



FUTURAL

Networking & Building Synergies with Other Rural Innovators



15:15

Carlo Giua and Brigida Marovelli, *University of Pisa*



Co-funded by
the European Union



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Capacity Building on digital competences in rural areas: needs and existing programmes

Kim Smedslund, *PREPARE- Partnership for Rural Europe*



futural-project.eu

Europe's Digital Decade: digital targets for 2030

- Basic Digital Skills: min 80% of population
- Tech up-take: 75% of EU companies using Cloud, AI, or Big Data
Innovators: grow scale-ups & finance to double EU Unicorns
- Late adopters: more than 90% of SMEs reach at least a basic level of digital intensity
- Connectivity: Gigabit for everyone
- Key Public Services: 100% online
- e-Health: 100% of citizens have access to medical records online
- Digital Identity: 100% of citizens have access to digital ID

Urban-Rural Europe - digital society – Eurostats 2023

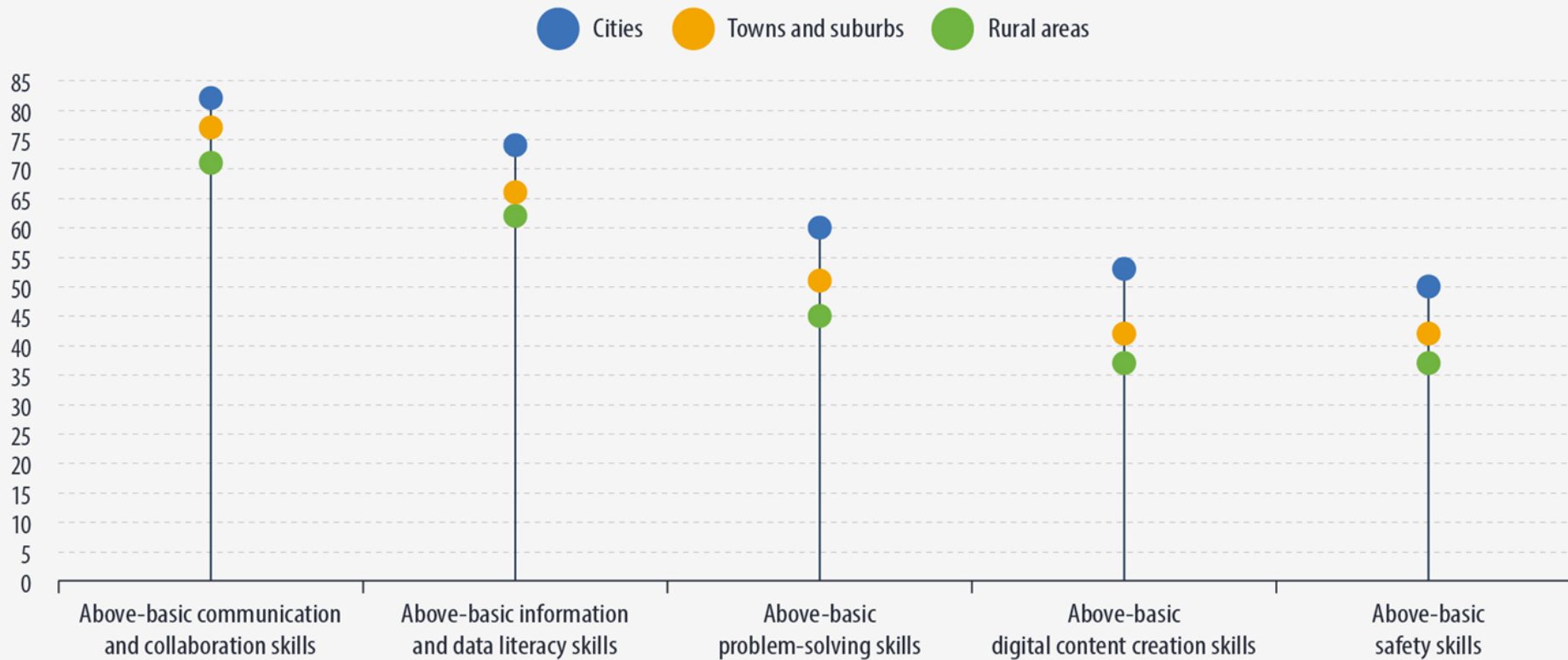
Internet 95-90, Individuals **daily access** 16-74: 90-80, **Mobile phone** 89-82, **e-mails** 83-72, **on-line news** 70-59, **banking** 69 – 58 **On-line purchases** 62 - 54

Internet skills: basic skills 92-85 (content creation skills 13.8% gap), basic overall general skills 62,5-47,5 (EU-target 80).

Rural runs behind urban in the digital world: In some countries the divide is bigger and this is the case especially in digital skills.

People (16-74 years) with above-basic digital skills by degree of urbanisation in the EU, 2021

(%)



Good Practice webinar of the Rural Pact Support Office 8.6.2023

Digitalisation and smart development are core priorities for the European Union and of crucial importance for rural areas.

EU Long Term Vision ([LTVRA](#)) aims at rural areas ***‘fully benefiting from digital innovation with equal access to emerging technologies, widespread digital literacy and opportunities to acquire more advanced skills’*** (shared goals). Moreover, the vision aims to enable more ‘connected rural areas’ by 2040

“there is still a **persisting digital divide** in Europe between rural, peri-urban and urban areas in terms of digital connectivity, skills and capacities for technological development”

“less than half of the households in **sparsely populated areas** have at least basic digital skills, only 20% have above digital skills and 2.5% are Information and Communication Technology”

“...have the adequate skills not only to use them but also to adapt them to their needs and business ideas”

“Digital skills development is also one of the strategic priorities of the Digital Education Action Plan 2021-2027, adopted in September 2020”

EU Digital activities...

Digital education action plan 2021-27

Priority 1: Fostering the development of a high-performing digital education ecosystem

Priority 2: Enhancing digital skills and competences for the digital transformation

The Digital Europe Programme (DIGITAL) is an EU funding programme focused on bringing digital technology to businesses, citizens and public administrations (Programme 25-27 from 25.3.2025)

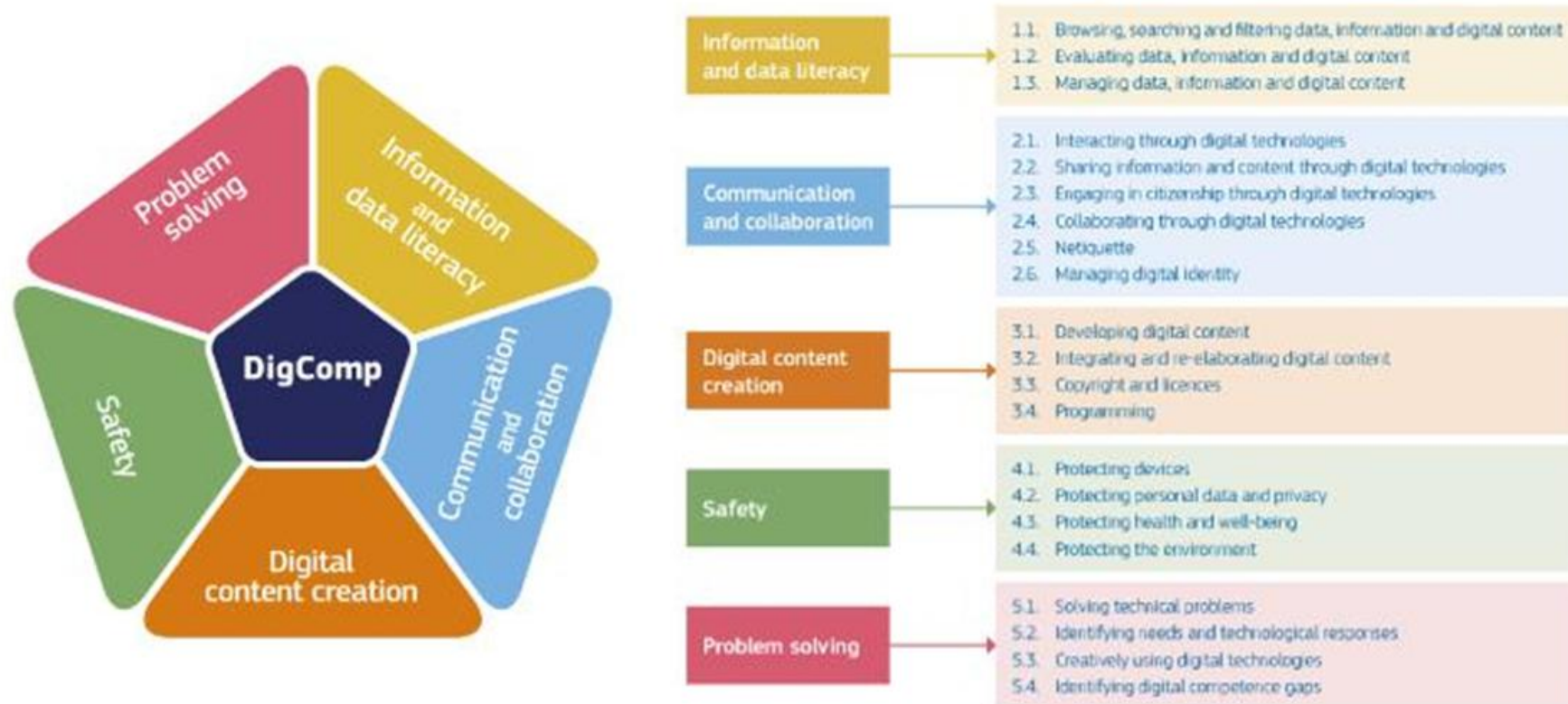
Country roadmaps - National Digital Decade strategic roadmaps

Digital Services Act

The DSA protects consumers and their fundamental rights. It fosters innovation, growth and competitiveness, and facilitates the scaling up of smaller platforms, SMEs and start-ups.

DigComp-related Communities of Practice : DigComp CoP and the Digital Skills Certification CoP

Digital Competence Framework for Citizens - key components of digital competence in five areas and 21 specific competences



Bridging the Digital Divide: Enhancing Rural Digital Inclusion, Rural Services network UK, May 2024.

- 1. **Economic Growth:** Enhanced digital skills drive productivity and facilitate access to new job markets, particularly vital in rural areas where traditional industries may be declining.
- 2. **Healthcare Access:** Digital skills can greatly improve access to healthcare services, reducing the need for travel and providing remote consultation options.
- 3. **Social Inclusion:** For many elderly residents, digital connectivity offers a critical link to social interactions and services, helping to reduce feelings of isolation.

“Investing in digital skills training presents a strong economic case. The report details that for **every £1 invested in digital inclusion initiatives, nearly £10 returns** to the economy through various channels, including increased productivity, reduced healthcare costs, and greater social cohesion.”

CORA – Connecting remote areas Interreg

Communities

Awareness raising and training of citizens is key to enable a digital society

Measures need to be in place to improve a range of basic to advanced digital skills of different socio-economic groups of the society.

- Digital literacy and basic digital skills for disadvantaged social groups such as elderly to benefit from a wide range of digital services offered in their daily lives;
- Basic and advanced digital skills for students with high learning capacities at educational institutions;
- Advanced digital skills for special target groups such as professional workforces who are active in different sectors of the economy & society.

CORA – Connecting remote areas – Interreg

Public authorities

- Public authorities as the main providers of public services
- Need to improve their compatibility and skills in planning, provision and delivery of advanced digital services to citizens and enterprises.
- Local and regional authorities require adequate knowledge and skills for future-proof development of their region as well as competences to develop digitally enabled services in a responsive design manner for communities and businesses.

CORA & COM3 (Building Competencies for competitive companies) – Interreg

- SMEs lag behind in their adoption of cloud computing and other sophisticated digital technologies
- Need to digitalise business models - competitiveness in comparison with urban centers.
- Need of support from local and regional actors, such as municipalities, regions or business support organisations, to engage in their digital transformation.
- Digital competences of enterprise employees need improvements with the aim of increasing the use of digital technologies in the process of design, service and product delivery..

Support tools (COM3)

- COM³ Quick-Win Strategies & COM³ Training Solutions & COM³ Book
- Online rural business digitalisation platform
- Matchmaking events



FUTURAL

PARTNERS



ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS



UNIVERSITÀ DI PISA



tecnal:a
MEMBER OF BASQUE RESEARCH
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IHE DELFT
Institute for Water Education
under the auspices of UNESCO



Deutsches Zentrum
für Luft- und Raumfahrt
German Aerospace Center

theLisboncouncil
think tank for the 21st century



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ONURA PUBLIKOKO ALKARTEA
ASOCIACIÓN DE UTILIDAD PÚBLICA



west-vlaanderen
de gedreven provincie



AQUATIM



Partnership for Rural Europe

**EUROPEAN
RURAL
COMMUNITY
ALLIANCE**



SMART ERA

FUTURAL EU-wide Rural Innovation Forum – Networking session on digital innovation and skills development in rural areas

Matteo Gerosa (FBK), SMART ERA Project Coordinator

**Rural Innovation
Forum**

Amorebieta, 15th May
2025



Co-funded by
the European Union



PROVINCIA AUTONOMA DI TRENTO

SMART ERA



HORIZON EUROPE

Smart solutions for smart rural communities: empowering rural communities and smart villages to innovate for societal change

Through processes of co-design, co-development and co-validation of innovative solutions

4 years

January 2024 → December 2027

Consortium

25 partner/affiliated entities from 10 EU countries

Budget

€ 6 861 437.50 (around 1 Million Euro FSTP)



MISSION AND VISION



MISSION

Improve the life of **communities living in rural areas**, and in particular their well-being, resilience to shocks, and their **capacity to innovate...**

VISION

...by providing **methods to build solutions** that can be interlinked into Smart Innovation Packages (SIPs) to tackle socio-economic and environmental challenges and promote a **community-led transition** pathway.



From isolated solutions..

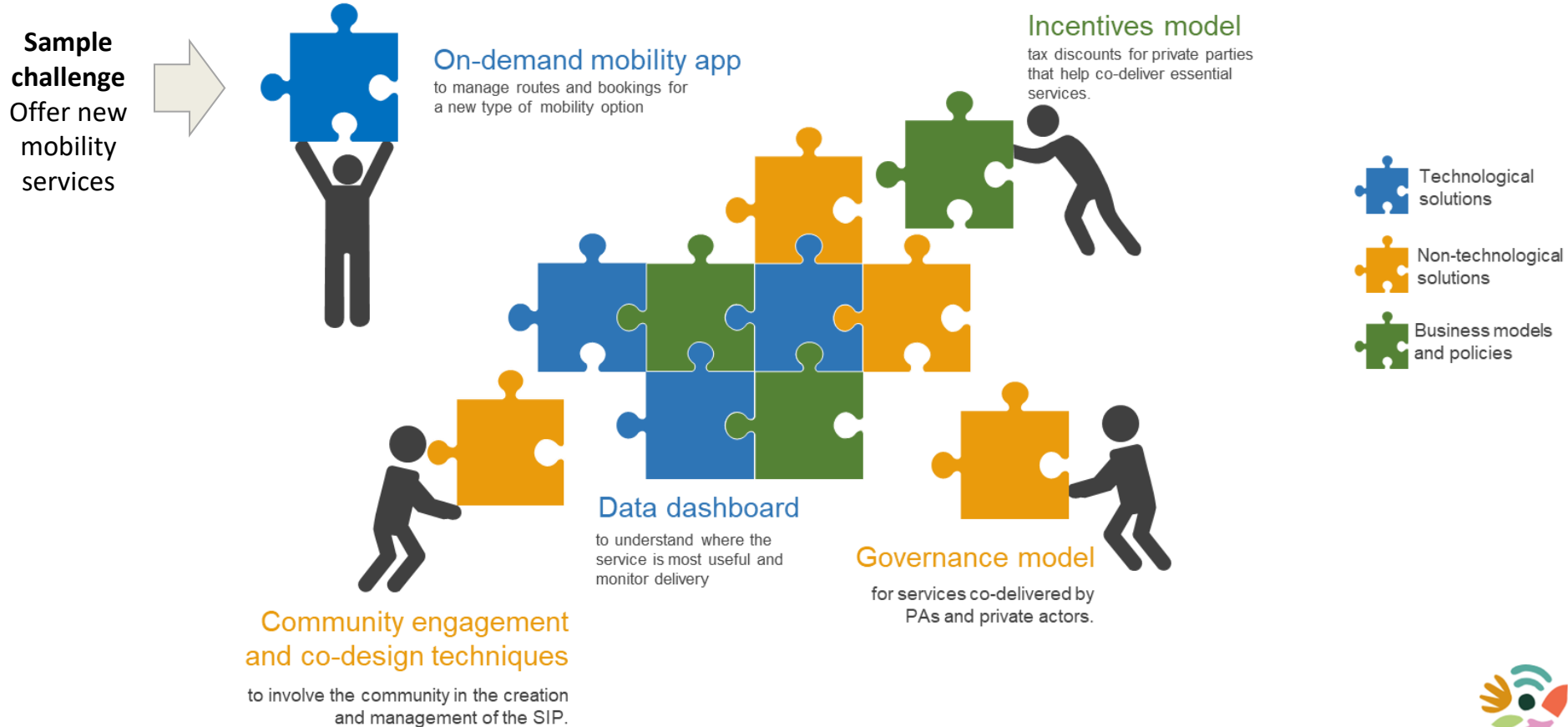
**Sample
challenge**
Offer new
mobility
services



On-demand mobility app
to manage routes and bookings for
a new type of mobility option



From isolated solutions.. .. to Smart Innovation Packages



The SMART ERA methodology

1

CONTEXT ASSESSMENT

- Needs assessment
- Data screening
- Mapping stakeholder expectations
- Definition of challenges

2

SOLUTION CO-DESIGN

- SIPs co-design with 6 rural communities
- Technology development and local data integration
- Non-technological solutions

3

PILOT EXECUTION

- SIP deployment in the 6 pilots' environment
- Pilots execution
- Evaluation of obtained results
- Impact assessment

4

REPLICATION

- Replication in other 4 follower regions (Open call)
- Policy recommendations
- Post-project exploitation strategy



Key Challenges

Structural Barriers

- Limited digital infrastructures
- Low availability of digital education/training providers

Human Capital Gaps

- Aging populations, low digital literacy
- Difficulty attracting/retaining talent in rural areas

Innovation System Gaps

- Weak links between local SMEs, research institutions, and funding instruments

Resources

- Lack of human resources
- Lack of long-term funding

Sóller, Mallorca (ESP)



Devetaki Plateau (BG)



Best practice: Participatory methods and co-design

Capacity building

- Empowering groups of local stakeholders and guiding them through the process

Collective intelligence

- Workshops, focus groups, interviews to ensure that solutions answer to real and specific needs

Social inclusion

- Involving different categories of people, including groups that might be under-represented in decision-making processes

Technology co-design

- Involving end-users in technology design makes solutions more flexible and sustainable in the long term

Valle di Sole (ITA)



Trebinje, East Herzegovina (BIH)



Best practice: SMART ERA “phygital” toolkit

Capacity building

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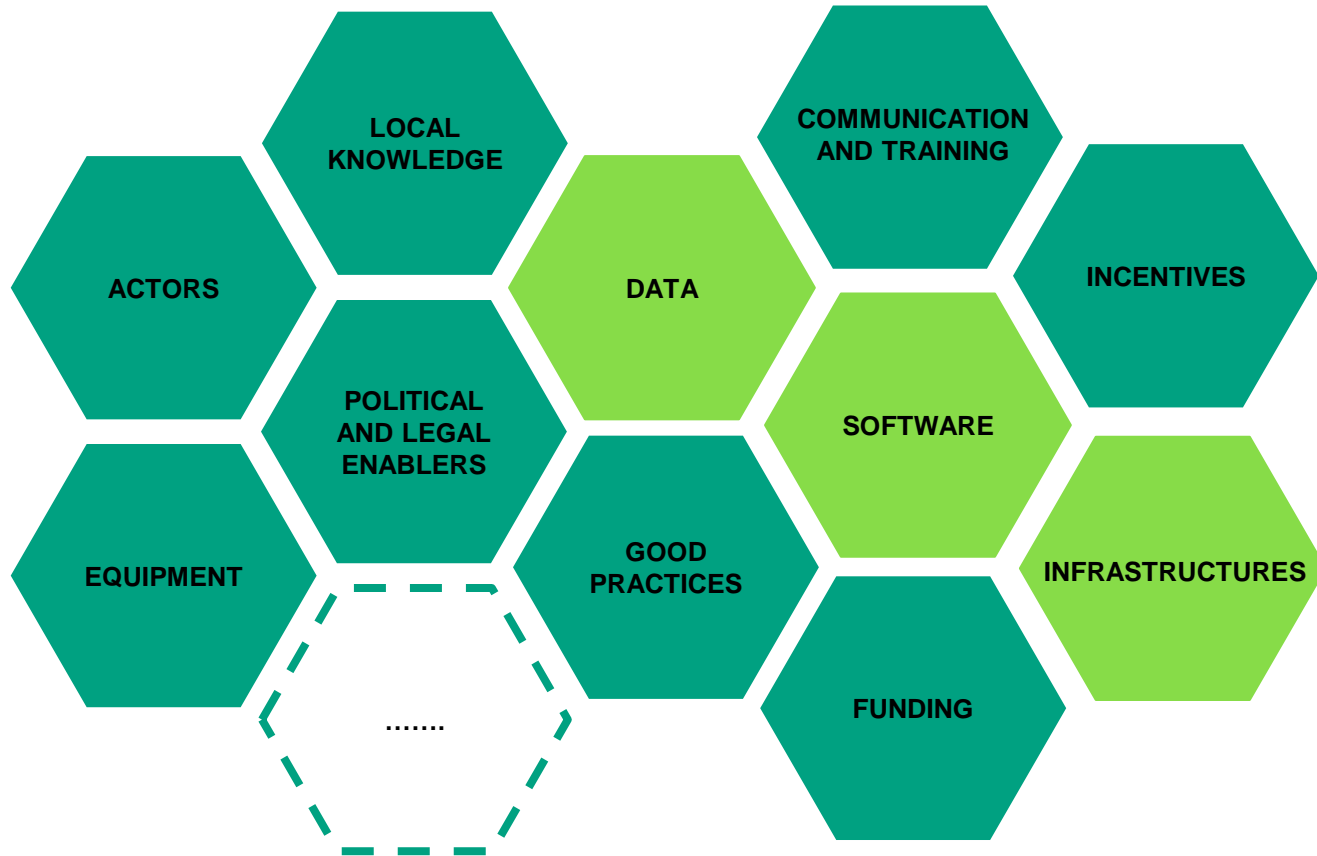
SMART ERA TOOLKIT



Informative resources and
practical tools to support co-
design processes



The “Ingredients” of innovation processes





INGREDIENT CARDS

describe concrete examples of ingredients that can be used to build Smart Innovation Packages and for which purpose

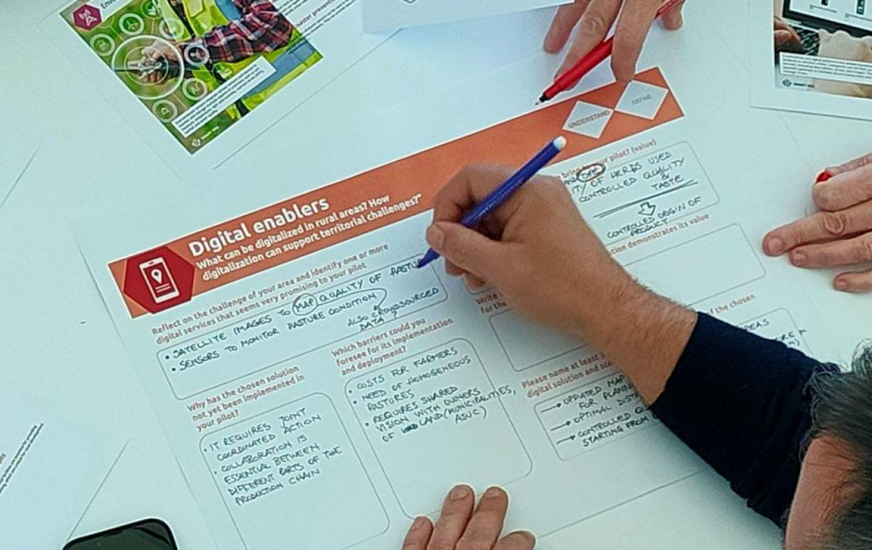
(11 categories, > 80 ingredient cards)



REFLECTION CARDS and HOW TO

suggestions are meant to stimulate reflection and enhance awareness on opportunities and constraints related to ingredients





CANVASES

Canvases are visual templates used to describe and analyze specific aspects of SIPs.



SIP BOARD

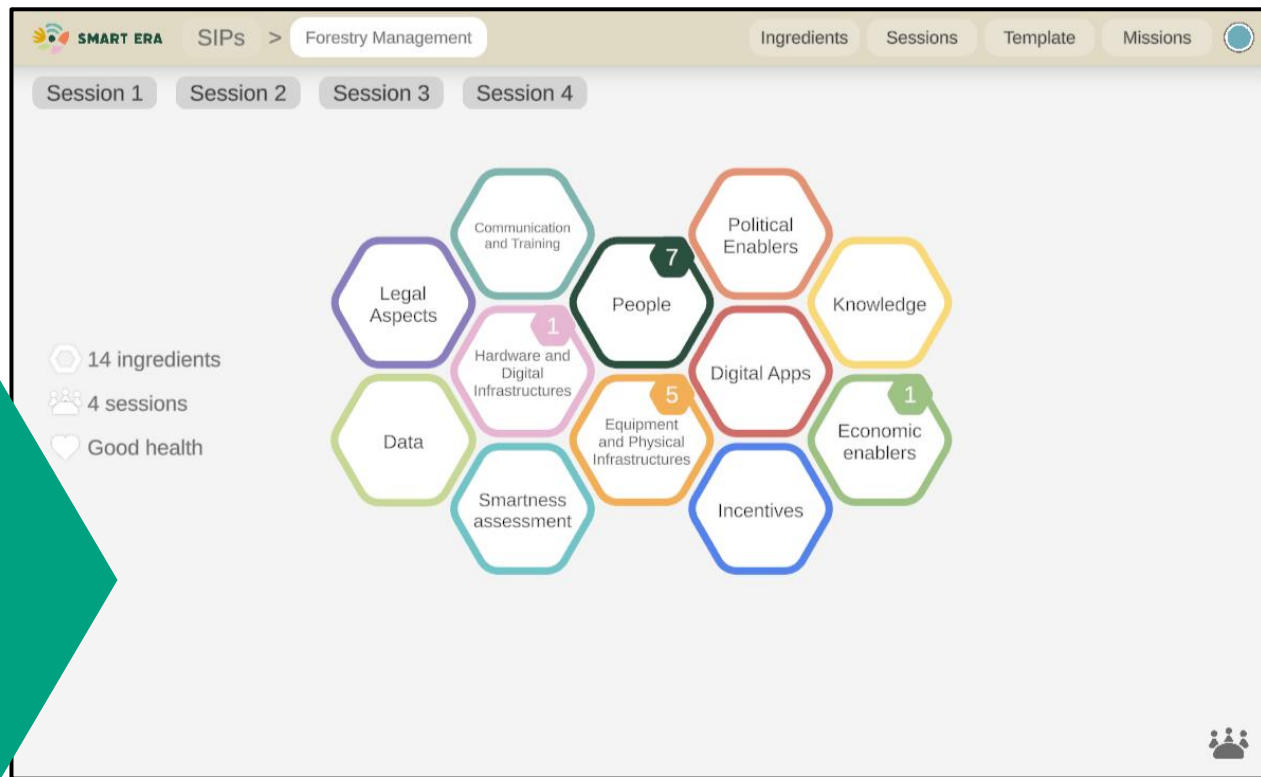
The SIP board visualizes the ingredients as they are progressively identified. It serves as a reference point that shows the progress of the collaborative activity of each pilot team



SMART ERA TOOLKIT



PHYSICAL TOOLKIT AND
DIGITAL FUNCTIONALITIES



DIGITAL FUNCTIONALITIES

Help document the different steps of the co-design process; help keep stakeholders informed and motivated



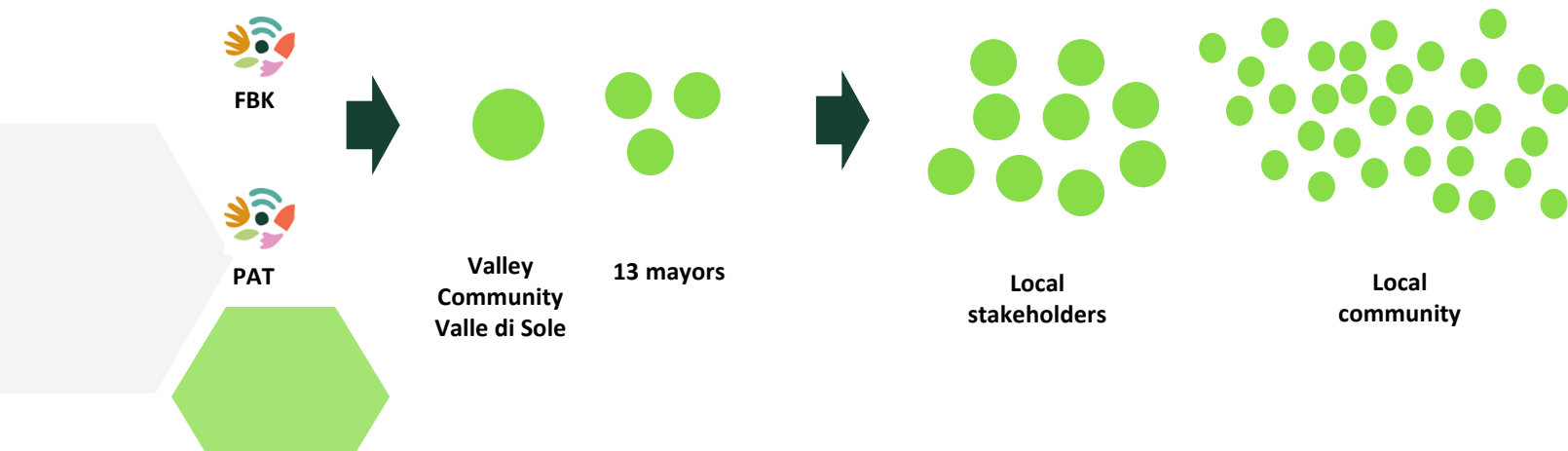
Reflections

Policy Enablers

- Importance of long-term funding, not just short project cycles
- Enabling regulatory frameworks for experimentation and procurement

Strategic Role of Public Sector

- Public authorities as conveners and connectors of local actors
- Using data for smarter targeting of digital interventions





SMART ERA

info@smartera-project.eu

<https://smartera-project.eu/>



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NewEcoSmart: a pioneering initiative to revive rural areas and empower adults 45+

Natália Machado | SHINE 2Europe (Portugal)



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ABOUT US



SHINE is a Portuguese SME - applied research - promoting inclusive communities for all citizens.



HORIZON



ERASMUS
& OTHERS



PROJECTS



Social Innovation



Ethics



Policy



Dissemination



Gamification

CHAIR



50 countries | +770 members

DIRECTOR



INCLUSIVE AND
ACCESSIBLE
COMMUNITIES



DIGITAL
TECHNOLOGIES



SHAFE

SMART HEALTHY AGE-FRIENDLY ENVIRONMENTS



SUSTAINABLE BUILT
ENVIRONMENTS



HEALTH AND
SOCIAL CARE



And 6 new projects to start!

COORDINATOR



HORIZON EUROPE
Social Innovation
Responsive Environments
NETwork

About the project - NewEcoSmart

Acronym: NewEcoSmart

Title: New circular and social responsible business models within habitat sectors to revitalise rural areas

Duration: 24 months

GA Number: 101102499

Action type: ESF Project Grants

Call: ESF-2022-SOC-INNOV

NewEcoSmart aims to create an **inclusive social innovation approach** to **upskill** adults **aged 45 and above** in **rural areas**, helping them **adapt to the green and digital transitions** in their current jobs or find new opportunities in **habitat-related sectors**.

This initiative also promotes **social entrepreneurial skills** and mindsets that support the **adoption of circular and socially responsible business models**.

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Partners



NewEcoSmart



Created with mapchart.net

About the project- Specific objectives

- Identify and address the green, digital and entrepreneurial skills and training needs of **45+ adults, SMEs and micro firms**.
- Build up and deploy a **digital transformation toolkit** for social economy actors to uptake of social innovation, and the twin digital and green transition.
- Test and validate the **NewEcoSmart approach** in three diverse sites, ensuring its effectiveness in promoting inclusivity and fairness in the green and digital transition across different contexts.
- **Expand the NES Ecosystem** by inviting new stakeholders and their social innovation approaches communities through an open call, with potential for cross-country applicability.

About the project- Methodology

Holistic approach

Development of tailored interventions in three pilot sites: Portugal, Spain, and Italy.

Skills needs analysis and research on good practices.

Co-design of solutions adapted to participants' expertise levels

Pilot implementation

Specific training content tested over six months.

Assessment of the NES framework's impact on inclusiveness and participants' quality of life.

Use of quantitative and qualitative data analysis to measure outcomes.

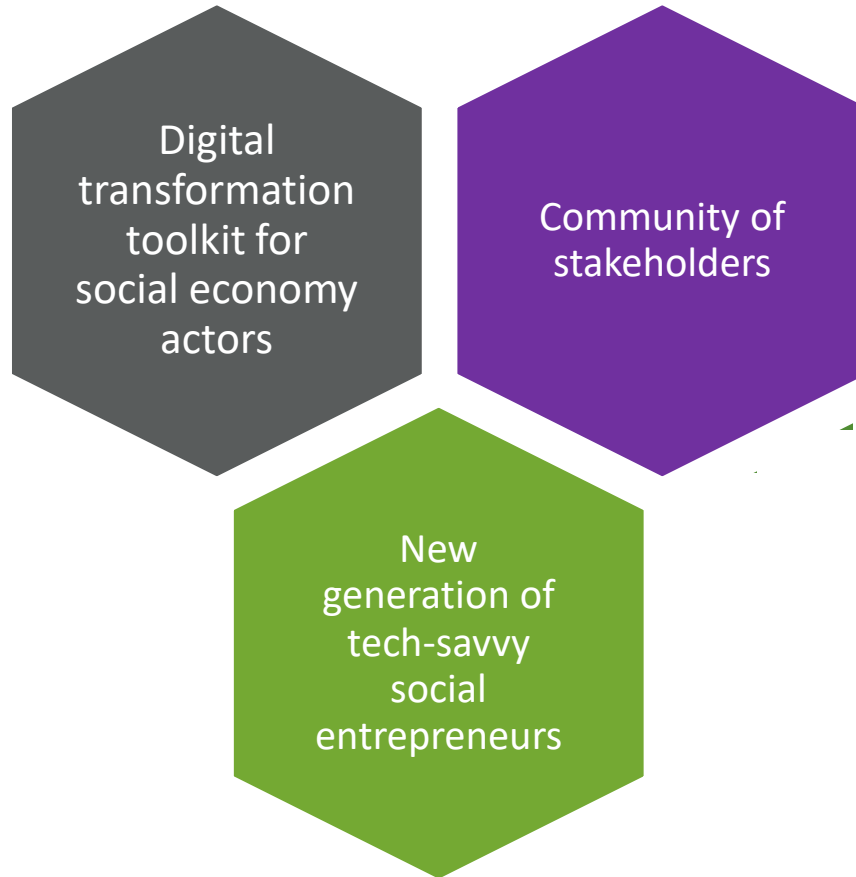
Digital Transformation Toolkit

Creation of a toolkit for social economy actors, adults 45+, and SMEs.

Support for social innovation and the twin transition (digital and green).



About the project- Results



NewEcoSmart Community

To establish a framework covering regional level to maximise NES impact and scaling capacity.

To promote active and diverse participation of stakeholders to strengthen the project's framework and ensure its relevance.

To showcase members and their organisations in a specific section of the NES website to increase their visibility and promote their initiatives.





COORDINATION

NES Consortium

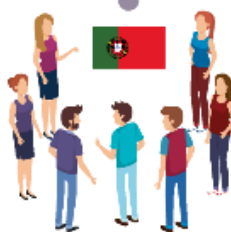


MACRO LEVEL

**Transnational
Stakeholder Group**

MESO LEVEL

**Intercommunities
Collaboration**



**Portuguese
Community**



**Spanish
Community**



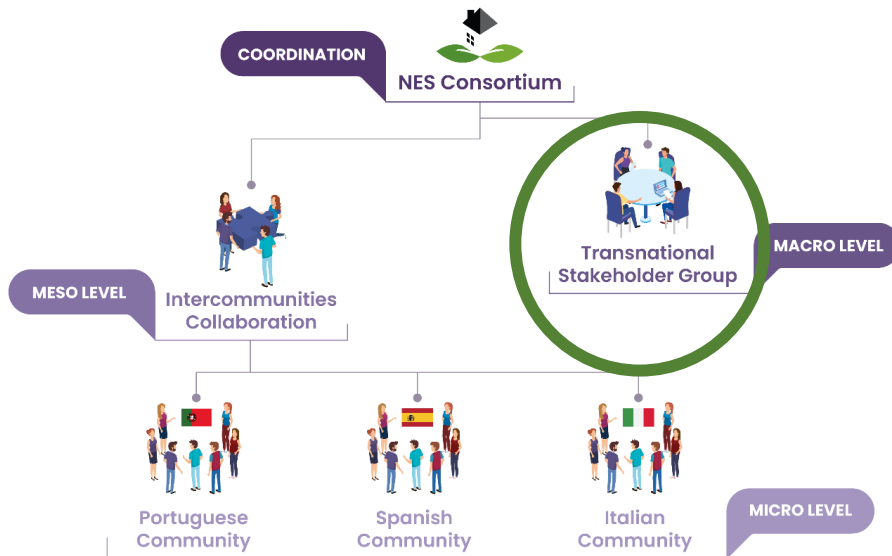
**Italian
Community**

MICRO LEVEL

NES Communities

Taking advantage of the liaison with other projects, we created a Transnational group.

- Participation on sustainability webinars.



Transnational Community

The **NES Transnational Community** is a collaborative network of EU-funded projects, international experts and stakeholders working together across national borders to promote innovation to address the challenges of the twin transitions. This community engages in transnational cooperation through organised collaboration sessions focused on sustainability and long-term impact, sharing knowledge, learning from each other and encouraging cross-border cooperation.

<p>PRIORITY45 Promoting employment of 45+ adults through a disruptive training approach</p> <p>PRIORITY45 - Promoting employment of 45+ adults through a disruptive training approach</p> <p>Carina Dantas</p> <p>Website</p>	<p>INSET Industrial Symbiosis for Enterprises and Training</p> <p>INSET - Industrial Symbiosis capacity building for Enterprises and related actors through a disruptive, digital and pragmatic Training and awareness approach</p> <p>Samira Khemkhem</p> <p>Website</p>	<p>ALLVIEW Alliance of centres of vocational excellence in the furniture and wood sector</p> <p>ALLVIEW - Alliance of centres of vocational excellence in the furniture and wood sector</p> <p>Maria Sánchez</p> <p>Website</p>
<p>LIAISE Cooperation, development and cross-border transfer of Industrial Symbiosis</p> <p>LIAISE - Cooperation, development and cross-border transfer of Industrial Symbiosis among industry and stakeholders</p> <p>Almudena Muñoz</p> <p>Website</p>	<p>HU-VOLUTION 5.0 Human-centric revolution of the habitat: learning to design for the new Bauhaus and Society 5.0</p> <p>HU-VOLUTION 5.0 - Human-centric revolution of the habitat: learning to design for the new Bauhaus and Society 5.0</p> <p>Pablo Bautista</p> <p>Website</p>	<p>DI-MARC Digital Marketing Capacity Building - Empowering Persons with Physical Disabilities for Remote Work</p> <p>DI-MARC - Digital Marketing Capacity Building - Empowering Persons with Physical Disabilities for Remote Work</p> <p>Vladimir Simovic</p> <p>Website</p>
<p>JUST4ALL ADULT EDUCATION FOR JUST TRANSITION</p>	<p>GRESODI GREEN SOCIAL DIGITAL</p>	<p>GS HUB</p>

MOOC Platform



Newecosmart Mooc Platform

User name*

Password

Login



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PROJECT NUMBER : 101102499

Spanish

NewEcoSmart


HomeCatalogueCalendar






Inicio

Manage your dashboard



You could find here a simple guideline on how to use the NewEcoSmart (NES) MOOC platform and make the most of the content it contains.

[Download the guide \(1.81 MB\)](#)



Welcome to the NewEcoSmart (NES) MOOC training! NES is an ambitious endeavor aiming to revolutionize social innovation, particularly by empowering adults over 45 residing in rural areas and mainly focused on the habitat sector to adapt and excel in the rapidly evolving domains of green, digital, and entrepreneurship.

This NES training addresses key competency areas essential for the professional and personal development of adults over 45.

Specifically, the course is divided into three major blocks: green skills, digital skills, and entrepreneurial/soft skills. Each of these blocks has different levels of knowledge: basic, intermediate, advanced, and expert, and you can choose which one is most suitable for you, or even try more than one level.

Do you have doubts? Use our self diagnosis tool to get hints about your levels in each area, which is available in our website.

Don't have it? Then dive into the level you desire, where you will find different units prepared by the NES Consortium. Each unit includes theoretical content, but in addition, the units are supplemented with case studies and additional readings. They also feature interactive exercises that will help you think critically and apply the knowledge acquired.

You will also have a final multiple-choice assessment.

If you want to know more about the content of this MOOC platform and its different levels and pillars, visit the [guide](#) located to the right of this main page.

This MOOC platform is designed to provide accessible, flexible and high-quality education, so do not profit this opportunity!

Enjoy the course!

CARMELO PUJO

student

Training(s) completed

Current training(s)

Certificate(s) received

Time spent on Training

1/1 →

1/1 →

1/1 →

1/1 →

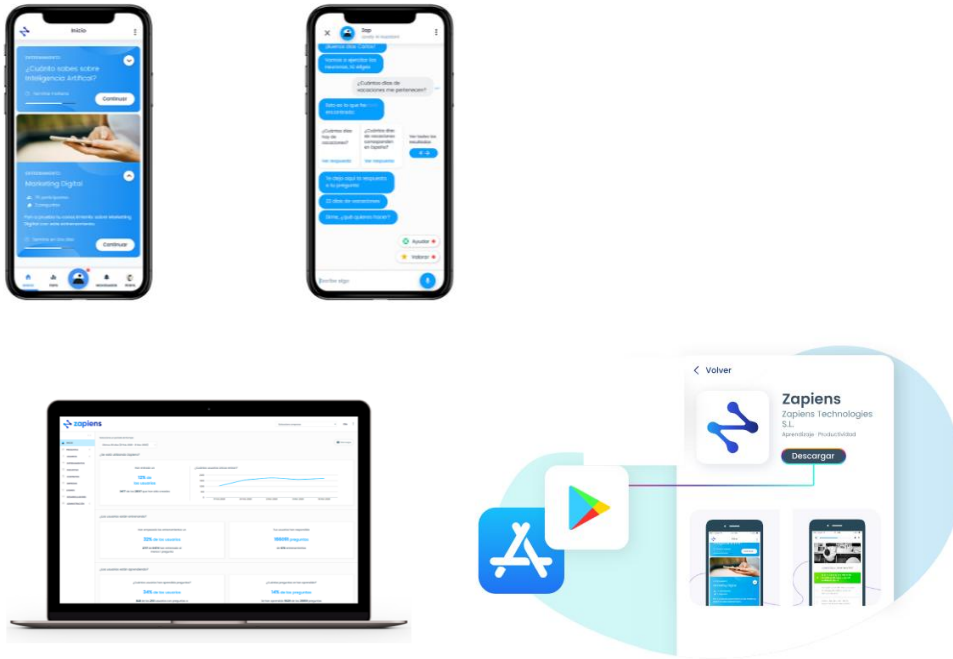
RECENT COMMENTS

No comments available.

LATEST ACTIVE TRAININGS

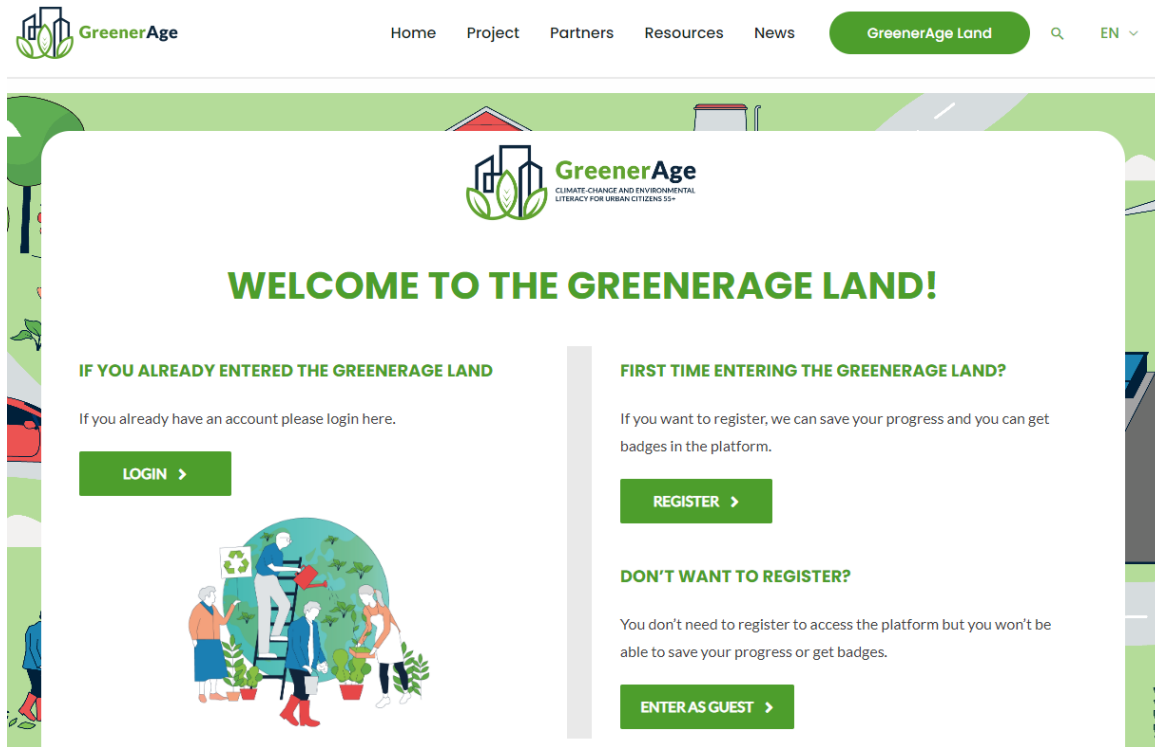
Formación inicial	100%
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Mobile app / web tool



- Gamified micro trainings that allows users to see their progress each day. **This way they learn in a fun way and improve their engagement and their knowledge.**
- Built with **agile and fun trainings** that allow them to see their improvements every day.
- **10 minutes of training a day** to update and improve their knowledge in a fast and constant way.
- The platform includes a **metrics dashboard** the progress of your teams and the training areas that you need to reinforce.
- Currently being personalized according to NES requirements.

Toolkit



<https://greenerage.eu>



<https://training.furn360.eu/>

About the project- Challenges

Cultivating a new generation of tech-savvy social entrepreneurs.

Building a community to discuss and discover new social innovation approaches.

Promoting economic resilience and bridging the gap between urban and rural areas.

Revitalization of rural areas and long-term impact on key strategic value chains in the Habitat sector.



NES – Portuguese Pilot: Montemor-o-Velho

Led by AD ELO | Supported by Municipality

- 70 participants engaged

Key Approaches:

- Personalized recruitment via local networks
- Hybrid participation: Face-to-face sessions + remote support

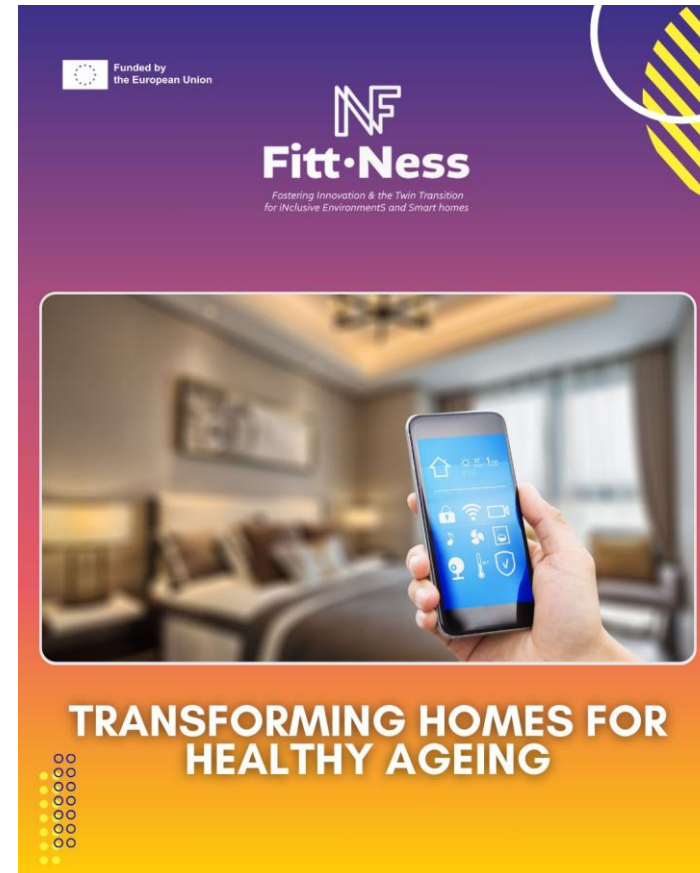
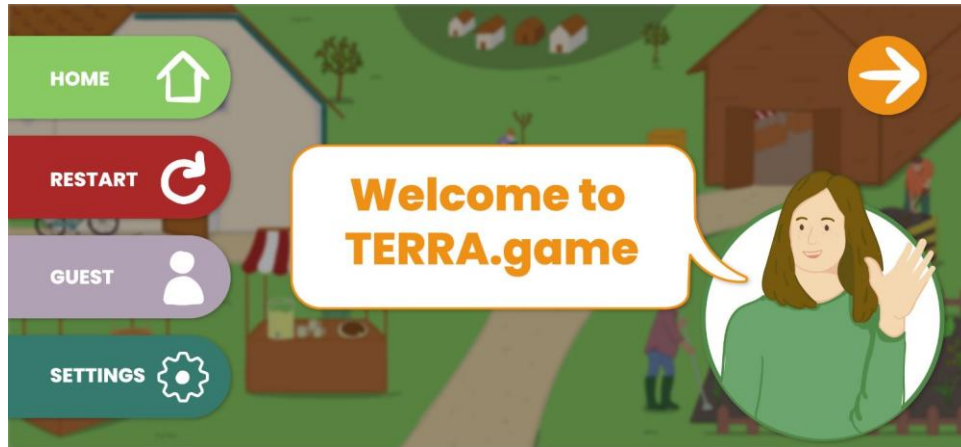
Challenges & Adaptations:

- Low digital literacy → Slower pace + hands-on support
- Connectivity issues → Offline-friendly solutions
- High participant motivation despite barriers



Expanding the Impact

Partnerships that scale innovation





THANK YOU!



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the European Union**

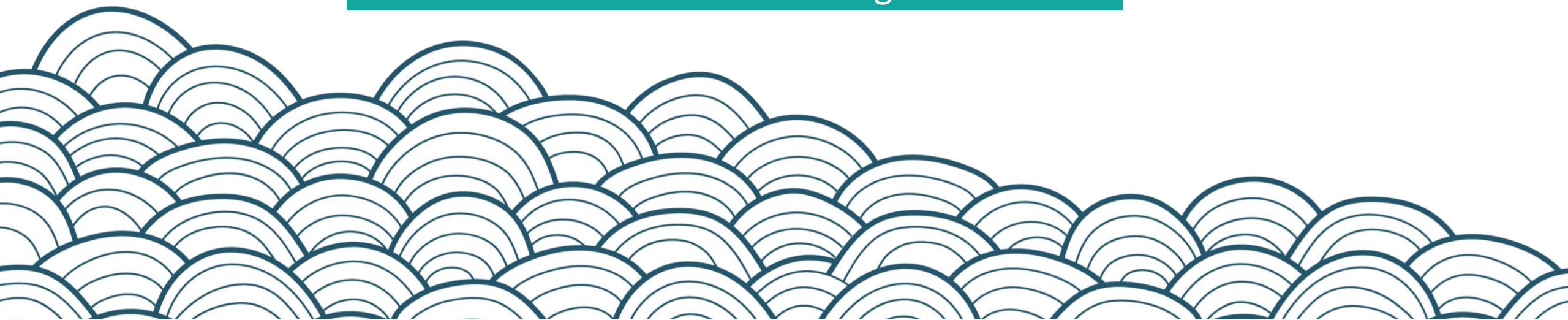
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RURACTIVE

Project presentation

1st Review meeting



Co-funded by
the European Union



UK Research
and Innovation



Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

Santi Fuentemilla
IAAC – Fab Lab Barcelona
15/05/2025

RURACTIVE General information

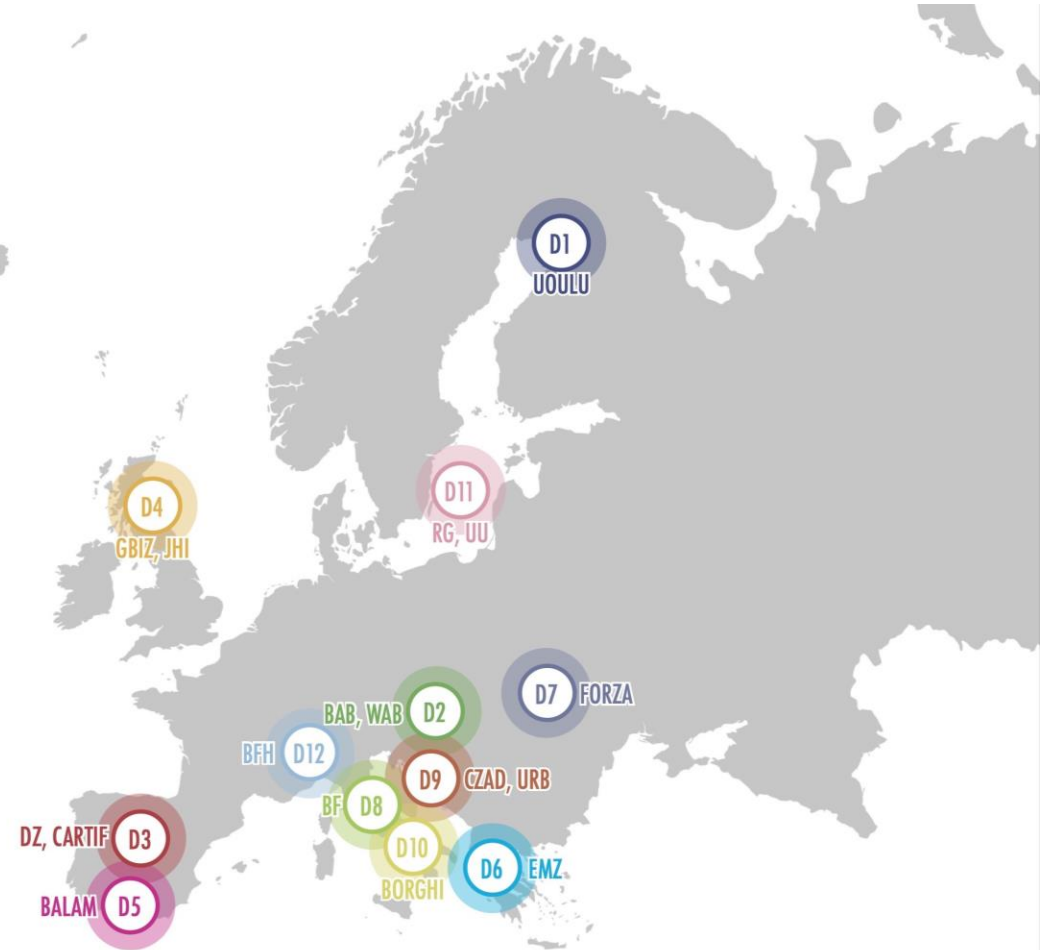
Topic: HORIZON-CL6-2022-COMMUNITIES-02-01-
two-stage

Type of Action: Innovation action

Project Partners: 28 partners from 12 countries,
both technical partners and organization
representing rural communities (Dynamos)

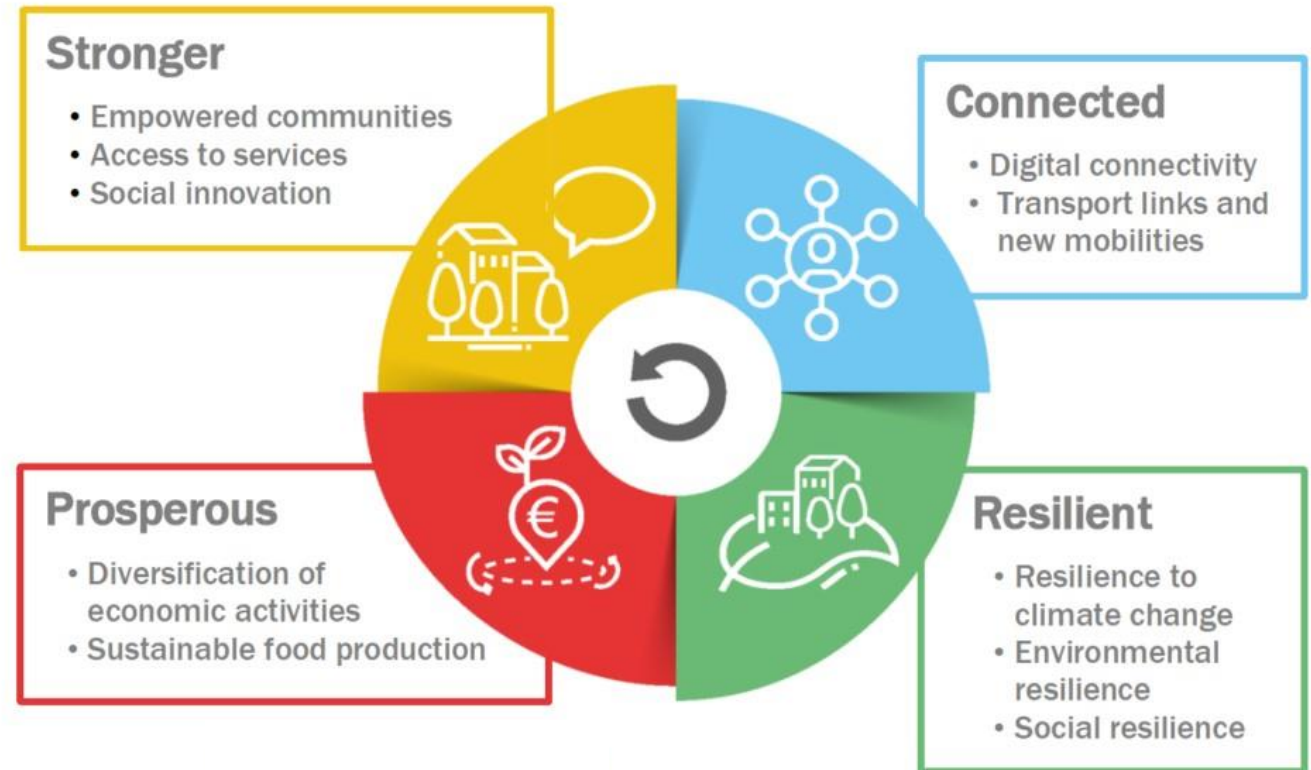
Project duration: 4 years, 1st September 2023 - 31st
August 2027

Project budget: about 6.5 mil. – 1.2 million FSTP



RURACTIVE main objectives

- **Stronger and healthier:** through the provision of **local services for rural welfare**, co-developed using digital tools taking into account **social justice and cohesion**
- **Connected:** by enhancing **physical and digital infrastructure** also increasing digital skills for use and interaction of community-led digital innovations;
- **Resilient and prosperous:** by fostering green recovery, economic diversification



RURACTIVE specific objectives

- The main goals will be achieved through **10 specific objectives**:

I. **Technical and scientific Objectives (TO)**, to deepen/advance scientific and practical knowledge and develop smart and community-led solutions for rural development;

→ **RURACTIVE Solutions, Multi- Actor RIE, Data Driven Decision Support Tool, Adaptive monitoring**

II. **Social and educational Objectives (SO)** to ensure social and community-led innovation central to the digital transition, including organizational and governmental changes;

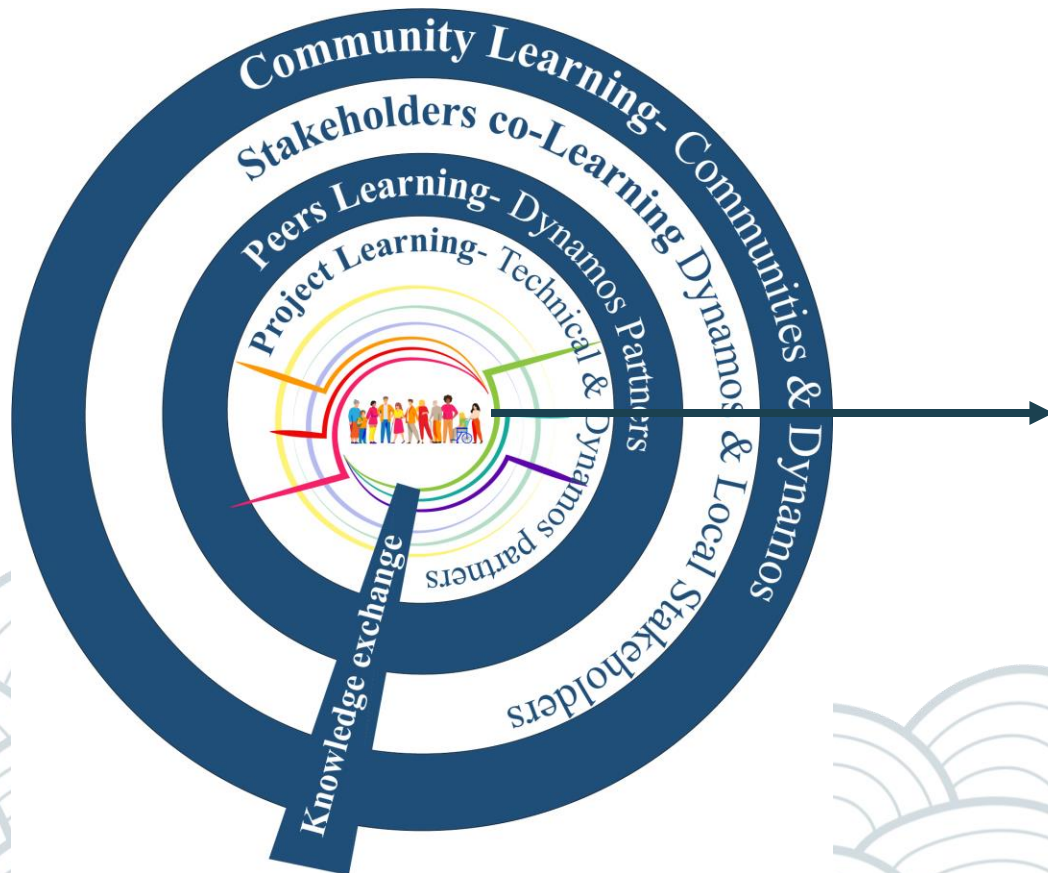
→ **Reducing digital divide, support knowledge transfer and capacity building**

III. **Replication and upscaling Objectives (RO)**, to enlarge the impact of the project in rural communities beyond the project duration and the directly involved territories.

→ **Boosting results' accessibility, science to policy translation, activation of additional dynamos, mobilize and leverage additional investment**

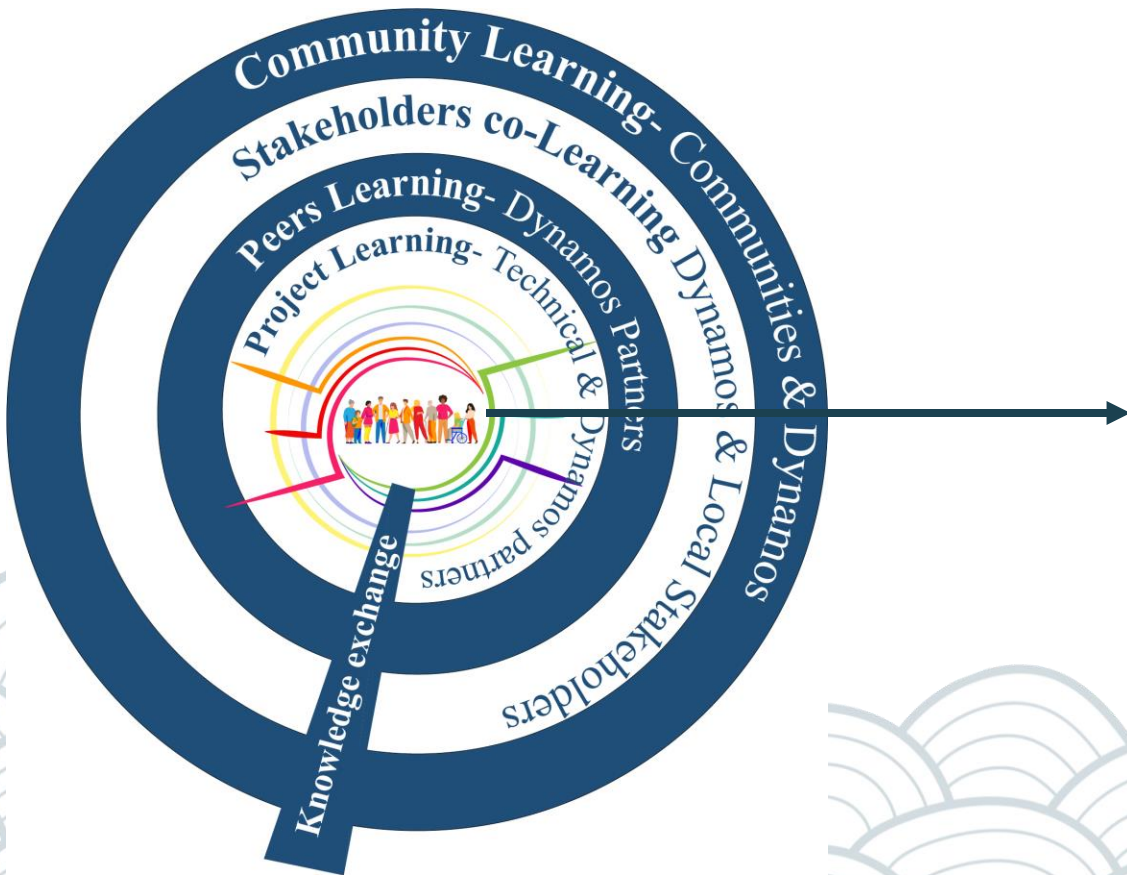
RURACTIVE knowledge exchange

1 kick-off and 3
General assembly

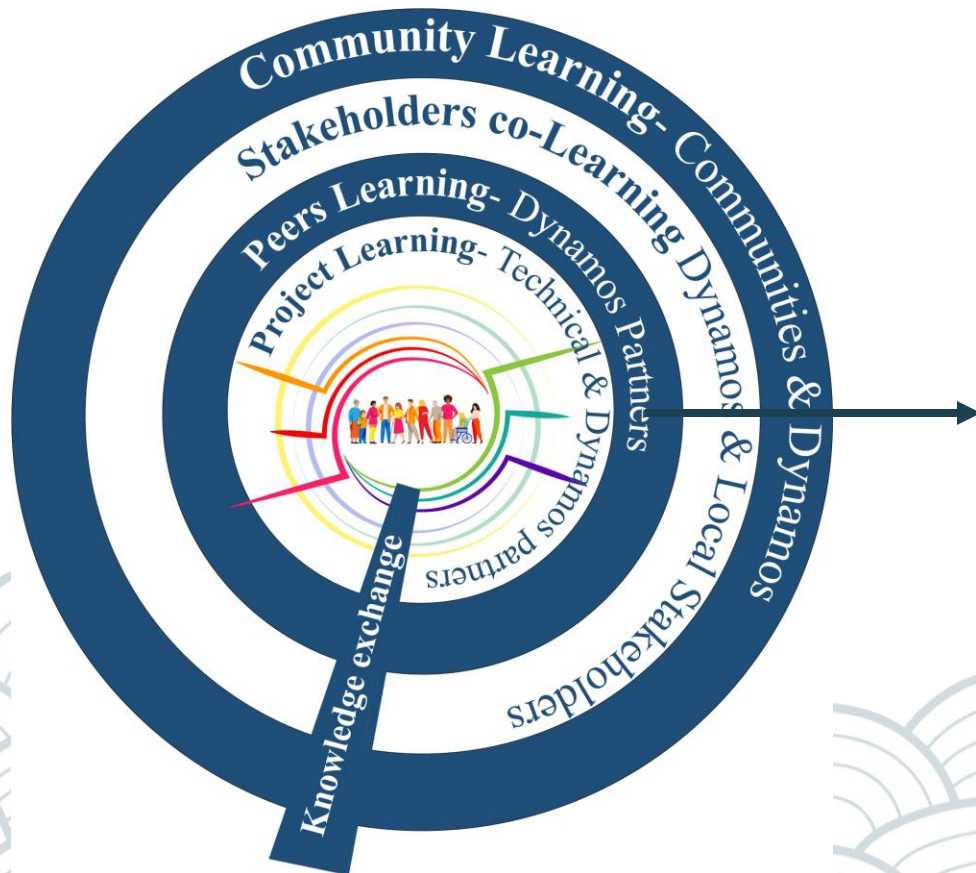


RURACTIVE knowledge exchange

4 Knowledge transfer
meetings face to face and
online



RURACTIVE knowledge exchange

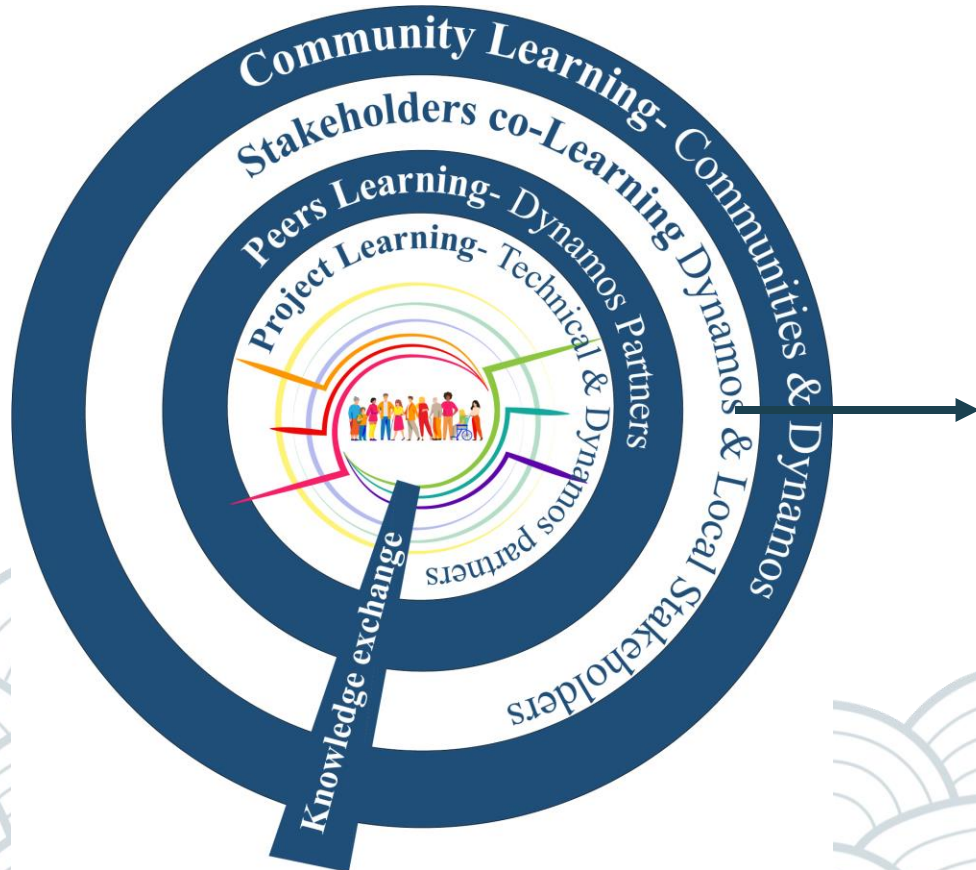


2 peer learning
visits in Dynamos



RURACTIVE knowledge exchange

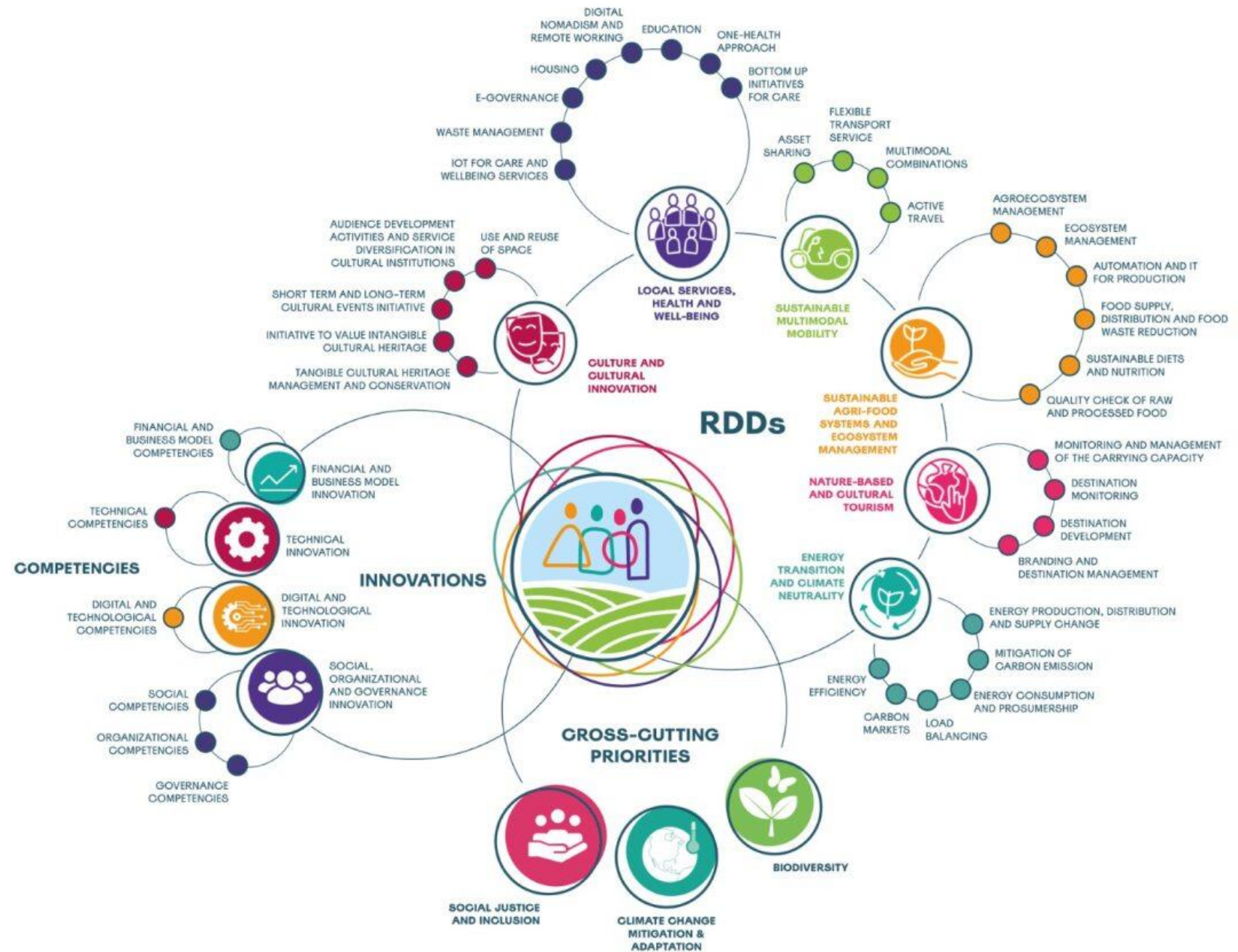
3 Local Workshops and 1
Open day in 12 Dynamos



RURACTIVE Main Achievements



RURACTIVE Conceptual Framework for Solutions



RURACTIVE review of solutions for rural development- the solutions catalogue

- Solutions are **place-based established practices, products, processes, actions, models of governance, decision making practices, initiatives, policies and plans** made up by one or a combination of various **forms of innovations** that drive rural communities towards a sustainable transformation.
- First version of the catalogue developed with around **450 solutions mapped**
- Solutions have been collected from **RURACTIVE Dynamos territories** and from harvesting **previous relevant projects** (e.g. RURITAGE, SIMRA, DESIRA)



RURACTIVE review of solutions for rural development- the solutions factsheets



Land sharing



Maribor, Slovenia



Intermediate region, close to a city; predominantly rural regions;



Led by: Institute InTerCer



Sustainable agrifood systems and ecosystem management

Agroecosystem management

Aim

The project aims to promote the reintroduction of old farming techniques that would support small multifunctional farms, encouraging intergenerational transfer of knowledge (from older to younger generation) about multipurpose organic farming.

While promoting organic farming, the project will enable new opportunities for the development of rural areas and for social entrepreneurship, empowering disadvantaged groups in local food production. Through social entrepreneurship it also promotes nature conservation.



Stakeholders involved

- Unemployed young people
- Elderly farms



Land Sharing – Local food for social good



RURACTIVE

Solutions Factsheets

A Guide for Running a Ride-sharing Service



Västra Götaland Region, Sweden



Geographical Features: Hilly, River, Flood Plain
Territorial Features: Predominantly Rural, Remote Regions



Led by: Fyrbodal Association of Local Authorities



Funding: Swedish Energy Agency



Sustainable multimodal mobility

Ride Sharing

Aim

The solution works to compile a guide with a brief summary of how a person, as an individual member of an association or a municipal official, can initiate and run a ride-sharing service in their local community. The guide describes what ride-sharing is and presents a specific phone app (FreeWay) that can be used to facilitate

ride-sharing. Furthermore, practical steps are presented for initiating and running a ride-sharing service including doing a pre-study, defining the project owner and scale, finding financial backing in the short and long term, planning for implementation, and activating the service.



A Handbook created for the project 'Tur & Retur' © Fyrbodal

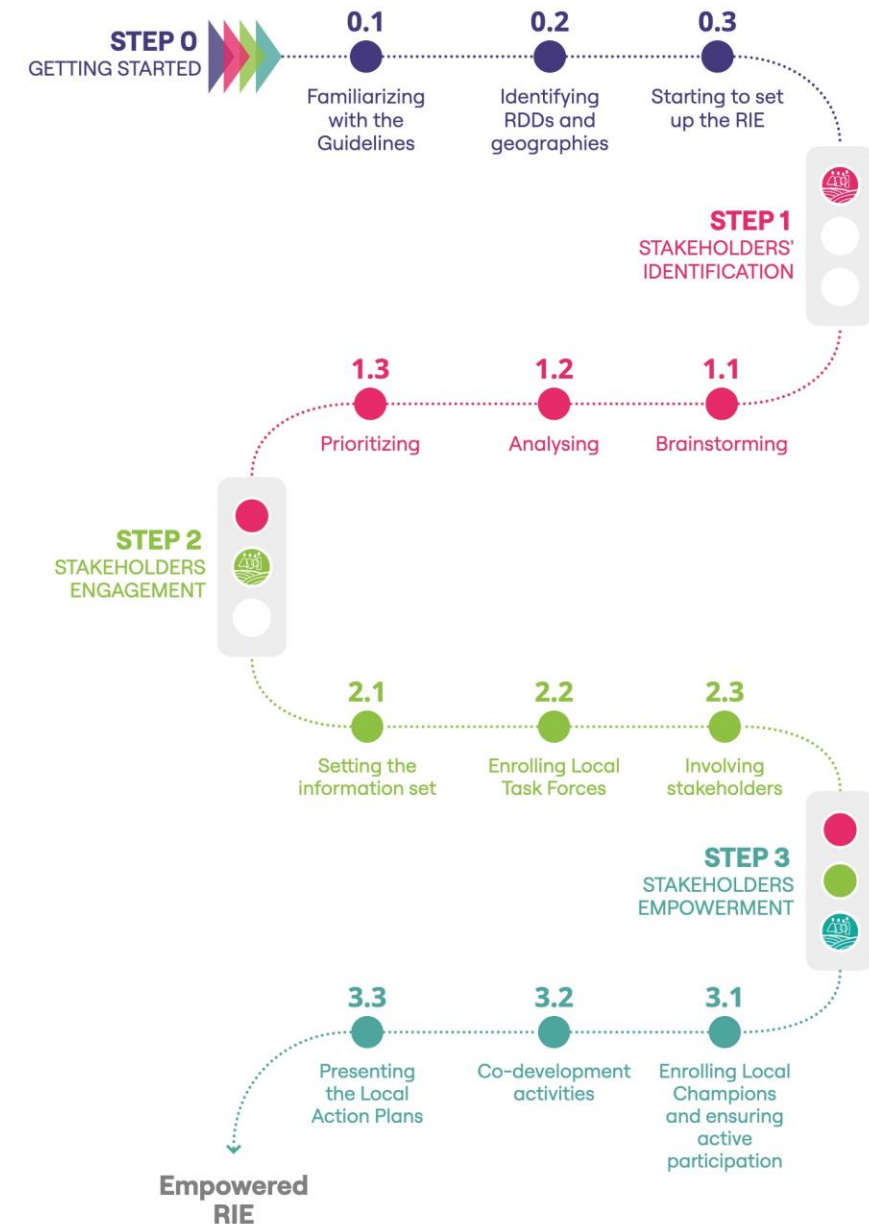


Stakeholders involved

- Region Västra Götaland
- Öst Municipality
- Dalsland Environment and Energy Association

RURACTIVE development of new place-based solutions for rural development

- The process developed to support rural communities is made up **by 4 main steps**, and it is tested by RURACTIVE Dynamos during the project implementation
- RURACTIVE Dynamos' partners represent a wide variety of organization (NGO, regional government, museum, local association, universities, SME, etc.) and are working over the establishment and empowerment of their Rural Innovation Ecosystems (RIEs)

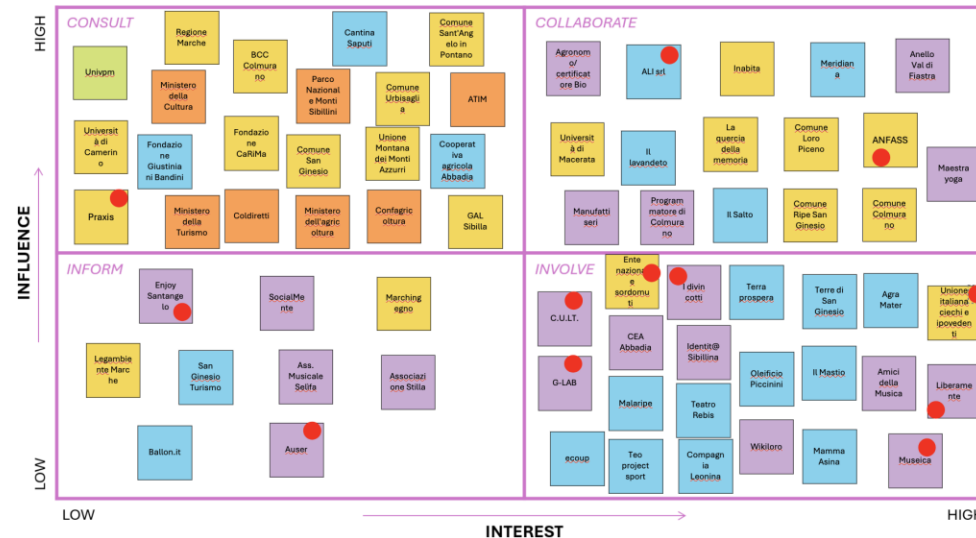


Summary of the steps of Dynamos place-based solutions co-development

Finding a place

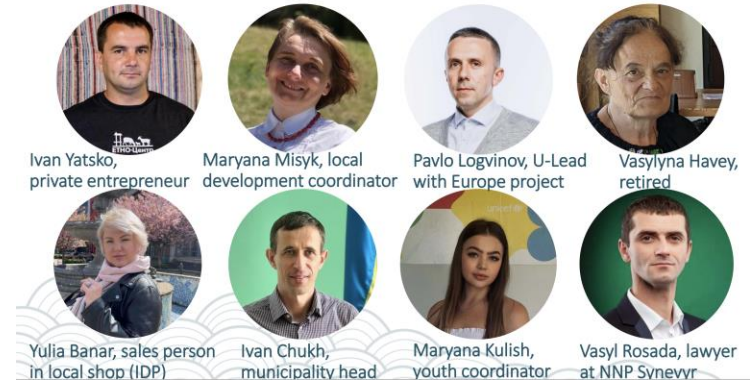


Mapping the stakeholders



Establishing a Local Task Force (LTF)

Local task force Dynamo 7 – ZAKARPATTYA, Synevyr municipality



Summary of the steps of Dynamos place-based solutions co-development

Organizing an open Day with the local community

Mapping local challenges and developing a shared vision

Defining the main challenges to work on



- Lack of connection of training policies for unemployed people with real and/or new employment needs in the Val di Fiastra territory (BF)
- Limited Public and Sustainable Transport Options (RG)
- Limited access to cultural and historical knowledge, particularly due to a lack of digitization (DZ)

Summary of the steps of Dynamos place-based solutions co-development

Launch the call for innovators

Enrolling the Local Community Trainer

Starting the development of place-based solutions

OPEN CALL FOR INNOVATORS







Do you have the next big solution to help rural areas and become a part of the innovative wave transforming rural Europe?

Apply to our Open Call for Innovators for your chance to get funded up to €90,000, work closely with rural dynamos and receive training and support to co-develop your solutions that meet real community needs!

Take part in driving innovation and transformation in rural communities across Europe! RURACTIVE will soon be seeking European innovators - Startups, Small and Medium-sized Enterprises, researchers - willing to co-develop smart solutions for its 12 pilot areas, the **RURACTIVE Dynamos**.

Innovators will be invited to answer the RURACTIVE Open Call and present solutions that address specific challenges within the scope of the **RURACTIVE Rural Development Drivers**:



 Anita Baradić Dynamo: Zadar, Croatia radio.hrt.hr	 Daniel Gamez Dynamo: Gotland, Sweden in.se.linkedin.com	 Elina Isoaho Dynamo: Northern Ostrobothnia, Finland
Short biography +	Short biography +	Short biography +
 Emanuel Petrig Dynamo: Tübingen-Moosalpregion, Switzerland in.linkedin.com	 Emanuela Ponari Dynamo: Abruzzo, Italy facebook.com/instagram.com/instagram.com/instagram.com/instagram.com/instagram.com	 Giulia Lapucci Dynamo: Fiastra Valley, Italy in.linkedin.com



Multi-actor RIEs



REGION GOTLAND



DIP. ZAMORA



ZAGORI



OULOU



BORGHI IN



BALAM



BFH



BAB/WAB



FORZA



GBIZ-JHI



BORGOFUTURO

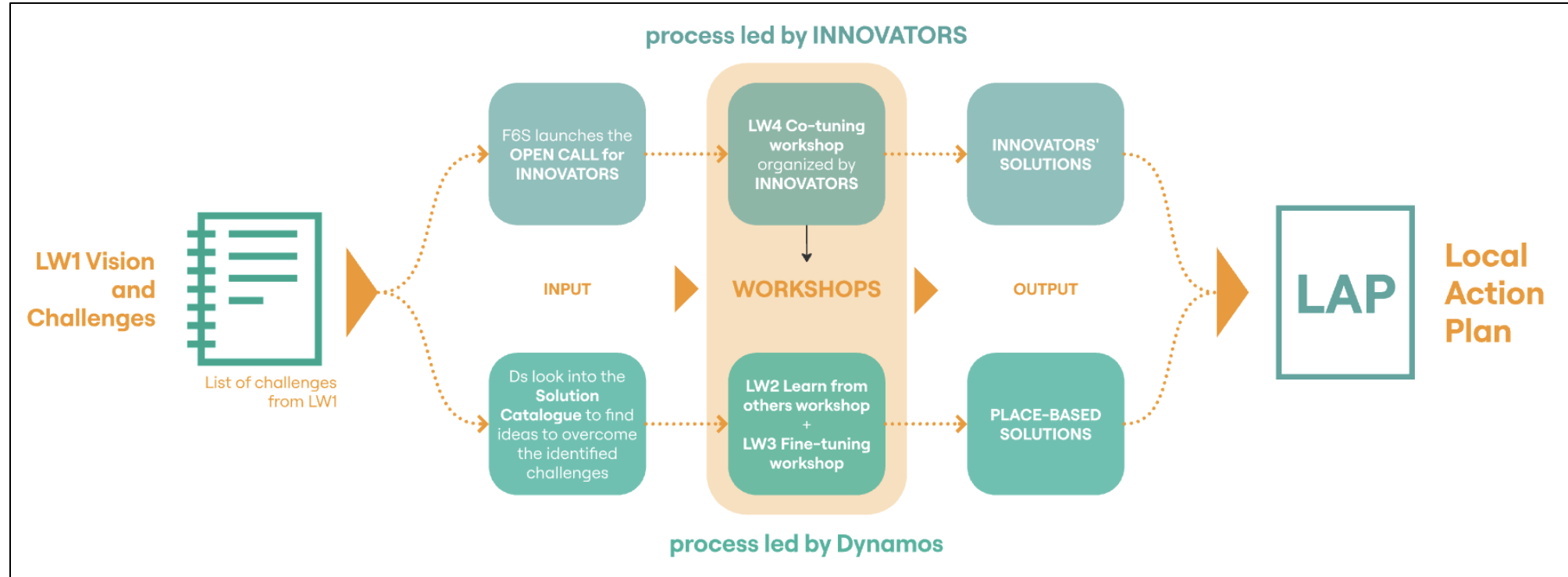
Un grazie speciale a chi ha partecipato alla presentazione di ieri del progetto [interactive_eu](#), condividendo idee, visioni future e sfide per la nostra

Ci vediamo al prossimo incontro!



ZADAR

Multi-actor RIEs co-development of LAP



Multi-actor RIEs co-development of LAP: opening to external innovators

OPEN CALL FOR INNOVATORS

Do you have the next big solution to help rural areas and become a part of the innovative wave transforming rural Europe?

Apply to our Open Call for Innovators for your chance to get funded up to €90,000, work closely with rural dynamos and receive training and support to co-develop your solutions that meet real community needs!

Take part in driving innovation and transformation in rural communities across Europe! RURACTIVE will soon be seeking European innovators - Startups, Small and Medium-sized Enterprises, researchers - willing to co-develop smart solutions for its 12 pilot areas, [the RURACTIVE Dynamos](#).

Innovators will be invited to answer the RURACTIVE Open Call and present solutions that address specific challenges within the scope of the [RURACTIVE Rural Development Drivers](#):



RURACTIVE reducing digital divide through the involvement of Local Community trainers

The aim of this task is to **empower rural communities and support them in exploiting the possibility given by digital tools and solutions to trigger rural development**, specifically looking at elderly, women and young needs.



Main Challenges by Underrepresented Groups



Elderly People

- Low digital literacy and fear of technology.
- Difficulty accessing digital banking and telemedicine.
- Social isolation and limited transportation.
- Resistance to changing habits and adopting new tools.
- Administrative and cybersecurity barriers.



Women

- Limited access to devices and internet.
- Underrepresentation in STEM and digital sectors.
- Overload of care responsibilities limits participation.
- Lack of financial support for entrepreneurship.
- Low digital exposure among rural women.



Youth

- Lack of job opportunities and career guidance.
- Weak digital skills for employment and public services.
- Low self-esteem and fear of participation.
- Disconnection from cultural and civic initiatives.
- Passive use of technology instead of creative engagement.



Other Communities

(Migrants, people with disabilities, minorities)

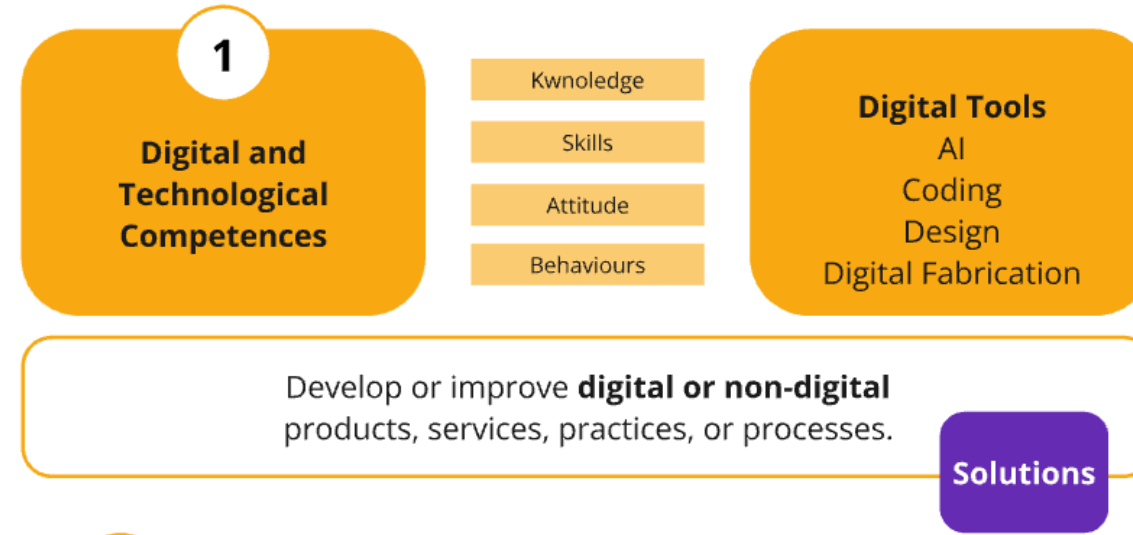
- Language barriers limit access and engagement.
- Stigma and lack of inclusive environments.
- Limited access to digital training and devices.
- Low digital entrepreneurial participation.
- Sense of exclusion and mistrust in institutions.



Local Communities (General)

- Broad lack of digital skills.
- Resistance to digital tools and behavioral change.
- Limited awareness of the value of digital inclusion.

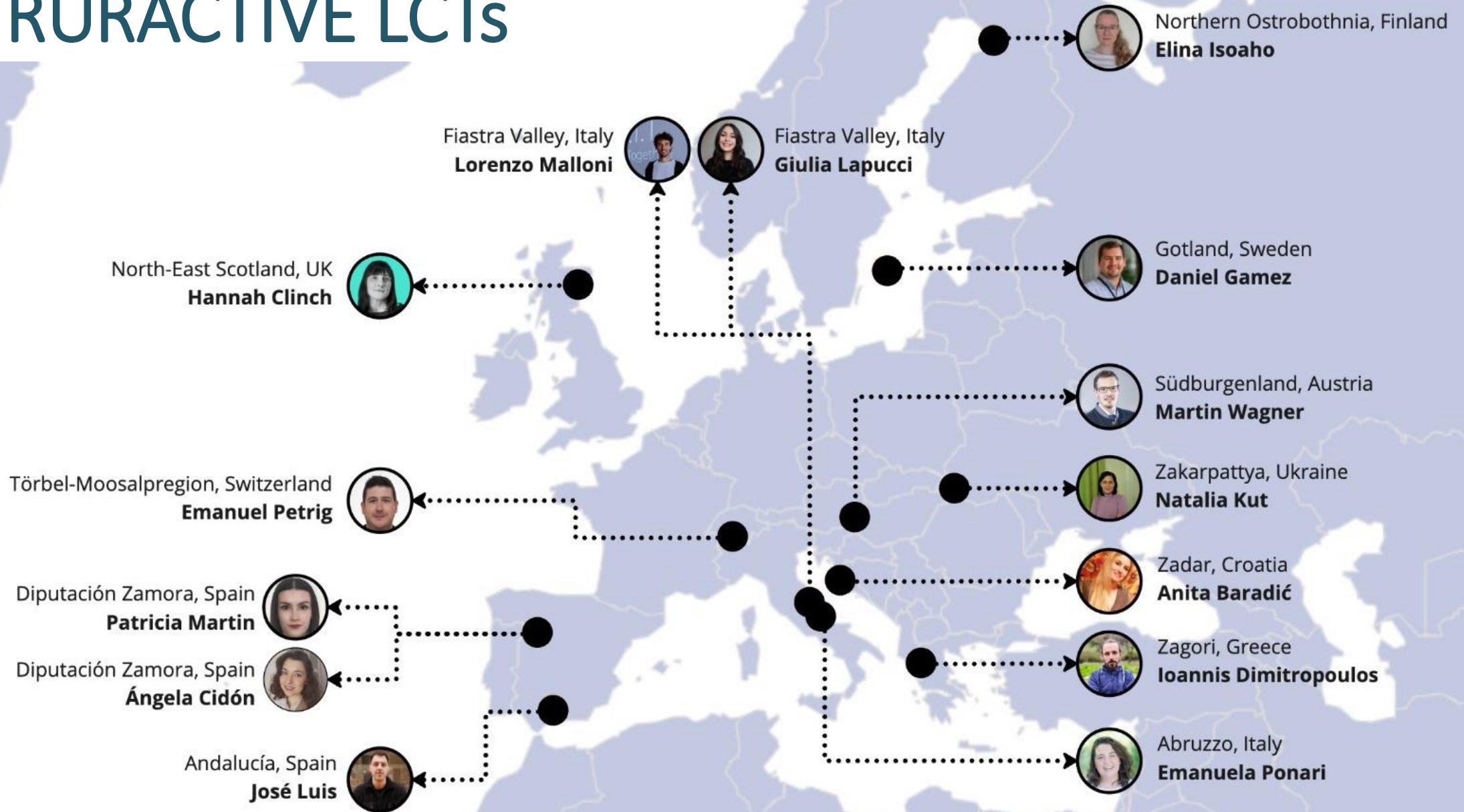
Digital and technological competencies



Digital and technological competencies

Competencies required for the use of digital technologies, including artificial intelligence (AI) to newly develop or improve digital or non-digital products, processes, marketing methods or organizational methods. Digital and technological competencies encompass knowledge, skills, abilities, attitude, and behaviour required to effectively utilize digital tools, including artificial intelligence (AI), as well as technologies, and platforms to develop or improve digital or non-digital products, services, practices or processes.

RURACTIVE LCTs



Training Trainers Content

- **Weekly Cycle:** A structured 2-hour session combining reflection, knowledge-sharing, and hands-on learning.
- **Peer-to-Peer:** Participants exchange experiences and reflect on previous activities in a collaborative setting.
- **Guest Expert Speaker:** An external speaker provides inspiration and connects the topic with real-world practices.
- **Context / Interactive Class:** Introduces the weekly topic with a focus on key concepts and critical aspects of the technology.

SESSION 1

Empowering Communities Through Digital Literacy and Inclusive Education.



SESSION 2

Digital technologies for rapid prototyping



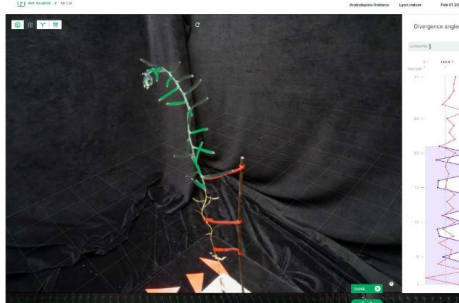
SESSION 3

Co-Creation in the Digital Age: Strategies for Participation and Innovation



SESSION 4

Beyond the Algorithm: Empowering Rural Communities with Artificial Intelligence



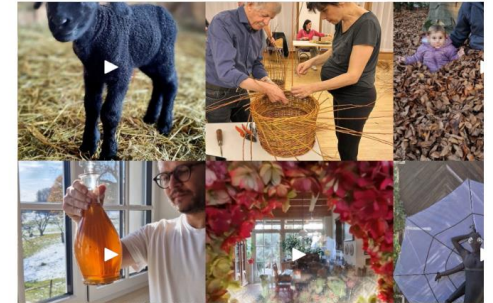
SESSION 5

Digital Content Creation - From Data to Story



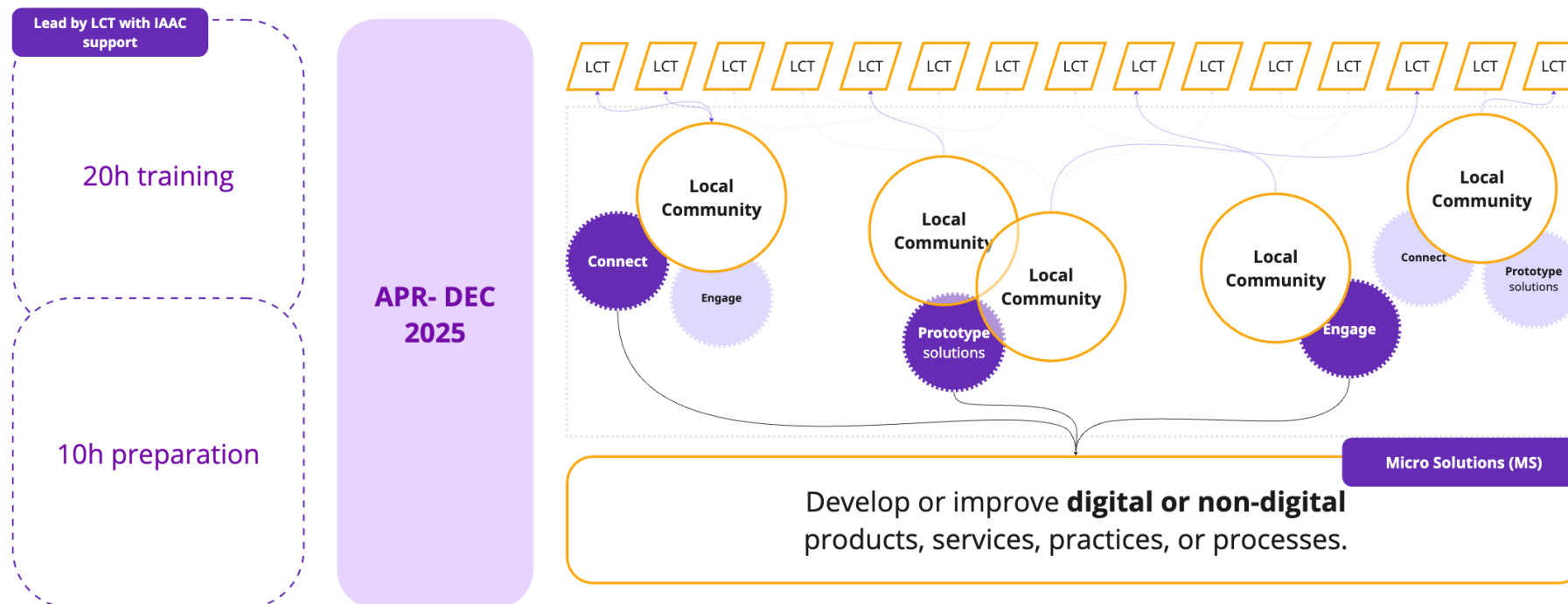
SESSION 6

Sustainable Innovation - Digital Tools and Maker Practices



T3.3 - PHASE 3. Micro Solutions

- **Unpacking Content** (Break down training materials into modular components for local adaptation and delivery – Create facilitation examples)
- **Co-design Strategy and Define Rules** (Collaboratively develop guidelines, methodology, and resource allocation for trainers)
- **Microsolutions supporting program** (Mentorship experts, set up operational requirements for local training sessions, ensuring continuous support)
- **Reporting & Documentation** (Track implementation, collect outcomes (facilitation canvases), and document challenges; produce evaluation reports for OERs)



Refelctions



Thank you

Santi Fuentemilla
IAAC – Fab Lab Barcelona



RURACTIVE



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UK Research
and Innovation



Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
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Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI



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FUTURAL

Empowering the **FUT**ure through innovative Smart
Solutions for **rUR**AL areas

EU-RIF Event

**Session 7: Co-Designing Sustainable Business Models for
Rural Innovation**

Hosted by:  **reframe**
.food

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Co-Designing Sustainable Business Models for Rural Innovation


Aim: Engage stakeholders in mapping the current business models associated with a pressing rural challenge and collect feedback on local challenges, feasibility and potential of improvements.

What to expect:

- Interactive workshop: Participants will map existing business models currently in use within rural areas using interactive tools
- Real-world insights: Identify key challenges and opportunities for sustainable business models in rural areas
- Practical Skills for real-world impact: Gain practical knowledge to refine and strengthen business models in your own work

Brief Instructions

- **Group discussions to map current BMs**
 - Each group will focus on mapping and discussing business models relevant to a key rural challenge (Rural Mobility, Access to Finance, and Demographic Shift)
 - Use [templates](#) to map existing Rural BMs
 - Use different colours sticky notes:
 -  used by the challenge “owner”
 -  used by the rest of the participants
- 3' pitch per group on the main findings




1st EU RIF Workshop: Co-Designing Sustainable Business Models for Rural Innovation

Group Work Sheet - Please use markers and sticky notes respectively

PART A: BRAINSTORM & SELECT A CHALLENGE





- Express and Discuss pressing rural challenges as a group.
- Select the final "Chosen Challenge" that you will focus on together.
- Write your "Chosen Challenge" in the box provided.

Chosen Challenge



PART B: BUSINESS MODEL MAPPING

- Use the four tiles below to map both the Current Situation and Future Aspirations for your chosen challenge.
- Place sticky notes in each tile. Green for the challenge "owner" and Yellow for the rest.


ORIGINS & STRUCTURE		FUNDING & RESOURCES	
<div style="background-color: #008080; color: white; padding: 5px; border-radius: 10px; margin-bottom: 10px;">CURRENT SITUATION</div> <p><i>Who is involved now? How are decisions made?</i></p>	 <div style="background-color: #008080; color: white; padding: 5px; border-radius: 10px; margin-top: 10px;">FUTURE ASPIRATIONS</div> <p><i>What new partners or governance schemes could help? Any local traditions to build on?</i></p>	<div style="background-color: #008080; color: white; padding: 5px; border-radius: 10px; margin-bottom: 10px;">CURRENT SITUATION</div> <p><i>Where do the main funds and key resources come from? Who invests or contributes the most, and who gains the most?</i></p>	 <div style="background-color: #008080; color: white; padding: 5px; border-radius: 10px; margin-top: 10px;">FUTURE ASPIRATIONS</div> <p><i>Ideas for new community income or cost savings? Potential external funding sources or partners?</i></p>
<div style="background-color: #008080; color: white; padding: 5px; border-radius: 10px; margin-bottom: 10px;">CURRENT SITUATION</div> <p><i>Which tools or platforms exist now? Who is actively involved? Any Barriers?</i></p>	 <div style="background-color: #008080; color: white; padding: 5px; border-radius: 10px; margin-top: 10px;">FUTURE ASPIRATIONS</div> <p><i>What new tech might boost participation? How to include youth, women, or vulnerable groups?</i></p>	<div style="background-color: #008080; color: white; padding: 5px; border-radius: 10px; margin-bottom: 10px;">CURRENT SITUATION</div> <p><i>What results or benefits are visible? Which pain points remain unsolved?</i></p>	 <div style="background-color: #008080; color: white; padding: 5px; border-radius: 10px; margin-top: 10px;">FUTURE ASPIRATIONS</div> <p><i>What expansions do we want? List 1-2 key actions or open questions.</i></p>

How to Use this Poster:

Part A: Brainstorm & select your challenge

Part B: Map Current vs. Future. Fill each row with sticky notes.

Highlight 1-2 key actions to share with others.



Co-funded by the European Union

Kythira MAP Presentation: Current Business Models and Challenges

How has FUTURAL helped Kythira MAP to address the challenge of youth leaving the island?

- Kythira share their story around a few key themes (related to people, funding, technology, and impact) as a practical, real-world case study of tackling a rural challenge within the FUTURAL project.
- Act as a prompt/example for the business model workshop that follows,
- Provide valuable insights for the audience, many of whom face similar situations.

Next Steps

- Upcoming activities in BM development
 - Preparing a state-of-play report to consolidate findings on model applicability in rural contexts.
 - Gather detailed input on existing business models and local challenges



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1st EU Rural Innovation Forum

Session: Co-Designing Sustainable Business Models for Rural
Innovation

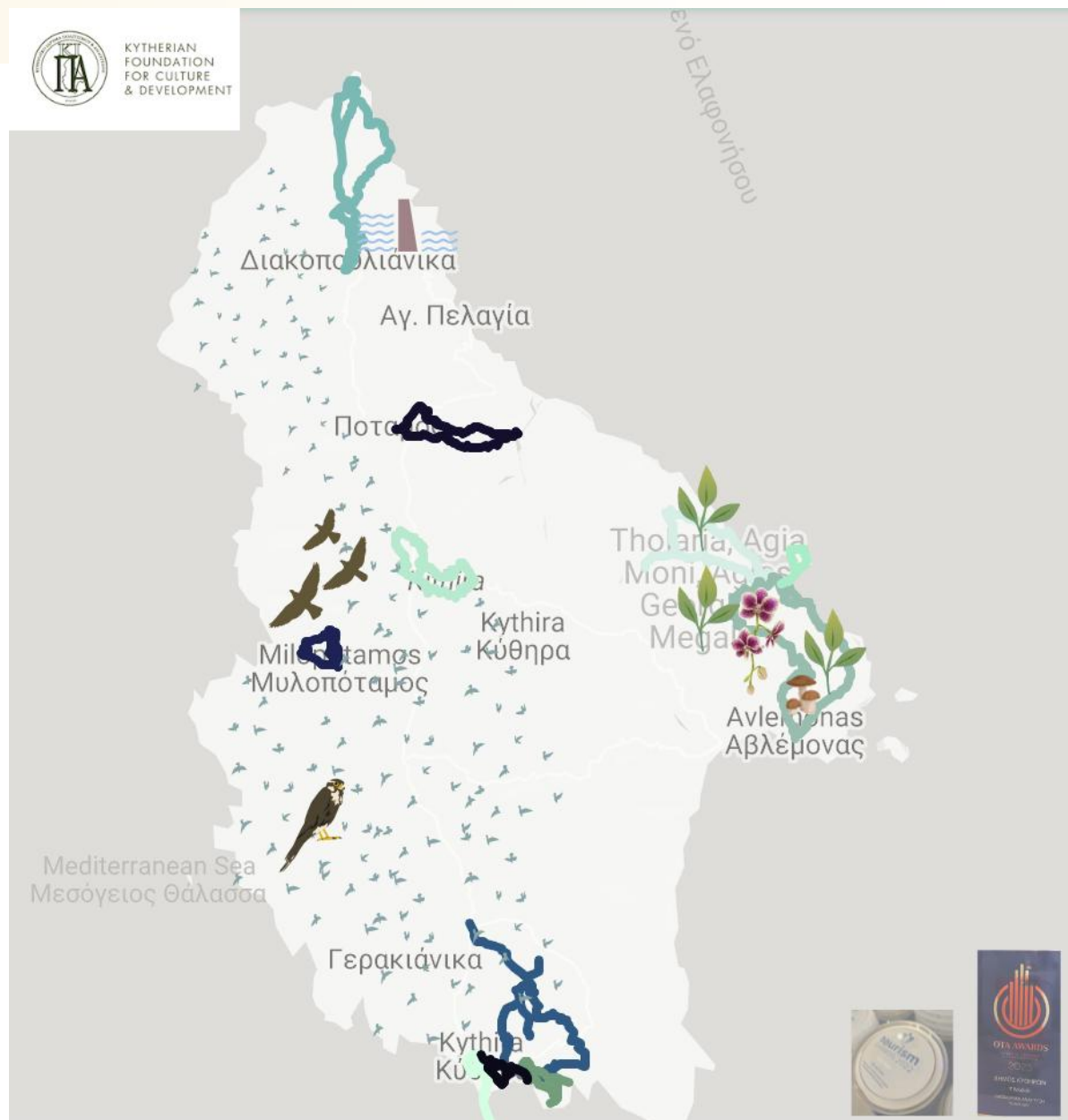
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Kythira Introduction

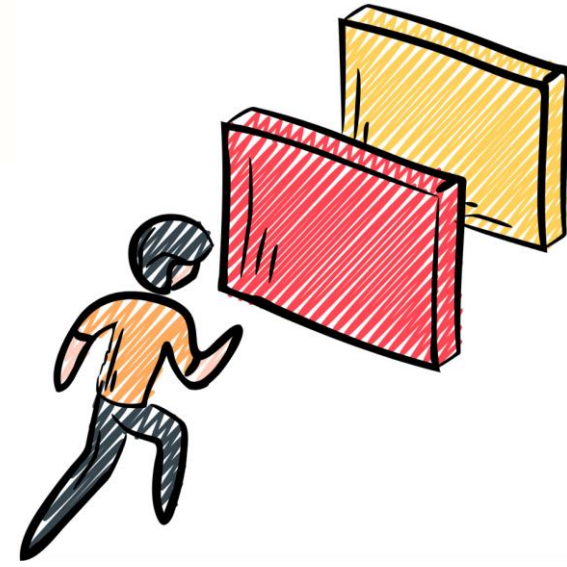
- *Nestled between the Peloponnese and Crete, Kythira holds a unique position as a Greek island bridging both the Ionian and Aegean Seas, offering a diverse landscape that mirrors the essence of Greece.*
- *This island boasts a rich tapestry of history, from ancient Minoan and Phoenician presence and the mythological birth of Aphrodite, through Venetian and British rule, culminating in its integration with modern Greece in 1864.*



Main Challenges in Kythira

1. Citizen Engagement: Fostering collaboration and active participation of the local community is crucial for the sustainable development and future of Kythira.
2. **Youth Leaving the Island: Engaging the younger generation and providing opportunities for them to connect with and appreciate the island's offerings is vital to prevent depopulation and ensure a vibrant future.**
3. Sustainable Tourism: Balancing tourism growth with environmental conservation is essential to avoid overdevelopment and degradation of natural landscapes.
4. Biodiversity Preservation: Preserving the island's unique flora and fauna is crucial, as invasive development and habitat destruction threaten its biodiversity.

Moving forward, we will delve deeper into the second key challenge: **the issue of youth migration from the island, and explore how the FUTURAL project aims to address this.**



Our Story: People, Decisions & Partnerships

Share how the 'people' aspect of addressing the challenge evolved.

- Starting Point: Before FUTURAL, addressing youth migration was likely driven by local authorities and perhaps some concerned community members, with decisions made through traditional municipal channels, possibly lacking structured youth input.
- FUTURAL Influence:
- Fostered collaboration in Kythira to address youth migration, connecting educators, olive oil cooperatives, Medina, and community groups to broaden support and opportunities for young people.
- Recognizing varying tech comfort, we integrated education on concepts like 'community-led innovations' into workshops, empowering participation. For example, an e-learning platform emerged, where local experts share knowledge on beekeeping, botany, olive cultivation, and herbs, creating relevant resources, especially for youth.



Our Story: Funding, Resources & Benefits

- Before FUTURAL, resources for addressing youth migration and related issues on Kythira likely came primarily from local municipal budgets and possibly some regional or national grants. These resources would have been managed and allocated through existing governmental structures, primarily benefiting the implementation of standard public services and initiatives aimed at the general population, which may or may not have specifically targeted the needs and challenges faced by the younger generation considering leaving the island. There might have been limited funding or dedicated programs specifically designed to tackle the complex socio-economic factors influencing youth migration.
- FUTURAL aimed to improve resource availability, notably by linking with European funding like the 'Inspire' program planned for Kythira. This connection sought to integrate initiatives into a larger financial framework to secure long-term funding for youth projects. Furthermore, given its focus on digital Smart Solutions, FUTURAL explored business models, such as subscriptions for e-learning platforms or public-private partnerships, to sustain initiatives.



Our Story: Technology & Engagement

Highlight the specific role of FUTURAL's technology and related engagement efforts.

- Starting Point: Initially, tools might have been limited to traditional methods like announcements and local meetings, facing barriers due to limited youth participation and access to information.
- FUTURAL Influence: FUTURAL used Smart Solutions like an e-learning platform to engage youth by offering accessible educational resources. Co-design workshops and feedback activities actively involved the community, tailoring solutions to their needs and increasing youth participation.
- Furthermore, these platforms enable young people to develop digital skills while simultaneously connecting with Kythira's heritage, such as traditional beekeeping practices.



Our Story: Results, Challenges & Future Path

Show the outcomes from FUTURAL and the path forward for the solutions.

- Progress & Reality: FUTURAL's activities, have increased youth access to resources and connected them with local heritage. However, challenges remain in ensuring long-term platform sustainability and consistently high youth engagement.
- Looking Ahead: Future goals focus on expanding platform reach and securing funding for ongoing maintenance. A key lesson is the importance of continuous youth feedback to adapt content and technology, ensuring sustained relevance.



Over to You: Sharing Experiences

In Kythira, FUTURAL helped us explore the challenge of youth migration by examining its impact through the lens of people, resources, technology, and overall impact. Specifically, FUTURAL supported the development of three key platforms: an e-learning platform, a citizen engagement tool, and platforms for reporting trail issues and enhancing resilience, focusing on the main bridge. We encourage you to draw on this approach and consider: How might these aspects – people, money, tech, and impact – apply to your own rural context in the upcoming workshop?





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