GRANULAR

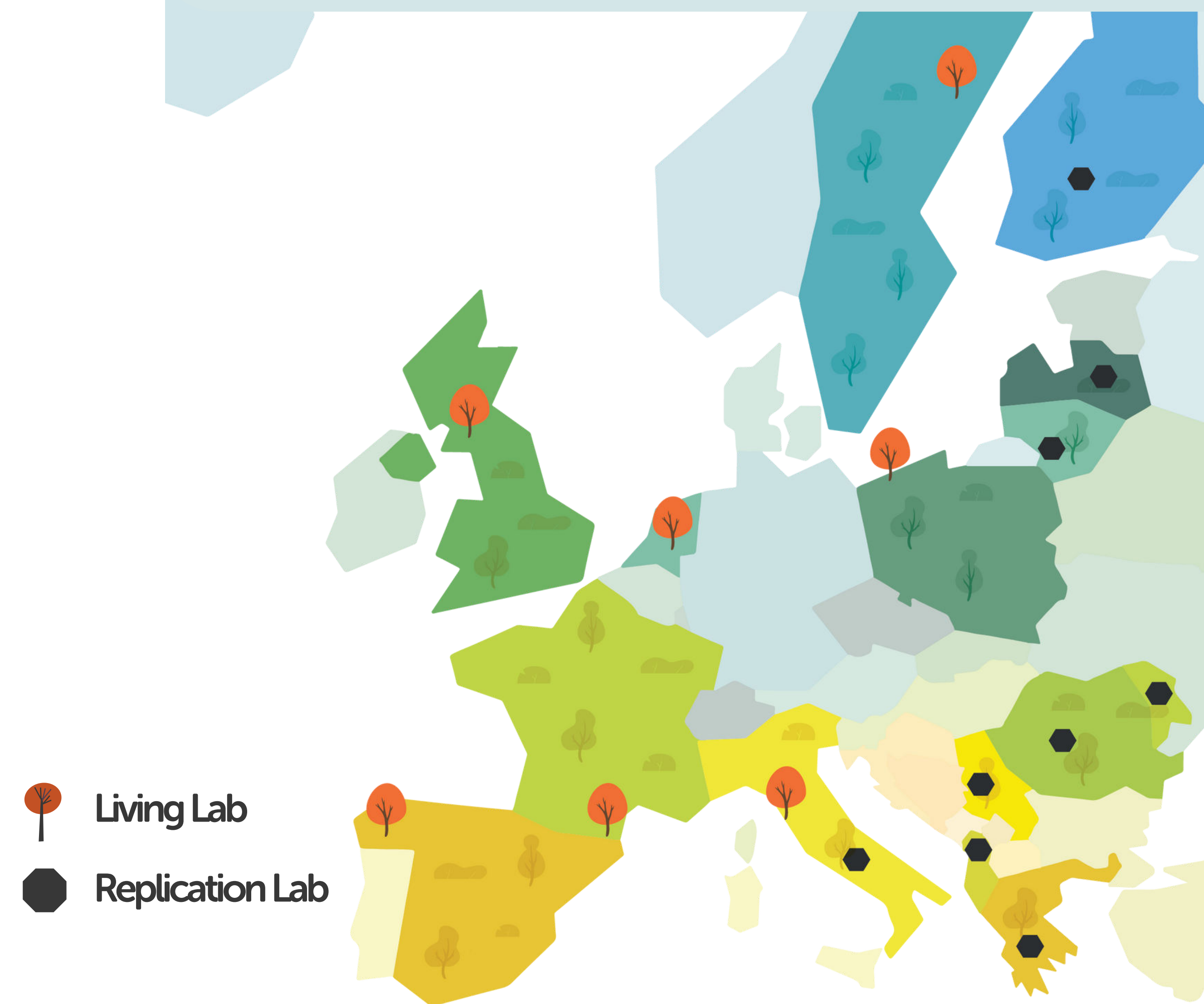# BETTER KNOWLEDGE FOR BETTER RURAL POLICIES

ABOUT US

Rural areas cover approximately 80% of the European Union's surface and are home to 30% of its citizens. Rural areas are also very different from one another. Geographical specificities, as well as economic and social characteristics, and environmental and cultural assets, also play a role in making rural areas heterogeneous.

Today, we lack data at the appropriate level of granularity to understand and grasp rural diversity. We also lack practical tools to develop place-based policies that fit rural specificities and are able to guide rural areas in their multiple transitions: agro-ecological, demographic, industrial and energetic.

GRANULAR is a multi-disciplinary and trans-national European research and innovation project (2022-2026) that stands for "Giving Rural Actors Novel Data and Re-Usable Tools to Lead Public Action in Rural Areas".

GRANULAR aims to generate novel data and reusable tools to understand the characteristics and dynamics of rural areas. By doing so, GRANULAR will contribute to bridging existing gaps and developing better data for better rural polices. Hence, the overarching ambition of GRANULAR is to promote sustainable territorial development and place-based policies for rural areas.
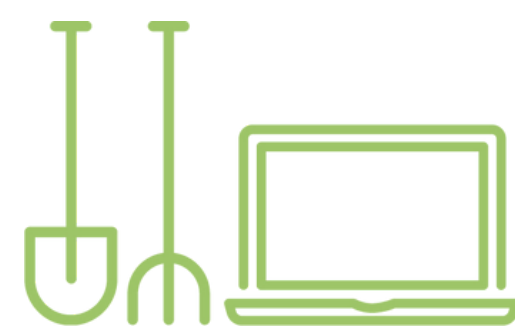
OUR LIVING AND REPLICATION LABS

- 🔴 Living Lab
- ⬢ Replication Lab

OUR OBJECTIVES

- Supporting just digital, economic and ecological transitions in rural areas.
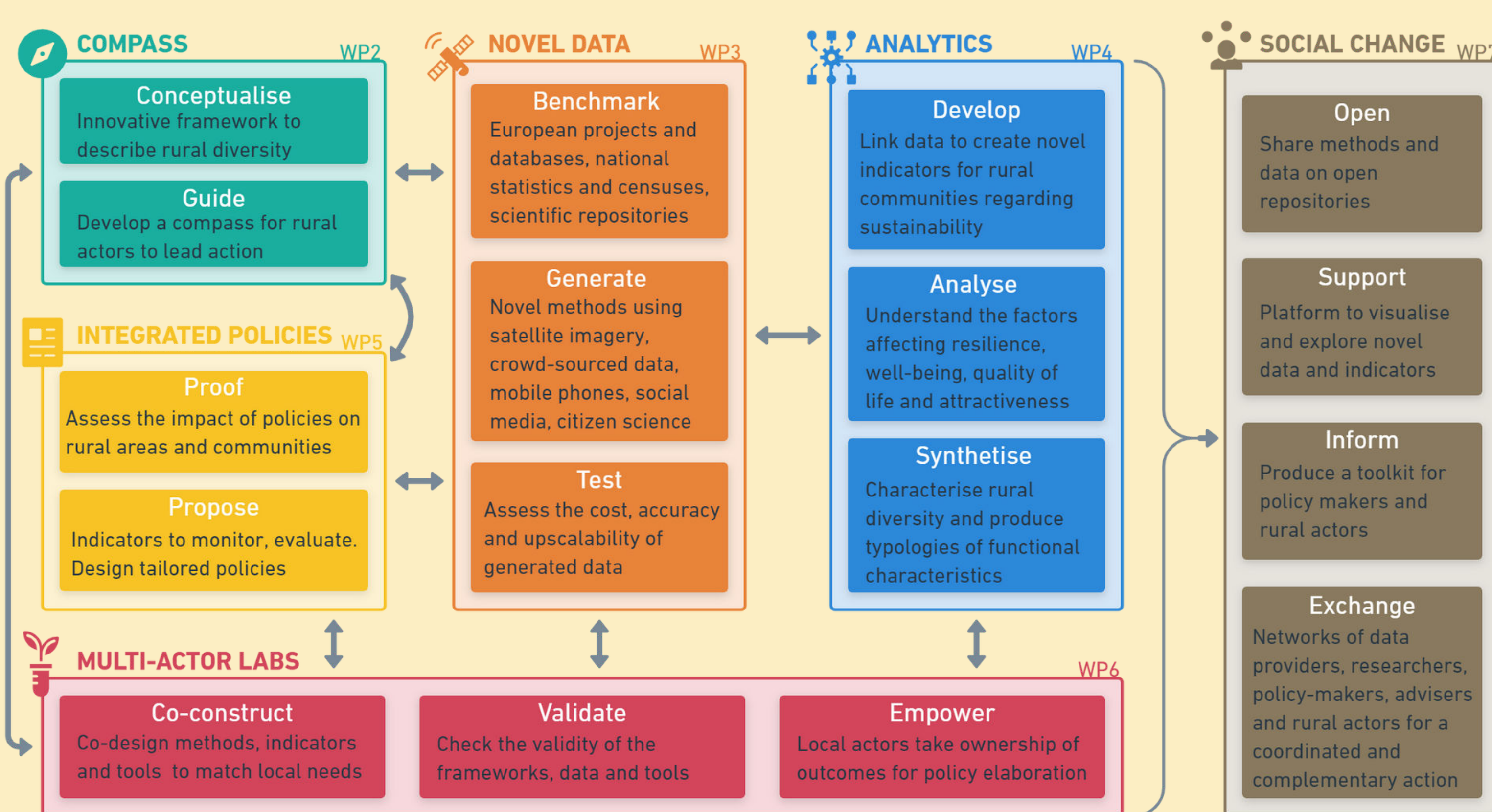- Conceptualising rural diversity, its multiple characteristics and functionalities
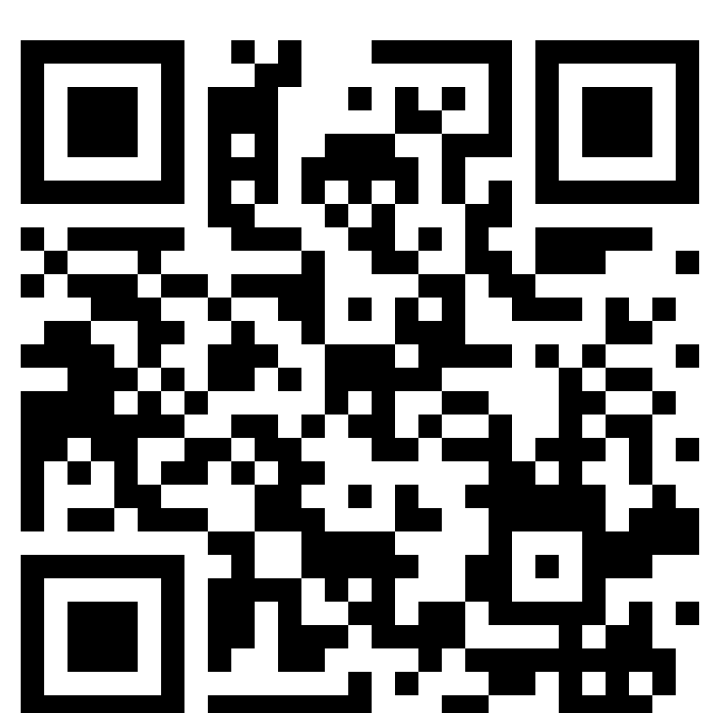- Informing rural actors on the diversity of rural areas
- Empowering rural actors to engage in just, carbon-neutral and inclusive transitions

OUR APPROACH

COMPASS — WP2

- **Conceptualise** — Innovative framework to describe rural diversity
- **Guide** — Develop a compass for rural actors to lead action

INTEGRATED POLICIES — WP5

- **Proof** — Assess the impact of policies on rural areas and communities
- **Propose** — Indicators to monitor, evaluate. Design tailored policies

MULTI-ACTOR LABS — WP6

- **Co-construct** — Co-design methods, indicators and tools to match local needs
- **Validate** — Check the validity of the frameworks, data and tools
- **Empower** — Local actors take ownership of outcomes for policy elaboration

NOVEL DATA — WP3

- **Benchmark** — European projects and databases, national statistics and censuses, scientific repositories
- **Generate** — Novel methods using satellite imagery, crowd-sourced data, mobile phones, social media, citizen science
- **Test** — Assess the cost, accuracy and upscalability of generated data

ANALYTICS — WP4

- **Develop** — Link data to create novel indicators for rural communities regarding sustainability
- **Analyse** — Understand the factors affecting resilience, well-being, quality of life and attractiveness
- **Synthetise** — Characterise rural diversity and produce typologies of functional characteristics

SOCIAL CHANGE — WP7

- **Open** — Share methods and data on open repositories
- **Support** — Platform to visualise and explore novel data and indicators
- **Inform** — Produce a toolkit for policy makers and rural actors
- **Exchange** — Networks of data providers, researchers, policy-makers, advisers and rural actors for a coordinated and complementary action

OUR OUTPUTS

- 7 Living Labs and 9 Replication Labs: to co-design tools, data and analyses to guide decision-making.
- Unpacking rural diversity to guide public policies.
- Rural proofing mechanism applied to 4 European policies.
- Thematic topics: climate neutrality, socio-economic resilience, food systems, wellbeing, attractiveness.
- Online repository: existing and new data sources for rural areas.
- Novel data for rural areas: crowd-sourcing, social media, citizen science, remote sensing and web scraping.
- Briefs, reports and analyses: on thematic topics, European and national policies, rural proofing.

ruralgranular.eu

@ruralgranular