

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>