



# Contrasting prospects for new sources of rural employment in two regions of the EU

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# Presentation outline

- ✓ Introduction and some definitions
- ✓ The DPSIR framework
- ✓ Selection of study areas
- ✓ New sources of rural employment
- ✓ Strategic orientations
- ✓ Conclusions



# The RuralJobs FP7 project

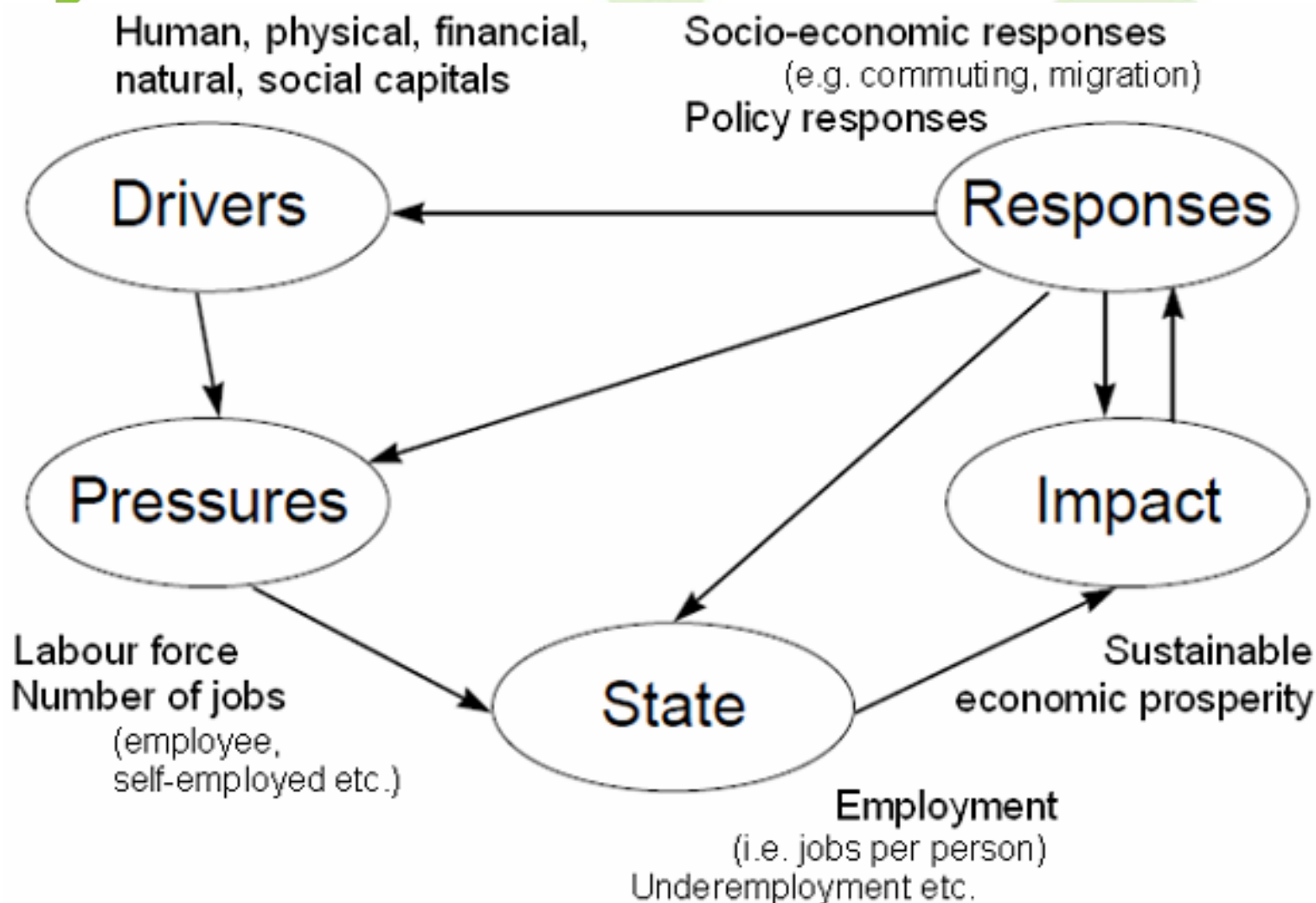
- Title of call
  - New sources of employment in rural areas
- Expected impact
  - The results will allow a better targeting of rural development measures and future evolution of rural development policies in line with the Lisbon Strategy
- Website
  - [www.ruraljobs.org](http://www.ruraljobs.org)



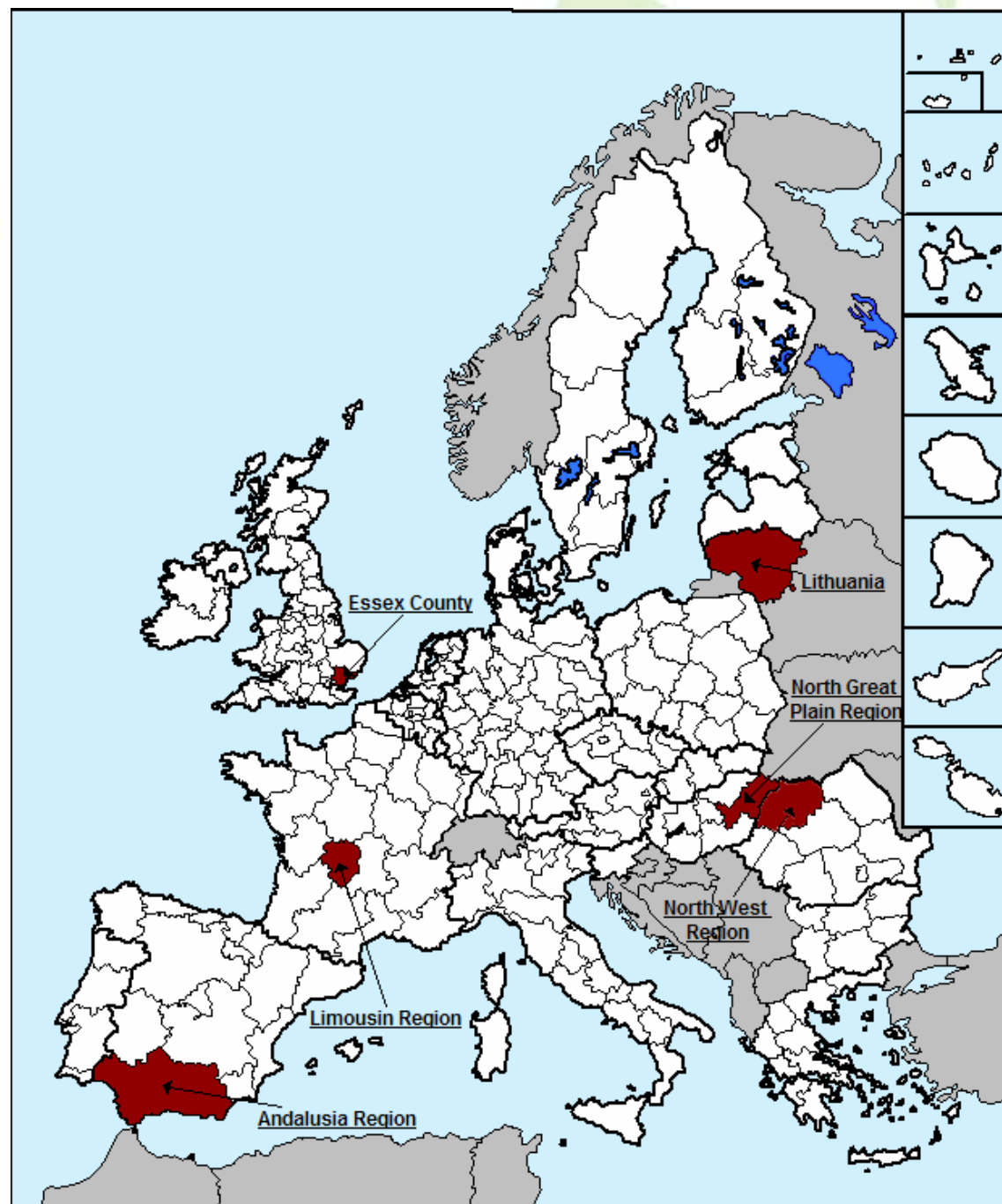
## Economic prosperity

- A prosperous, innovative, knowledge-rich, competitive and eco-efficient economy which provides high living standards and full and high-quality employment
  - EU Sustainable Development Strategy
- More and better jobs
  - Lisbon Strategy

# The DPSIR framework



# RuralJobs case study areas (NUTS2)



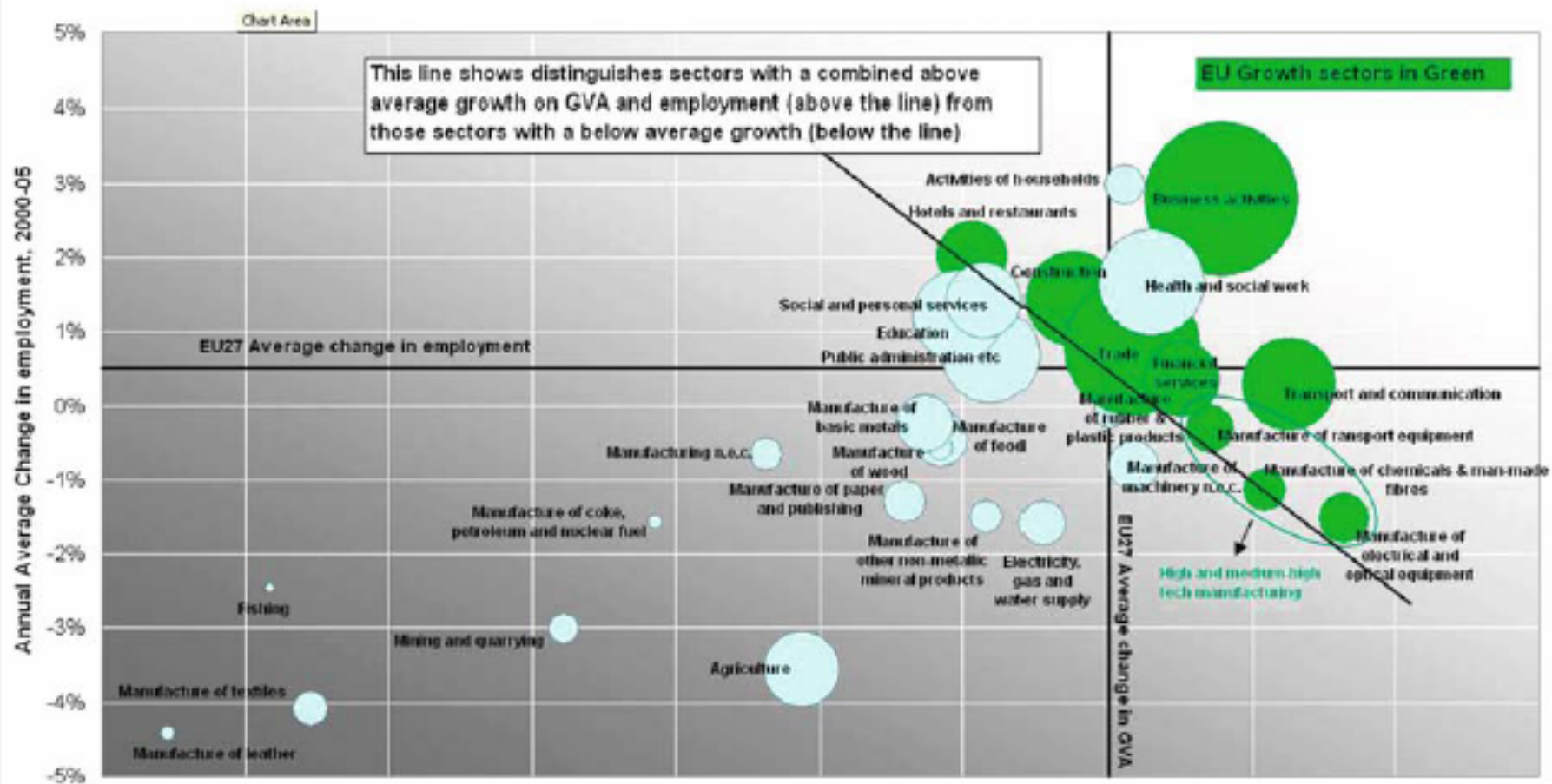
# Employment by sector

Region	GDP by econ. activity %			Employ. by econ. act. %		
	Agric.	Industry	Services	Agric.	Industry	Services
And	5.4	27.1	67.5	9.9	25.3	64.8
Lim	4.4	21.4	74.1	8.5	26.0	65.6
Essex	1.2	27.5	71.3	1.2	24.0	74.8
Lith	5.7	33.1	61.3	16.4	28.0	55.6
NGP	8.5	30.1	61.4	7.7	33.6	58.7
NW	11.4	33.9	54.7	34.3	31.3	34.4

And: **Andalucia**; Lim: **Limousin**; Lith: **Lithuania**;  
 NGP: **North Great Plain**; NW: **North-West Region**



## Change in GVA and employment by sector in the EU27, 2000-2006







# Drivers of economic growth

- Business activities ( $K^*$ ) and Financial services ( $J^*$ )
- Trade (G); Hotels and restaurants (H) and Transport and communication ( $I^*$ )
- Construction (F)
- Three high and medium-high tech manufacturing sectors (DG, DL, DM)
- (Health and social work ( $N^*$ ))

\* Includes knowledge intensive services (Eurostat)

## Declining\* sectors

- Agriculture (A) and Fishing (B)
- Mining and quarrying (C)
- Manufacturing of food (DA), wood products (DD), basic metals (DJ) etc.
- Electricity, gas and water supply (E)

\* Declining both in employment and GVA as an average of GVA in the EU-27

# The Chelmsford and Braintree Travel to Work Area



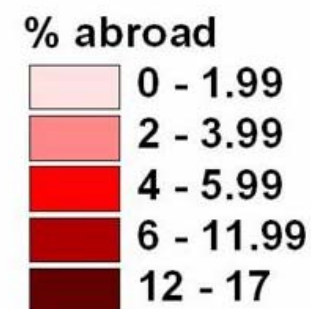
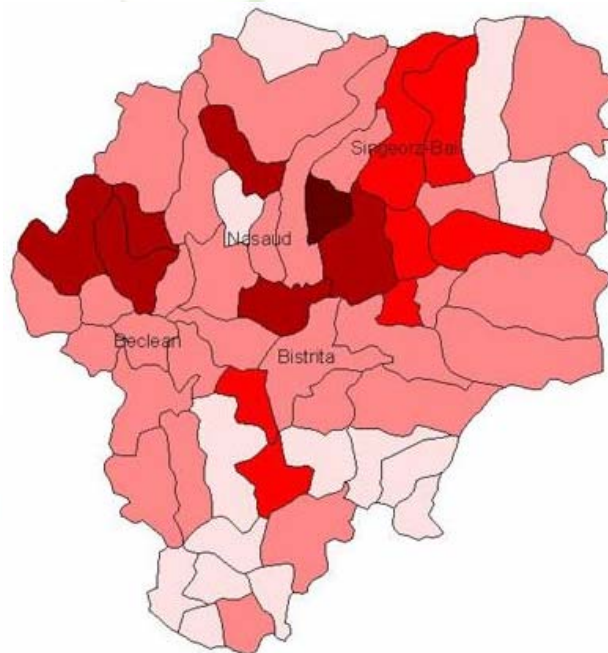
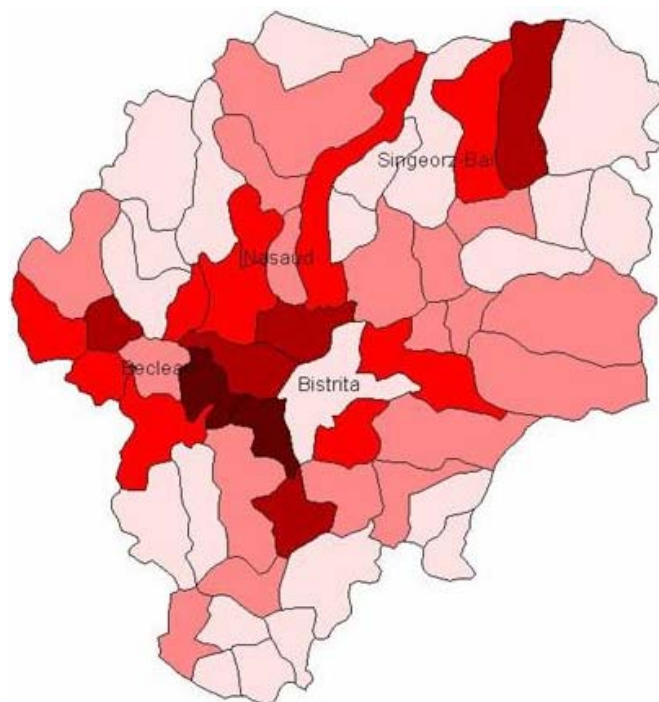
Essex showing NUTS3 and LAU1 regions,  
urban centres and motorways



# Opportunities for new rural jobs - Essex, UK

- Knowledge-based, low environmental impact businesses
- Agri-food chain
- Short break tourism and leisure activities
- Home based businesses/consultancies
- Home-based working remote from the office
- Services for the ageing population

# Bistrița-Năsăud county



Commuters in total employment and share of people working abroad



## Opportunities for new rural jobs – BN county, Romania

- Agri-food chain including capitalisation of the local brands
- Biomass production
- The timber industry
- Services for the local population
- Small consultancies
- The aging of the rural society





## Rural Europe 2+2+

- Production based on renewable resources
  - Foremost amongst these is land, which is used in a renewable way for the production of food, feed, fibres and fuel. Others include sunlight and wind
- Production based on non-renewable resources
  - These include coal, gas, oil and other minerals including sand and gravel, clay, limestone and granite



## Rural Europe 2+2+

- Consumption by non-residents
  - Primarily via tourism and leisure but also includes the consumption aspects of agri-food chains such as geographical appellations, animal welfare etc.
- Consumption by residents
  - Many people who locate to rural areas for 'consumption' reasons are entrepreneurs. The wealthy retired can also create jobs by being a market for leisure and care services.



# Strategic orientations

- Encourage the development of key growth sectors
- Reinforce the local rural economy
- Improve skills and labour market participation in rural areas
- Develop infrastructure and services
- Ensure proper implementation of the strategy through support actions

## Conclusions

- A 'one size fits all' approach across the EU is not appropriate owing to the different circumstances existing in different areas
  - In 'accessible' rural areas, commuting is an option
  - In territories with low population densities, loss of services impacts on both the availability of jobs and the attractiveness of such areas as places to live
- Employment based on the sustainable exploitation of natural capital is a feature that is common to all rural areas

**Thank you for listening ☺**