

OECD principles on rural policy and rural proofing of sectoral policies

Lessons in rural proofing of health policies, strategies, plans and programmes

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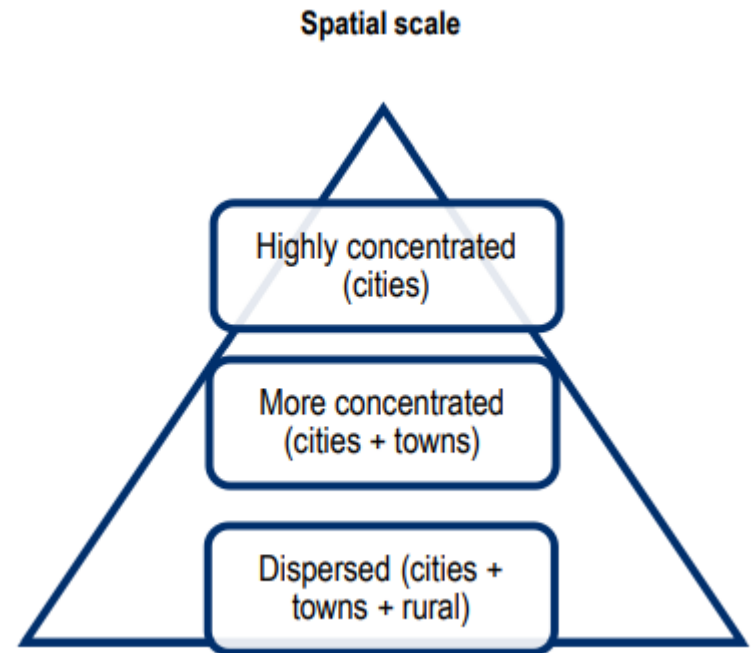
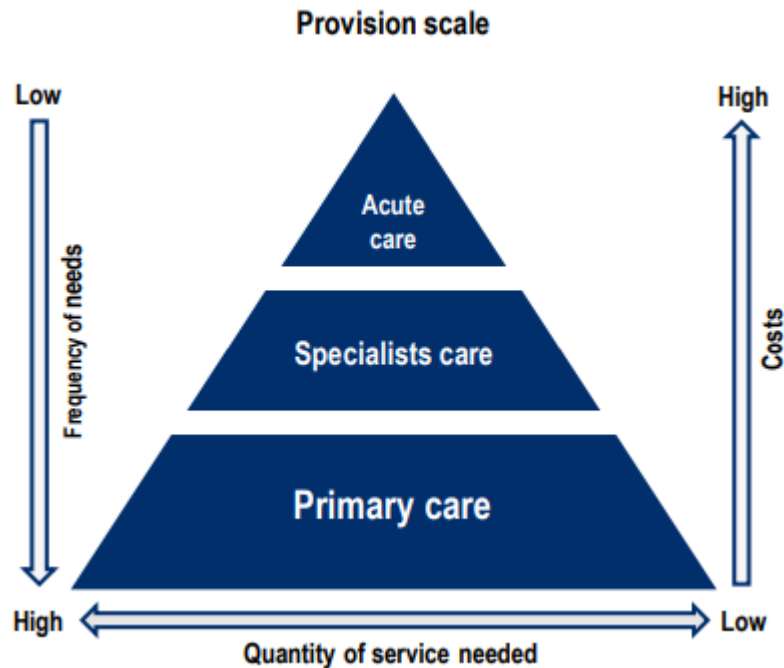
Rural-urban gaps are multi-dimensional and persistent

Rural-urban gaps





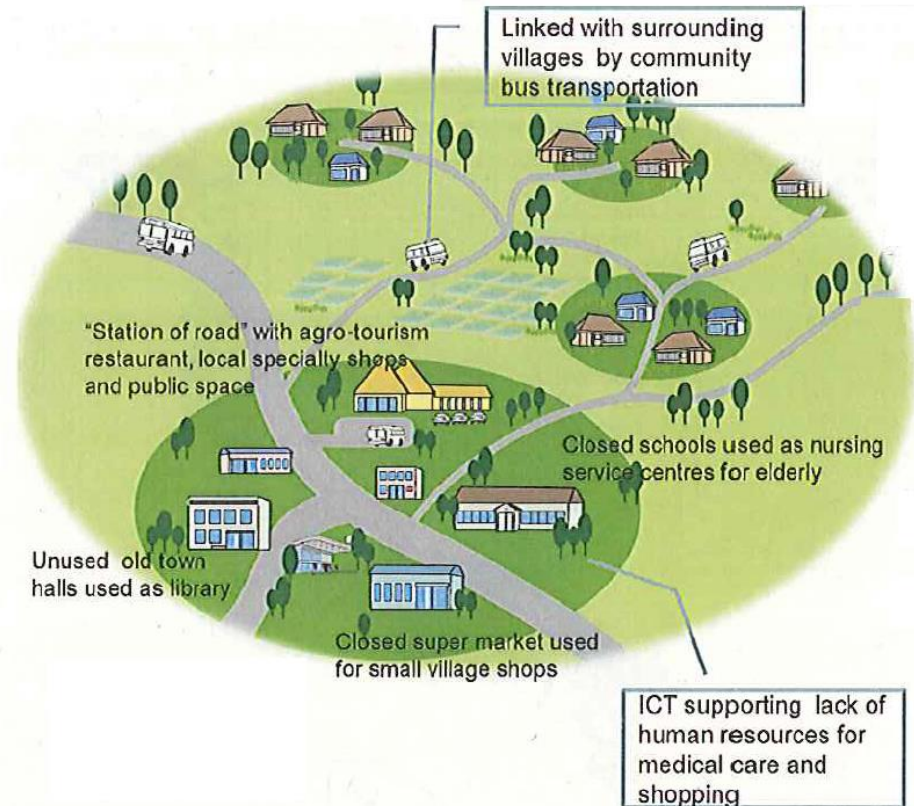
A sectoral view is not enough when the spatial scale matters





Innovation and strategic planning for services

- **Concentrating basis services**
 - Japan small stations and incentive structure
 - Italy inner area strategy
- **Exploiting synergies: consolidation, co-location or merging similar services**
 - economies of scale and scope
 - France – Maisons de Santé
- **Alternative delivery mechanisms**
 - Where demand for services is widely dispersed, bring service to the user
- **Community-based solutions for different types of providers**
 - volunteer fire departments, community owned shops provide services and operate as social enterprises.





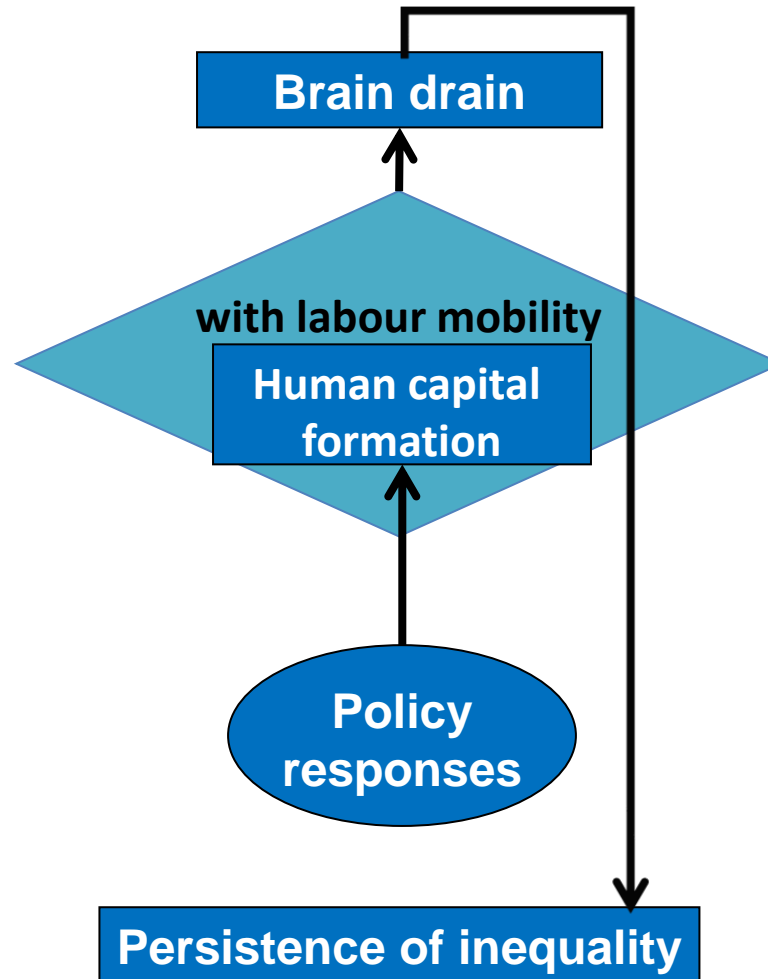
An Evolving OECD Rural Paradigm

Table 3.4. Rural Well-being: Geography of Opportunities

	Old paradigm	New Rural Paradigm (2006)	Rural Well-being: Geography of Opportunities
Objectives	Equalisation	Competitiveness	Well-being considering multiple dimensions of: i) the economy, ii) society and iii) the environment
Policy focus	Support for a single dominant resource sector	Support for multiple sectors based on their competitiveness	Low-density economies differentiated by type of rural area
Tools	Subsidies for firms	Investments in qualified firms and communities	Integrated rural development approach – spectrum of support to the public sector, firms and third sector
Key actors and stakeholders	Farm organisations and national governments	All levels of government and all relevant departments plus local stakeholders	Involvement of: i) public sector – multi-level governance, ii) private sector – for-profit firms and social enterprise, and iii) third sector – non-governmental organisations and civil society
Policy approach	Uniformly applied top-down policy	Bottom-up policy, local strategies	Integrated approach with multiple policy domains
Rural definition	Not urban	Rural as a variety of distinct types of place	Three types of rural: i) within a functional urban area (FUA), ii) close to an FUA, and iii) far from an FUA

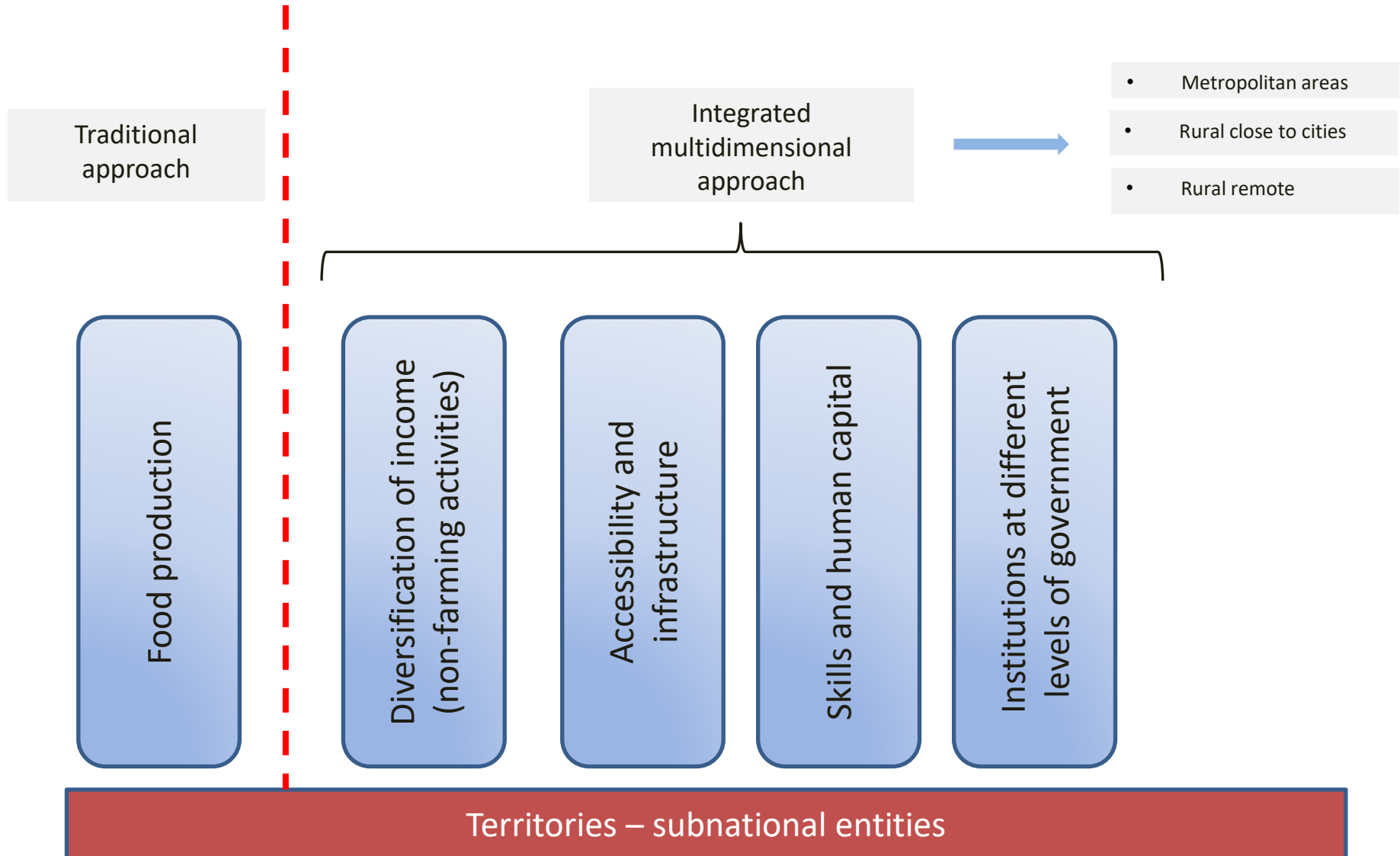


Isolated sectoral action may have unintended outcomes





An integrated multidimensional approach





Towards a Multidimensional Response

Regional growth
and convergence

Many countries are reforming in this direction, but implementation is still difficult.

At the regional scale

Innovation

Business
environment

Human capital
formation

Infrastructure
provision

Policy
responses

- Horizontal evidence?
- Policies ?
- Institutions ?



Implementing national rural policies

- Establishing a “broad” National Rural Policy framework
 - Beyond rural proofing – a necessary but not sufficient condition
 - Overcoming fragmentation of programs and local initiatives
 - Finland, US, Chile, Italy, Japan, Korea, Poland
 - Building capacity
- Setting clear rules and targets at the national level (e.g. rules of the game)
- Establishing partnership framework
 - Multi-level governance, sectoral coordination
- Promote evidence-base decision making



11 Principles on Rural Policy: Scale, Strategy, Stakeholders



<http://www.oecd.org/cfe/regional-policy/oecd-principles-rural-policies.htm>

Annex

Rural principles in detail



Principle 1: Maximise the potential of all rural areas



- Leverage the **unique assets of each rural area** to adapt and respond to emerging mega-trends (digitalisation, globalisation and trade, climate change, population ageing, and urbanisation);
- **Adapt policy responses to different types of rural regions** including rural areas inside functional urban areas (cities and their commuting zones), rural areas close to cities and rural remote areas.



Principle 2: Delivery policies at the right geographic scale



- Implement rural policies **at different scales** that match with **functional relationships** (e.g. local labour markets, food chains, environmental services and amenities) based on current and future needs;
- Ensure that there are **effective government mechanisms** at the relevant scale to realise rural policy objectives; and
- Encourage efficient and effective **provision of public services and infrastructure** (e.g., shared services, integrated service delivery, e-services) to maintain quality and accessibility, address market failures, and respond to emerging needs, especially in underserved rural communities.



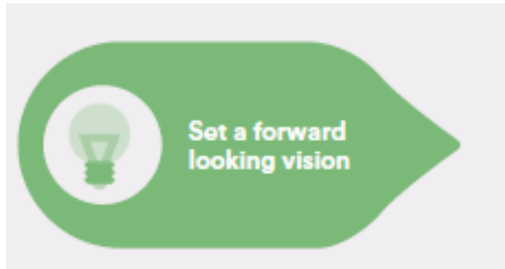
Principle 3: Support rural-urban interdependencies



- Leveraging spatial continuity and **functional relationships** between rural and urban areas to inform public investment and programme design; and
- Carrying out **joint strategies** and **fostering win-win rural-urban partnerships**, as appropriate, to promote an integrated development approach.



Principle 4: Set a forward looking vision



- **Improving well-being** for rural dwellers across economic, social and environmental objectives;
- Ensuring **responsibilities and resources across levels of government** are clearly defined and effectively aligned with national targets and strategies, place-specific needs, and the SDG's;
- Ensuring rural policy objectives benefit from **foresight studies**, are **measureable at different scales** (administrative and functional) and **connect to policy levers**;
- Providing **access to data tools** such as geographic information databases, smart data and small area data and strengthening capacity building in order to help national and sub national governments involved in rural policy-making prepare for demographic change, climate change and the transition to a low-carbon economy, digitalisation and the next production revolution;
- Promoting **integrated spatial planning** that considers such factors as environmental quality, waste management, natural resources development, community attractiveness, climate change mitigation and adaptation and population ageing and out-migration.



Principle 5: Leverage benefit from globalisation trade & digitalisation



- Creating an **enabling environment** for rural areas to identify and invest in their areas of **competitive advantage** such as tradeable activities and adding value to rural assets;
- Investing in **digital connectivity** to enable the use of next generation technologies in rural areas such as cloud computing, artificial intelligence, the internet of things, and blockchain technologies among others; and
- Facilitating the **decentralisation of production** (e.g. renewable energy and 3D manufacturing) through supportive policies and regulations;



Principle 6: Support entrepreneurship and job creation



- **Enhancing technological innovation and diffusion** to overcome the barriers of physical distance and lower density such as higher transportation costs and thin labour markets present in rural areas;
- Promoting **innovation and value-added activities** in established (e.g., agricultural and industrial production, logistics) and emerging (e.g., bio-economy, renewable energy, biotechnology, tourism) sectors;
- Supporting the **integration of local SMEs into global value chains** and the scope for diversification of rural economies through investments in entrepreneurial skills, infrastructure, and cluster initiatives;
- Supporting **entrepreneurs and SMEs in rural areas** to access capital (e.g., through finance support schemes, lending to microbusinesses);
- Connecting rural people & firms **with lifelong educational training, skills upgrading** in universities, research centres, manufacturing extension centres, ag. advisory services & vocational institutions.



Principle 7: Align strategies to deliver public services



- **Assessing the impact of key sectoral policies** (e.g., transportation, health, education) on rural areas and diagnosing where adaptations for rural areas are required (e.g., rural proofing);
- Recognising where **policies and regulations create additional barriers** to the provision of public services in smaller places and responding with innovative solutions;
- **Incentivising innovative practices** such as flexible models of service delivery and leveraging advances in digital technologies to deliver e-services (e.g., e-health and remote education); and
- Developing **smart rural villages and towns** by promoting digitalisation complemented by training for public sector personnel and residents to navigate and use e-services.



Principle 8: Strengthen social, economic, ecological and cultural resilience



- Ensuring the **sustainable management** of natural capital, land-use and enabling the creation of value from ecosystem services (e.g., flood protection services, increasing biodiversity on agricultural lands);
- Supporting a **comprehensive approach to climate change adaptation and mitigation** for rural areas (e.g., food production, soil management, water use), and developing robust systems for disaster response and recovery;
- **Decarbonising the energy sector** by taking advantage of renewable energy opportunities and supporting the shift to a circular economy (e.g. bio-waste, sustainable mining practices);
- Valuing, promoting, and preserving **tradition, heritage and cultural** assets;
- Ensuring that rural areas have **institutional capacity, good governance** and funding to fulfil their roles and deliver high quality of life for residents, from youth to seniors.



Principle 9: Adopt a whole of government approach



- Engage with **all sectors and levels of government** to integrate national policies that improve the well-being of rural areas;
- Identify and address the **barriers to policy coherence** across ministries, public agencies and levels of government; and
- Set **incentives, regulations and coordination mechanisms** to mitigate conflicts, manage trade-offs (e.g., land use, mining, agriculture, energy and water); and
- Maximise **policy complementarities across sectoral strategies** through integrated and coordinated rural policies (e.g., coordinating transportation investments with health and education services).



Principle 10: Promote inclusive development



- Engage a **diversity of stakeholder** voices, including those that are underrepresented and/or marginalised, in the policy process and empowering local and regional stakeholders to be partners in policy elaboration;
- Engage with the **private and not-for-profit sectors** and leveraging their expertise and resources to deliver better outcomes for rural areas; and
- Harness innovative mechanisms and digital technologies to develop **new ways of disseminating public information**, generating and using data, and consulting and engaging citizens in decision-making (e.g., participating budgeting, rural observatories).



Principle 11: Monitor policy outcomes



- **Evaluating rural policy initiatives** and outcomes and communicating progress in meeting them in order to improve policy design and implementation;
- Developing **outcomes indicators** to assess & benchmark rural well-being through economic, social, environmental & other performance indicators;
- Providing **accessible data** that is easy-to use in order to help rural communities and stakeholders identify priorities and monitor progress;
- Exploring innovative methods of **data-collection** that address the challenges of confidentiality that are inevitably part of small-area analysis; and
- **Assessing the process and outcomes** of different steps of public engagement in order to learn, adjust and improve accordingly.