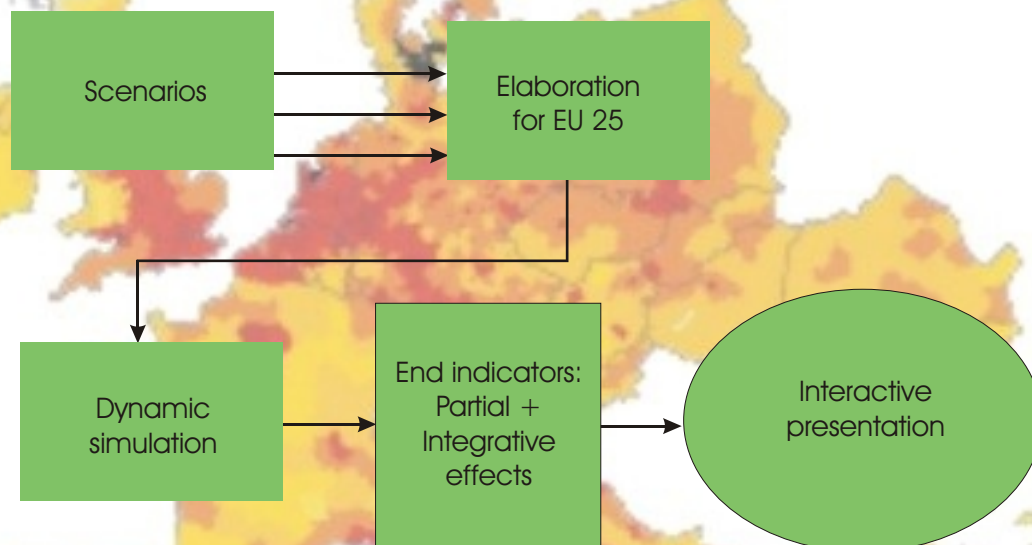


EURURALIS

What is the EURURALIS project ?

Aims: to develop an interactive, user-friendly meta-model for a balanced discussion on the future of the European rural area (25 EU countries) from the perspective of sustainable development in the coming decades (time horizon appr. 30 years). The project tries to bring together relevant facts and figures against the background of contrasting scenarios. Insights in "what if" are the most important fuel for enlightened discussions.

Problem: Europe's agricultural and natural areas will significantly be affected by major trends: population decline and ageing, internal migration; rapid transformation in agriculture (due to technology, market situation, consumption patterns the effects of WTO agreements, EU enlargement and various policy measures in the EU), global change (climate change and sea level rise). Effects are economic, socio-cultural, and environmental, some of them are irreversible. The various changes bring about threats as well as opportunities. To identify these and to develop adequate strategies the politicians and stakeholders need to be informed timely and objectively.



Policy oriented: rural areas ask for pro-active, integral policies taking into consideration mid- and long term processes, expressed in policy relevant indicators. International and national policy makers and stakeholders are the primary target groups. Our interpretation of sound policy making is embedded in the concept of sustainable development with a balance between economy, ecology and social values and a balance of welfare within the EU. Policy orientation of the EURURALIS project is guarded by close interaction with a policy advisory group of the Dutch Ministry of Agriculture, Nature management and Food Quality (ANF). The interactive presentation will be made available for third parties, e.g. research and education.