



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>
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With thanks for your attention and interest

