ROBUST
Unlocking Rural-Urban Synergies

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A word about PURPLE

- Peri-Urban Regions Platform Europe – PURPLE, established 2004
- A transnational network of regional and sub-regional public authorities
- Advocating recognition of the role and value of peri-urban Europe – at both policy and practice levels
- Facilitating knowledge and experience exchange between members and others
Peri-urban for PURPLE is ..

- A way to understand the mix of urban and rural characteristics which coexist and interact in the same territory
- ... to form distinctive territories in their own right
- ... Which make important contributions that often go unrecognised
- Where a “landscape scale” approach is needed
- Where rural-urban (or urban-rural!) interfaces are inherent and balance and nuance are key
- Where multi-functionality is characteristic and often complex
- Key fulcrum points within – often polycentric - functional areas
- Often – but not always – prosperous places with high volumes of flow and transit of people, goods and services
- Often – but not always – valued as attractive places to live, work and visit
Peri-urban and Small Urban Areas

• Not synonymous – but often we will be talking about the same places
• As part of mixed geographies – depending on the measurement scale being used!
• Making a positive contribution – often under-recognised
• With variations in size and therefore “degree of urbanisation”
• Places looking to, impacted upon, and contributing to - both urban and rural actors and interests – often functioning across administrative borders
• Unique potential arising from interdependencies and connections with other places proximitous – and less so
• Not transitory per se but often catalysts of change
ROBUST – Rural-Urban outlooks: unlocking synergies

• H2020 Call: “Consolidated policy framework and governance models for synergies in rural-urban linkages”
• 24 Partners from 12 countries
• Extended 54 months duration: 1 Jun 2017 - 30 Nov 2021
• Exploitation phase – December 2021+
• PURPLE leading on policy dimension (work package 6)
4x Policy Deliverables

- Topic Papers on five thematic aspects of rural-urban co-operation:
  - Business models and labour markets
  - Public infrastructure and services
  - Food systems
  - Cultural connections
  - Ecosystem services
- Policy briefing on the governance of place-based synergy work
- Policy recommendations on rural-urban interactions and interdependencies:
  - By theme
  - By policy instrument
- A ROBUST Manifesto for the future
ROBUST – The Long-term Vision for Rural Areas dimension

- ROBUST and PURPLE within Rural Vision Week and various ENRD TGs
- Diversity within rural areas – one dimension of which is degree of connectivity
- Rural-urban as opposed to rural starting point
- Rural and urban interactions, interdependencies and synergies
- Rural proofing – territorial impacts – what happens in one place impacts on others
- A Rural Pact based upon mutual recognition of strengths, assets, and needs
- Foci around land use planning, mobility, functional rural areas etc.
ROBUST – The TA2030 dimension

• Territorial diversity as an asset
• Place-based approach
• Functional regions
• Involvement of actors from all administrative levels
• Multi-level governance
• Cooperation and integration of places, policy sectors and groups of society
• Favouring evidence-informed policy
• Cooperation creating “development perspectives for all places taking into account the need to promote urban-rural linkages” (Art 49)
For further information

- [http://www.rural-urban.eu/publications](http://www.rural-urban.eu/publications)
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*With thanks for your attention and interest*