

## Long-Term Rural Vision 2040

Thriving rural, declining rural

Living rural, dying rural

Resilient rural, weak rural

Idyllic rural, realistic rural

Which rural is your rural?

Peripheral rural, urban/rural

Diverse rural, homogenous rural

Community rural, isolating rural

Engaging rural, dividing rural

Which rural is your rural?

My rural is a shared rural

Share what's good, share what works

In sharing, we create a vision

A vision, a dream, an aspiration, a goal

A long-term goal, a future goal

Thinking now, no delay, work now, no stray

Consider what works, plan ahead

Agriculture, innovation, entrepreneurship, community, smart village,

traditional village, bioeconomy, biodiversity

For young, old, newcomer, new entrant, successor, 'remainder', or returner,

volunteer or worker

An EU Rural of the Future – working for me, working for you

Maybe your rural is my vision; maybe my vision is your rural!



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