OPEN DAYS 2015
Workshop - reporting template

Code of the Workshop: WS 15UNIV02
Title of the Workshop: Smart development for rural areas?
Date and time:
15 October 2015
09:00-10:45 ☒
11:15-13:00 ☐
14:30-17:00 ☐

Organiser/leader: European Regional Science Association (André Torre)
(NB: organisation name)

Chair/moderator: Dr Jose Enrique GARCILAZO, Head Rural Policy Unit, OECD
(NB: title, first name, surname, position, organisation, country **in full display)**

Speakers:
Prof. André TORRE (University Paris Saclay, INRA, Agroparistech, France)
Prof. Hans WESTLUND (Royal Institute of Technology, Stockholm, Sweden)
Prof. Michael STEINER (University of Graz, Austria)
Dr. Stefano CORSI (University of Milan, Italy)
(NB: title, first name, surname, position, organisation, country **in full display)**

Outline (max. 800 characters with space):

This workshop questioned of the future of European rural areas, in the light of the new H2020 policy. The EU growth strategy for 2020 builds on the ambition to become "a smart, sustainable and inclusive economy". Does this new orientation of smart specialization apply to the rural areas, which count for the major surface of EU at the moment and involve millions of people? Or is it deserved for the cities and their suburbs in the most urbanized world area, with an expected growth of the urban population?

Main messages/conclusions (max. 2,500 characters with space):

Prof André TORRE opened the floor by assessing about the major changes faced by rural areas as well as their rapid development, especially in Europe, with different types of activities and modes of governance. Dr Jose Enrique GARCILAZO fixed the debates by explaining how major challenges are faced nowadays by rural regions, especially in the European situation; it is crucial to say that major changes are occuring, and that OECD is taking them into account by multiplying experiments on the topic in different retions of the world. The idea of a smart development of these regions is a

crucial and new one, in order to define a shared and bright future. Prof André TORRE followed by a presentation about the main concepts of smartness, related to the EU policies. Smart Specialization Strategy is a response to the difficulty in choosing specializations. Each region should specialize in activities with a competitive advantage based on differentiation. In concrete terms, each region must determine intervention priorities out of a limited number of sectors or technologies. He asked the question: is this strategy compatible with rural areas? Based on a statistical analysis, Prof Hans WESTLUND assessed that the (smart) determinants of firms'growth are to a large extent similar of most urban and rural areas, but urban areas have the advantage that they are denser and more diversified. Can policy compensate for this? On the other hand, amenities, both natural and cultural, seem to have an impact on rural entrepreneurship. Can policy become better in exploiting this rural growth potential? Prof Michael STEINER set his results on a study of two Austrian Regions. He stated that rural areas reveal differences, especially different strengths and limitations of regional labor market, no single key target sector (as before agriculture), ability to be competitive on a very high level in niche markets, high export intensity, highly innovative activities but hardly based on formal knowledge or R&D. He recommended to deepening the cooperation with educational institutions, to increase "learning-by-doing" by employing skilled and educated workers, to borrow size, and to build production networks with firms. Dr Stefano CORSI spoke about the persistent peculiar role of agriculture in rural areas and pleed for the role played by Smart agriculture, an interesting concept expanding and deepening sustainability, including and highlighting landscape and technologies.

More information:

(NB: short url)

OPEN DAYS 2015 - Reporting instructions

Please respect the size limitations and make sure all information are submitted in ENGLISH (including the position and country of speakers), in full display (no abbreviations), according to the instructions below.

*The **OPEN DAYS style guide** is available from the OPEN DAYS website:*

http://ec.europa.eu/regional_policy/conferences/od2015/doc/OD_general_style_guide_rules.pdf

***Workshops which do not respect the rules will not be featured in the OPEN DAYS proceedings publication**.*

Instructions for the report template:

Date and time:	Please add the date and tick the workshop timeframe.
Organiser/leader	Please enter the organisation name (no names of individuals).
Chair/moderator:	Please insert (in the following order, in low case letters): title, first name, surname, position, organisation, country **in full display.**
Speakers:	Please insert (in the following order, in low case letters): title, first name, surname, position, organisation, country **in full display.** **One line per speaker.** **No bullet point list.**
Outline	Maximum **1,000 characters with spaces** – you can use the workshop abstract here (please remember to convert to past tense, where appropriate)
Main messages/conclusions	Maximum **2,500 characters with spaces** – you can use the speakers' main messages/conclusions you have collected back in July/September, presented in a fluent, unbroken text. Please **focus on content**.
More information:	Web addresses should not be provided as hyperlinks, but in extenso (e.g.: Not: OPEN DAYS website, but full url: www.opendays.europa.eu). They should be as short as possible, i.e. maximum 50 characters. For long web links, a simpler address assorted with a redirect to the real page should be provided instead. Long urls will not be featured in the OPEN DAYS proceedings.
Photos	If you are the organiser of a **regional partnership workshop**, please provide at least **6 high resolution pictures** illustrative of your conference (NB: at least 1 Mb). If you are a **Meeting Place/European Commission/OPEN DAYS University workshop** organiser, you do not need to send pictures as we would already have at our disposal the pictures taken by a professional photographer. You are however most then welcome to suggest some pictures should you have some special wishes in this regard. Pictures always need to be in high resolution.