Key messages

- Rural development matters for the SDGs, for the rural population, for the rural poor, and for solving development challenges affecting both rural and urban communities.

- The demand for rural development policy is clear: The rural developing world cannot be ignored if we are serious about meeting the Sustainable Development Goals (SDGs).

- A New Rural Development Paradigm is needed to help governments design, implement and monitor policies for rural development.

Talking Points

- Thank the Government of Korea and then thank UNDP for partnering with us to make this event possible

- Explain why the OECD Development Centre is focusing on rural development

MEGA-MESSAGE 1: Because rural development matters for the SDGs, for the rural population, for the rural poor, and for solving development challenges affecting both rural and urban communities.

- Stress that the global rural population is 3.3 billion strong.
  - 92% of it is in developing countries.
  - Rural population in developing countries is projected to grow until 2028.

- Emphasize that in developing countries, usually more than 50% of the population is rural.
  - And rural areas are where more of the poor live.

- Mention the challenges that often trap rural areas and leave them behind.
  - Rising inequality
  - Very large youth bulges due to demographic shifts
  - Inability of urban areas to absorb migrants
  - Challenges of environmental sustainability and very negative impact of climate change
  - Different global context
MEGA-MESSAGE 2: Because the demand for rural development policy is clear: The rural developing world cannot be ignored if we are serious about meeting the Sustainable Development Goals (SDGs).

- **Emphasise** that there is a demand for rural development policy and that explicit strategies are needed to improve the livelihoods of rural populations in developing countries.
- **Explain** how rural development is key to achieving all the SDGs.
- **Stress** that the focus on local rural development must go beyond just agriculture to creating productive employment opportunities in rural industry and services too and to providing basic public goods, such as health, education, infrastructure and social protection systems to improve livelihoods in rural areas.
  - Korea is an excellent historical example of a country that rapidly raised the welfare of its rural population.
  - Vietnam is an excellent example of a country that is currently doing this through a well-integrated rural development strategy that embodies the new paradigm.

MEGA-MESSAGE 3: Because a New Rural Development Paradigm is needed to help governments design, implement and monitor policies for rural development.

- **Highlight** the need for a new rural development paradigm that
  - is multi-sectoral, multi-agent and multi-level,
  - includes a specific focus on inclusiveness and sustainability,
  - enjoys stakeholder buy-in, and
  - adjusts to changing circumstances.
- **Sum-up** that rural development strategies
  - need to be tailored to the specific conditions of each country, including environmental, economic, social and institutional resources, and also
  - account for the new challenges and opportunities rural areas face.
- **Recall** your OWN experiences in setting up and defining rural development research and a rural development paradigm the OECD and how that research is a springboard to the research now that embraces the experiences and lessons from Korea and five developing countries
  - Because one size does not fit all, and solutions have to be local, tailored and reflect country-by-country specifics
- **Introduce** the toolkit for developing policies for rural development—based on the evidence and data the OECD helped collect through its research that clearly recognizes this approach—and call on **Carl Dahlman** to discuss the options.

For additional information on the work of the OECD Development Centre please refer to the website: [http://www.oecd.org/dev/](http://www.oecd.org/dev/)