Rural renaissance call

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OMEK 25/09/2015
Call

Rural renaissance : Fostering innovation and business opportunities (RUR)

128M€ to grasp promising opportunities to boost rural growth and jobs
Key facts and figures: rural-urban typology

**EU territory:**
- 50% rural
- 38% intermediate

**Rural & intermediate:**
- 55% EU jobs
- 46% GVA
Key facts and figures: rural growth potential

- Rural GDP lags at around 70% of EU average
- Aggregate growth or rural regions = 75% of total growth

Graph 28 - GDP per capita in the different types of regions in relation to the EU average, 2005-2010

Note: excluding Italy.

OECD, 2014

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Key facts and figures: territorial linkages

Evidence of positive synergies between rural growth and proximity to urban region (OECD)
Key facts and figures: jobs

- Primary sector employment still significant especially in EU-N12
- Close link to secondary sector (up and downstream spill-over effects)

Graph 34 - Structure of employment by type of region in the EU-15 and the EU-N12, 2010

Note: excluding FR Overseas Departments.

EC, 2014
Key facts and figures: business development opportunities

- **Opportunities:**
  - Higher demand for "biomass" for food and non-food uses
  - New energy agenda, space for renewable energy
  - Renewed interest from consumers in local/regional products
  - Demand for ecosystem services, possibility for better remuneration
  - International trade of high-value added products
  - Lifestyle migrants
  - Services for new rural inhabitants
Rural renaissance at a glance: what is it about?

- Opportunities for **sustainable rural growth**...
- ... looked at through **integrated approaches**...
- ... cutting **across sectors**...
- ... taking a **territorial perspective**...

- ... with the ambition to:
  - **modernize** policies & governance
  - **foster** new business development
  - **boost** innovation, co-creation and exploitation of knowledge
  - **enhance** social and human capital
Rural renaissance: our territories
€ 128 million to grasp promising opportunities to boost rural growth and jobs

Invest in businesses:
47 M€ for new business models, new value chains and better connectivity

Invest in people:
49 M€ to boost innovation, co-creation and exploitation of knowledge by improving skills and innovation systems

Invest in better decision-making:
25 M€ to modernize policies and governance to make the most out of our resourceful territories sustainably

Help us to have it all:
more and better jobs, better environment, better social cohesion
Rural renaissance: 3 areas

New value chains and business models

Innovation and skills development

New approaches towards Policies and governance

Rural renaissance

5 Topics, (4 RIA, 1 IA) 32 M€

4 Topics (3 RIA, 1 IA) 47 M€

7 Topics 3 RIA, 4 CSA 49 M€

16 Topics 10 RIA, 2 IA, 4 CSA 128 M€ (66M€ in 2016 – 62 M€ in 2017)
Budget distribution within the call (M€)

- Innovation and skills development; 49
- New approaches towards Policies and governance; 32
- New value chains and business models; 47

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Rural renaissance topics

- Territorial interactions: enhance synergies, adapt policies, foster cross-sectoral cooperation
  - Rural-urban
  - Land-sea

- 'Towards 2030': policies and decision tools for an integrated management of natural resources

- Economic benefits from ecosystem services:
  - Farming & drinking water
  - Forest ecosystem services (IA)

Policies & governance

- Crop diversification systems for delivery of food, feed, industrial products and ecosystem services
- Resource-efficient and profitable industrial crops on marginal lands
- Demonstration of integrated logistics for food and non-food applications
- Business models for modern rural economies

Value chains & business models

- Thematic networks
- Experimental and demonstration farms:
  - Mapping & linking
  - Thematic networks of demonstration farms
- Building a future science and education system
- Advisors' role in AKIS
- Working together in EU countries where cooperation level is low
- Optimising interactive innovation projects and policies for innovation

Innovation and skill development

5 topics – 32 M€
4 topics – 47 M€
7 topics – 49 M€
New approaches towards policies and governance

5 topics – 32 M€

- **Territorial interactions**: enhance synergies, adapt policies, foster cross-sectorial cooperation
  - Rural-urban
  - Land-sea

- **'Towards 2030'**: policies and decision tools for an integrated management of natural resources

- **Economic benefits from ecosystem services:**
  - Farming & drinking water
  - Forest ecosystem services (IA)
New value chains and business models

4 topics – 47 M€

- **Crop diversification systems** for delivery of food, feed, industrial products and ecosystem services
- Resource-efficient and profitable **industrial crops on marginal lands**
- Demonstration of **integrated logistics** for food and non-food applications
- **Business models** for modern rural economies
7 topics – 49 M€

- Thematic networks
- Experimental and demonstration farms:
  - Mapping & linking
  - Thematic networks of demonstration farms
- Building a future science and education system
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- Working together in EU countries where cooperation level is low
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The Multi-actor approach under WP2016-2017

- Investment X 2.5 → 371.5 Million euros
- 38 topics in 3 calls: SFS, RUR, IoT

**Distribution of budget for multi-actor projects**

- € 221 500 000
- € 120 000 000
- € 30 000 000

**Number of multi-actor topics in WP2016-2017**

- SFS: 2016-2017 (25), 2016 (10), 2017 (5)
- RUR: 2016-2017 (20), 2016 (15), 2017 (10)
The multi-actor approach under WP2016-2017: Key elements

- Description now in WP introduction p. 9-10
- Multi-actor projects are about interactive innovation
- **Beyond dissemination** requirement and stakeholders' board
- **Genuine and sufficient** involvement of various actors **all along the project**, from planning to demonstration
- **Demonstrate** how project will respond to **end-users needs**
- **Substantial practical knowledge easily accessible and understandable**
- **Material → EIP-AGRI** (for EIP-AGRI related areas)
  - Common format
  - Connect with operational groups

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European Commission
Thematic networks – call 2014
Compiling knowledge ready for practice

http://www.agrispin.eu/

http://www.ok-net-arable.eu/

http://www.hennovation.eu/

http://www.winetwork.eu/
Thank you for your attention!

Find out more: www.ec.europa/research/horizon2020