*

#### A. Adding value locally: Rural areas and global value chains

*Lomond Suite (level 0)*

13:30 -15:00 Focus on rural activities such as food, tourism, forestry, mining and extractive industries, manufacturing and public goods.

**Panellists:**

- **Alastair Dobson**, Managing Director, Taste of Arran, United Kingdom
- **Carlo Ricci**, Maiella Verde food Community, Italy
- **Teresa Pinto Correia**, University of Evora, Portugal
- **Chung Jae-kyun**, Deputy Director, Ministry of Agriculture, Food and Rural Affairs (MAFRA)

**Moderator: David Lamb**, ENRD Contact Point

#### B. Smart rural communities

*Cromdale Hall (level -2)*

Revitalising public goods and services through digital and social innovation.

**Panellists:**

- **Tom Jones**, European Economic and Social Committee, United Kingdom
- **Amanda Bryan**, Isle of Eigg Heritage Trust, United Kingdom
- **Steffen Hess**, Fraunhofer IESE, Germany
- **Jan Dröge**, Broadband Competence Center, Belgium

**Moderator: Paul Soto**, ENRD Contact Point

*Coffee*

\* Sessions marked with an asterisk are not open to the press.

## THEME 2. RURAL INNOVATION TO BUILD SUSTAINABLE AND RESILIENT COMMUNITIES\*

### A. Technologies to face climate change

### B. Skills of the future

#### *Lomond Suite (level 0)*

#### *Cromdale Hall (level -2)*

15:30-17:00

Approaches to better manage climate change mitigation and adaptation for rural areas.

**Panellists:**

- **Gerallt Llewelyn-Jones**, Menter Mon LEADER group, United Kingdom
- **Giuseppe Maggio**, FAO
- **Jo O'Hara**, Forestry Commission, United Kingdom
- **Stanislas d'Herbemont**, REScoop, Belgium

**Moderator:** Kaley Hart, ENRD Contact Point

Focus on future skills needed in rural areas and how rural schools, universities and other providers can deliver them.

**Panellists:**

- **Wendy Pring**, Partner KCP services, United Kingdom
- **Maura Farrell**, University of Galway, Ireland
- **Daniela Luisi**, Expert in Inner Areas, Italy

**Moderator:** Peter Cook, ENRD Contact Point

## DINNER RECEPTION\*

Hosted by the Scottish Government and Scotland Food & Drink

### *Assembly Rooms, Edinburgh*

18:15

The Scottish Government and Scotland Food & Drink are delighted to welcome you all to this celebratory dinner. Scotland Food & Drink is the industry leadership body working to grow the sector and enhance Scotland's reputation as a 'Land of Food and Drink'. You will be welcomed by a Clarsach and Fiddle duo from the Royal Conservatoire of Scotland and be offered tastings from Glasgow Gin and Williams Bros Brewery. After a fine dinner sampling – the best that Scotland has to offer – you are all invited to a traditional Scottish ceilidh from the three piece ceilidh band Heeliegoleerie, which means Scottish for 'topsy-turvy, noise and in a state of confusion' – you are in for a treat!

**Welcome remarks:**

**Fiona Hyslop MSP**, Cabinet Secretary for External Affairs, Scotland (United Kingdom)

**Lord Duncan of Springbank**, UK Under Secretary of State for Scotland & for Northern Ireland, United Kingdom

**Mari Kiviniemi**, Deputy Secretary-General, OECD

**Margaret Clark**, former Chair of the OECD Working Party on Rural Policy

**Richard Wakeford**, former Chair of the OECD Working Party on Rural Policy

**Sabrina Lucatelli**, Vice-chair of OECD the Working Party on Rural Policy

**Peter Wostner**, Chair of the OECD Working Party on Rural Policy

**After dinner speaker:** Willie Cameron, Founding Director of the 'Cobbs' Group of Companies, United Kingdom

Followed by Scottish Music & Dancing.

**THEME 3. THE BUILDING BLOCKS: GETTING RURAL INNOVATION SYSTEMS, POLICIES AND GOVERNANCE RIGHT\***

|            | A. Supporting businesses to innovate                                                                                                                                                                                                                                                                                                                                                                                                                                               | B. Rural policy and future governance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | <i>Lomond Suite (level 0)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <i>Cromdale Hall (level -2)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 9:00-10:30 | <p>Supporting innovation – from ideas to scale up. How policies can support rural innovation and implantation; examples from practice.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>– <b>Gonçalo Amorim</b>, Building Global Innovators, Portugal</li> <li>– <b>Jan Willem van der Schans</b>, Wageningen Economic Research, Netherlands</li> <li>– <b>Jone Fernández</b>, HAZI, Spain</li> </ul> <p><b>Moderator:</b> Edina Ocsko, ENRD Contact Point</p> | <p>Links between sectors, funds and private funding – bottom-up and top-down, local to regional initiatives. Examples of successful approaches to rural policy.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>– <b>Franco Mantino</b>, CREA, Italian NRN, Italy</li> <li>– <b>Amanda Burgauer</b>, Scottish Rural Action (United Kingdom)</li> <li>– <b>Niclas Purfürst</b>, Swedish Managing Authority, Sweden</li> <li>– <b>Kukkonen Kukka</b>, ELY Centre, Finland</li> </ul> <p><b>Moderator:</b> John Grieve, ENRD Contact Point</p> |

*Coffee*

**PRE-CONFERENCE WRAP-UP**

*Pentland Suite (level 3)*

|             |                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| 11:00-11:45 | <p>Summary of Pre-conference key messages.</p> <p><b>Master of ceremony:</b></p> <ul style="list-style-type: none"> <li>– <b>Heino Von Meyer</b>, Head of OECD Berlin Centre</li> </ul> <p><b>Panel:</b></p> <ul style="list-style-type: none"> <li>– <b>Josefine Loriz-Hoffmann</b>, Director DG Agriculture and Rural Development ,European Commission</li> <li>– <b>Chris McDonald</b>, Policy Analyst, OECD</li> </ul> |
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*Lunch*

**CONFERENCE OPENING**

**HIGH LEVEL PLENARY SESSION**

*Pentland Suite (level 3)*

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| 12:45-14:00 | <p><b>Master of ceremony:</b> Anna Hill, Journalist and broadcaster, BBC Radio 4</p> <ul style="list-style-type: none"> <li>– <b>Mari Kiviniemi</b>, Deputy Secretary-General, OECD</li> <li>– <b>Fiona Hyslop MSP</b>, Cabinet Secretary for External Affairs, Scotland (United Kingdom)</li> <li>– <b>Phil Hogan</b>, Commissioner for Agriculture and Rural Development , European Commission</li> <li>– <b>Lord Duncan of Springbank</b>, Parliamentary Under Secretary of State for Scotland and for Northern Ireland, (United Kingdom)</li> <li>– <b>Lozana Vasileva</b>, Deputy Minister of Agriculture Food and Forestry, Bulgaria</li> <li>– <b>Yongbok Kwon</b>, Deputy Minister for Central Land Tribunal, Korea</li> </ul> |
| 14:00-14:20 | <p><b>Keynote speaker:</b> Gunter Pauli, Entrepreneur and author of <i>The Blue Economy</i>, Belgium</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

*Coffee*

# Megatrends and Key Drivers for Rural Change

## PILLAR 1: 10 KEY DRIVERS OF RURAL CHANGE

|             | <i>Lomond Suite (level 0)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <i>Cromdale Hall (level -2)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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|             | <b>A. Production and global transformations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>B. Quality of Life transformations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 14:30-16:00 | <ul style="list-style-type: none"> <li>▪ <b>Additive and distributive manufacturing</b><br/>David Gonzalez, Advanced Manufacturing Department, Spain</li> <li>▪ <b>Drones</b><br/>Daniel Heery, Cybermoor, United Kingdom</li> <li>▪ <b>Driverless cars</b><br/>Oliver Roider, Institute for Transport Studies, Austria</li> <li>▪ <b>Cloud computing and Internet of Things</b><br/>Stefano Nicoletti, IoT Programme, GSMA, United Kingdom</li> <li>▪ <b>Decentralised energy systems</b><br/>Stine Bundgaard Carlé, E.ON Off Grid Solutions, Germany</li> </ul> <p><b>Moderator:</b> Peter Wostner, Chair of the OECD Working Party on Rural Policy</p> | <ul style="list-style-type: none"> <li>▪ <b>The future of food</b><br/>Peter Verstrate, Mosameat, Netherlands</li> <li>▪ <b>The future of education</b><br/>Marc Fuster, OECD</li> <li>▪ <b>The future of health</b><br/>Ineke Malsch, Malsch TechnoValuation, Netherlands</li> <li>▪ <b>Digital connectivity</b><br/>Willie Thompson, Harbro, United Kingdom</li> <li>▪ <b>Shifting values and preferences</b><br/>David Brown, Cornell University, United States</li> </ul> <p><b>Moderator:</b> Sabrina Lucatelli, Vice-Chair of the OECD Working Party on Rural Policy</p> |

*Coffee*

## IDEAS FACTORY - OPEN SPACE\*

*Cromdale Hall (level -2)*

16:15-18:45 Breakout group discussion on the 10 Key Drivers for rural change and other topics emerging from pre-conference. It will focus on challenges, opportunities and policy responses.

**Master of ceremony:** Carol Guthrie, Head of Public Affairs and Media, OECD

**Moderators for 20 groups:** Panellists from 10 key drivers for rural areas plus rural experts

## TASTE OF WALES – CANAPÉS & COCKTAIL RECEPTION

Hosted by the Wales Rural Network

*Sir Walter Scott Suite, Balmoral Hotel, Edinburgh*

19:00 Participants are warmly invited to a Food & Drink Wales reception to taste and learn more about Welsh food and drink and rural development projects.

On the menu are a range of rural development projects including Clustering initiatives, Food and Drink Innovation programmes, practical support to add value to primary products and Food Tourism activities. The Taste of Wales reception will showcase a number of these projects and will offer practical solutions supporting rural development.

Day 3 Wednesday 11 April 2018

PILLAR 2: CREATING JOBS AND ECONOMIC OPPORTUNITY THROUGH INNOVATION

| A. Promoting entrepreneurship<br><i>Lomond Suite (level 0)</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | B. Rural innovation systems<br><i>Cromdale Hall (level -2)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
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| 9:00-10:30                                                     | <p>Spotlight on entrepreneurs and SMEs.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>– <b>Brendan Burns</b>, Forest Company, United Kingdom</li> <li>– <b>Juha Korhonen</b>, Koillismaan Luonnonkala Ltd., Finland</li> <li>– <b>Jackie Brierton</b>, GrowBiz, United Kingdom</li> <li>– <b>David Clementoni</b>, CEO Italian Artisan, Italy</li> </ul> <p><b>Moderator:</b> Enrique Garcilazo, Head of Regional and Rural Development Unit, OECD</p> | <p>Successful rural firms and attracting businesses to rural areas.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>– <b>Clive Peckham</b>, Nièvre Numérique, France</li> <li>– <b>Donna Chisholm</b>, Highlands and Islands Enterprise, United Kingdom</li> <li>– <b>Päivi Ekdahl</b>, Lapin liitto, Finland</li> <li>– <b>Anna Price</b>, UK Rural Business Awards, United Kingdom</li> </ul> <p><b>Moderator:</b> Brian Pontifex, Ambassador and Permanent Representative of the Australian Delegation to the OECD</p> |  |

Coffee

| C. Leadership and SME capacity building<br><i>Lomond Suite (level 0)</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | D. Smart specialisation and other policies supporting access to markets<br><i>Cromdale Hall (level -2)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |
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| 10:45-12:15                                                              | <p>Policies supporting entrepreneurs and small rural firms. Impacts from Rural Leadership programmes.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>– <b>Håkan Ylinenpää</b>, Lulea University of Technology, Sweden</li> <li>– <b>Julia Latto</b>, Project Manager Rural Operations, Scottish Enterprise, United Kingdom</li> <li>– <b>Duncan McConchie</b>, Laggan Outdoors, United Kingdom</li> <li>– <b>Panayotis Chamakiotis</b>, Compo expert group EMEA, Greece</li> </ul> <p><b>Moderator:</b> Julian Pace, Head of Rural, Scottish Enterprise</p> | <p>Facilitating technological transfers and spill overs in low density economies. Adding value: global and local supply chains.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>– <b>Tim Wojan</b>, United States Department of Agriculture, United States</li> <li>– <b>Erik Bergkvist</b>, Regional Executive Committee of Västerbotten, Sweden</li> <li>– <b>Laura Enbuska-Mäki</b>, Municipality Specialist from Regional Council of Lapland, Finland</li> <li>– <b>Javier Gómez</b>, JRC, European Commission</li> </ul> <p><b>Moderator:</b> Nicole Pearson, Commonwealth Department of Infrastructure and Regional Development, Australia</p> |  |

Lunch

PILLAR 3: RURAL RESILIENCE: INNOVATIVE SOLUTIONS TO ENVIRONMENTAL AND SOCIAL CHALLENGES

| A. Rural responses to global climate objectives<br><i>Lomond Suite (level 0)</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | B. Social innovation and community-led initiatives<br><i>Cromdale Hall (level -2)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
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| 13:30-15:00                                                                      | <p>Resource use, GHG reduction, renewables, provision of public goods and adaptation and risk management.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>– <b>Sofia Björnsson</b>, Swedish Federation of Farmers, Sweden</li> <li>– <b>Aard Mulders</b>, Ministry of Agriculture, Netherlands</li> <li>– <b>Mikitaro Shobayshi</b>, Gakushuin Women's College, Japan</li> <li>– <b>Rebecca Audsley</b>, Farming For a Better Climate, United Kingdom</li> </ul> <p><b>Moderator:</b> Elinor Mitchell, Director, Agriculture &amp; Rural Economy, Scottish Government</p> | <p>Enabling and supporting innovations in the provision of private and public services. Examples from successful community initiatives.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>– <b>Hanna Leena Pesonen</b>, LAG Pohjoisin Lappi, Finland</li> <li>– <b>Phil Barnes</b>, Fogolsland Coop, Canada</li> <li>– <b>Alessandra de Renzis</b>, Tuscany Regional Government, Italy</li> <li>– <b>Jane Atterton</b>, Scotland's Rural College, United Kingdom</li> </ul> <p><b>Moderator:</b> Bill Slee, Emeritus Fellow, James Hutton Institute, United Kingdom</p> |  |

Coffee

| C. Building green jobs in rural areas |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | D. Long-term planning and prioritisation of rural services |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <i>Lomond Suite (level 0)</i>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <i>Cromdale Hall (level -2)</i>                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 15:15-16:45                           | <p>Agricultural/food/energy supply chains. Economic activities linked to natural assets.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>- <b>David Freshwater</b>, University of Kentucky, Canada</li> <li>- <b>Carmen Hubbard</b>, Newcastle University, United Kingdom</li> <li>- <b>David Baldock</b>, Institute for European Environmental Policy, United Kingdom</li> <li>- <b>Katsuhiko Yamauchi</b>, Ministry of Agriculture, Forestry and Fisheries, Japan</li> </ul> <p><b>Moderator: Mihail Dumitru</b>, Deputy Director General, DG Agriculture and Rural Development, European Commission</p> |                                                            | <p>Demographic forecasting, spatial and transportation planning. Criteria and approaches to adapt service systems to new demographic realities.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>- <b>Sabrina Lucatelli</b>, Council of Ministers, Italy</li> <li>- <b>Duk Hwan Son</b>, Department of Regional Policy, MOLIT, Korea</li> <li>- <b>Sally Shortall</b>, Newcastle University, United Kingdom</li> <li>- <b>Andrew Copus</b>, James Hutton Institute, United Kingdom</li> </ul> <p><b>Moderator: Alain Dupeyras</b>, Head of Regional Development and Tourism Division, OECD</p> |

## POLICY IMPLICATIONS: THE WAY FORWARD

### *Pentland Suite*

|             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| 17:00-17:45 | <p><b>Master of Ceremony: Peter Wostner</b>, Chair of the OECD Working Party on Rural Policy</p> <p><b>Speakers:</b> <b>Joaquim Oliveira Martins</b>, Special Advisor, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD<br/> <b>Liz Ditchburn</b>, Director General, Economy, Scottish Government<br/> <b>Mihail Dumitru</b>, Deputy Director General, DG Agriculture and Rural Development, European Commission<br/> <b>Sarah Severn</b>, Deputy Director for Rural Policy, Defra</p> |
| 17:45-18:00 | <p><b>Release of the Conference Policy Statement: Peter Wostner</b>, Chair of the OECD Working Party on Rural Policy</p>                                                                                                                                                                                                                                                                                                                                                                          |

Day 4 Thursday 12 April 2018

## FIELD TRIPS

- Field trip 1: **Robotics, rural regeneration and farm shop fun**
- Field trip 2: **Marine Science, business development and deconcentrated energy systems**