



What is PURPLE?

PURPLE is a **network** of 15 European regions which is working to raise awareness of the potential of peri-urban areas and improve understanding of the challenges they face. PURPLE wants to ensure full recognition of peri-urban potential in European policies and to promote knowledge exchange on peri-urban issues.

PURPLE is interested in all aspects of sustainable peri-urban development and success - spatial, economic, environmental and agricultural.

What is peri-urban?

'Urban' does not stop - and 'rural' start - at the edge of cities, and peri-urban areas, which are usually located close to or between large cities, and which can be extensive, consist of a complex mix of urban and rural characteristics. Such areas are growing across Europe.

Peri-urban areas display a range of development, infrastructure and land use features which reflect this mix of rural and urban characteristics. They host a wide range of activities and services:

- Settlements (suburbs, towns and villages);
- Business and industry;
- Farming and horticulture;
- Forests and woodlands;
- Open landscape;
- Transport infrastructure (roads, airports, waterways);
- Reservoirs;
- Energy and waste facilities.

Peri-urban pressures:

These are crowded areas. Landscape in peri-urban areas is under pressure, particularly from urban sprawl and the growing dominance of 'city' requirements and conflicting policy agendas. 'Rural' features including open space and agriculture are increasingly fragile and fragmented as a result. Yet peri-urban agriculture, given its proximity to large populations, has an essential role in delivering future food security.

Peri-urban potential:

- Peri-urban areas are successful, dynamic and innovative, with the potential to offer a high quality of life that contrasts to city dwelling.
- Peri-urban areas are a laboratory for multi-functional land use and smarter policies for urban/rural coexistence.
- Peri-urban areas are also a resource bank for cities providing high quality living and working locations, open space for recreation, water, food, energy, transport facilities and other resources.

Managing such areas requires balanced and visionary development, integrated policies and long term sustainable strategies.

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