



# Rural renaissance call

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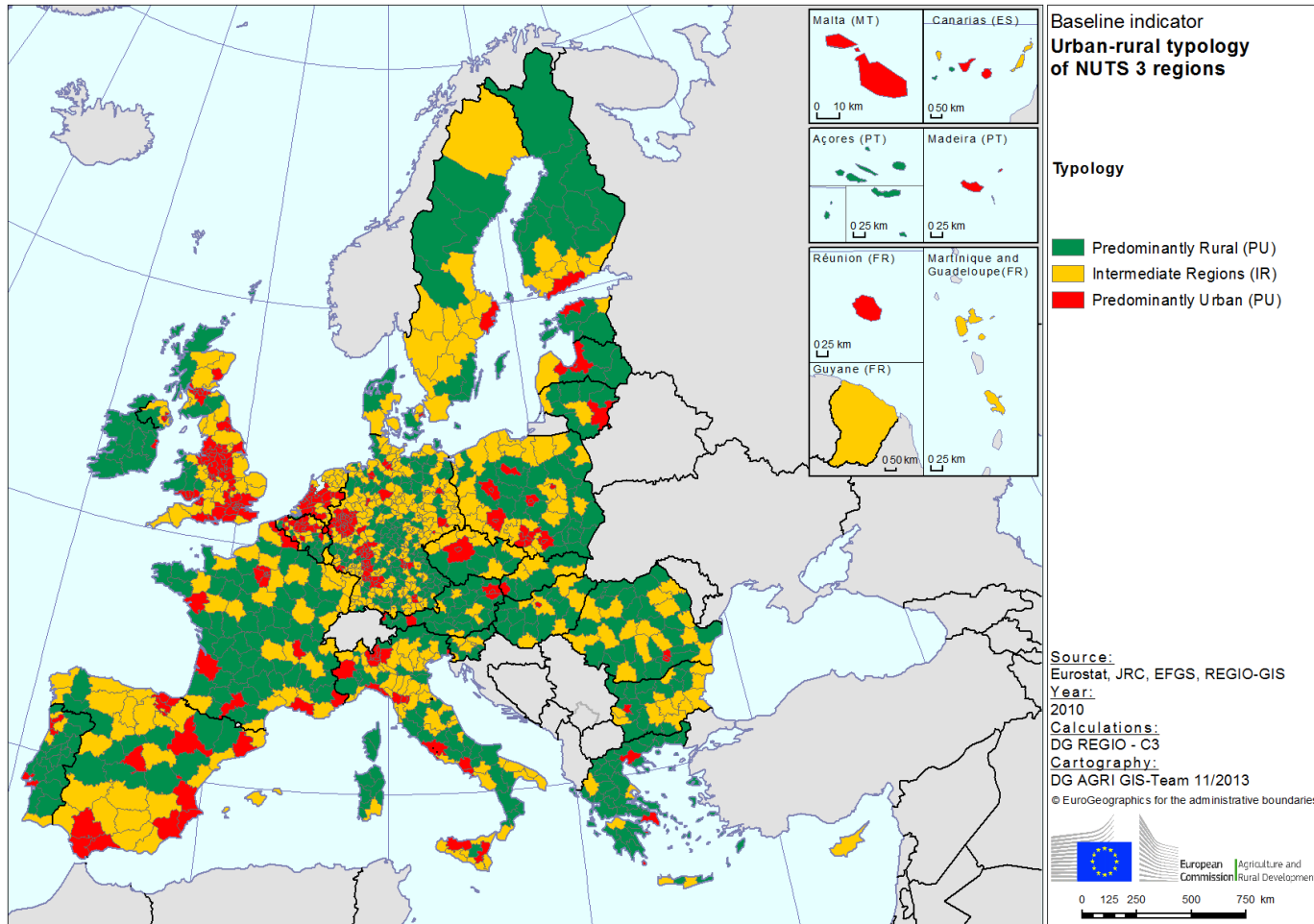
OMEK 25/09/2015



# 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

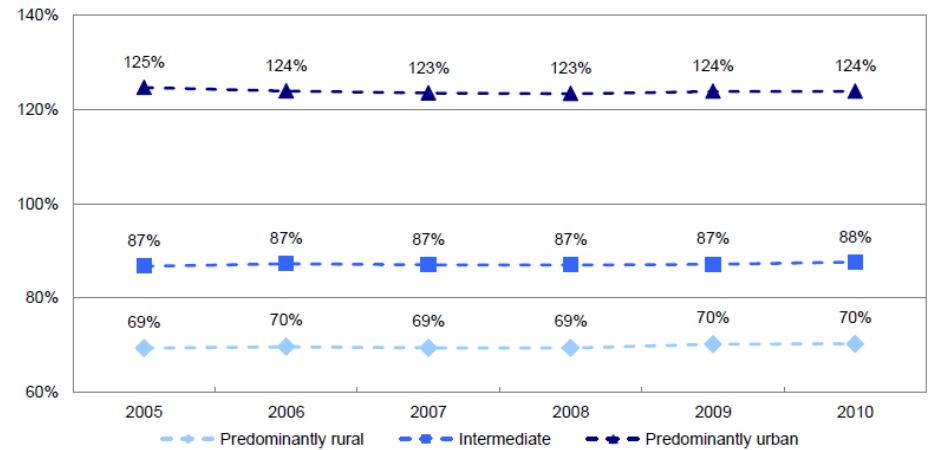
## Rural & intermediate:

- 55% EU jobs
- 46% GVA

# Key facts and figures: rural growth potential

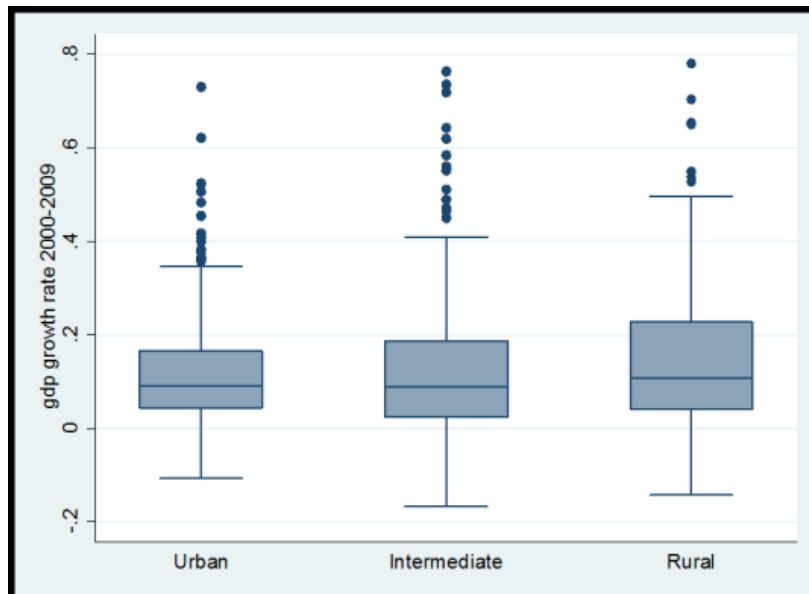
- Rural GDP lags at around 70% of EU average
- But average GDP growth rate 2000-2009 higher in OECD rural regions (2013)
- Aggregate growth of rural regions = 75% of total growth

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



Note: excluding Italy.

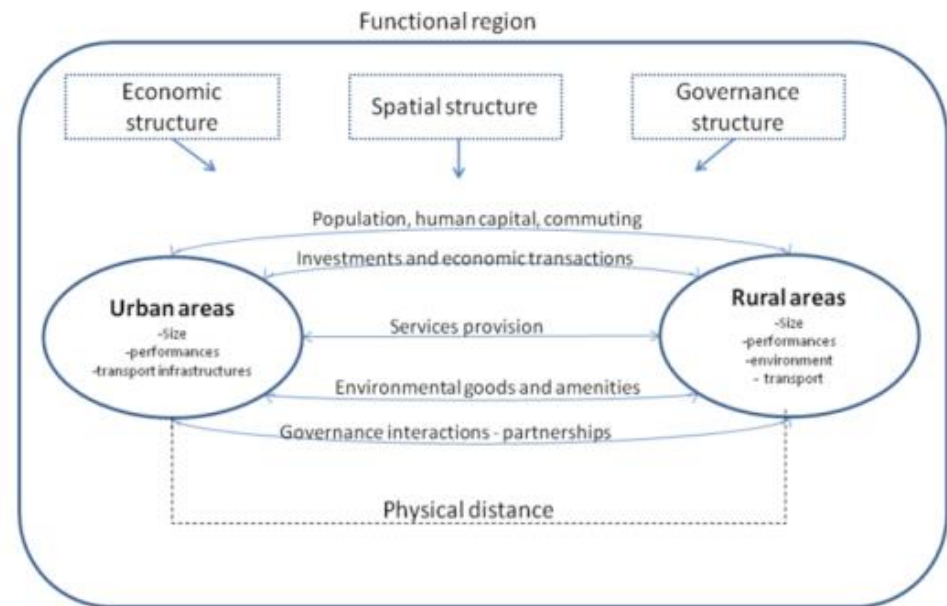
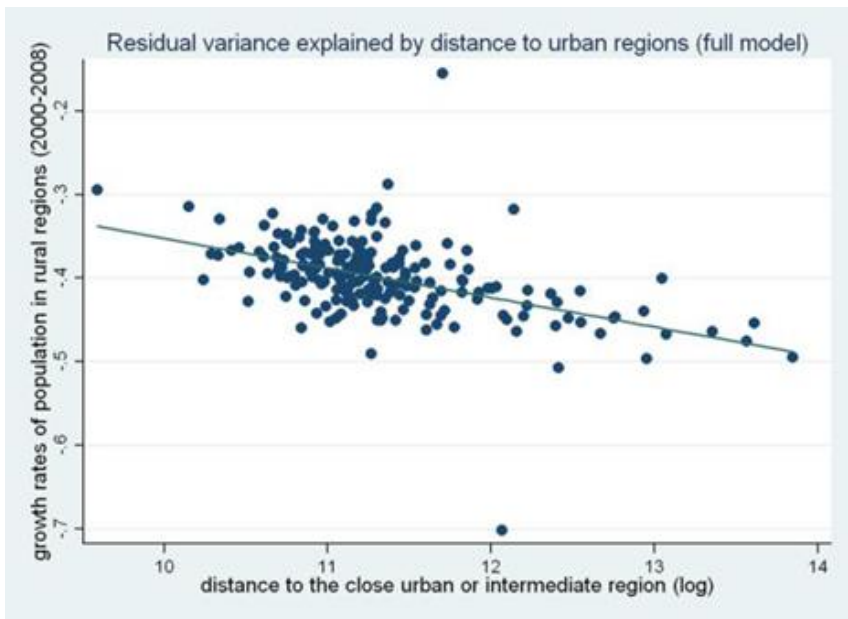
EC, 2014



OECD, 2014

# Key facts and figures: territorial linkages

Evidence of positive synergies between rural growth and proximity to urban region (OECD)

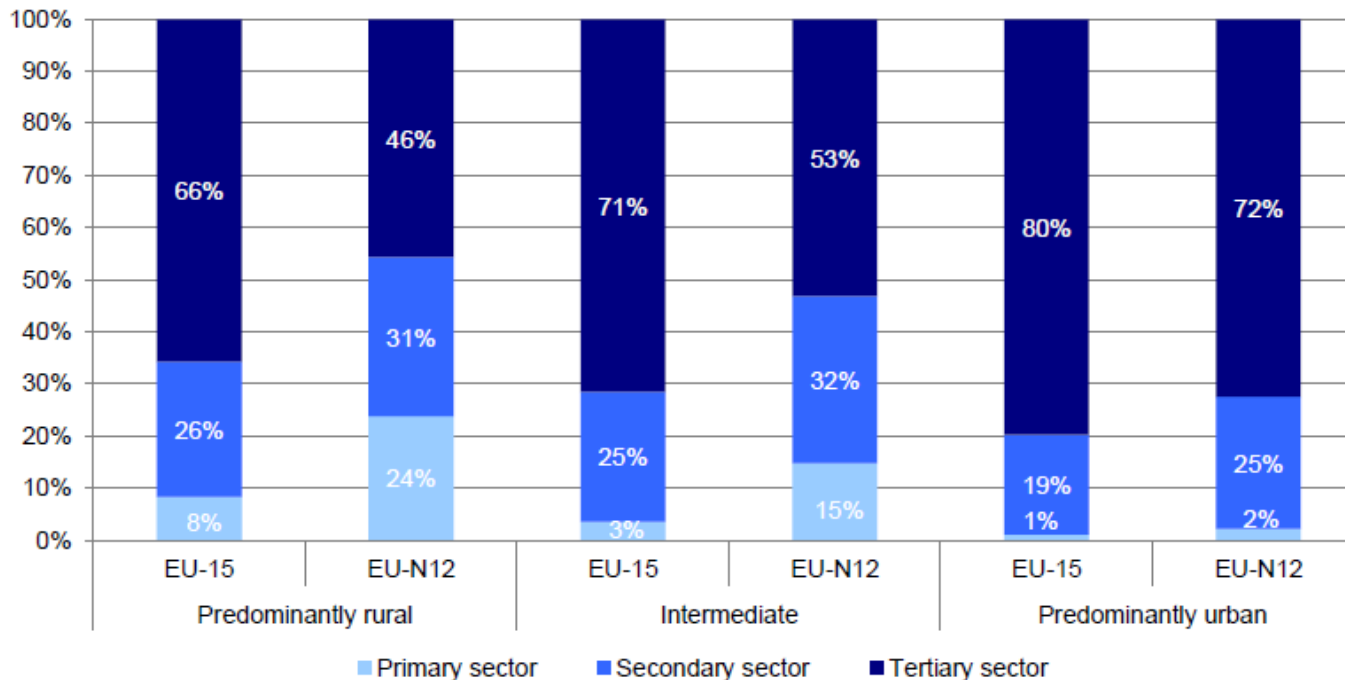




# Key facts and figures: jobs

- 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:

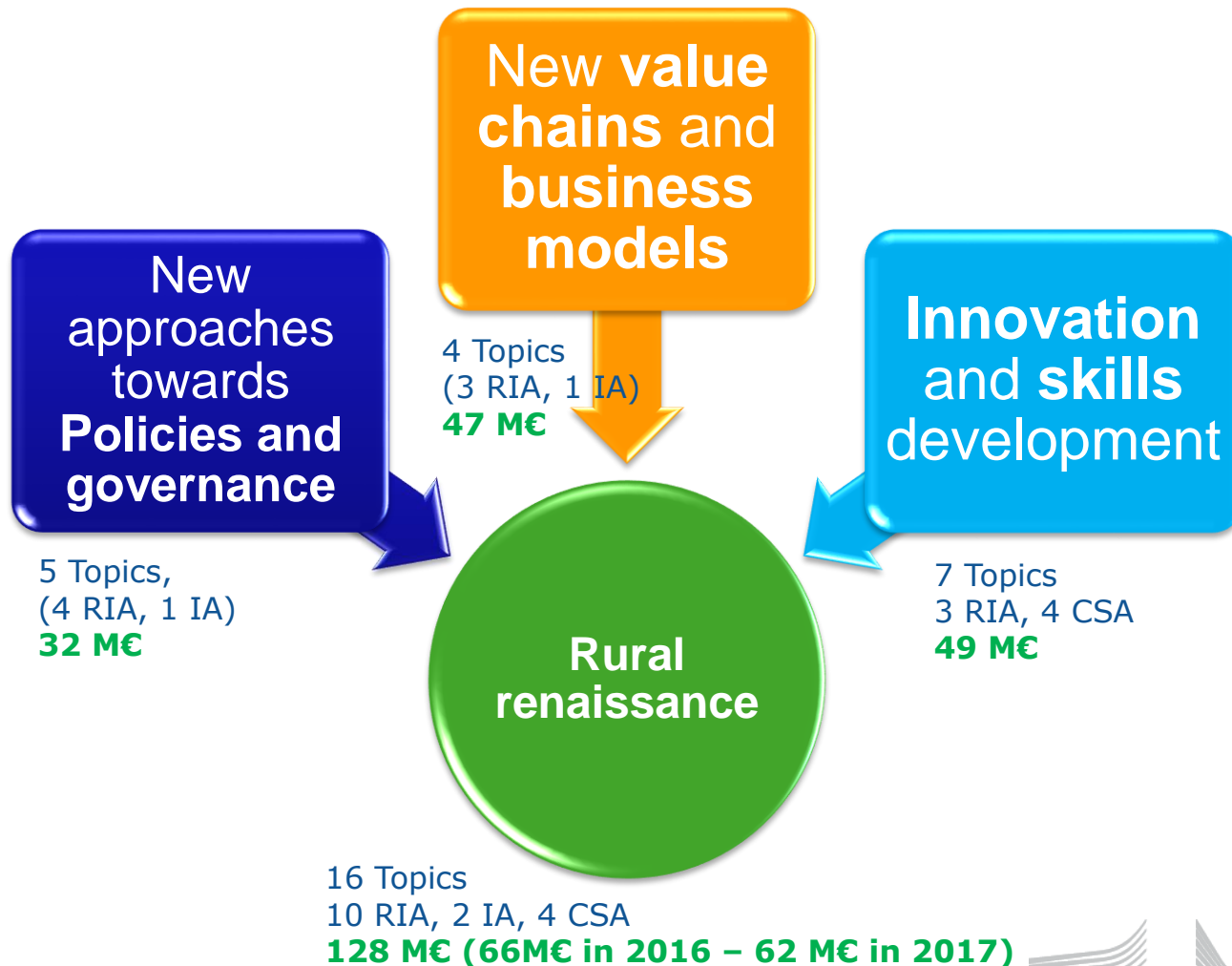
25 M€ to modernize policies and governance to make the most out of our resourceful territories sustainably



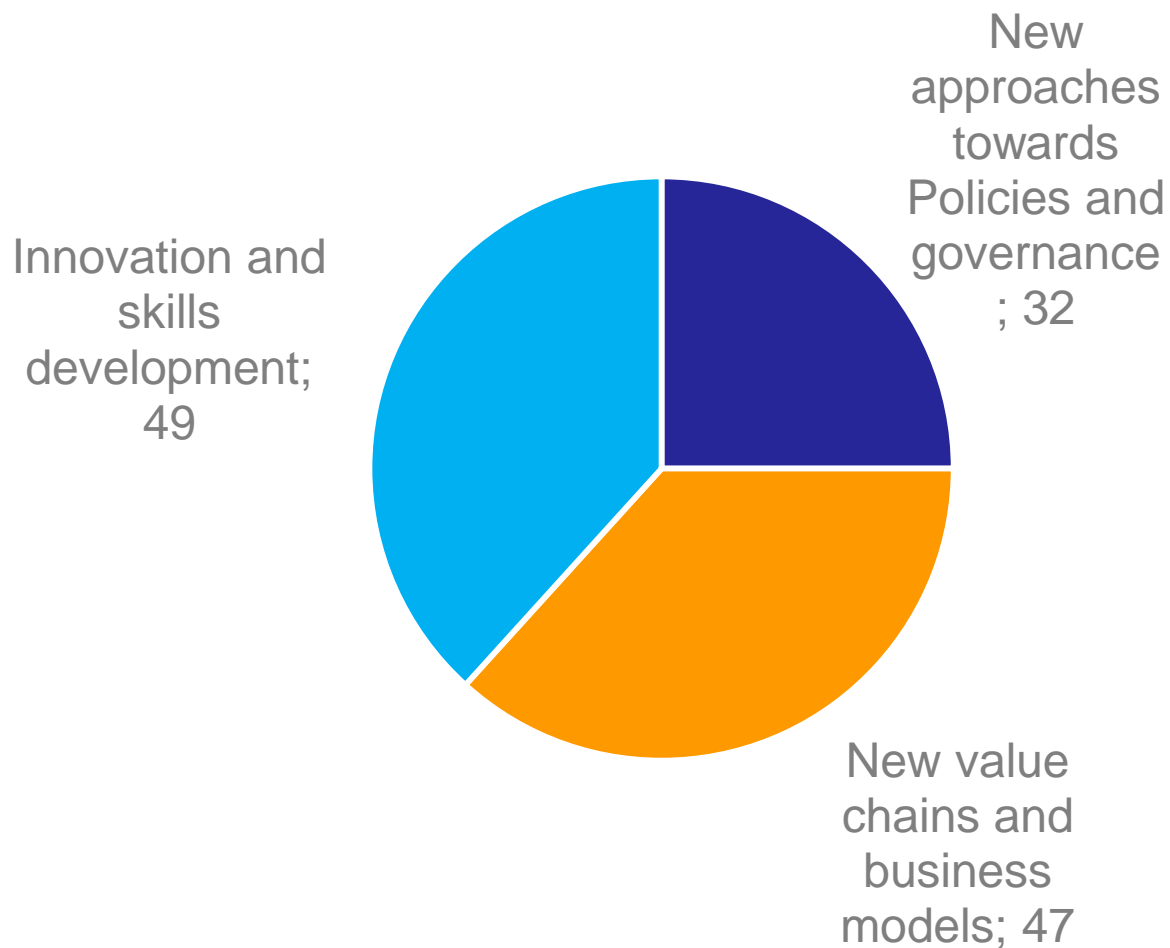
### Help us to have it all:

more and better jobs, better environment, better social cohesion

# Rural renaissance : 3 areas



# Budget distribution within the call (M€)



# Rural renaissance topics

## Policies & governance

- **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)

5 topics – 32 M€

## Value chains & business models

- **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**

4 topics – 47 M€

## Innovation and skill development

- **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**

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:**
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# 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



# Innovation and skills development



## 7 topics – 49 M€

- **Thematic networks**
- **Experimental and demonstration farms:**
  - ✓ Mapping & linking
  - ✓ Thematic networks of demonstration farms
- Building a future **science and education system**
- **Advisors' role in agriculture knowledge and innovation systems (AKIS)**
- **Working together in EU countries where cooperation level is low**
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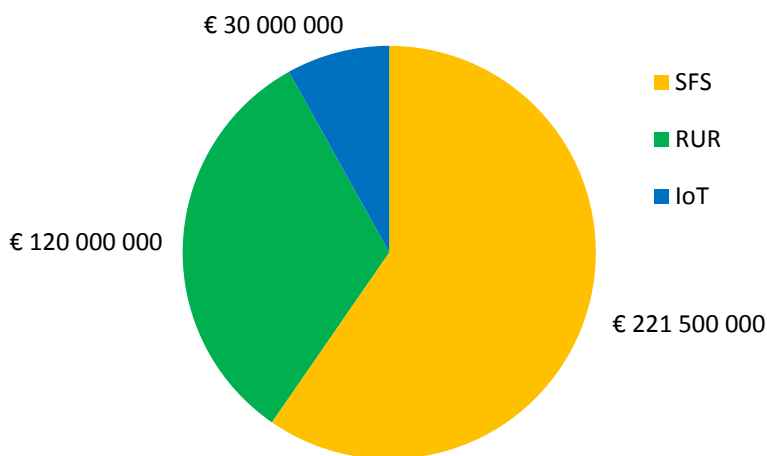




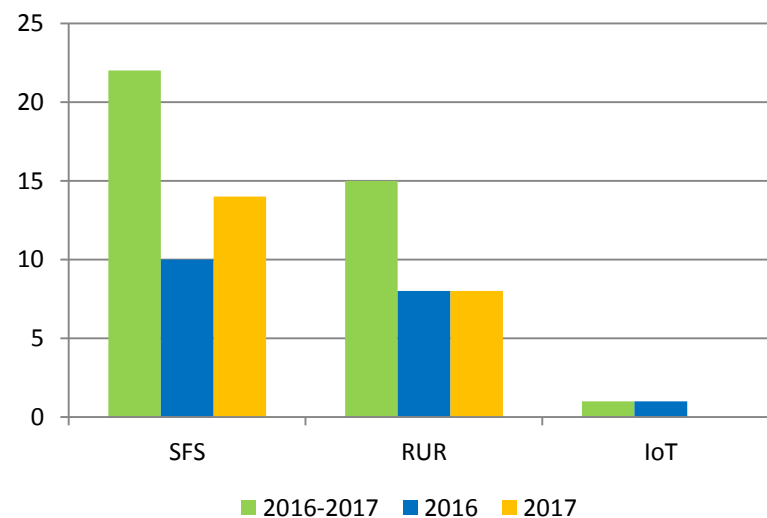
# The Multi-actor approach under WP2016-2017

- Investment X 2,5 → 371,5 Million euros
- 38 topics in 3 calls: SFS, RUR, IoT

## Distribution of budget for multi-actor projects



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



# The multi-actor approach under WP2016-2017: Key elements

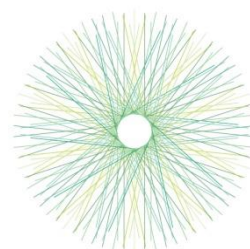
- Description now in **WP introduction p. 9-10**
- Multi-actor projects are about **interactive innovation**
- **Beyond dissemination** requirement and stakeholders' board
- **Genuine and sufficient** involvement of various actors **all along the project**, from planning to demonstration
- **Demonstrate** 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

# Thematic networks – call 2014

## *Compiling knowledge ready for practice*



<http://agrispin.eu/>



eip-agri  
AGRICULTURE & INNOVATION



<http://www.winetwork.eu/>



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



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for your attention!**

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