

# LIVING LAB RESEARCH CONCEPT IN RURAL AREAS

**RUBIZMO**

**Supporting Rural Business Across Europe**

**24.10.2019, Brussels (BE)**



**LIVE  RUR**

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# **Creating new entrepreneurial ecosystems through rural living labs with **LIVERUR****

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# General Presentation of LIVERUR

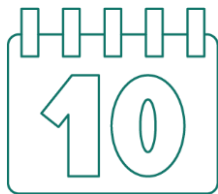


**LIVERUR : A project that has received funding under the H2020 research and innovation programme**

Call: H2020-RUR-2017-2 - Topic: RUR-09-2017. *Business models for modern rural economies.*

Type of action: Research and Innovation Action (RIA)

- Small and Medium Enterprises are the engines of economic growth in rural areas in Europe.
- The LIVERUR project is part of the EU's drive to develop innovation in rural areas and to identify new value-creating opportunities.



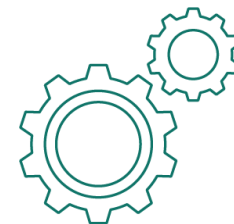
Start date  
1 May 2018

End date  
30 April 2021



Project Budget:  
4.107.005 €

EU  
Contribution  
100%



Coordinator



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# General Presentation of LIVERUR



**Environment &  
Resilience**



**Ressource  
Efficiency**



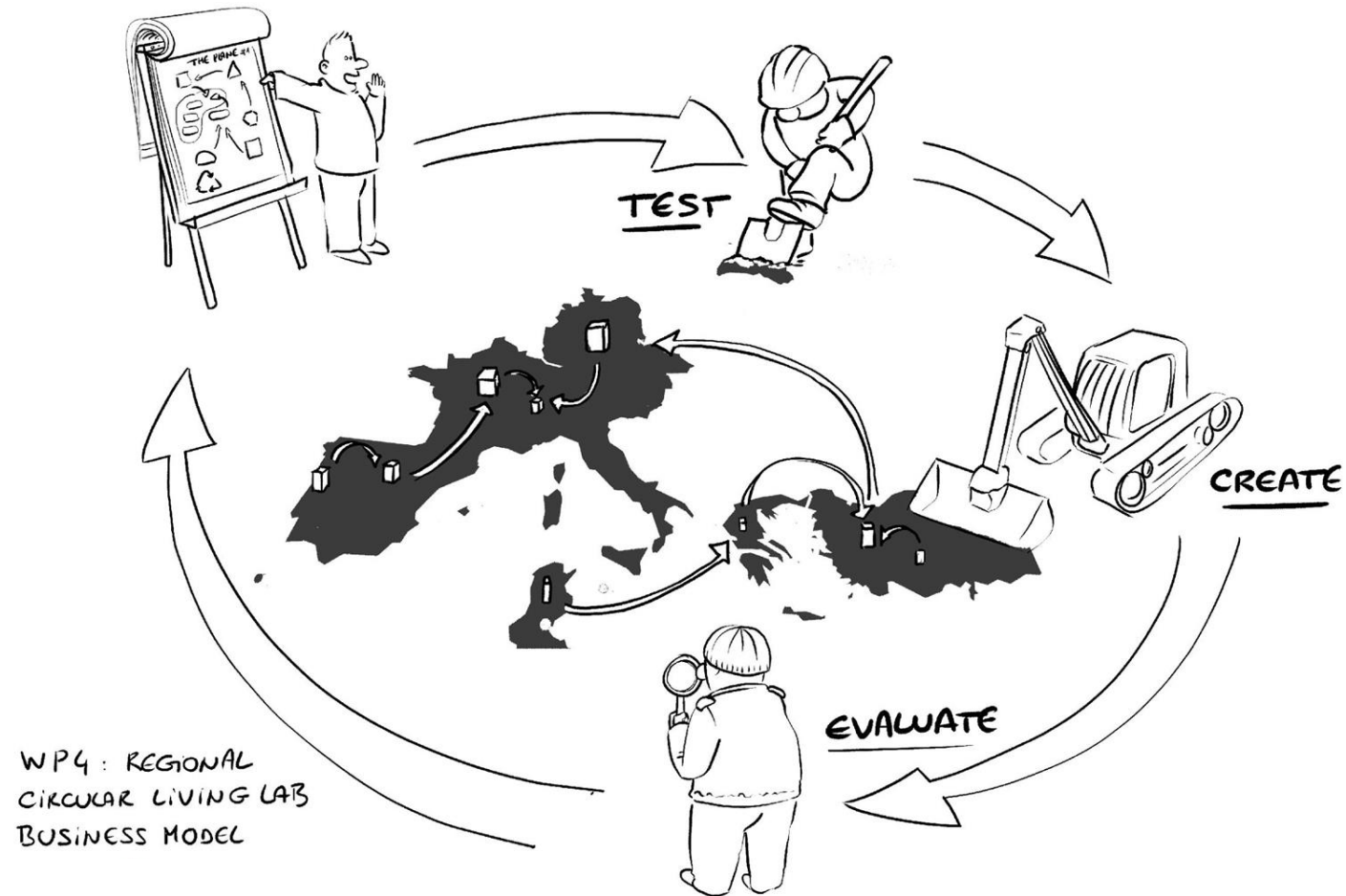
**Competitiveness of  
small and medium  
enterprises**



**New technologies  
New markets**



# General Presentation of LIVERUR



## MULTI-ACTOR APPROACH

Multi – national



Multi – beneficiary



Multi - disciplinary

# General Presentation of LIVERUR



Univerza v Ljubljani



**Academics Institutions**



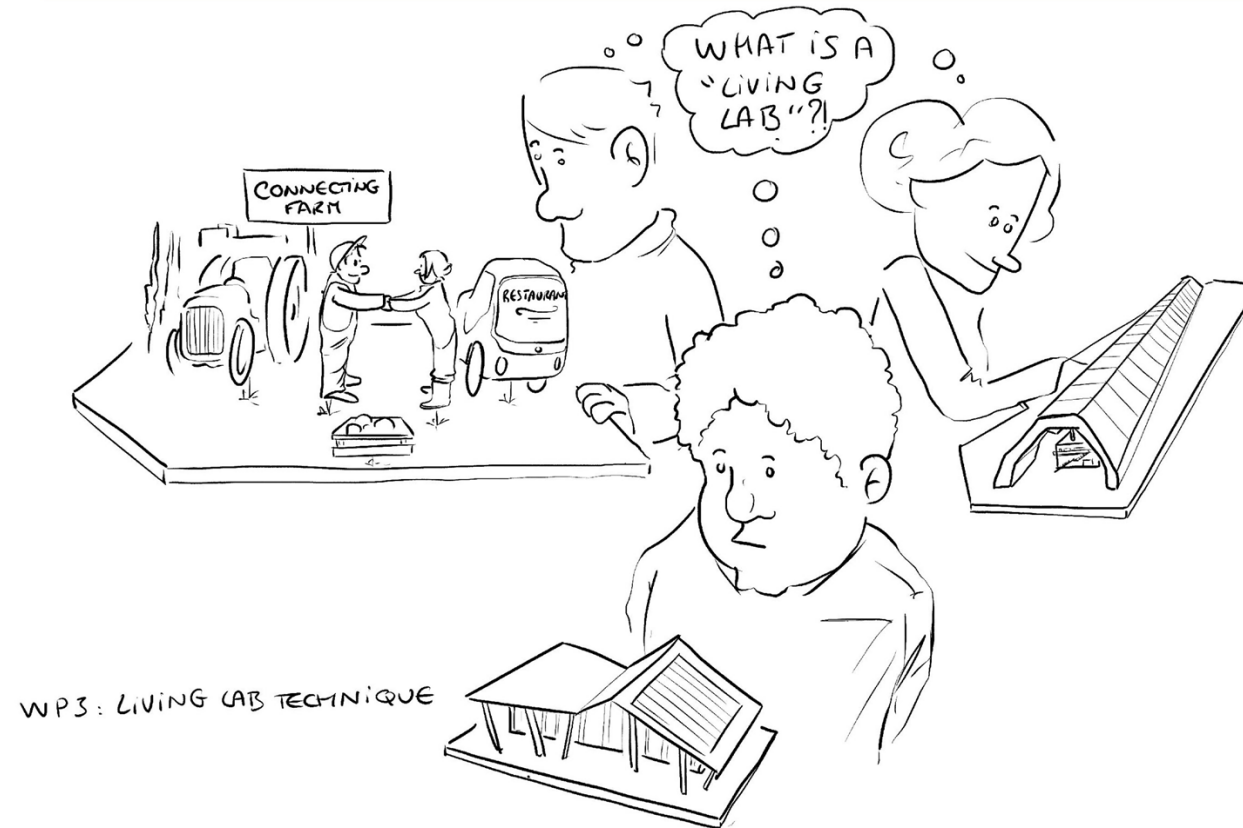
**Innovation Centres &  
Rural SMAEs**



**Public Institutions &  
Rural Associations**

# General Presentation of LIVERUR

## LIVING LAB CONCEPT





# General Presentation of LIVERUR



LIVERUR aims at the  
experimentation and the  
dissemination of innovative models of  
**"LIVING LABs"**  
in a rural environment

*« Open innovation ecosystems,  
user-centers, based on a systematic  
approach of user co-creation which  
integrates innovation and research  
processes in communities and real  
environments »  
(ENoLL, 2018)*

European  
Network of  
Living Labs

# LIVERUR

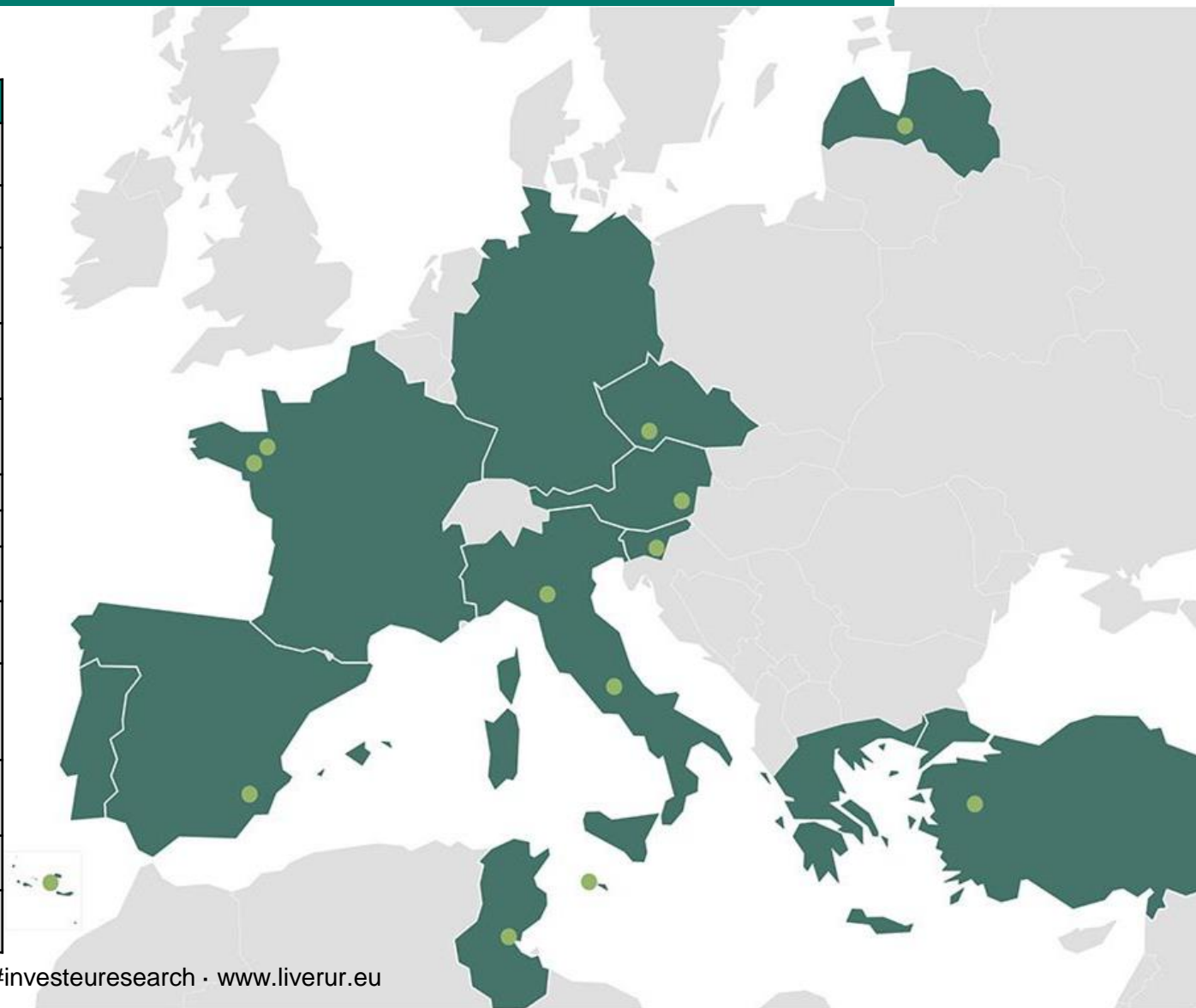
## Piloting zones



# LIVERUR Piloting Areas



Name	Partner	Country
Living Lab in agro-tourism and selling of niche products from the farm	UHLAVA	Czech Republic
Living Lab in organic farming and agro-ecology framework Slovenia	UL	Slovenia
Living Lab in Cultivation activities (Mediterranean climate) with short supply of water and technological penetration	ADRI & UCAM	Spain
Living Lab in Social Farming Specific aim: Deployment of IoT & Blockchain technologies in the food traceability system	TRA	Malta
Living Lab in raising production and transition from traditional to modern business models	ZEKA	Turkey
Living Lab in Lake Trasimeno ecosystem	SOG & UCT	Italy
Living Lab in the production of fruits and vegetables	ZSA	Latvia
Living Lab in Short supply chain in agriculture	RMB	Austria
Living Lab in the West of France for the livestock production chain improvement	CRAPDL & CEA	France
Living Labs in Environment and Resilience - Resource efficiency and management - Competitiveness of SMAEs & rural value chains	CRAB	France
Living Lab in boosting exportation of high quality products; social inclusion framework	E35	Italy
Azores Living Lab: Quality and Sustainable production	FRCT	Portugal
Living Lab in traditional craft sector: circular handmade Berber carpet production	DAR	Tunisia



# Regional circular Living Lab business models



## Steps of working for study



Screening of existing criteria through **desk research** and filtering of relevant **indicators** (OECD, UN, EC, etc.)



Requesting a short project description, quantitative information and **assessment of the indicators** (scale from 0-3) for 3-5 **promising projects** from each of the pilot region partners



Narrowing down and condensing the indicators to a set of **17 indicators in 4 dimensions**



**Comparison and description** of the projects in the regions



Evaluating with the pilot region partner which of the **projects** would be the one with the most **strengths and potential** as well as the **practicability and willingness of cooperation** in the course of the project taking into account the sustainability after LIVERUR ends

# Regional circular Living Lab business models

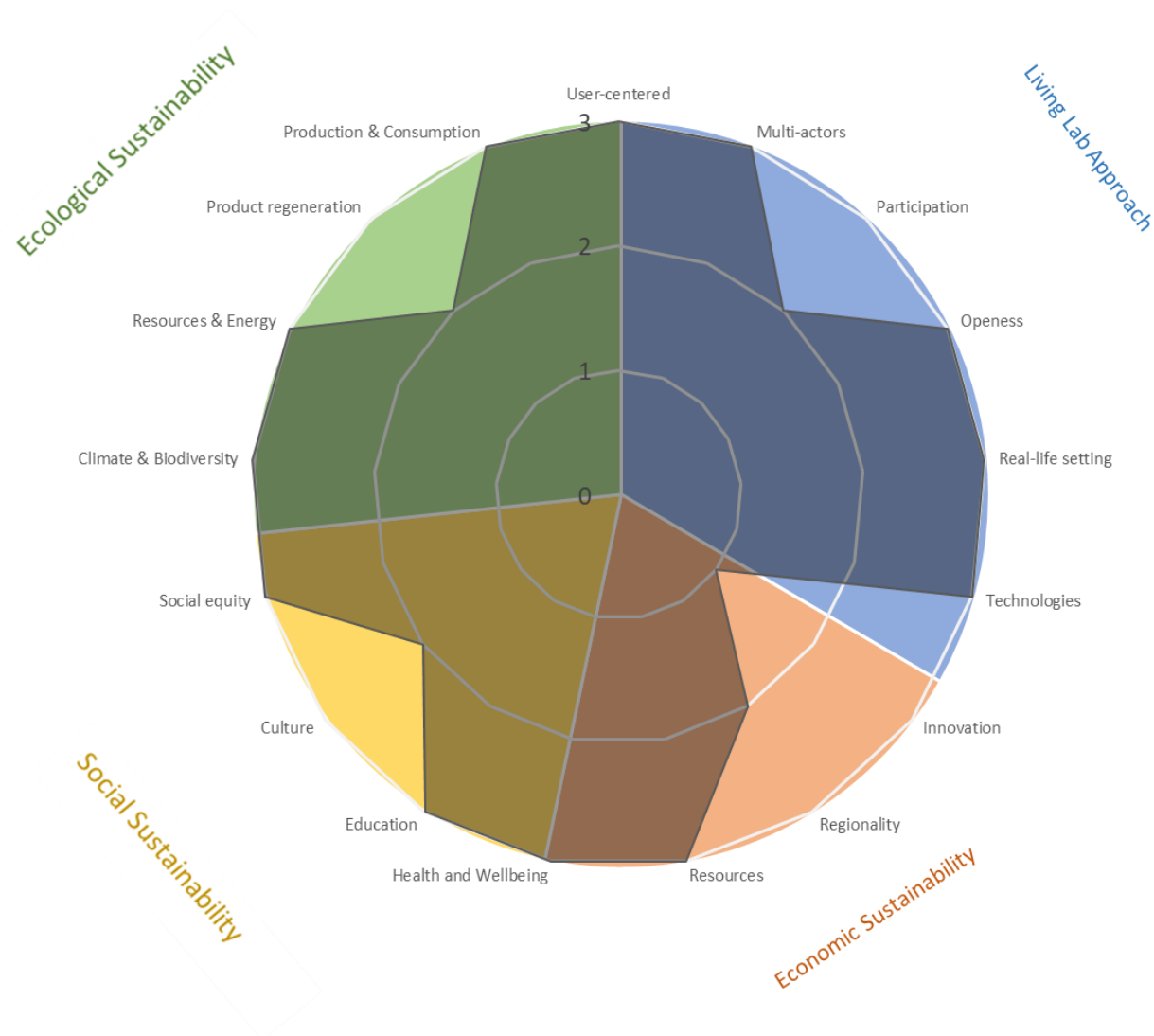


## CASE STUDY: “Cooperativa di Comunità ‘Valle dei Cavalieri’”

1.General Information						
1.1 Project name	Cooperativa di Comunità "Valle dei Cavalieri"					
1.2 Project Partner, Name of Editor, Date of Editing	E35 Foundation for International Projects, Elena Zurli, 25.02.2019					
1.3 Short description of the project	Community cooperative located in Succiso, the high part of the Apennines in the Province of Reggio Emilia. After the closure of the last bar/shop in the city in the 90ies, a group of young people decided to set up a cooperative to react to the economic unsustainability of individual activities and the absence of services of general interest with a collective response involving all residents of the village. Among the main activities developed by the community cooperative there are: traditional sheep farming, cheese production, agritourism (hospitality, restaurant), environmental education for schools, hiking, ecotourism, horse-back riding, information center for the Tuscany and Emilia National Park, mountain huts management, together with services for local people: transport, entertainment, grocery shop, sporting facilities.					
1.4 Website	<a href="https://valledeicavalieri.it/wp/">https://valledeicavalieri.it/wp/</a>					
1.5 Intended impacts	1. To fight against the depopulation of remote mountain areas; 2. To react to the economic unsustainability of individual activities and the absence of services of general interest with a collective response involving all residents of the village					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equiv.):	7	Number of involved stakeholders:		18	



# Regional circular Living Lab business models



# 5 Steps to build, experiment and sustain new models of Living Lab



100%

#1

Analysis of the **rural living lab concept** and conceptualization of existing rural business models in EU and regional areas.



92%

#2

Benchmark to identify, at the level of each territory, the brakes and levers of the **transition from existing models to new models**, on the 4 pillars LIVERUR.



72%

#3

Creation of new circular and regional Living Lab business models: **RAIN**



40%

#4

**Integration of stakeholders** in the deployment of pilot sites via the creation of a digital platform.



18%

#5

Operational experimentation in the **pilot sites**.

# LIVERUR results and sustainability

## WP6. DEVELOPMENT OF A TOOL



## What are the expected benefits of LIVERUR?



### SHORT TERM

- ✓ Sharing of best practices, deployment of business tools and deeper knowledge about the own territory
- ✓ Identification of innovative projects within each rural area and new business opportunities
- ✓ Identify the obstacles and strengths of each territory for the development of innovative Living Lab models



### LONG TERM

- ✓ Increase the diversification potential of the rural economy, creation of new services and jobs
- ✓ Encourage a more sustainable resource mobilization, reduction of waste and an inclusive business structure
- ✓ Strengthen better cooperation between all actors in the value chain



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*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 773757.*

*Disclaimer:*

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