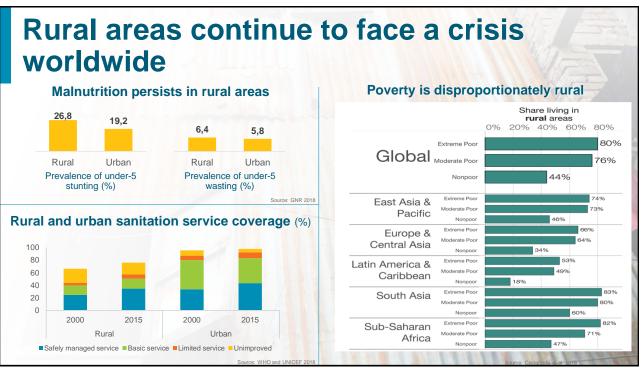


Growing urgency To achieve the SDGs and climate goals

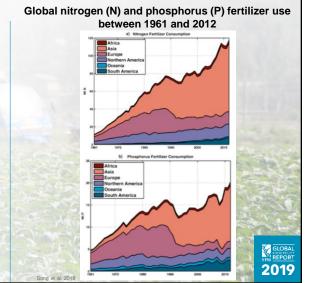
- Rural areas are the linchpin of agrifood system transformation for both rural and urban areas
- Fundamental transformation of agrifood systems and of rural areas is urgently needed to achieve the SDGs by 2030
- Rural revitalization is timely, achievable, and critical for SDGs and climate goals

2019

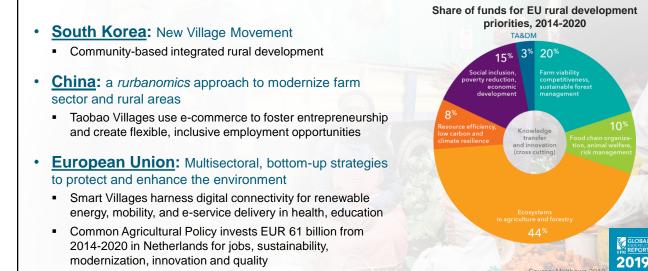


Overuse of agricultural inputs degrade land and pollute water globally

- One-third of the world's lands are degraded in part due to overuse of agrochemicals
 - Pollution growth and N- and P-use growth are highest in lowincome countries (Xi and Ringler 2017)
- Policy distortions contribute to excessive agricultural input use, e.g. rural China:
 - Reforming distorting land and migration policies would decrease ag. chemical use by 30–50% and their environmental impact by 50% (Wu et al. 2018)
- Rural economic transformations that increase processing, industry pose risks to environment and human health
- Around 1 million species face risk of extinction within decades (IPBES 2019)



Rural revitalization Successful cases provide powerful lessons



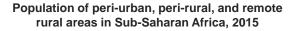
Key building blocks For productive, sustainable, and healthy rural areas					
Rural Revitalization					
Connectivity & Integration	Gender Equality	Environment	Renewable Energy	Governance	
 Enhance non-farm opportunities Promote high-value production Strengthen rural-urban linkages Engage youth 	 Increase women's participation in governance Improve data & evidence Include women and men in policy design 	 Provide economic incentives Invest in innovative practices & technologies Support institutions to coordinate action 	 Promote investment & competition among providers Deliver packages of support – access & the means to use energy 	 Establish enabling, predictable regulatory environment Incentivize better service delivery Facilitate the information revolution 	

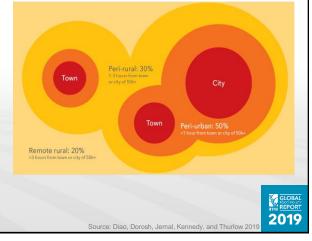
5

REPOR 2019

EMPLOYMENT AND LIVELIHOODS Connecting Sub-Saharan Africa's rural and urban areas for rural revitalization

- Growing demand for food in urban areas offers promise for expansion of agro-processing and other agribusiness
- Most rural Africans live near cities, but need government support to access markets
- Nest rural employment strategies in broader development strategies
- Modernize and diversify agriculture to promote youth employment and better diets
- Invest in basic services and human capital to spur rural nonfarm economy





7

GENDER EQUALITY

Women's empowerment for rural revitalization

- Achieving gender equity and women's empowerment is key for girls and women, and for achieving the SDGs
- Growth of nonagricultural jobs in many regions has led to the "feminization" of agriculture
- Use reach-benefit-empower framework to ensure interventions lead to real improvements for women and increase women's participation in formal governance structures
- Improve data and evidence relevant to gender and involve men and boys in designing policies and projects for women

Framework for guiding design and implementation of programs and policies

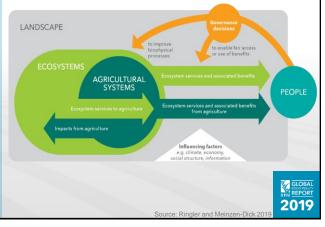
REACH	BENEFIT	EMPOWER
Increase women in program activities	Increase women's well-being (e.g. food security, income, health, nutrition)	Strengthen ability of women to make strategic choices and to put those choices into action
	Source: Quisumbing, Meinzen-I	Dick, and Malapit 2019

ENVIRONMENT

Revitalizing, restoring, and improving rural areas

- Rural areas provide essential ecosystem services for the planet
- Rural livelihoods can contribute to—and are affected by—deforestation, groundwater depletion, land degradation, water and air pollution, biodiversity loss, and climate change
- Invest to create healthy and thriving rural areas and provide economic incentives to address environmental degradation and preserve biodiversity
- Invest in innovative practices and technologies and support context-appropriate institutions to motivate coordinated action

Key functions and relationships affecting rural environments

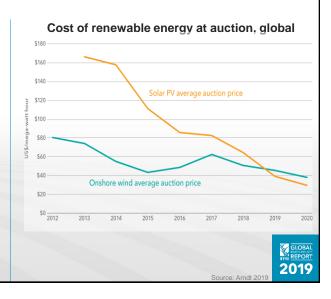


9

RENEWABLE ENERGY

Bringing electricity to revitalize Africa's rural areas

- Energy is crucial to achieving the SDGs for rural growth and development, yet almost one billion people still lack access to electricity
- Due to cost declines, together with the high solar potential in rural areas, genuine potential exists to ensure access to electricity for all by 2030
- Deliver packages of support—access to electricity plus means to use it, e.g. lighting and refrigeration—to generate larger development benefits for rural communities
- Beware unintended consequences, e.g.
 - Implications for women's time use and empowerment
 - Groundwater depletion from low-cost solar water pumping



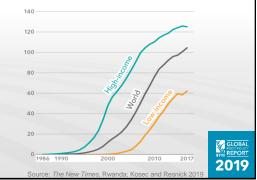
GOVERNANCE Making institutions work for rural revitalization

- Devolution of governance to a subnational or local level can improve responsiveness to local needs if matched with adequate funding and mechanisms to ensure accountability
- The information revolution offers new tools for improving governance for rural revitalization
- Establish an enabling and predictable regulatory environment to encourage private investment while safeguarding rights
- Build capacities and incentive structures through performance contracts, delivery units, devolution
- Promote accountability by facilitating an information revolution

Rwanda's best performing mayors in the 2016/17 performance contract process



Mobile cellular subscriptions (per 100 people)



11

Promoting healthy and sustainable diets is an important pillar of rural revitalization

- Overweight and obesity is a growing issue for rural populations due to diet change
- Obesity gap between urban and rural is shrinking
- For women, overweight and obesity are rising more quickly in rural areas than urban in some developing countries

However,

- Greater diversity of agricultural production, higher rural incomes, and women's empowerment can improve rural diets
- Farmers are key for providing healthy diets and restoring environments in rural areas

2019

- To achieve the SDGs and climate goals, the rural crisis must be addressed
- Investing in rural areas is key to tackle root causes of poverty, social inequality, and climate change
- Rural revitalization is critical, timely, and achievable

2019