

# Challenges and opportunities in the transition towards modern rural economies

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# The vast potential of rural areas

**50%**

of Europe's surface

They host the continent's natural resources, nurture its biodiversity and feature spectacular landscapes.

Home to over  
**20%**  
of its population

They also play an important role in Europe's economy, with the agricultural sector in particular supporting millions of jobs.







# Anticipated Futures for Modern Rural Economies

Report led by Professor Gerhard Schiefer and available online for consultation. The report is based on a literature study at both EU, national and regional levels.

- Challenges
- Opportunities
- Recommendations



Rubizmo

## Anticipated Futures for Modern Rural Economies



### Deliverable 1.2

(Revised version upon feedback from stakeholder panel)

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# New rural dynamics challenges

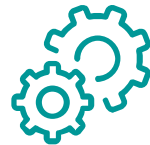
However, rural areas face numerous **challenges** that significantly **impact their activities and attractiveness**:



Urbanisation



Global competition



Automation



Changing markets



Public transport



Environmental challenges



ICT connectivity



Skills & talent development



Services



# New rural dynamics opportunities

**RUBIZMO** believes that rural economies are ripe for change:



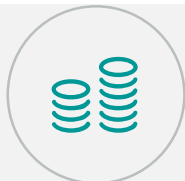
New technologies and forms of collaboration amongst actors and sectors



Growing acknowledgement of biodiversity and climate change mitigation



Valorisation of ecosystem services for touristic activities



A new wave of entrepreneurial and economic activity fueled by the bioeconomy, agri-tech ...





# Recommendations for Modern Rural Economies



**A comprehensive planning** is needed to insure the inclusion of all required features at the right time, i.e. infrastructures, market, services



**A simultaneous effort from all stakeholders** is needed to turn the opportunities into realities. This includes businesses, supporting actors and public agencies





# The Rubizmo Approach

For these opportunities to be fully exploited, rural entrepreneurs and networks need



Assistance in defining the right business models



Support to cultivate fresh business ideas



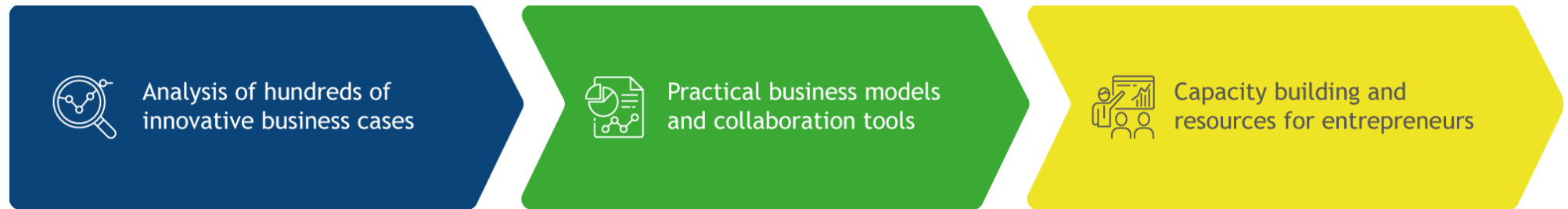
Well connected and supportive networks



# The Rubizmo Approach

## 3 areas of analysis and support

A three-stage process to cultivate fresh business ideas, choose the right business models and develop thriving environments for economic prosperity

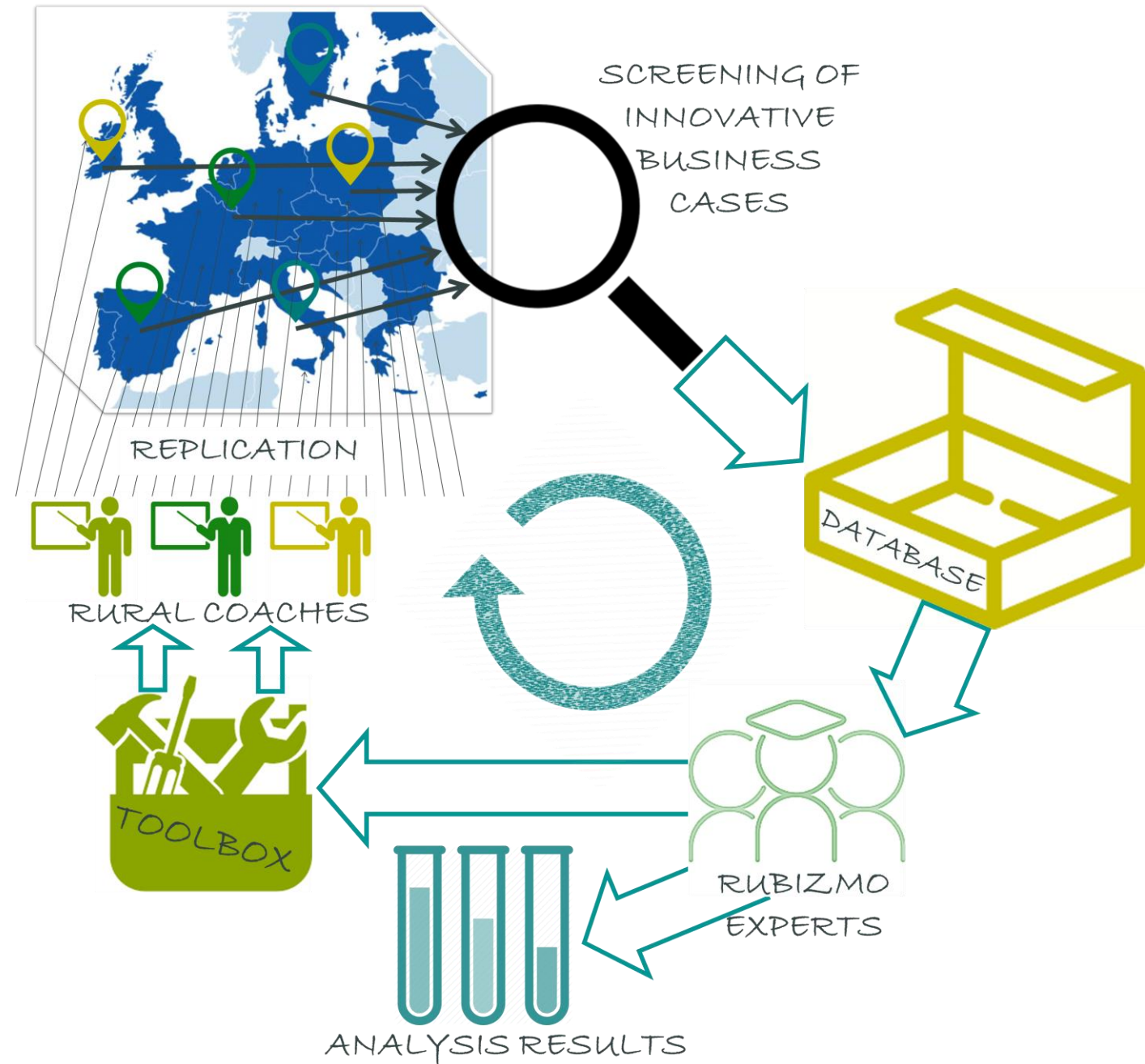


Special focus will be given to generating **benefits for the economy, environment and society in equal measure** - turning areas of shared value into operational business cases





# Working together to create impact for rural businesses and communities





# The Rubizmo Approach

## 3 key sectors

Three complementary and interlinked sectors have been chosen for analysis and support because of their commercial potential, prospects for sustainable job creation and social value to rural communities



**Food**



**Bio-Based Value Chains**



**Ecosystem Services**





# Partners



WROCLAW UNIVERSITY  
OF ENVIRONMENTAL  
AND LIFE SCIENCES







# Follow our journey

We regularly share insights from an international team of business innovators, investor gateways, researchers and NGOs working to identify and analyse the best opportunities for rural jobs and growth.



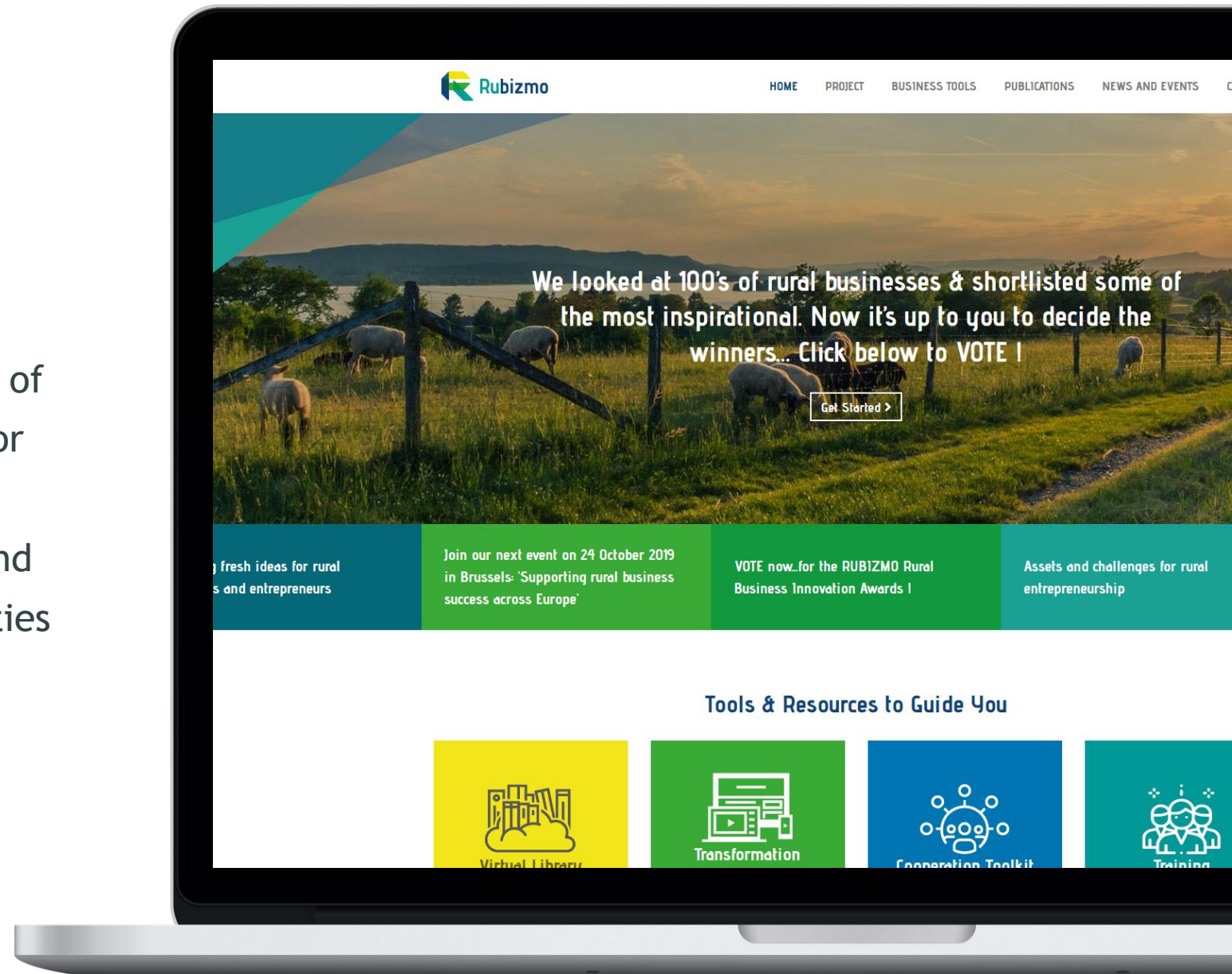
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# Thank you



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