



22ND SEPTEMBER 2021: EUROPEAN RURAL ENTREPRENEURSHIP VOICES FORUM



We need YOU rural entrepreneur, developer, officer or just interested of the topic to envision together the Rural Future 2040! The Forum for European Rural Entrepreneurship Voices is based on the Rural vision 2040 work and is organised by the Rural Future EU project, supported by the Rural Network Support Unit of Finland. We would like you to tell how the rural entrepreneurship looks like in 2040, based on the learnings of the European Rural vision 2040.

The focus of the forum is especially to hear the voices of rural entrepreneurs across Europe facing similar challenges and opportunities than the organizing regions North Karelia and Lapland in Finland. Join to create together (online)! **#Rural2040 #Maaseutu2040 #RuralFuture**

PROGRAMME

(online, times in EEST, UTC +3)

13:00 Welcome

Ms. Helena Puhakka-Tarvainen, Senior Project Manager, Rural Future project, Karelia University of Applied Sciences

13:05 Opening words

Dr. Tuomas Kuhmonen, Research Director, Finland Futures Research Centre /Ruralization project

13:15 Keynote: The European Rural Value Chain in 2040 – from Farm to Fork

Mr. Pekka Pesonen, Secretary-General at Copa and Cogeca

13:30 Overview of the Rural Vision 2040 work

Mr. Kai Heikkilä, Senior Expert, European Commission

13:45 Video presentations and panel discussion with rural entrepreneurs across Europe

Alfred Grand, Grand Farm, Absdorf, Austria

Martin Záhumenský, AGROCONTRACT Mikuláš a.s, Nitra region, Slovakia

Ville Puhakka, MTY Liepala, North Karelia, Finland

Janne Mustonen, Taljat rahaksi -project /Kota-Poro Cooperative, Lapland, Finland

Joe Melody, Melody Farm, County Clare, Ireland

Short break

15:00 Thematic workshops

• Organic Farming

Susann Rännäri, The Finnish Organic Farmers Association

• Smart Farming

Susanna Lahnamäki-Kivelä, AgriHubi network

• Circular Economy

Satu Ervasti & Leila Nutti, GRUDE project (Green Rural Economy)

• Rural Tourism

Raija Ruusunen, Karelia University of Applied Sciences

• Food Chain

Marion Picot & Doris Letina, CEJA (European Council of Young Farmers)

• Peripheral Possibilities

Paula Mikkola, Regional Council of Lapland

Short break

16:10 Workshop outcome

16:30 Keynote: My career and entrepreneurship in European rural areas

Mr. Ari Vatanen, Farmer in France, former MEP, World Rally Champion

17:00 Conclusions

Dr. Tuomas Kuhmonen, Research Director, Finland Futures Research Centre /Ruralization project

Registration:

<https://link.webropol.com/s/EuropeanRuralEntrepreneurshipForum by 17th September 2021>

More information:

<https://ruralfuture.karelia.fi/rural-forum-22-9-2021/>

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