

Vibrant Rural Areas: tools and policies for resilient and competitive economies

Knowledge Transfer Accelerator | 5th activity
16 May (11:00- 12:30 CET), online

Economic resilience is the capacity of a country or region to absorb shocks and recover rapidly. **In rural areas**, resilience reflects the ability to manage and adapt to the economic, ecological, and cultural vulnerabilities that are often inherent to these areas.

Several factors shape the **economic resilience of rural areas** ranging across business ecosystem dynamics, socio-economic factors and demographic trends. The GRANULAR project has developed new **data and indicators** to assess socio-economic resilience, social cohesion, and vulnerability of rural areas at different territorial scales. The data and indicators provide a new **methodology to monitor socio-economic trends** and inform policy makers on gaps and needs.

This webinar will focus on **rural resilience**, with an emphasis on experimental and crowd-sourced data to measure **economic diversity**. It will also examine how the [Competitiveness Compass](#) and the [EU Startup and Scaleup Strategy](#) – and their core areas: innovation, decarbonisation, and business diversification – can enhance **economic resilience** of rural areas and strengthen the EU's competitiveness.

By bringing together researchers and practitioners, this event will assess the potential of these new indicators to inform policy and decision-making. Key discussions will explore the links between economic complexity, business diversity, and innovation in rural areas, as well as their role in fostering sustainable rural development.

PROGRAMME

11:00 – 11:05	Welcome & Introduction – <i>Serafin Pazos-Vidal, European Association for Innovation in Local Development (AEIDL)</i>
11:05 – 11:10	What is economic resilience? Insights from literature – <i>Carlos Tapia, Nordregio</i>
11:10 – 11:20	Innovation and Competitiveness in EU Rural Areas – <i>Michaela Batorova, Joint Research Centre, European Commission</i>
11:20 – 11:35	Rural Business Resilience: measuring economic diversity – <i>Carlos Tapia, Nordregio</i>
11:35 – 11:45	Alternative models for thriving economies (<i>Speaker TBD</i>)
11:45 – 12:25	Panel discussion: strengthening economic resilience in EU rural areas & Interaction with the public
12:25 – 12:30	Conclusions and next steps – <i>Merveille Ntabuhashe, European Association for Innovation in Local Development (AEIDL)</i>