



# INVITATION

## E-motion in the Versatile European Countryside

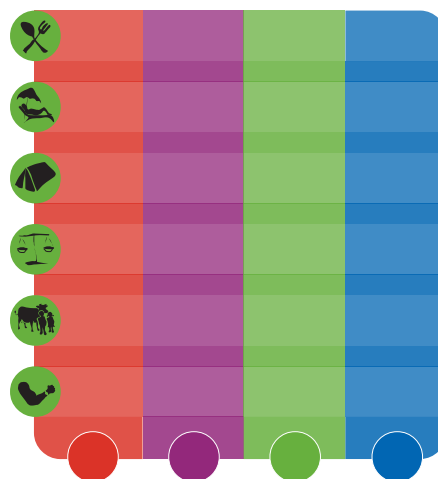
New developments in city-countryside relations

European Eemland Conference

22 - 24 October, 2008

The Eemlandhoeve, Bunschoten, The Netherlands

[www.countrysideconferences.eu](http://www.countrysideconferences.eu)





# EUROPEAN EEMLAND CONFERENCE

## VERSATILE COUNTRYSIDE

### European Eemland Conference: registration, costs and further information

#### Voor whom?

Rural entrepreneurs, education representatives, researchers, policy makers, social organisations, and national and foreign investors

#### Official language

English

#### Registration

You can register [here](#). Registration is possible until Monday, October 13, 2008

On the registration form all choices concerning workshops can be indicated, and it is possible to reserve a hotel room. After receiving your registration we will send you an invoice.

#### Overnight accomodations

If you are planning on staying overnight in the area and would like to book a hotel room, please let us know as soon as possible so that we can make a reservation for you.

#### Questions

Questions about the program?

Go to [www.eeconference.eu](http://www.eeconference.eu) or contact **Sandra Bos** ([info@eeconference.eu](mailto:info@eeconference.eu))

Questions about registering?

Mail these to [registration@eeconference.eu](mailto:registration@eeconference.eu)



The Eemlandhoeve in Bunschoten, the Netherlands

#### Book and dvd presentation

During the festive closing with Eurocommissioner Fischer Boel, all participants will receive a unique book entitled: *Cityside Oasis*, or how to bridge the gap between city and countryside and the DVD-documentary *Versatile Farmers* – the portraits of four multifunctional farmers in Europe. Both products will be presented for the first time during the conference.



## E-motion in the European Versatile Countryside

### New developments in city-countryside relations

The European countryside is in motion: renewal, growth, diversification, social and economic shifts, and new bonds of co-operation. Europe stands on the brink of big changes.

It is high time to bring entrepreneurs, policy makers, educational institutions and researches together to determine how the development of a versatile European countryside can take shape. For this reason the European Eemland Conference will take place in Bunschoten, the Netherlands, on Wednesday, October 22 through Friday, October 24, 2008.

Conference initiators are the Eemlandhoeve and LEI – Wageningen UR.



One of the participants:  
Euro-commissioner Mariann Fischer-Boel



The Eemlandhoeve is a multifunctional demonstration farm focused on rural development, celebrating its 15th anniversary this year. Owner Jan Huijgen, co-initiator of the Taskforce for Multifunctional Agriculture (2007) and winner of the Mansholt prize 2007, received, as recipient of the prize, the mandate to elaborate the Versatile Countryside initiative on a European and global level.



One of the participants:  
Minister of LNV Gerda Verburg

The countryside is looking for new challenges; an inspiring and unifying vision. The city, and its diversity of residents, is asking more of its environs. And the countryside has much to offer our society in return: delicious regional products, a varied landscape, new experiences, a balanced life, and a unique learning environment. The question is; how can we work together to give this versatile countryside shape?



Versatile Countryside is a priority on the LEI – Wageningen UR agenda. The coming of the new European Agricultural Policy offers new chances for rural entrepreneurs, but this will demand much of not only their entrepreneurship, but also that of entrepreneurs within the entire chain. A new frame of reference is needed to gain perspective on the role of knowledge and research, and the interactive approach necessary to streamline these innovative processes on a national and European level.

The EEConference focuses on four main themes:

- entrepreneurship
- market creation
- regional transition
- knowledge

Entrepreneurs, government workers, knowledge institutes and students will use these themes to create new partnerships and projects during the conference week



One of the participants:  
Cees Veerman



# EUROPEAN EEMLAND CONFERENCE

## VERSATILE COUNTRYSIDE

### PROGRAM

#### WEDNESDAY: PLOUGHING

Towards a Versatile  
Countryside: The new context

- Official opening European Eemland Conference – Prof. Cees Veerman
- New rural paradigm – Mr. Nicola Crosta, OECD
- New policy approach – Anita Wouters, LNV Ministry
- European Versatile Countryside – Jan Huijgen, Mansholt prize winner
- New concepts:
  - Jan Willem van der Schans, Wageningen UR
  - Henk van Latenstijn, TransForum
  - Hans Mommaas, Telos
  - Janine Pijl, director Geldersch Landschap
  - Cornelia Butler Flora, Professor Iowa State University
  - Laszlo Vajda, Director General Ministry of Agriculture Hungary
  - Bram Prins, dairy farmer Netherlands
  - Hillar Pulk, multifunctional farmer Estonia
  - Alfredo Cunhal Sendim (Freixo do Meio), multifunctional farmer Portugal
- Dinner with regional products
- Cultural evening program



#### THURSDAY: SOWING

Working together: uniting  
networks and formulating pilot  
projects

- Kickoff: To a new innovation model for the Versatile Countryside – Maarten Verkerk, VitaValley/ TU Eindhoven
- Five meeting sessions:
  - European Multifunctional Farmers Network
  - Learning Regions
  - City-Countryside relations – food strategies, civil society and entrepreneurship
  - New partnerships, value chains and regional design
  - New arrangements for farming and nature
- Match fair: uniting networks and formulating new pilot projects
- Dinner with regional products
- Cultural evening program



#### FRIDAY: HARVESTING

Together  
in motion: the start of a new  
movement

- Entrepreneurship Day – Market creation and professionalizing of the Dutch multifunctional agriculture sector. With, among others:
  - Chairman of the Taskforce for Multifunctional Agriculture, Ronald van der Zijl
  - Deputy of Utrecht province, Mr. Krol
  - Care-farmer Network, IJsbrand Snoeij
  - Natural Countryside West, Teunis Jacob Slob
- Inspirational Sessions for the Countryside:
  - Masterclass U-turn
  - Masterclass Hammerskjöld
  - Excursion Multifunctional Farm
- Festive closing in the afternoon:
  - The new agenda for the Versatile Countryside will be presented in co-operation with the Fall Conference
  - Eurocommissioner Mariann Fischer-Boel and Minister Gerda Verburg will receive the results of the conference
- Regional market



**N.B.** Updates of the program on the website ([www.eeconference.eu](http://www.eeconference.eu))