

Rural Pact Conference

15-16 June 2022



Rural research and innovation ecosystems: social innovation, tourism and cultural and creative industries, start-up villages





Agenda

Rural research and innovation ecosystems: social innovation, tourism and cultural and creative industries, start-up villages

Speakers:

- Prof. Simona TONDELLI, Deputy Rector, Full Professor Of Urban And Regional Planning, Alma Mater Studiorum - University Of Bologna, Italy
- Mr. Daniel BASULTO, Project Coordinator TExTOUR, Fundación Santa María La Real, Spain
- Ms. Edina OCSKO, Director of E40 Group
- Mr. Sotiris TSOUKARELIS, Community Member, The High Mountains Social Cooperative, Greece

Moderator: Arianna Pasa, Research Programme Officer, DG Agriculture and Rural Development

Facilitator: Anton Valkov



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Introduction of R&I ecosystems in rural areas



Prof. Simona Tondelli
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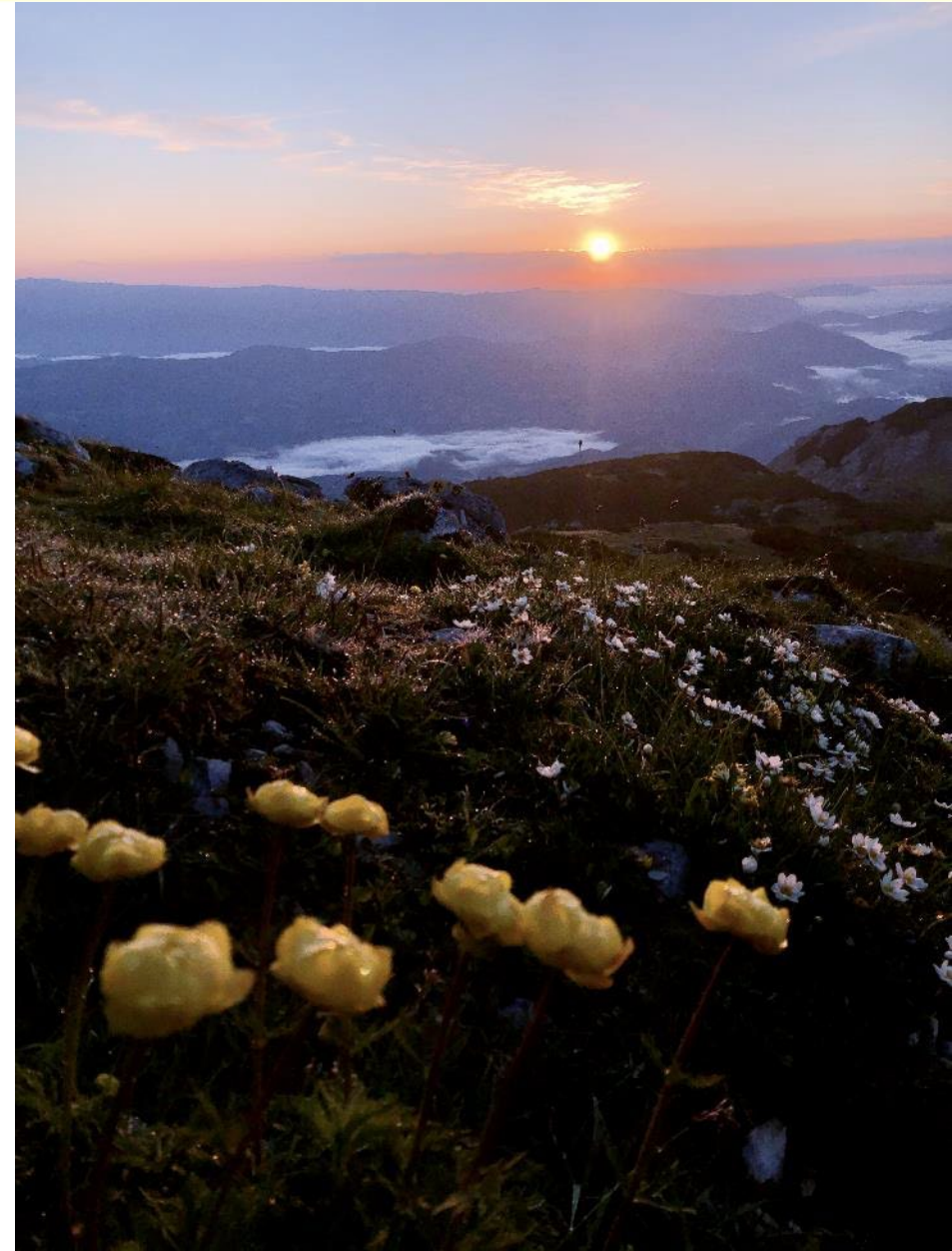
Rural centered research

- sustainable and inclusive rural development
- community resilience
- services differentiation
- participatory planning options
- impacts monitoring

share knowledge and good practices

allow cascade funding

enlarge the scope of initiatives mainly addressing cities



Innovation in rural areas

Technological (TRL)
/ Social (SRL)

Rooted in local cultural and
natural heritage
/ Creating new culture

Supporting local resources
/ Integrating new skills and
abilities



@RURITAGE photocontest – credits Doerwald Bernd

R&I ecosystems in rural areas



Innovation happens in *places*



No defined perimeter of the «innovation ecosystem»



Specific *local conditions* enable ecosystems to flourish



Need to build cooperation networks beyond administrative boundaries



Multi-stakeholder collaboration

Policy
Research
Entrepreneurs
Community and civil society

- Develop System Thinking
- Nurture Collaboration
- Promote capacity building
- Develop a sense of belonging



@RURITAGE Ruritania serious game

Barriers

- Governmental
- Organisational
- Lack of personal skills (human capital)
- Lack of infrastructure
- Multiple actors with multiple (contrasting) interests
- Financial



@RURITAGE photocontest – credits Mauro Corinti

Enabling conditions

Human Capital

- Increase people's knowledge, skills and motivation
- Attract people (salary?)
- Leave no one behind
- Fill the digital divide between urban and rural areas

Social Capital

- Adopt a participatory governance model: boost cooperation between institutions, communities, businesses, trade unions, schools, and voluntary organisations
- Develop integrated policies
- Promote formal and informal partnerships



@RURITAGE photocontest – credits Efstratios Kapetanas

Enabling conditions

Cultural Capital

- exploit digital interaction and promote small-scale open- air events
- ensure a variety of cultural participation thanks to citizens' proximity

Natural Capital

- boost the development of a new form of slow tourism
- raise awareness on the links between human and ecosystems' health
- invest in green infrastructure and slow mobility infrastructure
- rediscover local food production



Enabling conditions

Financial Capital

- invest to develop comprehensive regeneration plans
- improve the long-term competitiveness of rural territories

Built Capital

- improve transport and mobility and digital infrastructures
- promote rural areas as multifunctional places to live in beyond the traditional agricultural-related jobs
- integrate urban inhabitants interested in moving to rural areas
- properly plan future sustainable development of rural areas, while avoiding unplanned gentrification issues



@RURITAGE photocontest – Serkan Çolak

A scenic landscape featuring rolling hills, a small village with several houses, and distant mountains under a cloudy sky. The foreground is dominated by a field of tall, golden-brown grass. The text "Thank you" is overlaid in the center in a large, white, sans-serif font.

Thank you

even a ruin can be hope

Miguel de Unamuno



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TEX TOUR

Re-thinking cultural
tourism in Europe and
beyond

Fundación Santa María la Real

Daniel Basulto





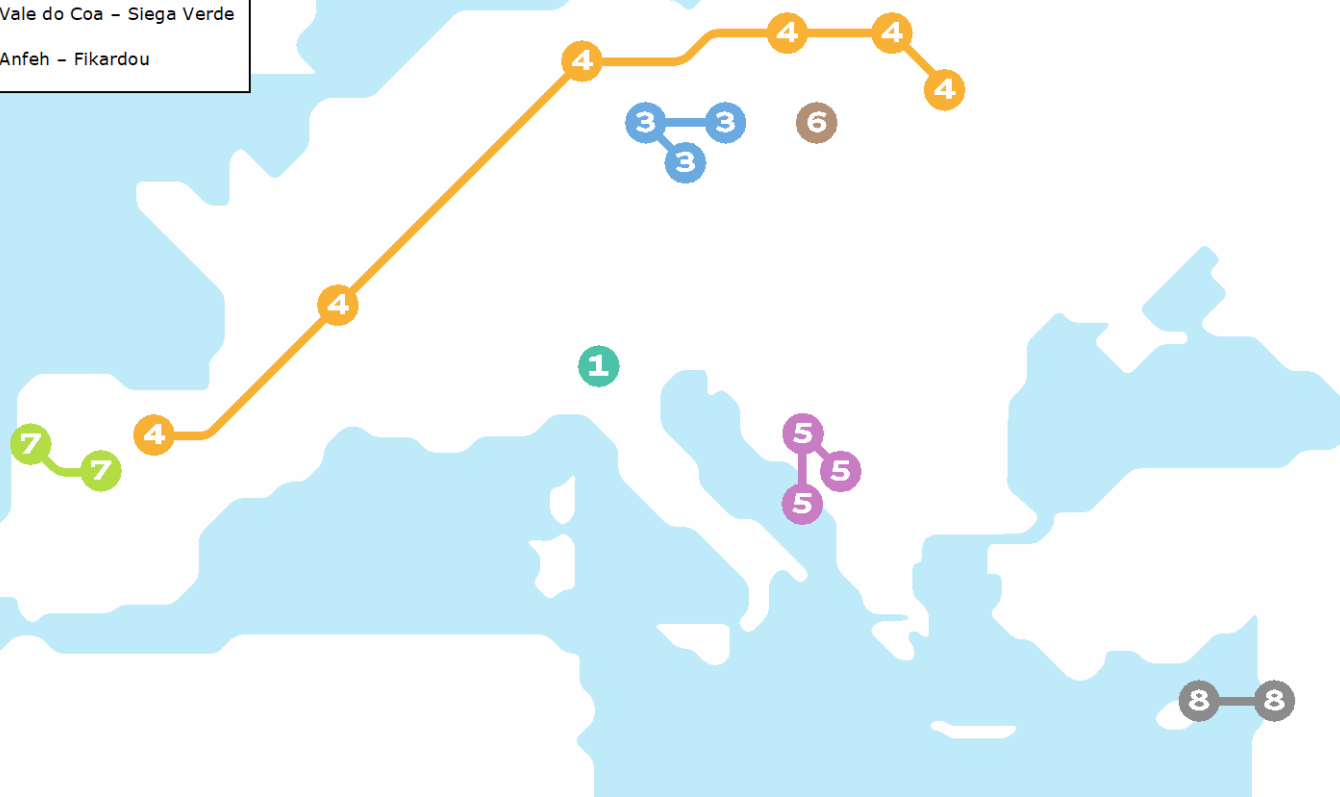
Our goal?
**To integrate cultural heritage,
tourism activities and local
communities - sustainably.**

The result?
**A greener environment, a
healthier economy and happier
people.**

TEXTOUR

Pilot cases and routes

- 1 Crespi d'Adda
- 2 Narva
- 3 Umgebindeband
- 4 Via Regia
- 5 Trebinje
- 6 Tarnowskie Góry
- 7 Vale do Coa - Siega Verde
- 8 Anfeh - Fikardou



Pilots

Eight diverse and complementary “cultural tourism” areas to test a wide range of scenarios



INLAND



COASTAL



REMOTE



RURAL



URBAN

A scenic landscape featuring rolling hills, a small village with several houses, and distant mountains under a cloudy sky. The foreground is dominated by a field of tall, golden-brown grass. The text "Thank you" is overlaid in the center in a large, white, sans-serif font.

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Social innovation in Smart Villages

The Case of Ostana

Edina Ocsko (E40)
Smart Rural 21 Project Coordinator

How to define social innovation?

Societal change (impact) is expected through *innovation*.

Hard to define. Danger to soften up too much. Need to **sharpen**.

Several initiatives, projects, policies came up with their own definitions:

- ✓ **Social** (goal/objective, outcome or process?)
- ✓ **Innovation** ('technologically' innovative and/or in its own context)



Improving farmers' *mental, physical & social* wellbeing through social innovation: **farmers' wellbeing** (goal) & **new practice in its own context**



Smart Villages: **impact on local society (outcome)** & digital but not only **BUT** even when digital/ technological **social impact is needed** (interface of social & technological)

Innovative responses to social challenges

“If you don’t feel that you have a challenge, I’m sorry to say, you will innovate nothing.”

(Professor Henrique Leitão, a historian of science)



Social challenge: mental wellbeing, stress, physical wellbeing, generational renewal, intra-family conflicts, workload – income, access to services ... -> **ageing of the farming sector**



Social challenge: lack of services (health, education, etc.), lack of employment, no diversification, digital divide ... -> **depopulation & ageing of rural areas** + climate change, quality food ... -> **negative impact on society**



Ostana (Italy)



Reversing depopulation

1921: 1,200 inhabitants

1985: 5 inhabitants

2021: 50 permanent inhabitants



Giacomo Lombardo (former mayor)



Silvia Rovere (Mayor)

Tiny Italian town celebrates as it welcomes first baby in 28 years

Population decline has been a problem plaguing small towns and villages in Italy for years, such as Ostana, which currently has 85 inhabitants.

[f](#) [t](#) [e](#) [in](#) [g](#)

[READ THE CONVERSATION](#)

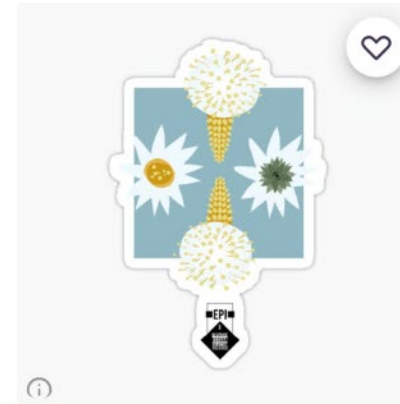


Since the 1980s, the Italian town of Ostana had not seen the birth of a single baby.

ADVERTISEMENT

Ostana Collection 24 Results

Ostana Collection, an EPI project for create modern design from the rural Italian community of Ostana.



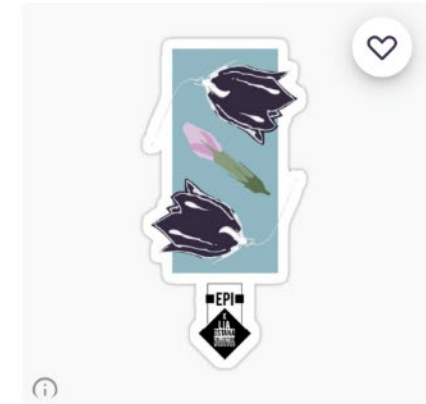
Daisy firework Sticker

From €1.41



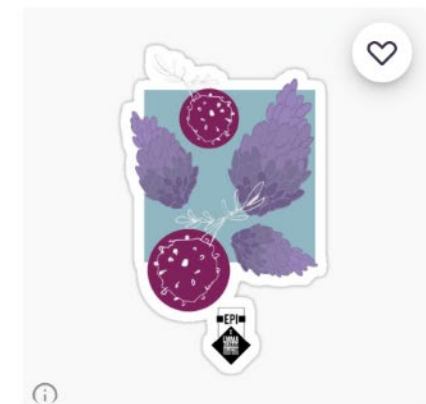
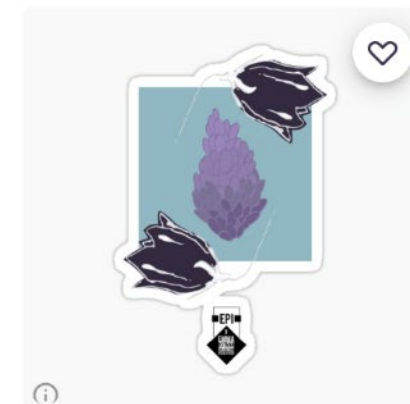
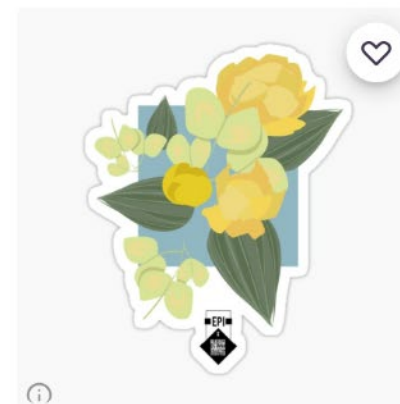
Trifolium Blossom Classic T-S...

€22.19



Campanula Trifolium Sticker

From €1.41



Human Library of the Alps

www.bibliotecavivitedellealpi.it



Source: Viso a Viso

A scenic landscape featuring rolling hills, a small village with several houses, and distant mountains under a cloudy sky. The foreground is dominated by a field of tall, golden-brown grass. The text "Thank you" is overlaid in the center in a large, white, sans-serif font.

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Tsoumakers open lab – start-up village

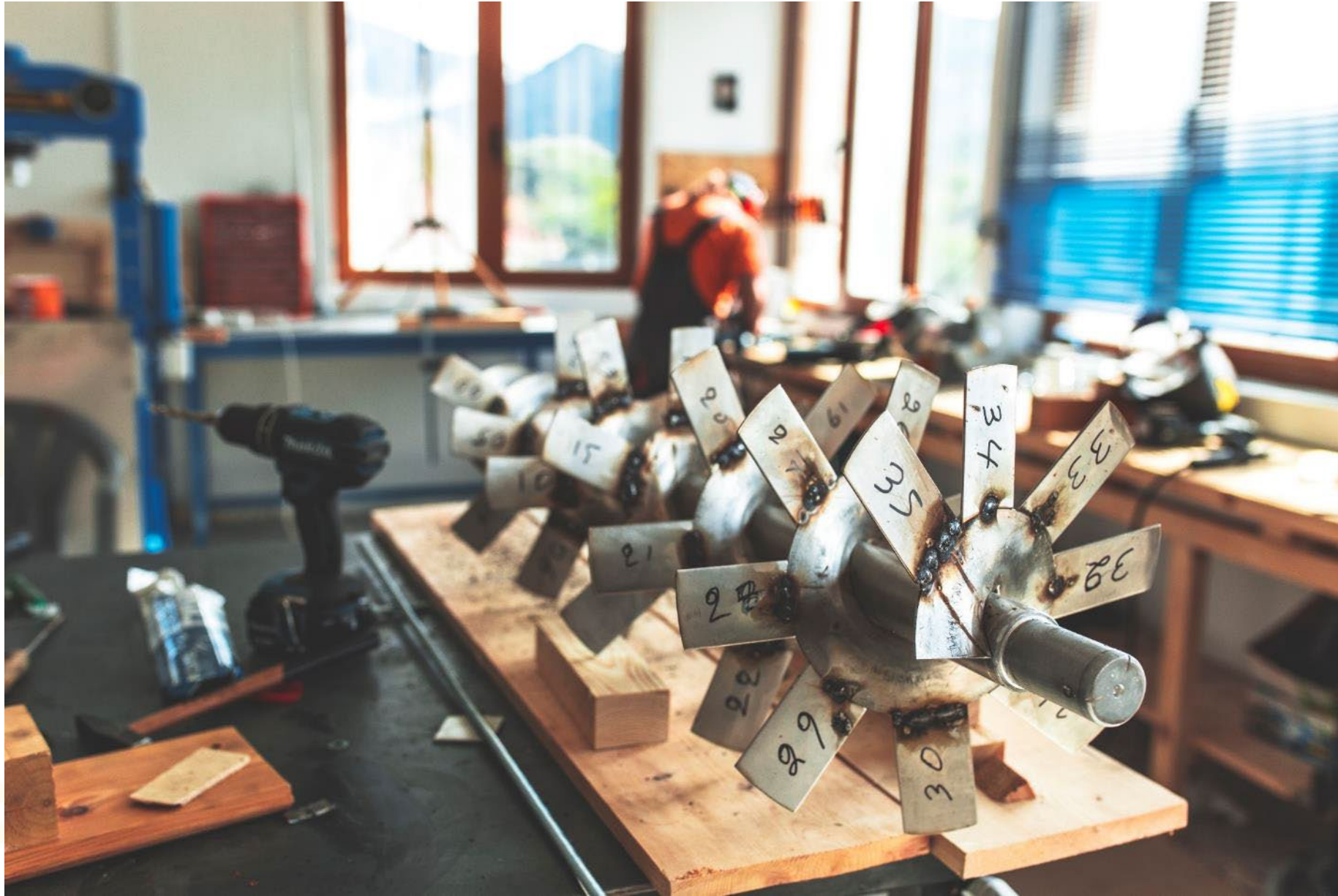
Sotiris Tsoukarelis

Community Member, The High Mountains Social
Cooperative, Greece









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Thank you

Time for your voices



How can we contribute to the Rural Pact?



Conversations in small groups

1. Introduce each other and share any activities you already have related to the session topic
2. Exchange ideas and take notes on the Template

Template

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How can we contribute to the Rural Pact?

Session topic: _____

Participants:

Key Ideas:

What new ideas emerged from the presentations? What key ideas can you share from your own context?

Opportunities for collaboration:

What opportunities for collaboration do you see?

Concrete actions (name, organisation, action)*:

What concrete actions are you willing to take to contribute to the Rural Pact?

Don't forget to submit a commitment!

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COMMITMENT CANVAS

What concrete actions am I / is my organisation willing to take to contribute to the Rural Pact?

Please fill out one canvas for each commitment you are willing to submit

| | |
|--|-----------------|
| This is: <input type="checkbox"/> An idea for a commitment / <input type="checkbox"/> A formal commitment | |
| Name: Name of organisation: Sector/type of organisation: | |
| Contact email: | Country: |
| Are you a member of the Rural Pact Community? <input type="checkbox"/> Yes / <input type="checkbox"/> No | |
| Description of the commitment: | |
| Key milestones you are planning: | |
| Which objective does the commitment contribute to? <input type="checkbox"/> Amplify rural voices <input type="checkbox"/> Networking & collaboration <input type="checkbox"/> Acting for rural areas | |



“Harvesting” from our conversations

1) What new ideas emerged from our conversations?

2) What opportunities for collaboration came to life that would contribute to the Rural Pact?

slido

#Valley



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