


# **Towards a holistic strategy on sustainable, equitable rural/urban development**

Tom Jones





**“If you want cities to  
survive, you need rural  
areas that thrive”**

Vice President of the European Commission

# EQUITABILITY

# Rural



# Urban



**“All Sweden shall live”**

Motto of Sweden's Rural Parliament





PREPARE

PREPARE

ALLIANCE

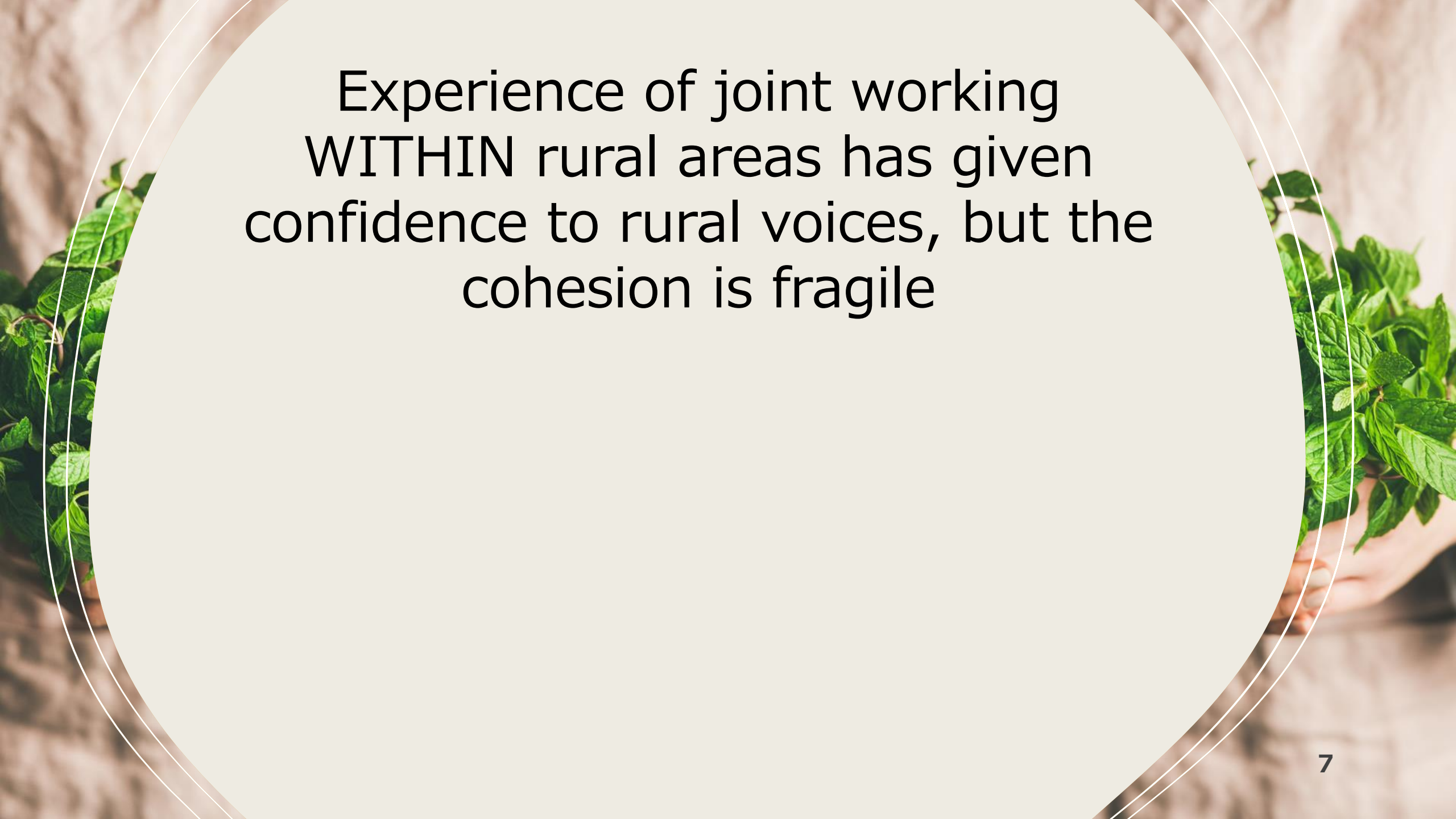
ERCA

LEADER

ELARD

BRIDGE

EESC



Experience of joint working  
WITHIN rural areas has given  
confidence to rural voices, but the  
cohesion is fragile



**Equity**



# NOW IS THE TIME!

European wide Rights and Responsibilities Charter

“Rural-Urban proofing” of policies that add value

*(A challenge to departmental accountabilities and to participative democracy)*

A trilogy of Opinions from the EESC, EP & COR

Carefully piloted projects and research to support community relationships

Importance of intermediaries – One size will not fit all!

# GROUND RULES

COMMON  
PURPOSES

MUTUAL  
RESPECT

SHARED  
BENEFITS



# Rural/Urban Joint Working



# Rural/Urban Joint Working

Let's build on lessons  
from Smart Villages





*"If you want to walk fast, walk alone.*

*If you want to walk far, walk with others."*

We are on a journey in the same direction,  
and we should walk together





**Diolch yn fawr!**