

D1.3 Needs Gathering & Policy Mapping Template

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Responsibility for the information and views set out in this publication lies entirely with the authors.

Every effort has been made to ensure that all statements and information contained herein are accurate, however the PoliRural Project Partners accept no liability for any error or omission.

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1 Introduction

This deliverable prepares PoliRural partners for pilots, especially laying the groundwork for two forthcoming tasks - *T4.3 Regional Needs Gathering & Analysis* and *T4.4 Needs-Policy Mapping*. The deliverable introduces key concepts, practical guides and templates for partners in participating regions prior to the start of pilot phase.

These guidelines allow the information to be collected in a structured manner to facilitate further analysis and evaluation. This deliverable provides guidelines for two purposes in pilots. Firstly, it provides *preliminary guidelines* for gathering needs (task 4.3), which make rural professions and areas attractive or unattractive, for established populations and recent or potential newcomers. Secondly, it provides *templates and guidelines* to support policy mapping (task 4.4.), to evaluate policies against needs of rural areas.

The guidelines are based on the PoliRural framework¹ and the findings of literature study (D1.1 Envisioning More Attractive Rural Places & Professions) and outcomes of Polirural partner's workshops (June 20 and 21, 2019, Prague).

This deliverable is structured as follows: Chapter 2 introduces briefly needs gathering and policy mapping tasks. Chapter 3 summarizes the results of needs gathering literature study and introduces the needs gathering pillars for survey. Chapter 4 presents general methods for needs gathering and introduces the survey questionnaire battery. Chapter 5 introduces the policy mapping methodology and template.

¹ PoliRural Grant Agreement, annex1 DoA.

2 Needs gathering and policy mapping tasks in PoliRural pilots

At the first phase, Polirural pilots will focus on two following major tasks: needs gathering and policy mapping.

2.1 Needs gathering

In needs gathering task, pilots seek to understand what makes rural areas and professions attractive or unattractive, for established populations and recent or potential newcomers. Key research questions to be addressed here are what factors would make one want to stay, leave or migrate to a rural area, to take up rural employment, or become an urban farmer in a rural area, for example? To answer them, PoliRural has first reviewed the available literature on rural needs in every participating region (D1.1 Envisioning More Attractive Rural Places & Professions). As well as updating pilots' knowledge of rural reality, the literature review aims to inform PoliRural's survey design in terms research questions to be explored. The literature review forms the basis of this deliverable, which prepares partners to start preparing the survey tools. After this, pilots will proceed with an actual investigation by tailoring the survey, workshop and interview tools to for studying their local stakeholders, i.e. members of their regional panels including citizen representatives. These results will be further used to consulting the big data analysis carried out through text mining.

Phases of the needs gathering task can be summarized as following:

- Literature study of rural attractiveness
- Questionnaires to stakeholder group
- Results from text mining
- Findings of these summarised to SWOT analyses
- SWOT results discussed with regional panels (workshops, interviews)
- Clustering of pilot regions based on common needs rather than geography

2.2 Policy mapping

Given that policy mapping is likely to yield a large number of measures (public and private, regional and local, national and EU-funded), a list will be created from which the most relevant ones will be selected. The chosen measures will be evaluated against a set of criteria that define policy effectiveness, with main efforts focusing on the extent to which specific objectives have been achieved (e.g. improved access to land) as well as more qualitative aspects of a given intervention (e.g. inclusiveness, efficiency, coherence).

Policy evaluation data will be collected in two ways: by (1) surveying panel members and conducting follow-up interviews with interested participants and (2) carrying out extensive desk research assisted by text mining.

3 Needs gathering framework

3.1 Findings of the literature review

The literature review conducted in *D1.1 Envisioning More Attractive Rural Places & Professions* provides an overview of the needs gathering framework. The review focuses on the following tasks: (1) attractiveness, particularly rural, as well as related factors (e.g. quality of life) and resources (e.g. rural capital, rural assets); (2) activities and opportunities to increase the rural attractiveness.

The literature review concludes that progress in sustainable rural development requires using the complete environmental, economic, social and human as well as cultural potential. In order to secure rural development, economic growth is necessary. It should be ensured by development of business and creation of income for the rural municipalities that provide or availability of public services for the rural residents.

Moreover, socio-demographic groups are important for rural development: new entrants, young people (especially well-educated ones), women, creative people etc. Therefore, it is necessary to find out the characteristics of attractiveness for these groups, including the important factors/indicators.

To summarize, according to the literature review, the following key words, concepts and topics were identified as central in understanding rural attractiveness and in needs gathering:

- Attractiveness of rural areas
- Quality of life
- Territorial capital and rural assets
- Knowledge and innovations
- Ecosystem services
- Multifunctionality of agriculture and farm diversification
- Tourism
- Care farming
- Local food systems and short food chains
- Social aspects of rural areas
 - Employment and job opportunities
 - Women
 - Young people
 - Newcomers or new entrants
- Social innovations and innovative activities
- Corporate social responsibility
- Crowdfunding

3.2 Outcomes of Workshops and the Survey

In addition to workshops, a survey among PoliRural partners was conducted. Based on these materials, needs related to the following fourteen main categories were presented (in random order):

1. Public goods

-
2. Recreation
 3. Identity
 4. Natural capital
 5. Individual well-being
 6. Human capital
 7. Living conditions
 8. Demographic
 9. Environment & nature/biodiversity
 10. Innovation
 11. Economy
 12. Housing
 13. Service provision
 14. Business

3.3 Needs gathering pillars

Combining the findings from the literature study and outcomes from workshops, seven main pillars can be formed for needs gathering:

1. Public goods and services
2. Recreation
3. Living conditions & standard of living
4. Demographics & human capital
5. Business, economy & innovation
6. Social and cultural aspects of rural areas
7. Environment & biodiversity

4 Methods for needs gathering

4.1 Target groups

The target groups, whose needs pilots aim to research in the needs gathering exercise are *established rural populations and recent or potential newcomers*. To allow multiple views and interpretations, the survey should target to cover as much attitudes of different demographic groups as possible. Especially the opinions/views of young people, women, creative professionals, newcomers and educated people are considered as important in understanding rural attractiveness. Regional stakeholder panels are created to include representation of all relevant stakeholder groups of each pilot region (policymakers, rural populations, recent or potential entrants to rural areas, experts, innovators). In addition to these main target groups, regional stakeholders and panels can also to define their own, more special segments, such as e.g. agricultural academic, community, agro-industry, agri-tech startups, and education bodies.

4.2 Survey

4.2.1 Sample size

The survey can be targeted both to the members of the panel as well as to larger population of the target area.

If targeted to the larger population, the survey size depends on the size of the population or selected segment (for instance newcomers) in the pilot area. However, there should be enough survey responses as well as representation of different demographic segments to allow analysis and evaluation.

4.2.2 Survey tools

For the survey, it is recommended to use online tools as it is considered a more reliable, effective and fast way of collecting information. Paper-based version should only be used when it is not possible to reach the target audiences with the online survey. There are both commercial and free tools to create online surveys². The EU Survey online tool which is the Commission online tool for survey management is one possible free of charge survey tool.³

4.2.3 GDPR/Privacy consent

Considering the research objective of PoliRural, it is necessary to collect some personal and privacy related information from respondents, which may include for instance e-mails, age, gender, and personal opinions. This is why it is important that all the PoliRural surveys will include GDPR/privacy consent. If the survey tools do not allow following PoliRural privacy consent (i.e. for instance if the data is given to third party or deleting the data is not possible in accordance with respondent's request) they should not be used for any kind of pilot purposes. GDPR compliant surveys allow to send the consent before responding to a survey. According to GDPR, in order to collect personal data it has to be ensured that the participant

² <https://www.wordstream.com/blog/ws/2014/11/10/best-online-survey-tools>

³ <https://ec.europa.eu/eusurvey/home/about>

provides the consent to manage his or her personal data. Pilots are responsible to inform the respondents of the reasons why they collect personal data, where they store it, for how long they process it, and in which ways it will be use it in the future. Personal data refers information that makes possible to identify the respondents, such as name, email address, phone number, etc. Measures and procedures for ethics and data protection including consent procedures that all partners need to comply with are described in detail in work package 9 Ethics Requirements, deliverables D9.1 and D9.2.

4.2.4 Survey scale

It is recommended that each survey uses similar types of scales and levels of measurement so that data analysis and comparison can be done in a structured manner. In other words, real comparison or joint analysis of survey results across all pilots will be only possible if each pilot uses the same set of questions and scales. For the survey responses it is suggested to use Likert scale from 1-5, which measures how the respondents agree or disagree with the following statements regarding rural attractiveness. (1=Strongly disagree, 5=Strongly agree, 0=Doesn't apply). This 5-point Likert scale is recommended to use when researching general public. It is faster to respond than 7-point scale and provides higher degree of measurement precision than 4-point scale. It allows also to select neutral option for those who want to select it. It also provides opportunity to detect changes if the study is repeated.

When the statement is positive such as “There are good medical services in the area”, the scale should be 1-5. In case of a negative statement, such as “there are not enough recreational activities for young people in the area“, the scale should be inverted to 5-1.

As a result, the use of Likert scale allows evaluating which pillars and questions are at high, low or at medium level. For instance, is the level of public services perceived as good or does the area offer good opportunities for business and innovation.

Use of the Likert scale allows pilots to move towards SWOT –analysis by giving insights to which aspects of rural attractiveness need to be improved in the area and which are already on strong level.

4.2.5 Survey design

Each pilot should conduct a survey that covers the needs of the above-mentioned target groups in their area. Pilots can tailor their own survey using and modifying the questions most relevant for their area. The survey questionnaire battery (Table 1) offers tools to explore the how needs are currently met. The questionnaires should be translated into national languages and then summary report provided for the common use in POLIRURAL. For preparing the summary report, pilots will need to decide what are the most important, common questions that will be included in all of the pilot surveys and in which format the results are shown and which descriptive statistics will be used.

Below is the table 1, which presents a battery of survey question examples.

Pillar	Survey question example	Scale 1=Strongly disagree,5=Strongly agree	0= Doesnt apply
1.Availability of public and other services	This area offers quality commercial services such as restaurants, shops, car maintenance, etc.	1-5	0
	There are good medical services in the area.	1-5	0
	There are good schools (kindergarten and primary) in the area	1-5	0
	There are good daycare facilities in the area.	1-5	0
	There are opportunities for higher or professional education and lifelong learning in the area.	1-5	0
	The connections between rural and urban areas (e.g. airports, train connection) are poor.	5-1	0
	Good public transportation is available in the area.	1-5	0
	There is a good internet/telecom coverage. (4G/5G/fiber)	1-5	0
2. Recreation / social activities	I feel that there are plenty of good and different recreational activities in the area.	1-5	0
	There are not enough recreational activities for young people in the area.	5-1	0
	Extra curricular activities for children are too expensive in the area.	5-1	0
	Elderly people are offered activities and a space where to meet.	1-5	0
3. Living condition, quality of life and standard of living	Housing prices are reasonable in the area.	1-5	0
	The area offers opportunities for having spacious housing and big yard, making it an attractive place to live.	1-5	0
	The air quality is good.	1-5	0
	The area does not offer quality and comfort housing.	5-1	0
4. Demographic & human capital	There are too few young people in the area.	5-1	0
	There are too few women in the area.	5-1	0

	There are too few babies born in the area.	5-1	0
	There are too few young families in the area.	5-1	0
	The dependency ratio is sound in the area; there are enough working people to support the dependant population (i.e. children, elderly).	1-5	0
	It is possible to find marriage and dating partners in the area.	1-5	0
5. Business, economy & innovation	The area offers good opportunities for start-ups and creating new businesses.	1-5	0
	There are instruments for financing innovative/new rural activities	1-5	0
	There are possibilities to participate to business ecosystems.	1-5	0
	The area is good for new, innovative companies and creative professionals.	1-5	0
	The area doesn't favour eco-firms and sustainable business.	5-1	0
	There are not enough possibilities for employment.	5-1	0
	The area offers possibilities for sustainable tourism.	1-5	0
6. Social and cultural aspects of rural areas	Women and men equally participate in decision making and working life.	1-5	0
	Loneliness and isolation affect many people in the area.	5-1	0
	There are good opportunities for young people to participate in decision making.	1-5	0
	In the area exists lively communities and citizen-driven local activities are in the area.	1-5	0
	There are good opportunities for women to participate in various social activities and working life in the area.	1-5	0
7.Environment & biodiversity	The area has wide-open landscapes or other beautiful nature scenery.	1-5	0
	Nature in the area is diverse.	1-5	0
	Cultivation practices in the area are done in environmentally sound way.	1-5	0

Table 1 A survey questionnaire battery template

4.3 Interviews, panels

The stakeholder interviews and panels can take different forms. The interviews can be done with one stakeholder or expert only whilst panels include members from different organizations, backgrounds and expertise.

Whatever form the interviews and panels take, individual or group, face-to-face or telephone/Skype interviews, there should be a structured and effective method of asking questions and for gathering information. The questions should be formulated in a manner that the participants are able to respond to them in a constructive and informative manner.

A structured Interview template is attached in this deliverable (Annex 1). The template allows to ask questions and make summaries of responses to make further analysis possible.

The interviews can start with asking about the context of the stakeholder – how the organization in question is related to rural development. The second set of research questions can focus on discussion on the most crucial factors for rural attractiveness and what kinds of needs should be met considering established rural populations and recent or potential newcomers. The third set of questions can focus on stakeholders' activities and success to increase rural attractiveness. In this part the stakeholders can be asked to rate the impact or success of programmes or activities on rural development. The last part of the interviews/panels could focus on future activities or scenarios needed to gain rural attractiveness. With this template, the interviewer is also able to evaluate quickly, in which research topics the interview was informative, by ticking the option in the table at the end of document.

4.4 Participatory foresight scenario workshops

In addition to surveys, the pilots will include expert and participatory foresight workshops. In this phase, these workshops can be conducted as preliminary, informal evaluation to discuss and gain insights. The actual workshops will take place in T4.5 to explore following topics: mega trends analysis, deep dive, policy options (system dynamics models) and policy options (implementation). The expert foresight groups will include various policy makers and stakeholder groups in the area. The participatory workshops will include citizens to understand more deeply complex and multifaceted challenges in rural areas. Citizen engagement is seen as a crucial part of wider adoption of different solutions and policies for solving societal problems.

The scenario technique is a method for studying a system to create consistent scenarios of the future. Scenarios or visions can broaden one's view of the various states that a system may take by presenting alternative futures. Threats and opportunities are identified by stakeholders so that strategies can be based upon advanced knowledge of what may happen to the current state of affairs.

PoliRural partners have created and prioritized rural attractiveness visions, which can be used as basis for foresight scenario workshops. The workshop partners can choose one future vision to work on (e.g. 10 years from now) and identify then bottlenecks and necessary steps to reach the vision. (Table 2).

With scenario techniques we want to find out how to reach the desired vision. The workshops discussions focus on identifying the most important drivers for the vision and concrete next steps that needs to be taken to achieve the vision as well as from citizen-driven view what needs to be changed in order to reach the desired vision (Table 2 and Table 3).

	Vision - Ten years from now?
Identify the most important drivers for the vision	
Identify the most critical assets for the vision	
Identify the main challenges and obstacles for the vision.	
Identify key goals	
Identify next steps	

Table 2 Foresight vision table

Vision What needs to be change in order to reach the vision	Identify the main aspects	Identify the main aspects
1. Citizen dimension	<i>Needs?</i>	<i>Attitudes?</i>
2. Rural context dimension	<i>Resources/Assets?</i>	<i>Mobilization?</i>
3. Process dimension	<i>Catalysts?</i>	<i>Fosterers?</i>
4. Impact dimension	<i>Transformation?</i>	<i>Sustainability?</i>

Table 3 Participatory foresight workshop framework template

5 Methods for policy mapping

Policy is usually intended as being led by public bodies (i.e European Commission, national Ministries, local authorities etc.). In the context of POLIRURAL it is however deemed important to include also private initiatives that may have an impact or provide a response to the above identified needs.

In this context, both public and private bodies and organisations are included in the notion of policy makers. Pilots should try to reach out to policy makers at different levels (local, regional, national).

In their mapping exercise, pilots are consequently asked to consider both public and private initiatives, in order to have an exhaustive overview of the situation.

Several methods will be used for policy mapping, including expert panels, interviews and participatory workshops with stakeholders, as well as text mining. These methods will be compliant with Ethics Requirements described in detail in D9.1 and D9.2.

5.1 Policy mapping template and interviews

For the purpose of the policy mapping, partners should start with identifying policy initiatives that are running or have been implemented in their region or that are affecting their region (local, regional, national, EU). To this end, a tool is developed to support them (Excel template that will be provided to partners through in PoliRural's documents and project management system Redmine).

The template will support pilots in their desk research, and in compiling the information gathered from the interviews with policy makers and with the text mining.

For each policy/programme identified, pilots will have to report in the table the following information:

- Needs addressed: as assessed by the survey
- Title of the policy/programme: full name/legal reference
- Policy/programme: this refers to the initiators/owners of the policy/programme
 - Public policy
 - Public programme
 - Private sector measures: what businesses, big and small, are doing to help rural areas, farmers etc.
 - Third sector measures: what charities and NGOs are doing
 - Private and local initiatives: activities implemented by a single person or a group of residents
- Level at which the policy is launched
 - International level
 - EU level
 - National level
 - Regional level
 - Local /grassroot level
- Beneficiaries: farmers, youth, vulnerable groups, citizens...

- Overall aim/Description
- Expected Impact: briefly describe what does the policy /programme aim to achieve
- Specific activities: briefly explain what activities /measures are to be put in place
- Geographical coverage: where does the activity take place
- Duration/Starting date
- Budget: is there any budget made available for implementing activities
- Contact/Website: add links for more information/full text

It is of crucial importance to involve policy makers at an early stage of the project, and for them to be fully involved in the identification of shortcomings and opportunities in policies for rural development. This is why the mapping exercise will be two-fold and combine interviews for policy makers and remote desk research done by the partners. The combination of the two activities will result in the final policy mapping.

The interviews will be carried out with the use of a questionnaire, that was shaped in a similar manner to the ones that will be used for stakeholders. It will help policy makers to reflect on the actual state of rural prosperity, competitiveness, development and finally attractiveness in the participating regions.

To start the mapping, pilots could start by identifying contact points at the Municipality / City Council, and from there, move upwards to the regional and then national level. Once a contact person is identified, pilots shall share with them the survey, asking them to fill it in. The link to the survey will be sent to the stakeholder. The outcome of the survey will help the pilot in filling the template table.

The same process shall happen at the regional and national level.

At the end of this mapping exercise, the template will allow pilots to have an overview of existing policy or programme initiatives implemented at national/regional/local level; they will consequently be able to assess policies/programmes and have a better idea of what measures are put in place in their area/region.

The questionnaire for policy makers was designed based on the one for stakeholder.

5.2 Workshops

Once the mapping exercise is completed, pilots will organise workshops so as to 1) present the outcomes of the policy mapping, and 2) have a common understanding of the actual needs of the rural areas and develop together solutions for making rural areas more attractive.

5.2.1 Policy mapping workshops

The workshops will bring together relevant stakeholders including citizens (gender balance and age balance to be considered), policymakers, and the private sector (i.e agro industry, NGOs, local associations...). It will offer some space for a dialogue on needs and expectations to make rural areas more attractive and competitive. The overall aim of these workshops is to help policy makers in understanding if and how the actual needs of the local population are

met or not with the policies / programmes they are implementing. The workshop will set the frame for developing future alternative policy solutions.

The workshops shall be designed using a participative approach, enabling discussions and solutions to the shortcomings. The workshop should last up to one day, allowing enough time for presentations, including the mapping of existing policies, and the outcomes of the needs gathering.

The first part of the workshops will be dedicated to providing an overview of the region: the previous mapping exercise will be unveiled, as well as the results of the stakeholders and policy makers interviews. This will set the frame for discussions, and participants will be offered some space for identifying priorities and potential measures to be adopted or proposed by policy makers. The overall aim will be to co-create recommendations to improve the quality of the area.

6 Conclusion

The deliverable has introduced key concepts, practical guides and templates for partners in participating regions prior to the start of pilot phase. Firstly, it has provided *preliminary guidelines* for gathering needs (task 4.3). Secondly, it has provided *templates and guidelines* to support policy mapping (task 4.4.), to evaluate policies against needs of rural areas.

For needs gathering -exercise the deliverable has made guidelines how to provide GDPR compliant, comparative and informative surveys covering the needs of the target groups. Moreover, a questionnaire battery template for survey has been introduced in this deliverable. Moreover, the deliverable has provided templates for panels and stakeholder interviews. In addition, the deliverable has prepared some guidelines for preliminary foresight workshops. To support policy mapping exercise, this deliverable has come up with a template to gather information about policy programmes for pilots as well as templates for workshops and interviews with policy makers.

7 Annex 1

7.1 Interview template stakeholders -Needs gathering

Context

Summaries on the level of numbered questions. Please sort the content: Do not just write the answers under the questions how they came out in the interview, but organize them under the suitable topic.

1. **Can you summarize for us please, what is the aim of your organization? What is your role in the organization?**
2. **In your words, what is your organization's interest in rural development?**

Short summary/reflection on the level of heading [here: Context]

What is the context in a nutshell. Please shortly make the link to relevant research themes. Was there something unusual/surprising? You can compare to similar cases or refer to some literature/comparable cases of relevance.

Rural Needs? [Current situation]

Summaries on the level of numbered questions. Please sort the content: Do not just write the answers under the questions how they came out in the interview, but organize them under the suitable topic.

3. **In your own words, what are most crucial factors for rural attractiveness in your region? What kinds of needs should be met considering established rural populations and recent or potential newcomers? What factors would make one want to stay, leave or migrate to a rural area, to take up rural employment, or become an urban farmer, for example?**
4. **How do you perceive the following rural needs are met in the rural area in question?**
 - Public goods and services (medical services, schools etc.)
 - Recreation (hobbies, sports etc.)
 - Living conditions & standard of living (housing, air quality etc.)
 - Demographic & human capital (young people, women, elderly etc.)
 - Business, economy & innovation (start-ups, ecosystem firms, sustainable agriculture firms etc.)
 - Social and cultural aspects of rural areas (women, young people, handicapped, community, tradition etc.)
 - Environment & biodiversity (landscapes, environmentally sound cultivation)

5. **Can you think of examples that work well?**

6. **Can you think of examples that have failed?**

Short summary/reflection on the level of heading

What is the content in a nutshell. Please shortly make the link to relevant research themes. Was there something unusual/surprising? You can compare to similar cases or refer to some literature/comparable cases of relevance.

Stakeholder's activities and success to increase rural attractiveness

Summaries on the level of numbered questions. Please sort the content: Do not just write the answers under the questions how they came out in the interview, but organize them under the suitable topic.

1. **Do you directly aim measures/programs/activities at supporting rural attractiveness? If yes, please elaborate. What is the idea behind these?**
2. **Does your organisation have an agenda to support rural attractiveness? If yes, please elaborate. What is the logic behind these?**
3. **If your organisation participates in measures/programs/activities by other organisations that include rural attractiveness, please elaborate.**
4. **How do you rate the impact/success of the measures/programs/activities on rural development, please elaborate. [here: the programs in policy mapping excel]**
5. **How do you rate the impact/success of your measures/programs/activities on rural development, please elaborate. [here the those of the organization]**
6. **In general [apart from your activities] is there anything in the local or national policy context (or economic context) that has influenced development of rural attractiveness?**

Short summary/reflection on the level of heading

What is the content in a nutshell. Please shortly make the link to relevant research themes. Was there something unusual/surprising? You can compare to similar cases or refer to some literature/comparable cases of relevance.

Future activities

Summaries on the level of numbered questions. Please sort the content: Do not just write the answers under the questions how they came out in the interview, but organize them under the suitable topic.

7. **If you imagine your region in five or ten years from now, what activities/measures/programmes would you consider useful to support?**
8. **In your view, what would be the role of the European Union to support rural attractiveness?**

Short summary/reflection on the level of heading

What is the content in a nutshell. Please shortly make the link to relevant research themes. Was there something unusual/surprising? You can compare to similar cases or refer to some literature/comparable cases of relevance.

Independent research themes/Locally tailored questions
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Summaries on the level of numbered questions. Please sort the content: Do not just write the answers under the questions how they came out in the interview, but organize them under the suitable topic.

Short summary/reflection on the level of the whole case

What is the case in a nutshell. Please shortly make the link to relevant research themes. Was there something unusual/surprising? You can compare to similar cases or refer to some literature/comparable cases of relevance.

Research theme	This interview is particularly relevant for the following research themes (to be ticked by writer of interview summary)
1. Current state of rural needs	<input type="radio"/>
2. Needs of new comers	<input type="radio"/>
3. Needs of established populations	<input type="radio"/>
4. Needs of young people	<input type="radio"/>
5. Needs of women	<input type="radio"/>
6. Public services	<input type="radio"/>
7. Recreation	<input type="radio"/>
8. Standard of living, living conditions	<input type="radio"/>
9. Demographics & human capital	<input type="radio"/>
10. Social and cultural aspects of rural areas	<input type="radio"/>
11. Local business and innovation	<input type="radio"/>
12. Environment and biodiversity as rural attraction	<input type="radio"/>
13. Success of policy programs/measures	<input type="radio"/>

8 Annex 2

8.1 Interview template policy makers

Context- your organization and your role

Summaries on the level of numbered questions. Please sort the content: Do not just write the answers under the questions how they came out in the interview, but organize them under the suitable topic.

1. **Please summarise, the overall aim of your organisation. At what level does your organization (policy, implementation), and what is your role in your organisation?**
2. **How is your organization involved in rural development?**
3. **How do you make the link with measures/ policies existing at the EU level?**

Short summary/reflexion on the level of heading [here: Context]

Polirural identified a number of rural needs, and identified existing policies.

Rural Needs and policy measures [Current situation]

Summaries on the level of numbered questions. Please sort the content: Do not just write the answers under the questions how they came out in the interview, but organize them under the suitable topic.

4. **Measuring the impact of policies / measures for rural attractiveness:**

How does the policy you develop impact the following rural needs?

- Public goods and services (medical services, schools etc.)
- Recreation (hobbies, sports etc.)
- Living conditions & standard of living (housing, air quality etc.)
- Demographic & human capital (young people, women etc.)
- Business, economy & innovation (start-ups, ecosystem firms, sustainable agriculture firms etc.)
- Social aspects of rural areas (women, young people, people with disabilities etc.)
- Environment & biodiversity (landscapes, environmentally sound cultivation)

Measuring your policy impact: how does your organization measure the impact of its policies?

- **What policy measures have had a positive impact on the above mentioned needs?**
- **What policies failed in meeting the above mentioned needs?**
- **In case of failure, how were the above mentioned needs addressed by new measures?**

Future activities

Summaries on the level of numbered questions. Please sort the content: Do not just write the answers under the questions how they came out in the interview, but organize them under the suitable topic.

5. **What is currently missing in the policy approach? Which policies/measures/programmes would you consider useful to support**

6. In your view, what would be the role of the European Union to support rural attractiveness?

Research theme	This interview is particularly relevant for the following research themes (to be ticked by writer of interview summary)
1. Current state of rural needs	<input type="radio"/>
2. Needs of new comers	<input type="radio"/>
3. Needs of established populations	<input type="radio"/>
4. Needs of young people	<input type="radio"/>
5. Needs of women	<input type="radio"/>
6. Public services	<input type="radio"/>
7. Recreation	<input type="radio"/>
8. Standard of living, living conditions	<input type="radio"/>
9. Demographics & human capital	<input type="radio"/>
10. Social aspects of rural areas	<input type="radio"/>
11. Local business and innovation	<input type="radio"/>
12. Environment and biodiversity as rural attraction	<input type="radio"/>
13. Success of policy programs/measures	<input type="radio"/>