

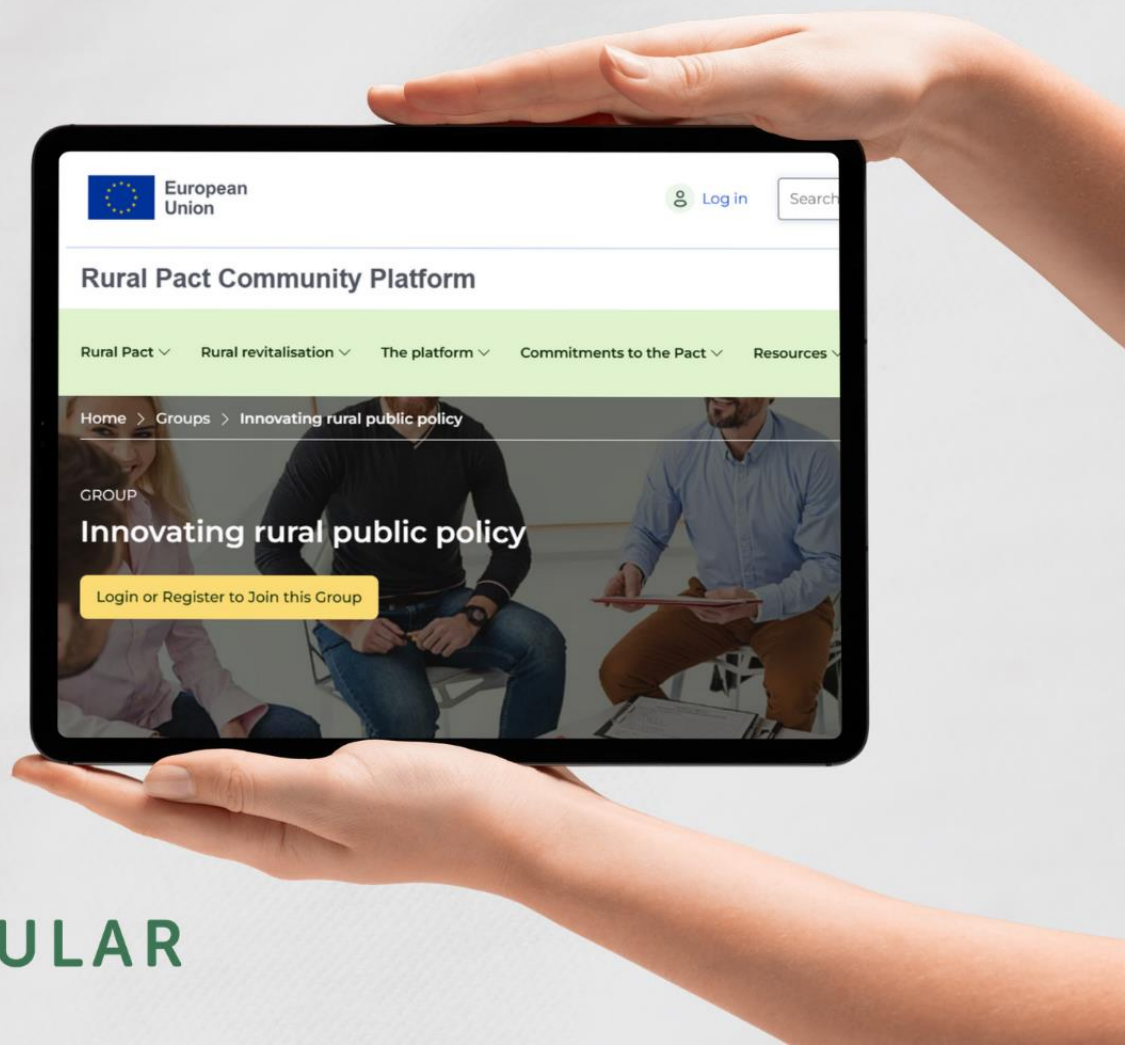
RUSTIK & GRANULAR FINAL CONFERENCE



24–25 June 2026
Brussels

INNOVATING RURAL PUBLIC POLICY

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LAND  KÄRNTEN


Castilla-La Mancha



GRANULAR

Agenda – 24 June

13:30 – 14:00	Arrival & registration (welcome coffee)
14:00 – 14:05	Welcome & Introduction – Serafin Pazos Vidal, European Association for Innovation in Local Development (AEIDL)
14:05 – 14:20	Understanding territorial complexity in Europe • Opening remarks – Michelle Marshalian, Joint Research Centre
14:20 – 14:40	Introduction to GRANULAR & RUSTIK: scope, gaps and complementarities • Tristan Berchoux, GRANULAR Coordinator • Simone Sterly, RUSTIK Coordinator
14:40 – 15:30	Round table: Data and evidence to characterise rural and territorial challenges in Europe • GRANULAR: Data collection in rural areas – Ian McCallum, International Institute for Applied Systems Analysis (IIASA) & Michael Kull, Natural Resources Institute Finland (Luke) • GRANULAR French Living Lab – Louisse Chasset, Pays Pyrénées Méditerranée • RUSTIK: Monmouthshire Living Lab – Demelza Jones, Monmouthshire County Council • Marc Bournisien de Valmont, Organisation for Economic Co-operation and Development (OECD) <i>Moderated by Alessandro Sorichetta, University of Milan</i>
15:30 – 16:00	Coffee break – Multi-Actor Labs stories

Agenda – 24 June

16:00 – 16:50

Rural diversity and complexity: analytical approaches for rural areas

- RUSTIK: Functional rural areas framework – *Francesco Mantino, Council for Agricultural Research and Economics (CREA)*
- GRANULAR Rural typology – *Carlos Tapia, Nordregio*
- *Theona Morrison, Scottish Rural Action*
- *Vasileios Margaras, European Parliamentary Research Service (EPRS)*

Moderated by Serafin Pazos-Vidal, AEIDL

16:50 – 17:50

Tools & frameworks to understand rural complexity

- GRANULAR indicators on quality of life – *Gundi Knies, Thünen-Institute*
- GRANULAR Dutch Living Lab – *Kimberly Wevers, P10*
- RUSTIK Geographical indication system “on the way to local food” – *Petya Slavova, Sofia University*
- *Carole Esclapez, DG AGRI, European Commission*

Moderated by Serafin Pazos-Vidal, AEIDL

17:50 – 18:00

Closing of the day

- *Tristan Berchoux, GRANULAR Coordinator*
- *Simone Sterly, RUSTIK Coordinator*

18:00 – 19:00

Networking cocktail



GRANULAR



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UK Research
and Innovation



Opening remarks: Understanding territorial complexity in Europe

Michelle Marshalian, Joer Research Center

GRANULAR × RUSTIK · FINAL CONFERENCE · BRUSSELS, 24 JUNE 2026

Understanding territorial complexity in Europe

Michelle Marshalian

Joint Research Centre (JRC) · European Commission



What do we actually mean by a “territory”?

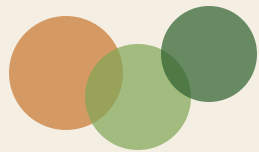
We govern by lines on a map. People live across them.

ADMINISTRATIVE VIEW



Tidy, fixed boundaries — but blind to how places connect.

FUNCTIONAL VIEW



Defined by flows — commuting, services, labour markets — overlapping and lived.

- Functional Urban Areas (FUAs) comprise a densely populated city and its surrounding commuting zone.
- Functional Rural Areas (FRAs) consist of a market town and the hinterland it serves.



1

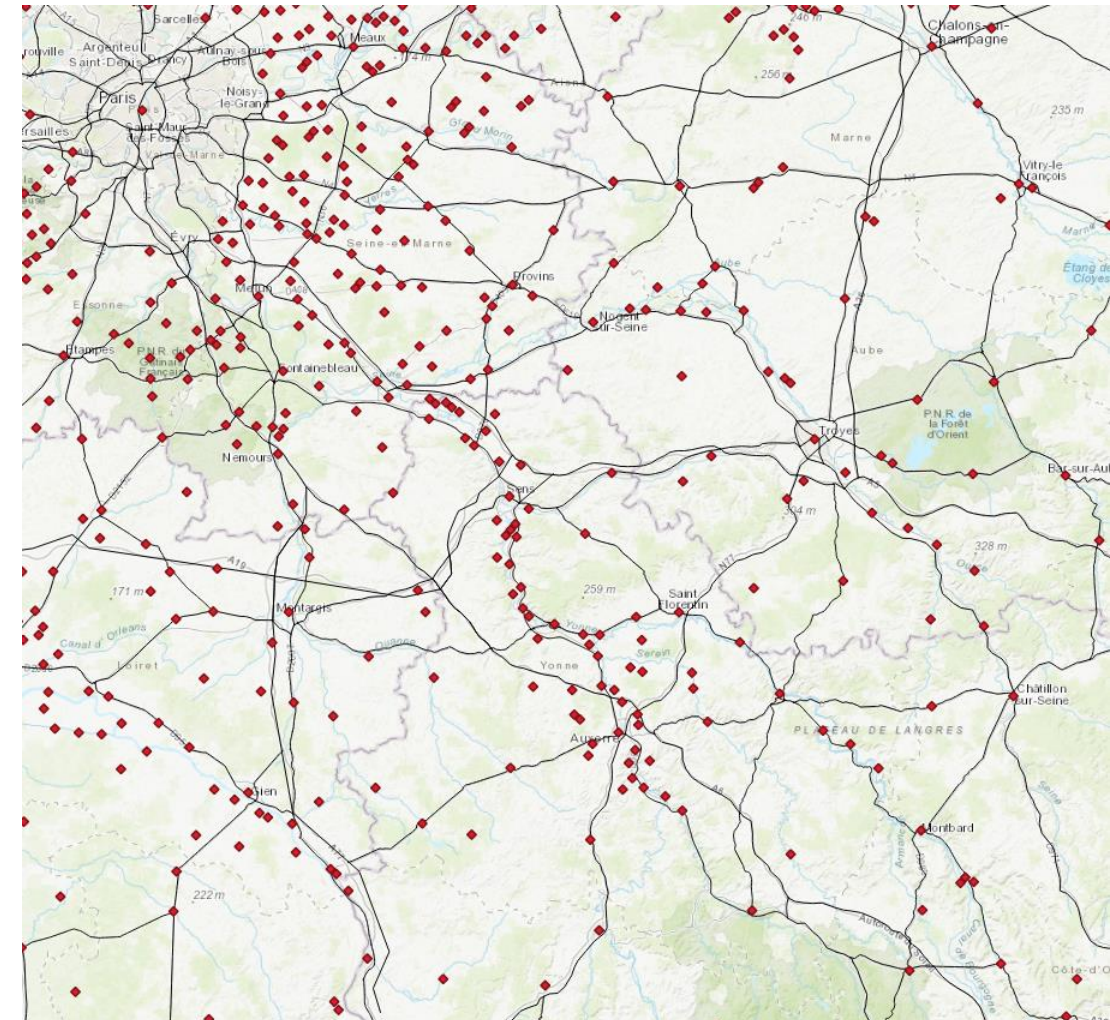
DEMYSTIFYING TERRITORIES

Rural centre catchment areas

Take all settlements (cities, towns and villages)



= a functional area: the real geography of everyday life



1

DEMYSTIFYING TERRITORIES

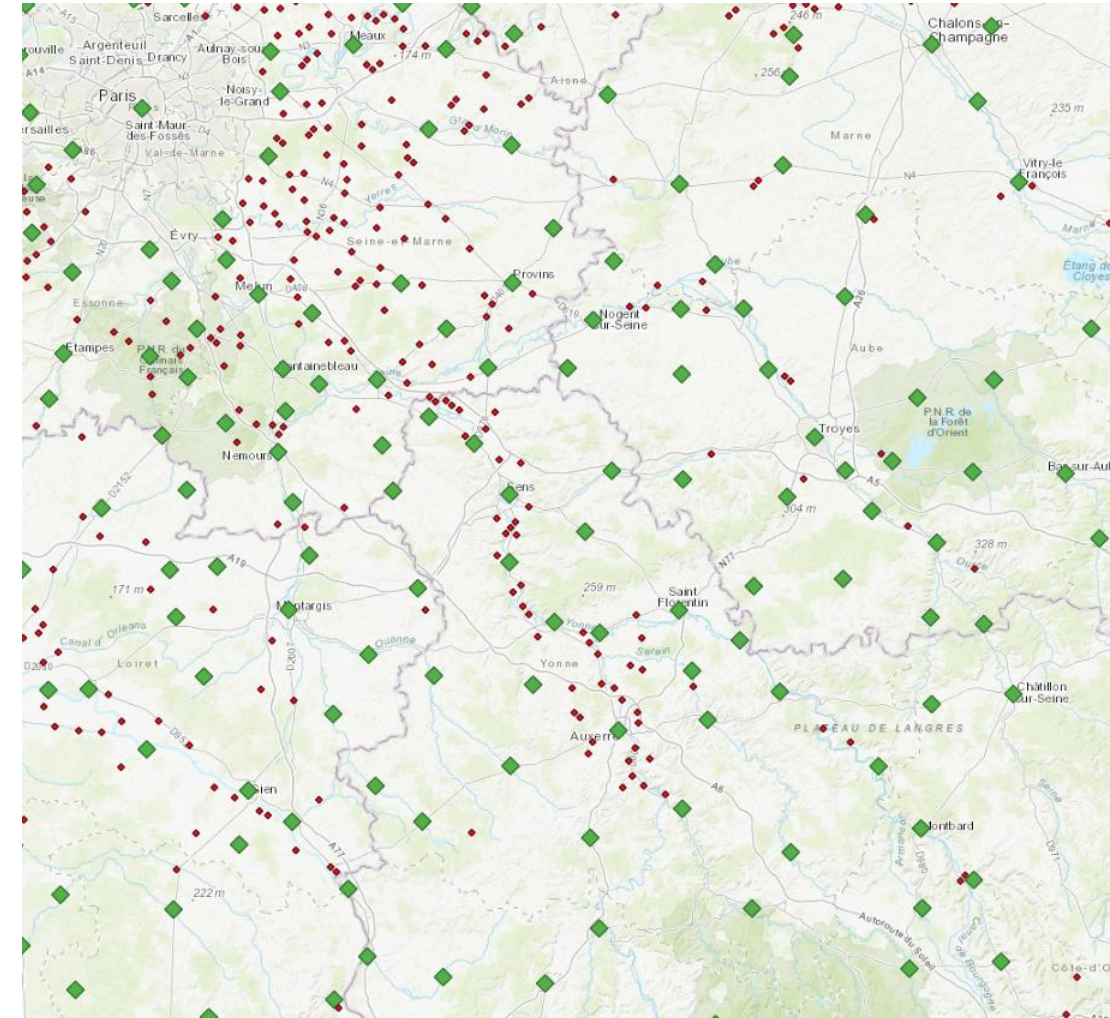
Rural centre catchment areas

Take all settlements (cities, towns and villages)

Select local centres i.e. ‘the biggest settlement in 10 minutes driving’



= a functional area: the real geography of everyday life



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DEMYSTIFYING TERRITORIES

Rural centre catchment areas

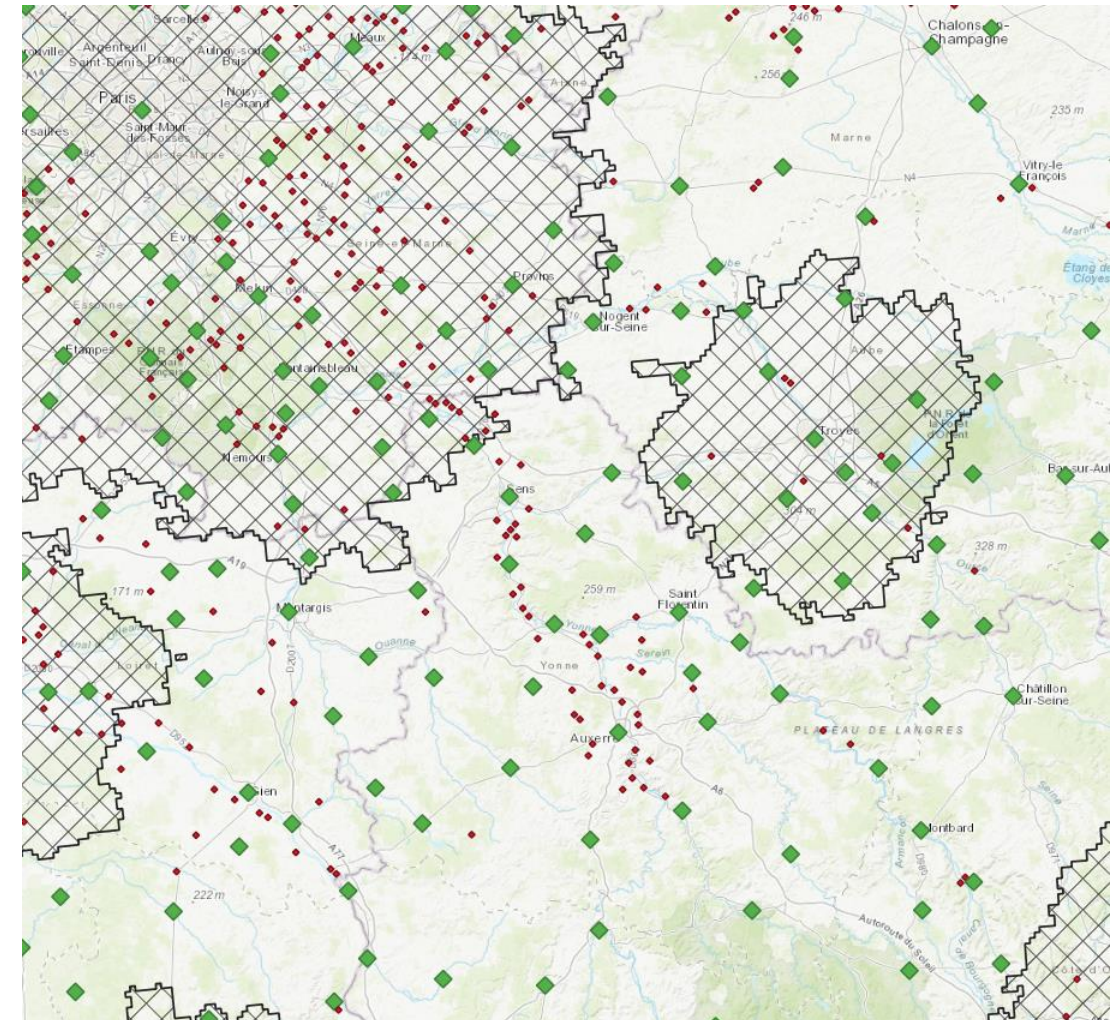
Take all settlements (cities, towns and villages)

Select local centres i.e. ‘the biggest settlement in 10 minutes driving’

Exclude the Functional urban areas or FUAs



= a functional area: the real geography of everyday life



1

DEMYSTIFYING TERRITORIES

Rural centre catchment areas

Take all settlements (cities, towns and villages)

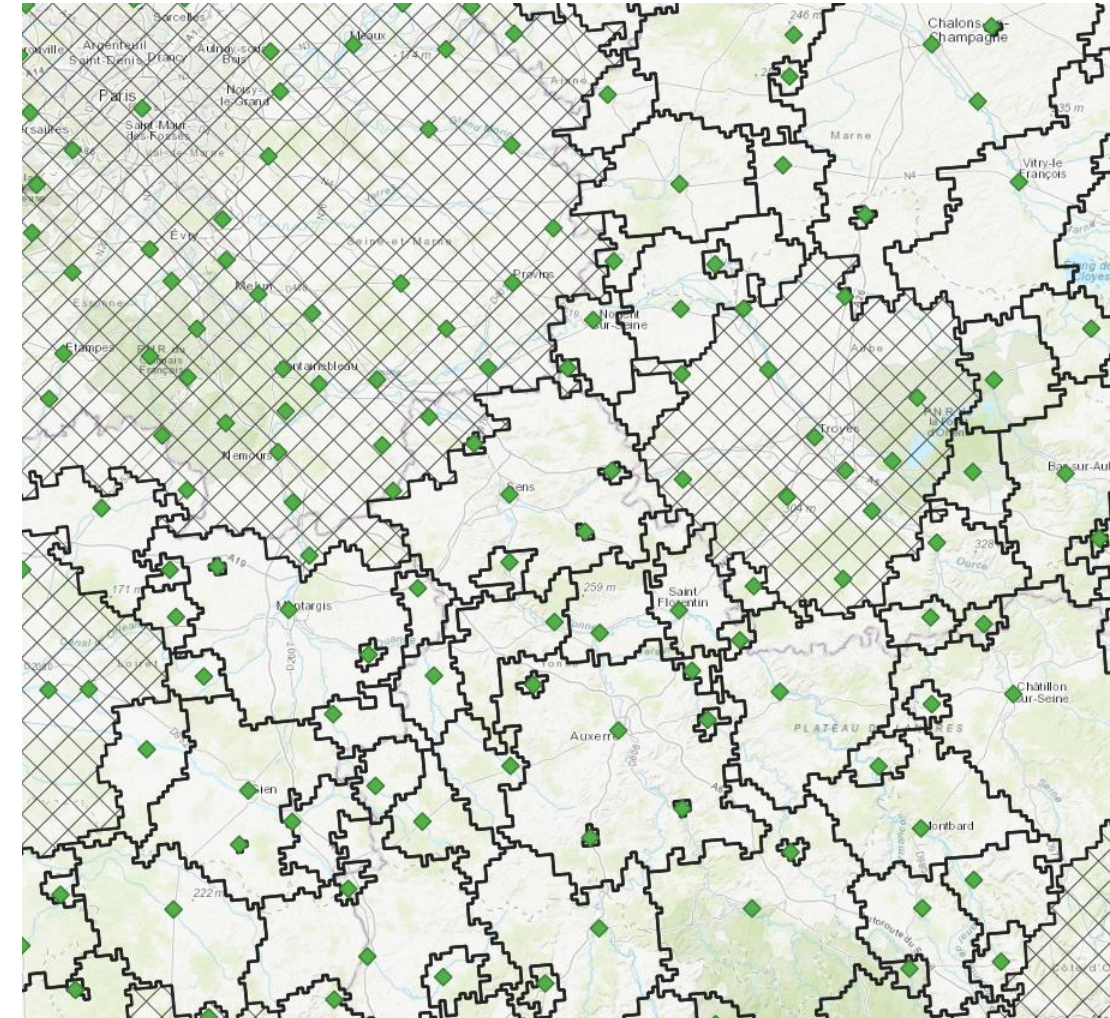
Select local centres i.e. ‘the biggest settlement in 10 minutes driving’

Exclude the Functional urban areas or FUAs

Create rural centre catchment areas based on the pull from each local centre



= a functional area: the real geography of everyday life



1

DEMYSTIFYING TERRITORIES

Creating Rural Functional Areas

Iterative process

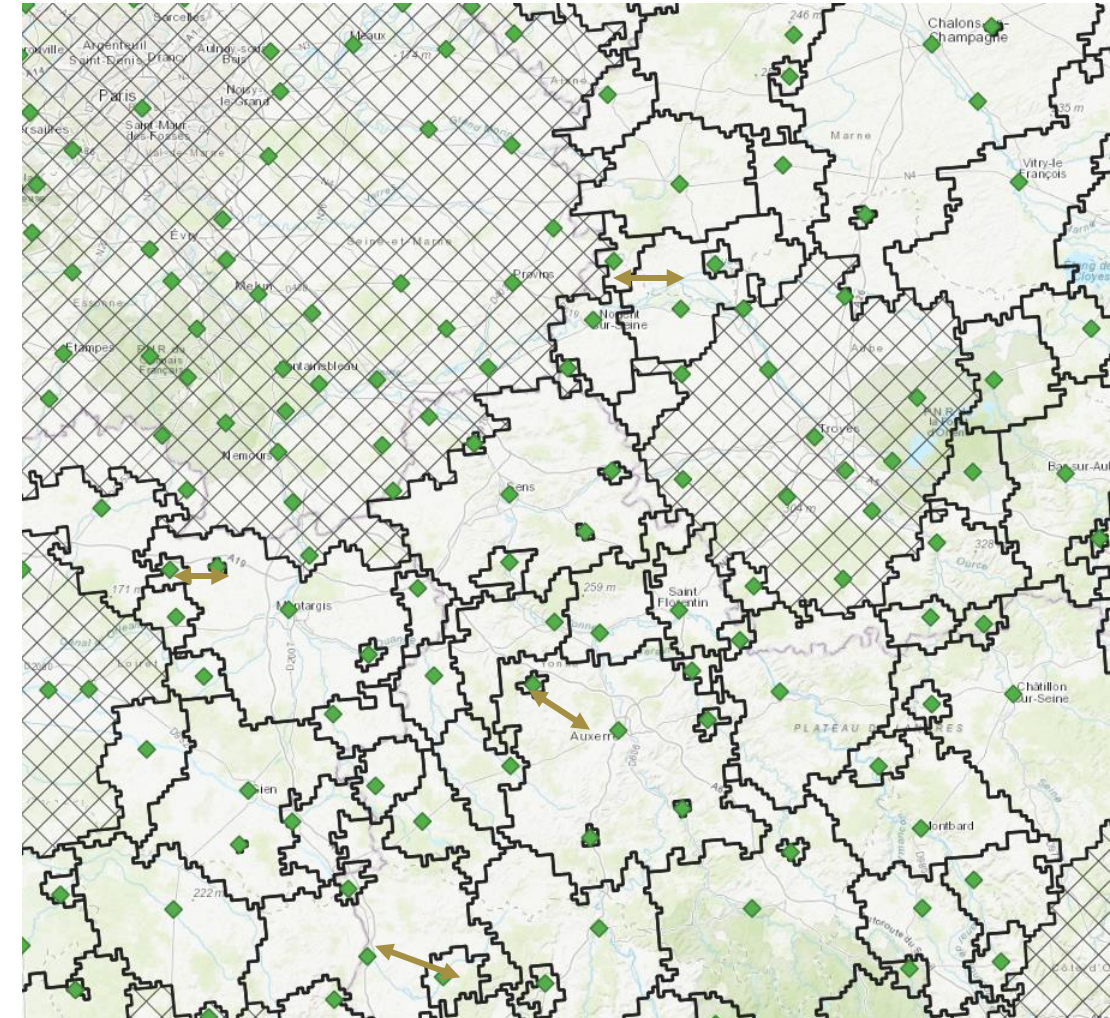
Find pairs of contiguous catchments that:

- ✓ Are very close (<30 minutes) or
- ✓ Are not too far apart (less than 60 minutes) and one or both have a population of less than 25,000

Travel times are between rural centres



= a functional area: the real geography of everyday life



Creating Rural Functional Areas

Iterative process

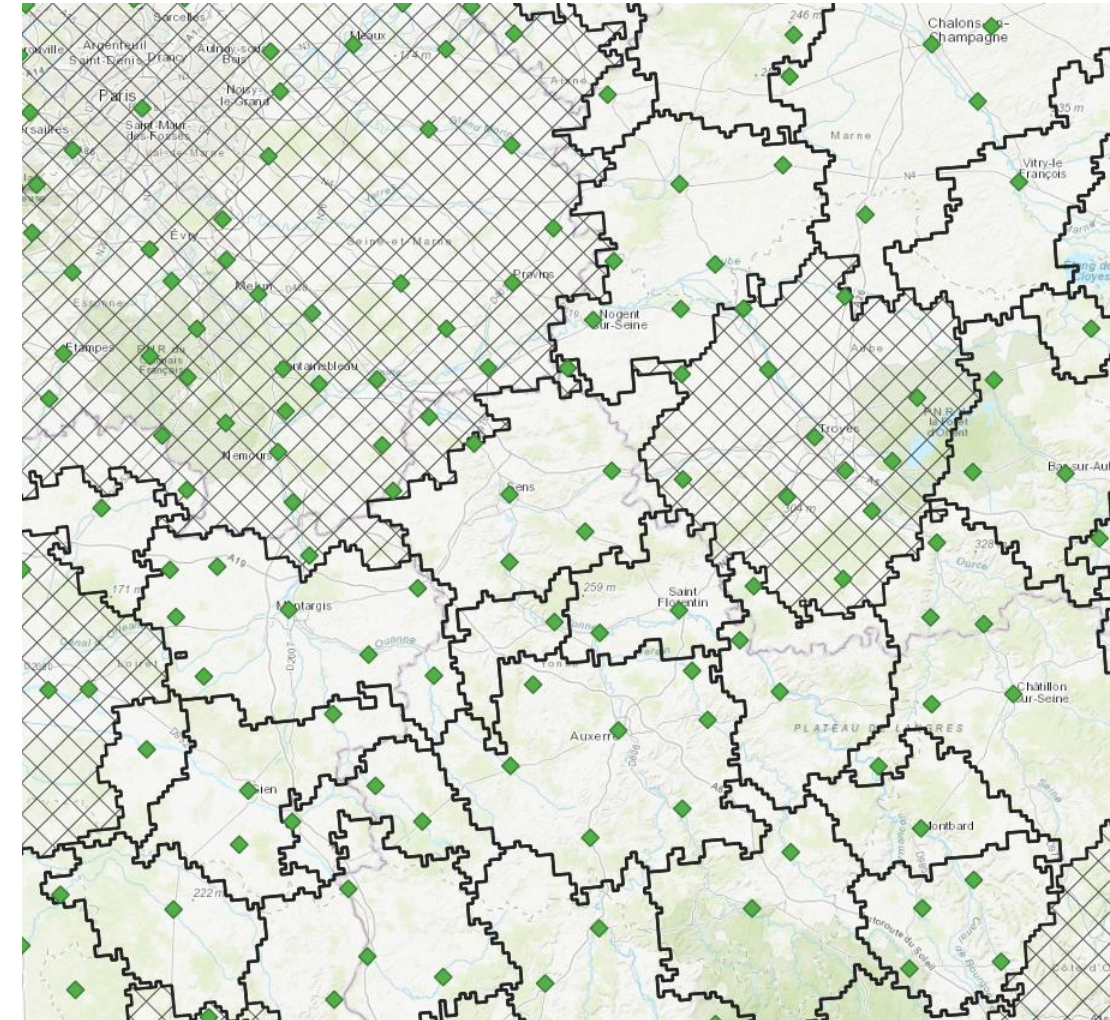
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Then combine these pairs and recalculate population and travel times



= a functional area: the real geography of everyday life



1

DEMYSTIFYING TERRITORIES

Creating Rural Functional Areas

Iterative process

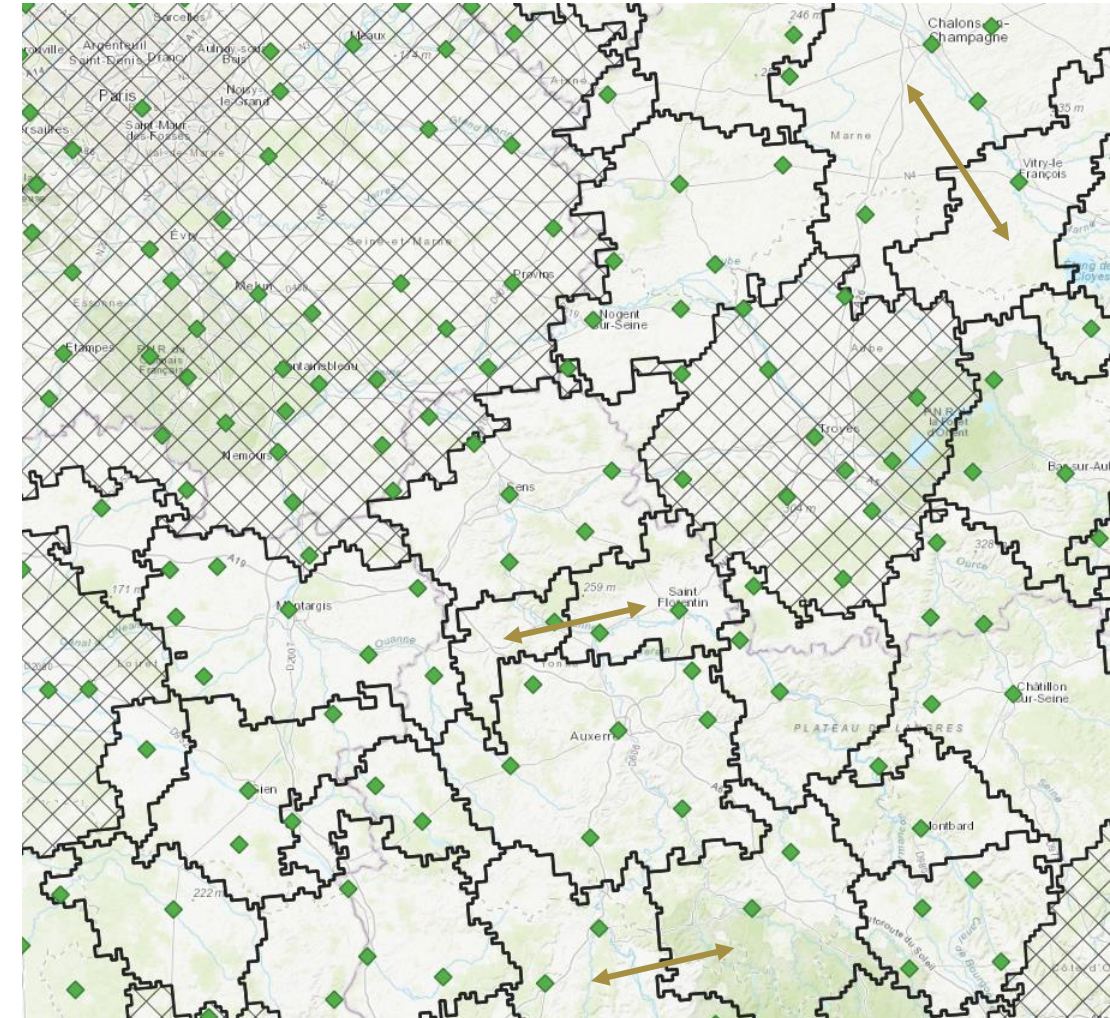
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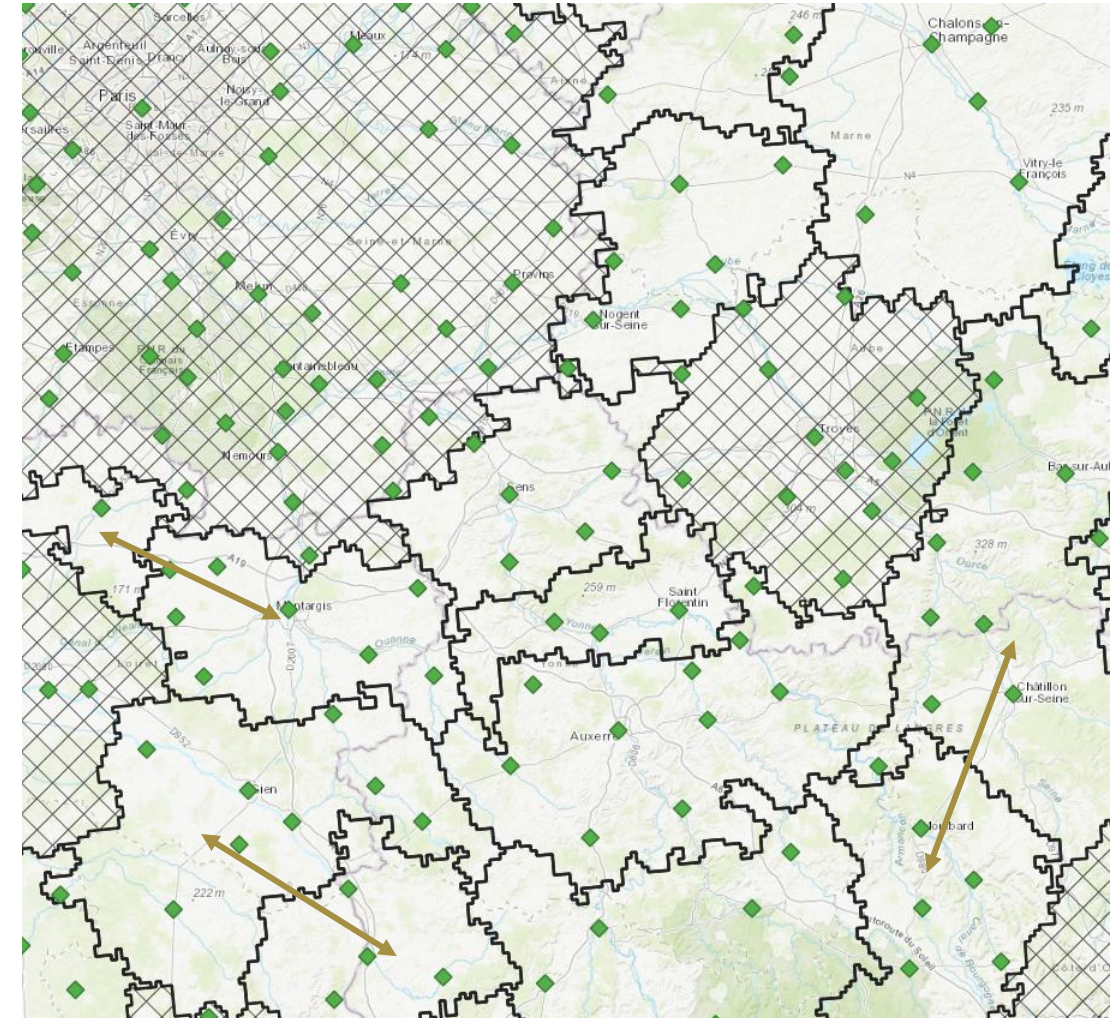
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DEMYSTIFYING TERRITORIES

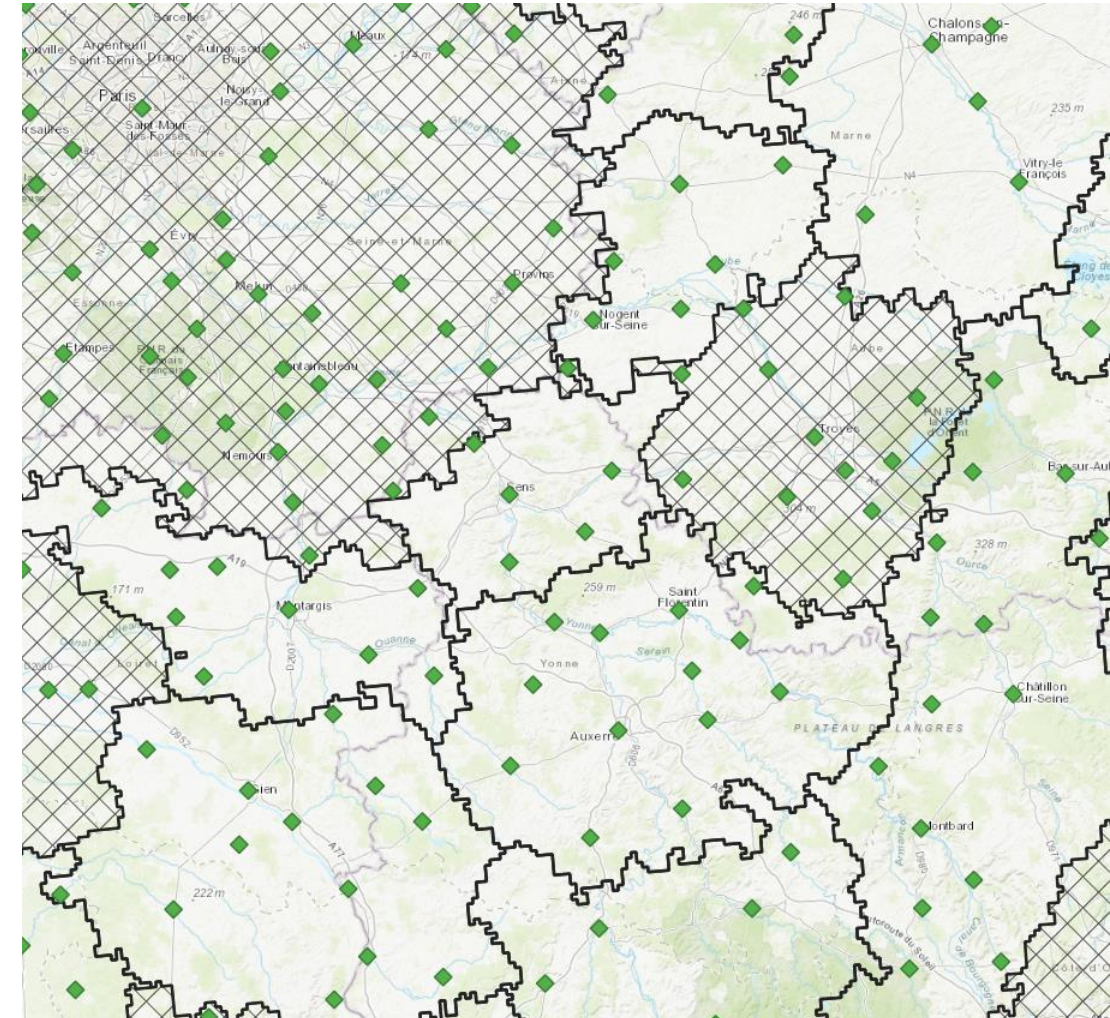
Creating Rural Functional Areas

Repeat until there are no more:

- ✓ Contiguous pairs within 30 minutes
- ✓ Contiguous pairs within 60 minutes where one has a population of less than 25,000



= a functional area: the real geography of everyday life



2

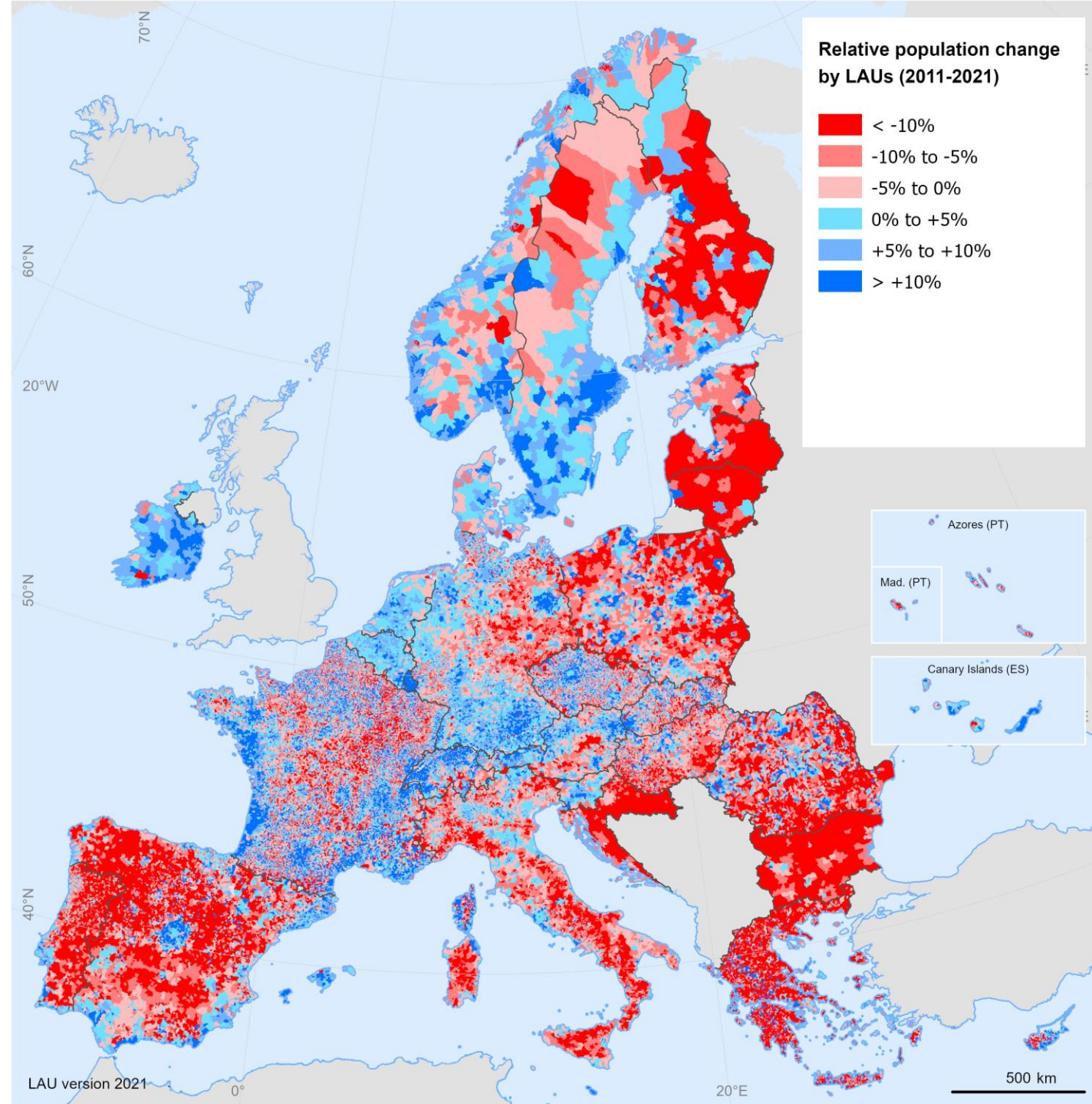
FRONTIER OF RESEARCH

Functional Approach

- LAU map is noisy and difficult to compare
- FRA-FUA map shows clear patterns
- Between 2011 and 2021

FUAs grew by 3.3%

FRAs shrunk by -2.4%



2

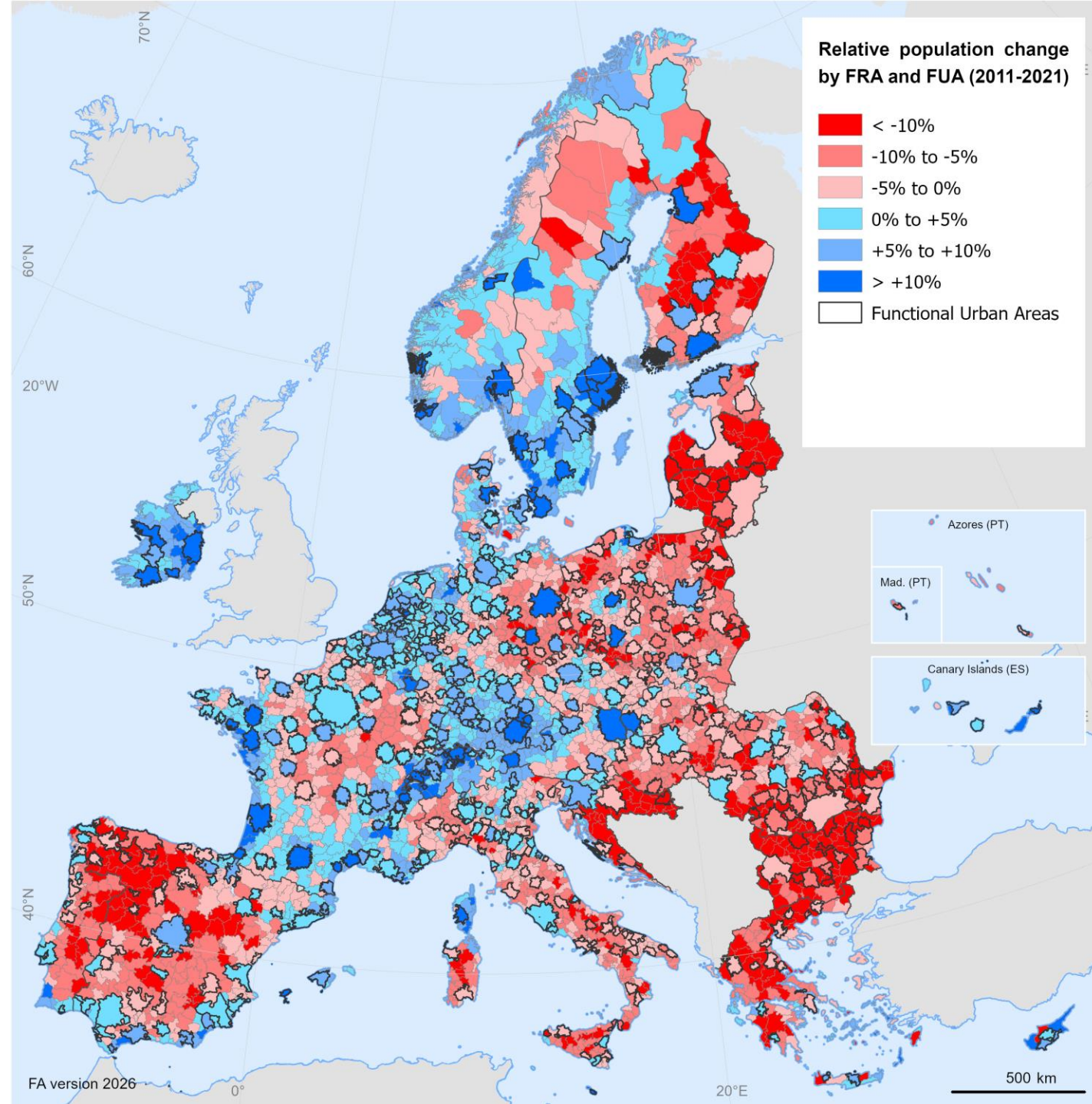
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2

NEW FINDINGS: THE COMPLEXITY OF UNDERSTANDING RURAL PLACES

Applying Functionality to answer critical questions for rural development

Question : What explains differences in **population change** in rural and urban areas?



Demographics

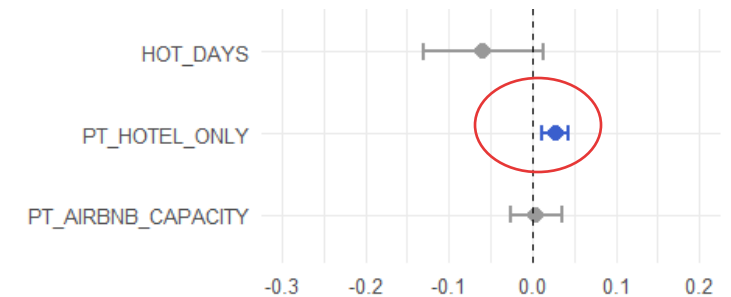
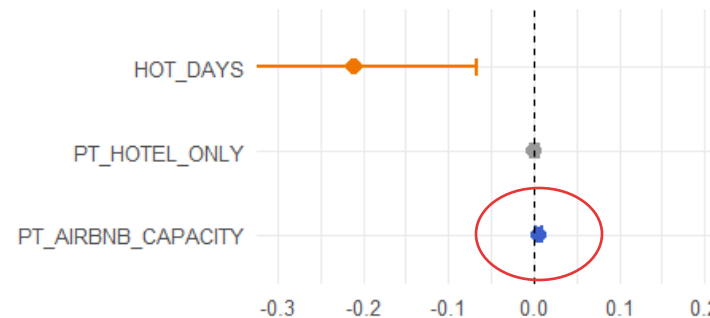


Access to Public and Private Services



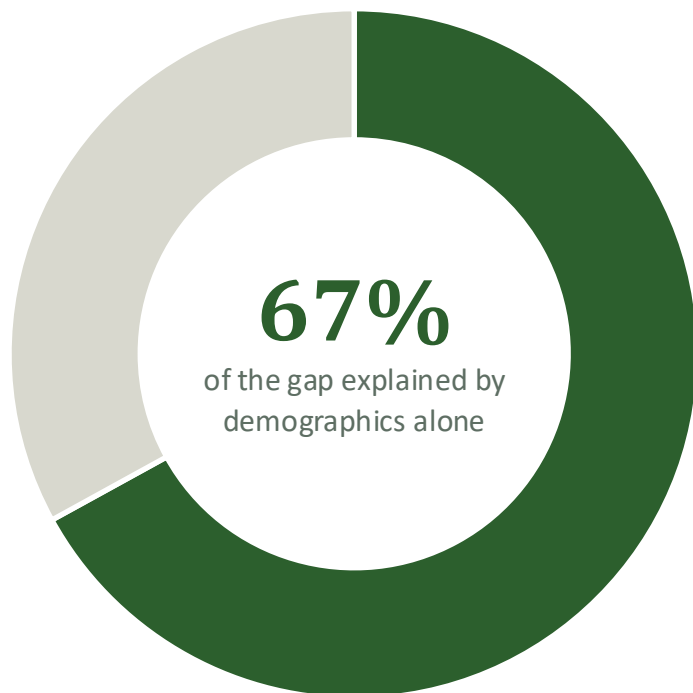
Tourism

Tourism and demographic change



Source: Marshalian et al. (forthcoming). Service Provision, Demographics and Population Change in European Rural Areas. JRC Working Paper

Most of the gap can be explained — and demography leads



Demographics

67% of the explained gap. Equalise rural & urban age / gender / migration structure → gap shrinks ~45%.



Employment & income

31% of the explained gap. Equalise jobs & income → gap shrinks ~21%.

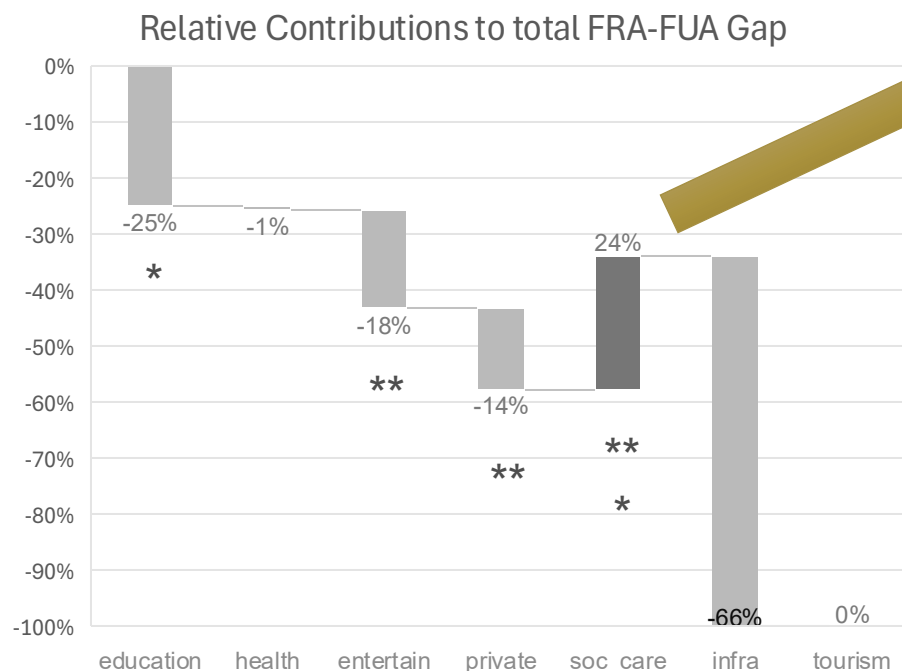


Entertainment access

4% of the explained gap — small, but real, and one of the few service levers that moves.

Services matter — but “how far is too far?”

The distribution of most services increase the gap between rural and urban places.



Source: *Marshallian et al. (forthcoming)*. Service Provision, Demographics and Population Change in European Rural Areas. *JRC Working Paper*

The availability of social care services reduce the gap in population growth.



Individuals are least tolerant to being far from primary schools

There is low tolerance for distance to schools in all areas, but rural areas have a stronger tolerance once other services are included.



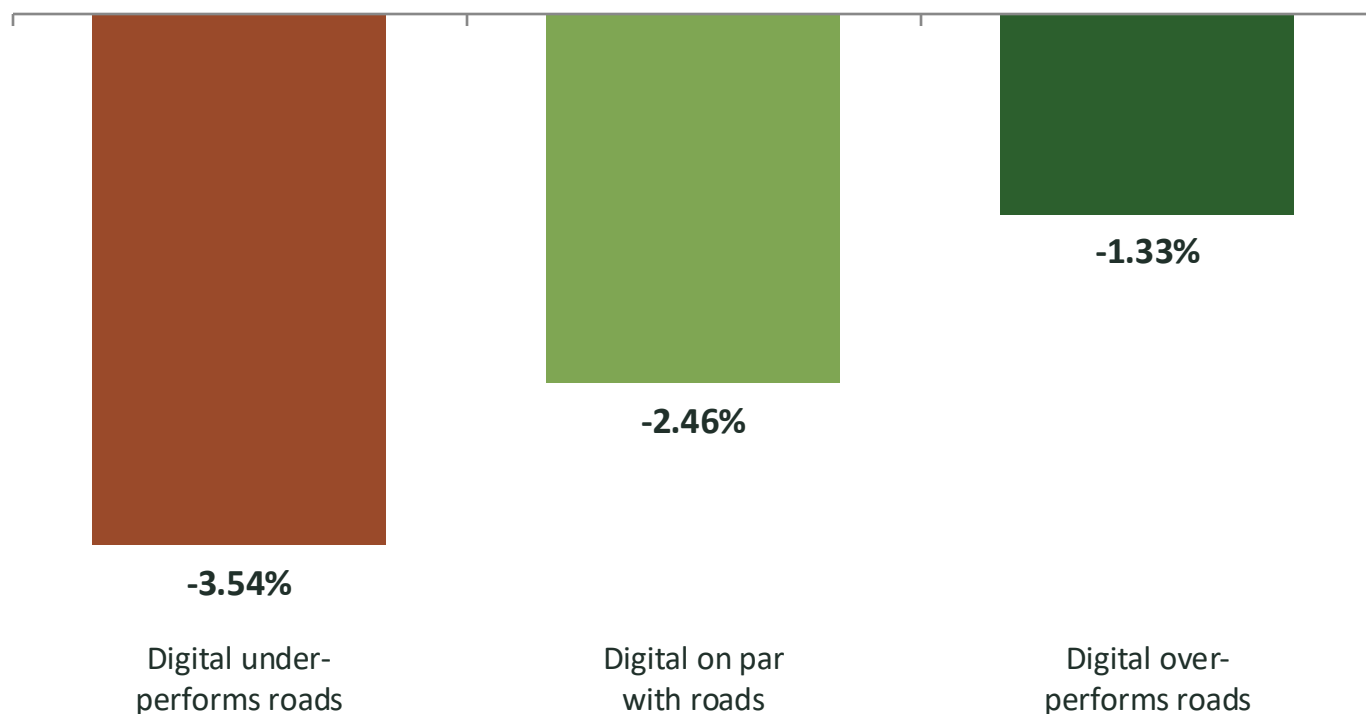
Bundles buy tolerance

Good access to one service compensates for poorer access to another.

However, rural areas have the least tolerance for large distances to at least 5 restaurants and bars – beyond 15 minutes and population growth increasingly declines.

Can digital connectivity can partly offset bad physical connectivity?

Average population change for functional areas with mid-range road performance, by how their digital connectivity compares:



+2.2 pp

Moving from digital under-performance to over-performance is linked to growth that is 2.2 points less negative — broadband partially offsetting weak physical infrastructure.

Source: *Marshallian et al. (forthcoming)*. Service Provision, Demographics and Population Change in European Rural Areas. JRC Working Paper
Note: Values are average log population change (approx. %), 2011–2021.

What next? New, more rural-proofed studies in the future



More years, more certainty

Extend beyond 2011–2021



A minimum-service standard

What level of provision is consistently linked to a place holding its population?



Inside “rural”

Heterogeneity across FRAs by income, by remoteness



New Challenges?

Preparing places for the technological, demographic and geopolitical change.

The destination: rural proofing and the Long-Term Vision for Rural Areas

Thank you!





Introduction to **GRANULAR & RUSTIK:** scope, gaps and complementarities

Tristan Berchoux, GRANULAR Coordinator
& Simone Sterly, RUSTIK Coordinator



Introduction to GRANULAR scope, challenges addressed and emerging findings

Tristan Berchoux, CIHEAM-IAMM

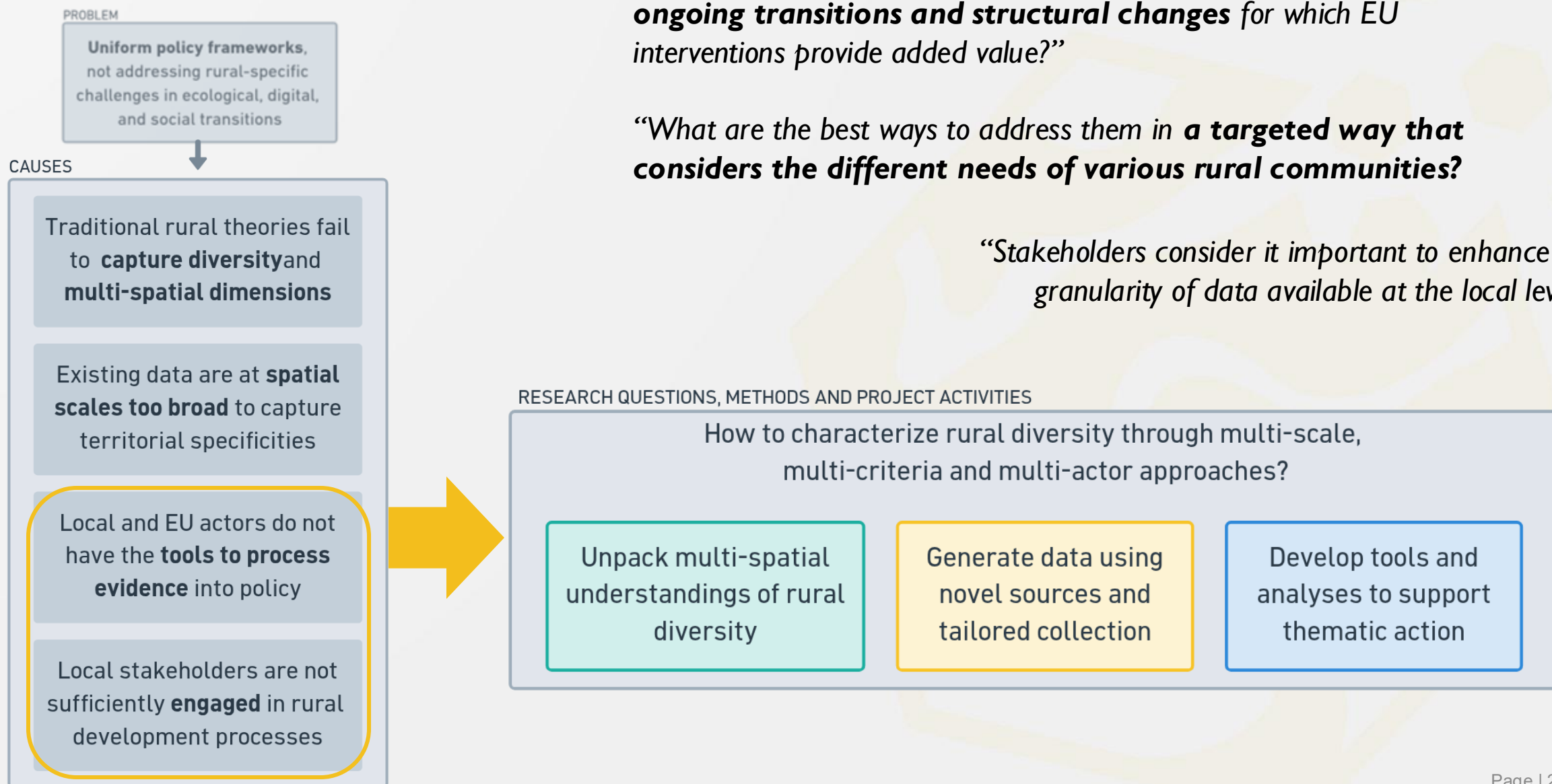
Problem statement and objectives

The long-term vision for the EU's rural areas: key achievements and ways forward — COM(2024)

*“What are the **key challenges arising from depopulation, ongoing transitions and structural changes** for which EU interventions provide added value?”*

*“What are the best ways to address them in **a targeted way that considers the different needs of various rural communities**?”*

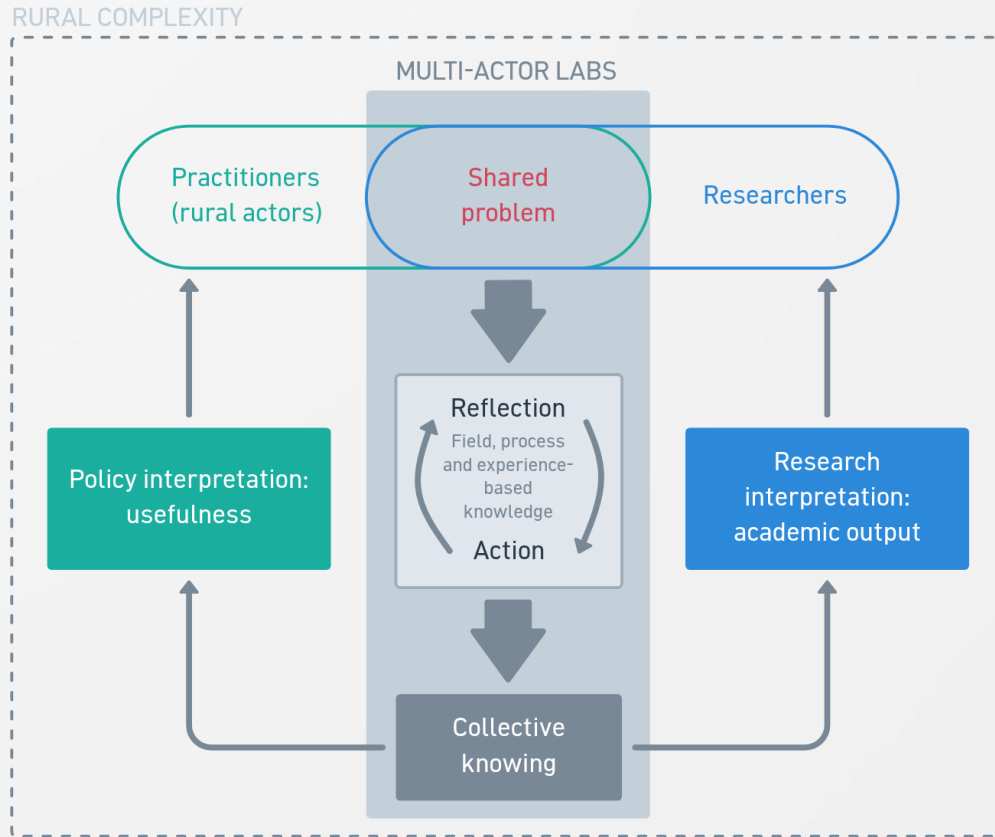
“Stakeholders consider it important to enhance the granularity of data available at the local level.”



APPROACH

APPROACH

Multi-Actor Labs to include local voices



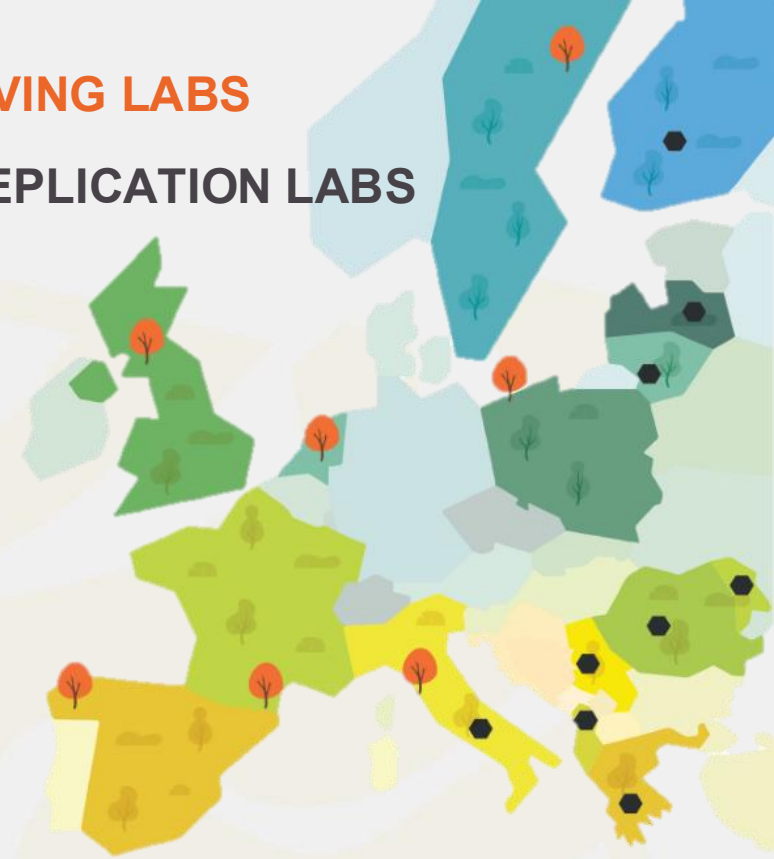
7 LIVING LABS



9 REPLICATION LABS

Ensuring that outputs are **relevant, reliable, and re-usable** by co-designing and testing them with local actors.

- incorporate local knowledge
- making methods fit the place
- core validation and upscaling
- build capacity and governance



LIVING LABS

REPLICATION LABS

Initial assessment

Co-design rural compass

Co-design rural proofing methodology

Data: co-design and collection

Test rural proofing methodology

Initial assessment (compass)

Data: collection

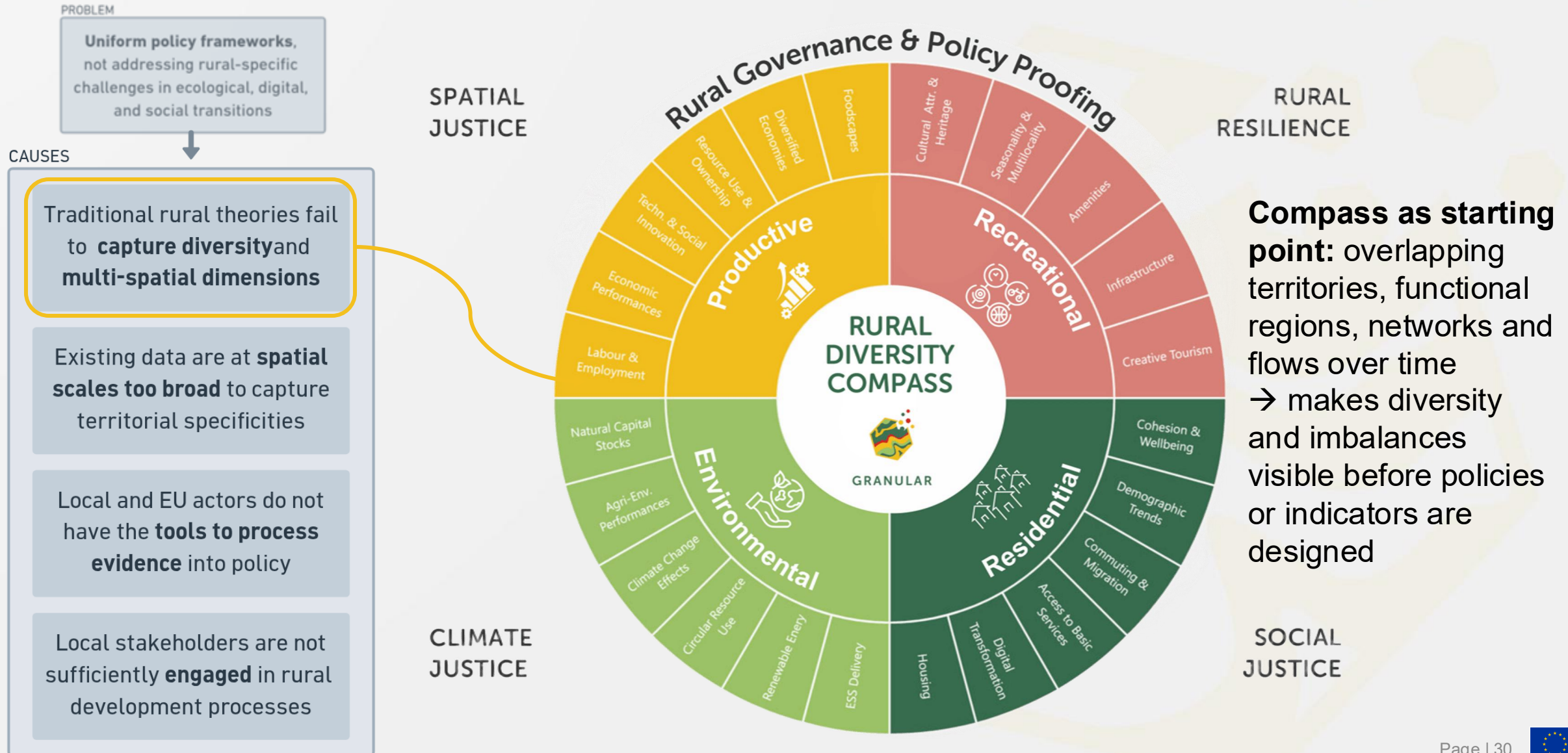
Data testing and validation

Capitalise for policy

APPROACH

Rural Diversity Compass as overarching framework

Unpack multi-spatial understandings of rural diversity

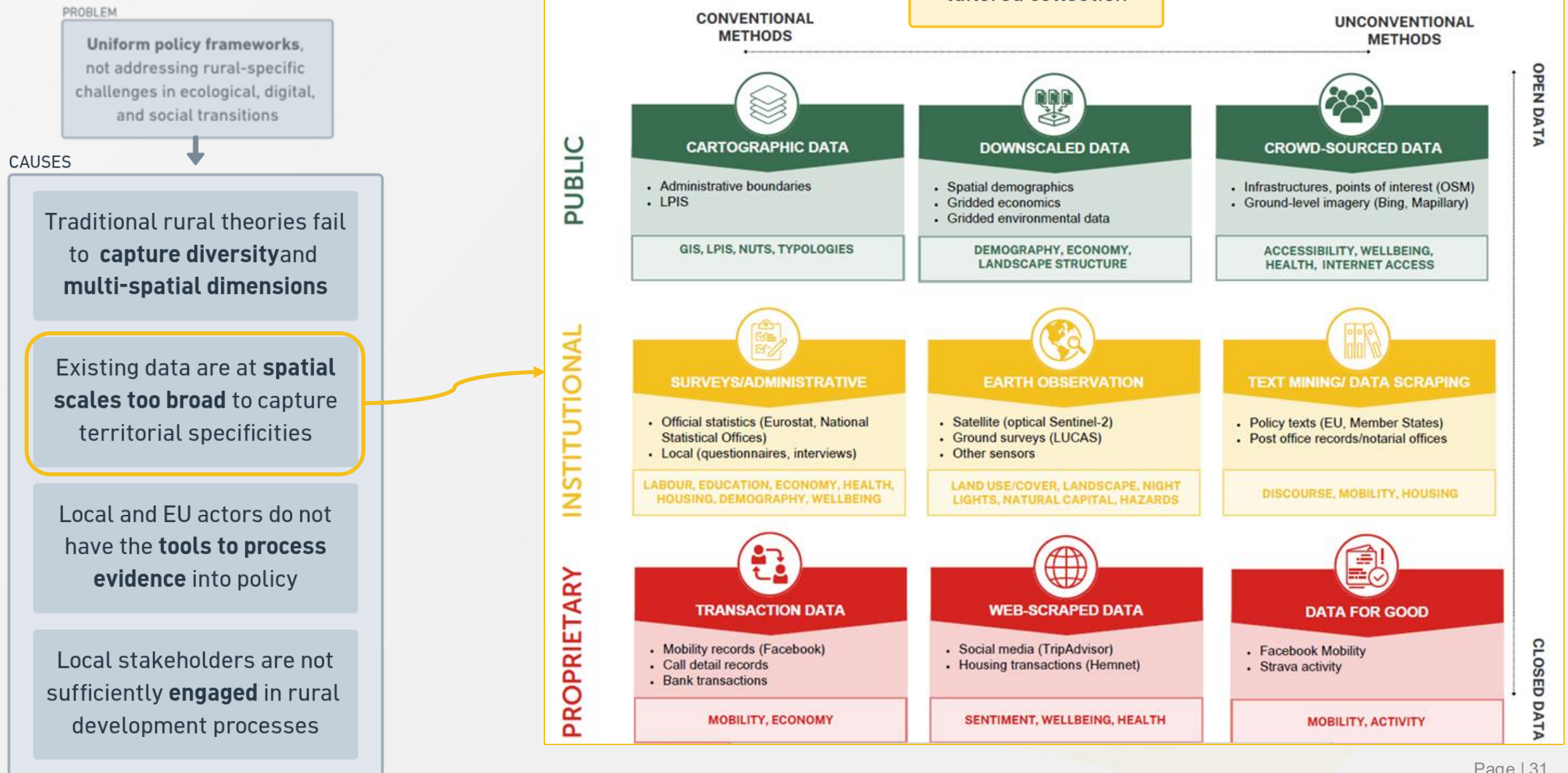


APPROACH

Unconventional methods to generate data



GRANULAR



CONTRIBUTIONS

Conceptual and methodological advances

Web-scraping for niche signals: online data can help uncover specific patterns, behaviours, services and uses in rural areas (housing, tourism).

Crowdsourcing can plug big gaps: contributions to tools like OpenStreetMap and local mapping projects can quickly fill missing information on paths, services and small businesses in places where formal data are thin.

Earth observation and AI for shared, dynamic baselines: satellite-derived layers give a consistent and regular view of land use and environmental conditions, and can be prompted with text.

Social-media mobility data to see how people move: anonymised movement datasets reveal everyday and seasonal flows between rural and urban areas.

Conceptual & methodological advances

Environmental

- Earth obs.(habitat)
- Citizen-sci. upscaling (landscape attractiv.)

Residential

- Crowd-sourcing (accessibility)
- Web-scraping (housing market)

Productive

- Earth obs.(LULC)

Recreational

- Web-scraping(tourism)
- Transaction(mobility)

Transversal

- Multi-spatial understanding of rural diversity
- Multi-Actor labs process and capacity building

CONTRIBUTIONS

Operational tools and indicator frameworks

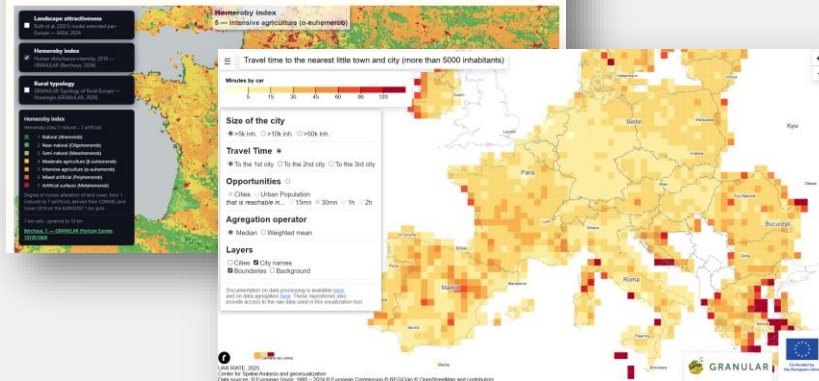
Typology scoping shows how “rural” is already classified across Europe, linking them to policy support and where functional perspectives need to be added or revised.

Rural proofing as policy check-up: offers a structured way to examine how transition policies play out across different rural areas, to adjust measures when impacts or blind spots appear.

Data guidelines as practical handbook for local communities: five-step cycle so actors can decide what evidence they need, choose realistic methods and analysis to build evidence for decision.

GRANULAR Viewer

This graphical interface presents rural data produced by GRANULAR, including remote sensing, crowd-sourced data, mobile phone data, and web scraping.



GRANULAR

Data (EU), operational tools and indicator frameworks

Environmental

- Climate neutrality (fw)
- Sentinel2 # LUCAS(data)
- Hemeroby index(data)
- Landscape attract. (data)

Residential

- Accessibility (data)
- Transport poverty risk (data)

Productive

- Local food systems (framework & typology)

Recreational

Transversal

- Compass (framework)
- Rural typology (data)
- Rural proofing (tool)
- Data collect. guide (tool)

Climate-neutrality framework indicators to monitor targets, and toolbox of levers of action for rural municipalities

Analytical findings across themes

Rural resilience from a gender perspective: gender gaps in rural employment, care burdens and part-time work are not uniform but geographically concentrated and structurally embedded, making it a key risk factor for rural resilience.

Wellbeing & quality of life: rural areas show a real but uneven wellbeing advantage, mainly in social ties and mental resources, but it depends heavily on service access and how "rural" is measured.

Rural attractiveness: territorial outcome built from multiple interacting assets (services, jobs, connectivity, environment, governance), which needs to be an explicit policy objective.

Land tenure: family farms still cover 67% of EU farmland but are steadily losing ground to company ownership, especially in Central and Eastern Europe.

Local climate strategies: rural municipalities concentrate climate action on energy and transport while biodiversity, food systems and climate adaptation remain almost absent.



Contextual insights from the labs

Basic conditions first: services, housing, mobility and digital access are the foundation of rural wellbeing, attractiveness and demographic resilience.

Manage transitions as land-use and justice issues: green and climate transitions and tourism growth all create land-use conflicts and distributional questions that must be tackled explicitly.

Use data to open conversations: data, indicators and maps become powerful when combined with local knowledge in multi-actor settings.

Invest in local capacity and governance: without staff, skills, institutions and shared strategies, tools and datasets will not translate into tangible changes on the ground.



GRANULAR

Data (labs) and
contextual insights

Environmental

- Green transition
- Natural resources management
- Climate change

Residential

- Wellbeing
- Rural attractiveness
- Demographic change

Productive

- Agri-food

Recreational

- Tourism and mobility

Transversal

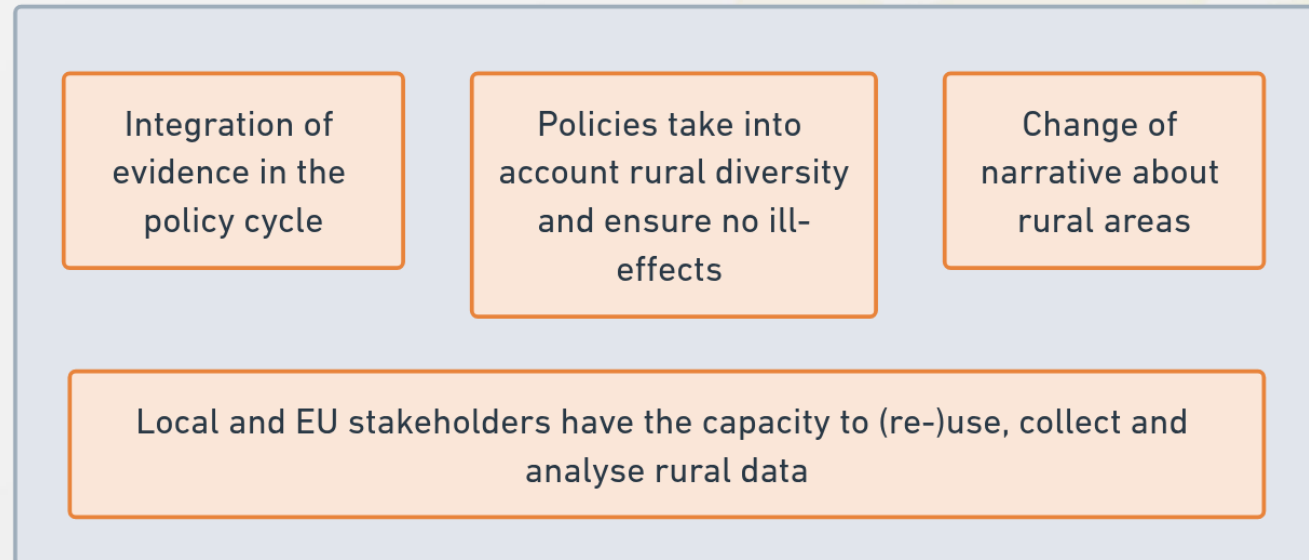
- Rural proofing of policies
- Data options and cost
- Storymaps for visualising complexity

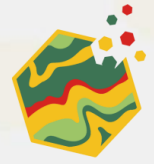
OUTLOOK

Outputs and societal impacts

SUMMARY OF GRANULAR CONTRIBUTIONS	Conceptual & methodological advances	Data (EU), operational tools and indicator frameworks	Analytical findings across themes	Data (labs) and contextual insights
Environmental	• Earth obs.(habitat) • Citizen-sci. upscaling (landscape attractiv.)	• Climate neutrality (fw) • Sentinel2 & LUCAS (data) • Hemeroby index(data) • Landscape attract. (data)	• Local climate strategies	• Green transition • Natural resources management • Climate change
Residential	• Crowd-sourcing (accessibility) • Web-scraping (housing market)	• Accessibility (data) • Transport poverty risk (data)	• Subjective wellbeing • Rural attractiveness	• Wellbeing • Rural attractiveness • Demographic change
Productive	• Earth obs.(LULC)	• Local food systems (framework & typology)	• Gender gap in labor market • Farmland ownership	• Agri-food
Recreational	• Web-scraping(tourism) • Transaction(mobility)			• Tourism and mobility
Transversal	• Multi-spatial understanding of rural diversity • Multi-Actor labs process and capacity building	• Compass (framework) • Rural typology (data) • Rural proofing (tool) • Data collect. guide (tool)	• Delimiting and classifying rural areas	• Rural proofing of policies • Data options and cost • Storymaps for visualising complexity

OUTPUTS AND SOCIETAL IMPACTS





GRANULAR





Introduction to RUSTIK scope, challenges addressed and emerging findings

Simone Sterly, IfLS

Let's get it started!



Challenges and Knowledge
Gaps addressed

01

RUSTIK Approach

02

Results and Outcomes

03



Challenges and Knowledge Gaps addressed



Challenges

Rural areas face major transitions:

- Socio-economic and demographic change
- Climate and environmental pressures
- Digital transformation
- Growing inequalities and territorial disparities



Knowledge Gaps

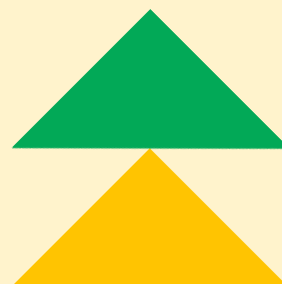
Limited understanding of rural diversity

- Fragmented and insufficient data
- Weak science-policy-practice integration
- Lack of place-based policy tools
- Rural areas underrepresented in innovation systems



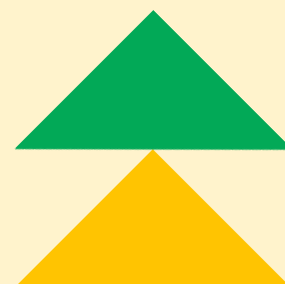


01 Knowledge Gaps





02 RUSTIK Approach



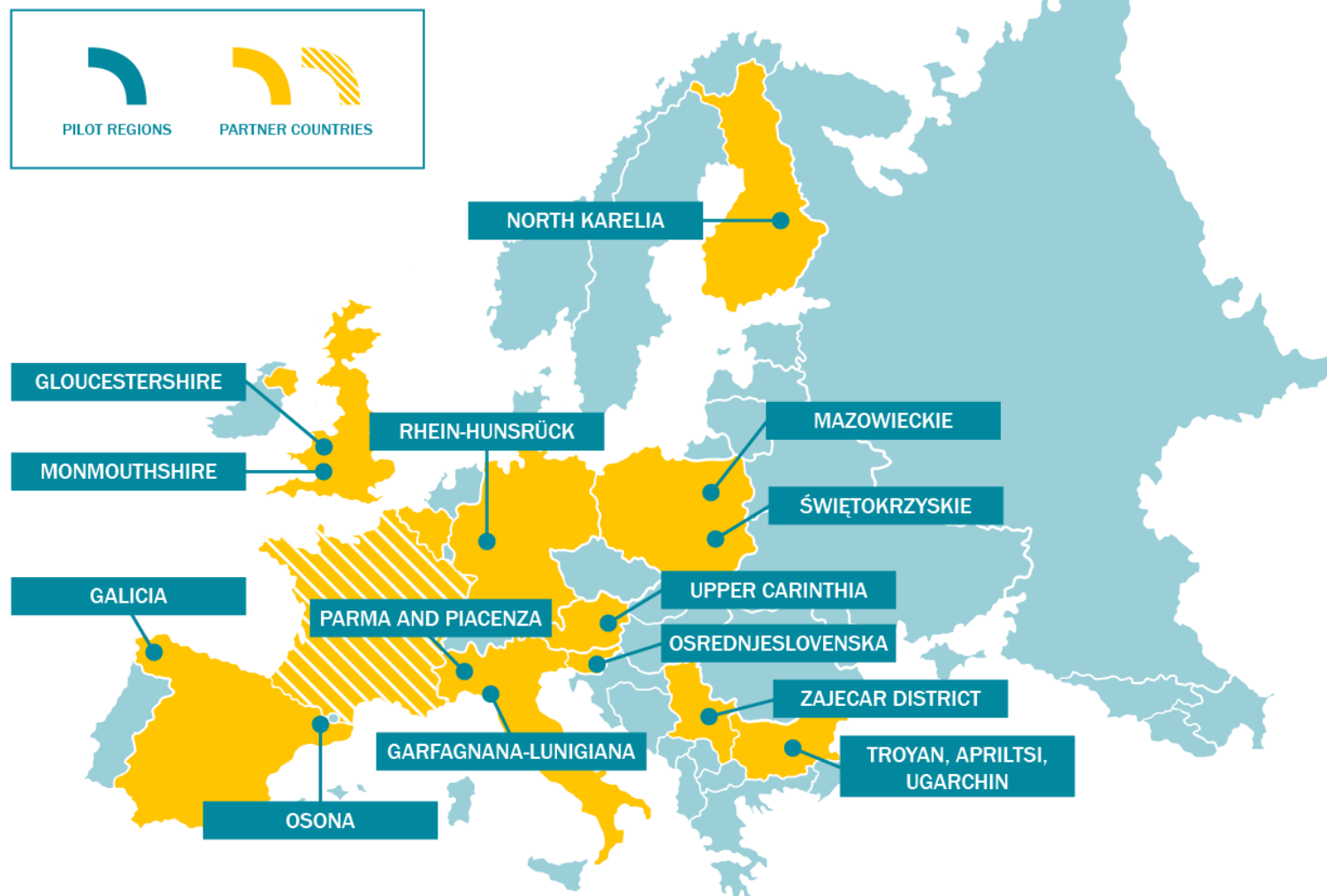
Transdisciplinary approach

Multi actor approach involving

- 11 science partners (universities, research centres)
- 14 Pilot Region Actors (local authorities, LAGs, NGOs)
- 2 European Umbrella Organisations, 2 Knowledge-based SMEs, 2 intermediary NGOs

14 Pilot Regions

- Diverse types of pilot regions (small to large)
- Diverse range of institutional settings and actor constellations
- Coverage of broad range of transition challenges for rural areas



Linking data, analysis and evidence to better policy design

Structured integration of multi-level data

- Combining EU datasets, local data and novel sources into a coherent evidence base

RUSTIK Information System

- A unified platform linking datasets, indicators and analytical tools across scales
- Enables consistent, comparable and policy-relevant insights

Data experiments as validation mechanism

- Testing new data, methods and analytical approaches to generate robust evidence
- Supporting scenario analysis and forward-looking assessments

From data to decision-support

- Translating evidence into indicators, narratives and analytical outputs
- Directly informing strategies, intervention logics and policy choices

Policy-relevant outputs

- Support to place-based strategies and transition pathways
- Tools for supporting place-based policy design and rural proofing across governance levels
- contribution to the definition of appropriate methods to identify functional relations at the level of rural areas



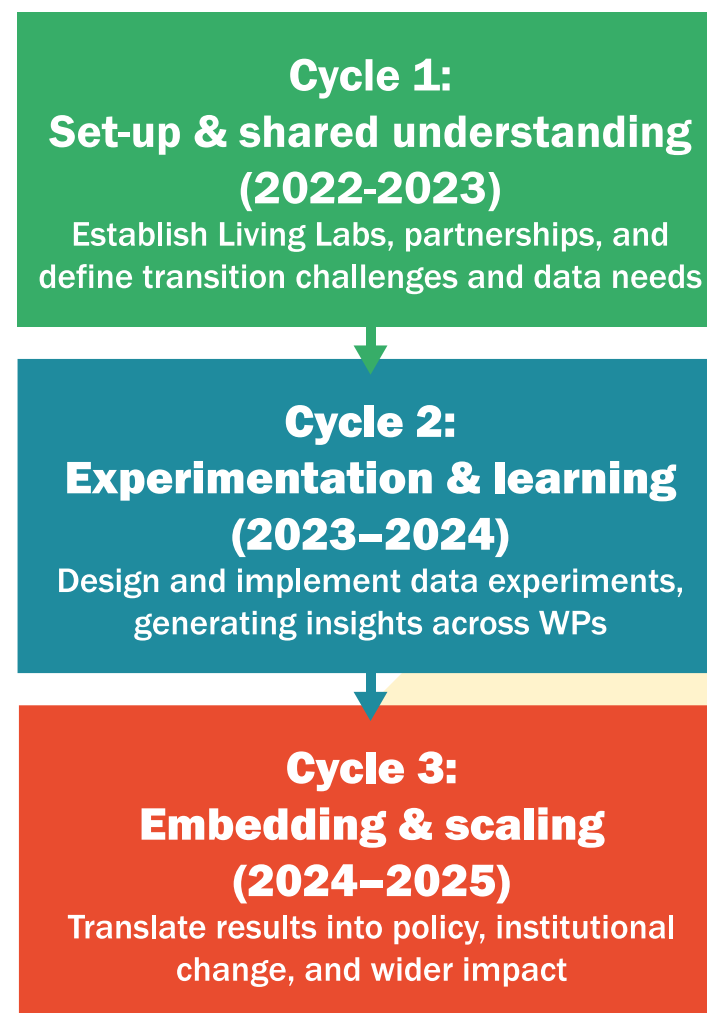
Living Labs are central element

- Place-based, collaborative innovation approach
- Co-creation with stakeholders (research + policy + local actors)
- LLs integrate conceptual framing (WP1), WP2, WP4 through a continuous process
- Iterative process in each cycle: envision → plan → analyse → reflect

Core Principles:

Living Labs function as a continuous, iterative ‘vessel’

- enabling simultaneous work on transitions, data, and policy
- reflecting the systemic (helix) interaction of functions, policy and rural change



Thematic clusters emerged in LL

Five clusters of transition choices emerged across the Living Labs:

1. Strengthen Rural Businesses

Boost competitiveness, visibility, and diversification of local economies

2. Sustainable Food & Forestry Systems

Improve value chains, local production-consumption links, and resource use

3. Social Inclusion

Address demographic challenges and inclusion of underrepresented groups

4. Land & Resource Use

Enhance governance of land, water, and natural resources under climate pressures

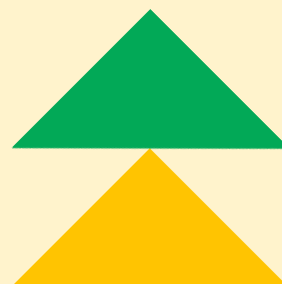
5. Digital Socio-Spatial Governance

Use data and digital tools to improve planning, services, and decision-making



03

Results and outcomes

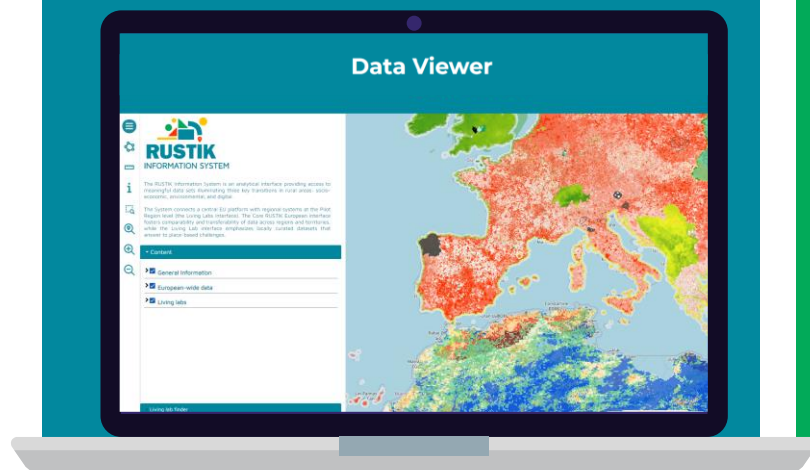


RUSTIK results and outcomes - 1

Objectives: RUSTIK information system, new and tested methods for data collection and integration

RUSTIK Viewer

An interactive GIS platform combining EU and local (Living Lab) data to analyse rural transitions across Europe.



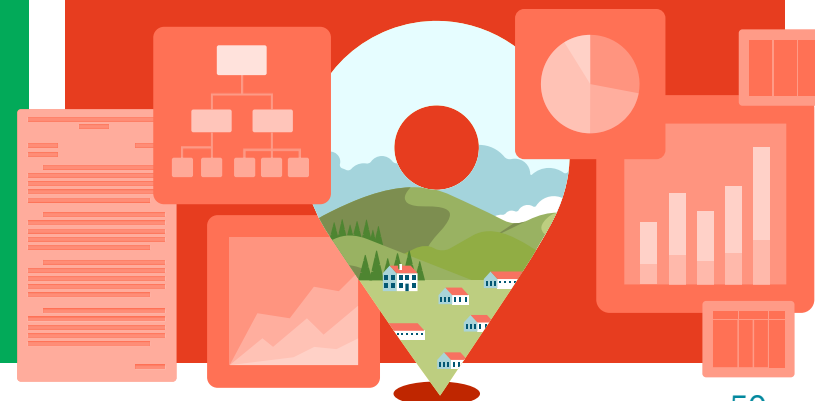
RUSTIK Data Tools

Online-Collection of practical methods and digital tools to support rural analysis and decision-making.



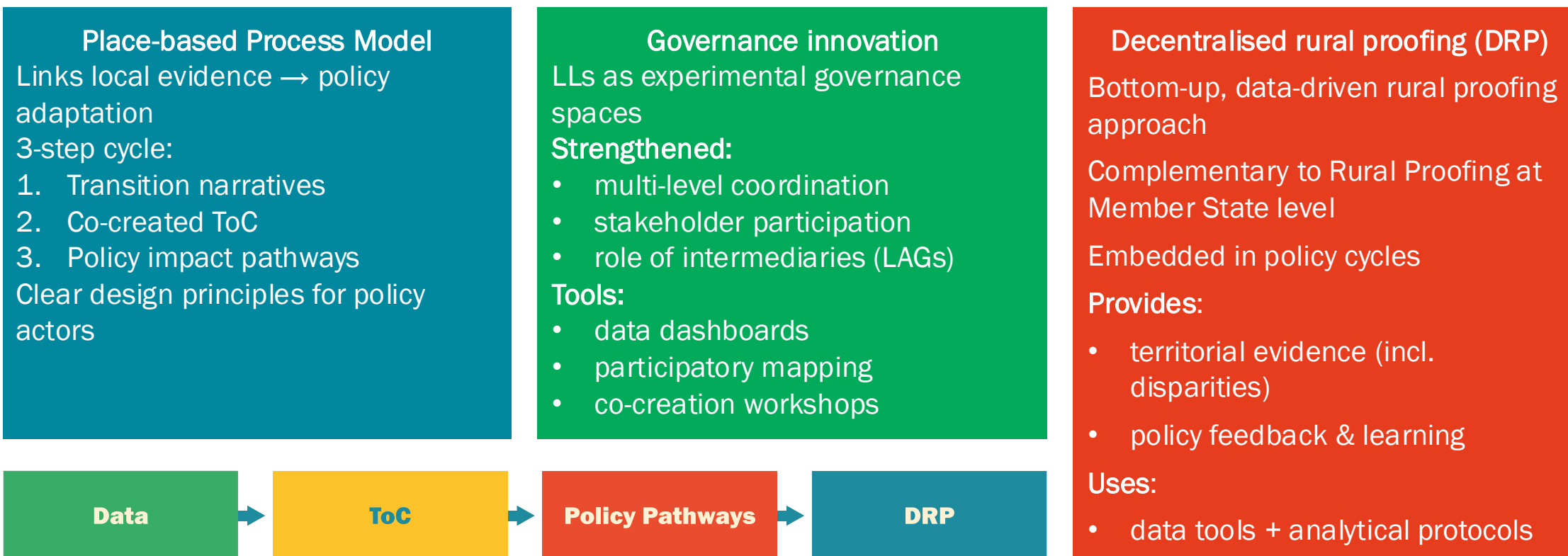
New Data in 14 Pilot Regions

- Mixed-method, place-based data generation
- Economic, social, environmental & governance data
- Local to regional scale



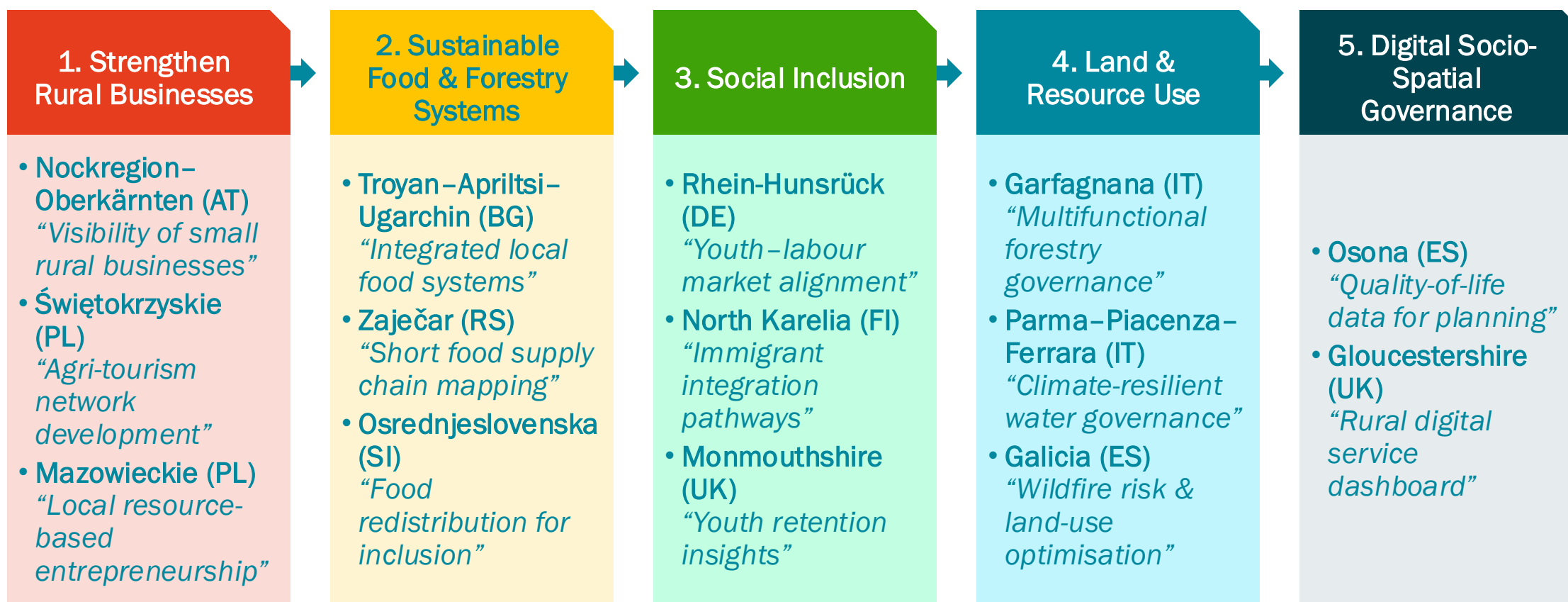
RUSTIK results and outcomes - 2

Objectives: process model for the design of intervention logic, strategy and transition response;
descentralised rural proofing



RUSTIK results and outcomes - 3

Objective: Knowledge-based participatory strategy and policy design [...] in 14 European Pilot Regions



Outlook – 6 months to go for RUSTIK, and then?

Scientific and policy advances planned until project end

- Functional Rural Areas and Rural Functions
- Interlinkage between transition options and policy environment
- Opportunities for new data and data accessibility
- Resources and capacities
- Implications for policy

Transition pathways do not end with RUSTIK



Zaječar (RS): First concrete market uptake – pilot dairy–hotel supply, scaling to regular contracts



Gloucestershire (UK): Operational uptake – data transfer enables real-life use of smart dashboard



Osrednjeslovenska (SI): Strengthened policy engagement – model presented, ongoing discussions on continuation



Rhein-Hunsrück (DE): Strong policy uptake – feeding into education policy and career guidance



Nockregion–Oberkärnten (AT): Approved 3-year CAP project – boosting SME resilience and innovation



Garfagnana (IT): Local replication – new community projects, pathway to EU-level visibility



BG–UK: Cross-Lab collaboration – spatial dashboard upgrade, improved access for non-expert users

Engage with us!



www.rustik-he.eu





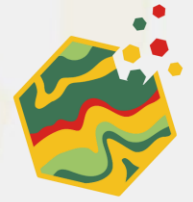
Round table: Data and evidence to characterise rural and territorial challenges in Europe

Moderator: Alessandro Sorichetta, University of Milan

The Science Policy perspective

Michael Kull, LUKE

WHAT EVIDENCE POLICYMAKERS NEED BUT DON'T HAVE AT EU/NATIONAL/MUNICIPAL LEVEL?



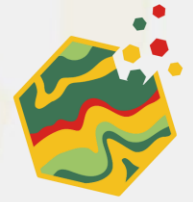
GRANULAR

- Reflections from science-policy interface work
- Where to find data => how to interpret => collective sense-making
- **Rural challenges current data fails to capture adequately?**
 - Multiple transitions / crises
 - Understanding complex demographic dynamics: rural attractiveness, temporal populations & retention
- Barriers for policymakers in using (granular) data & how to overcome – lessons from GRANULAR
 - Interpretation & actionability
 - Bringing in Rural Proofing
 - Story Maps



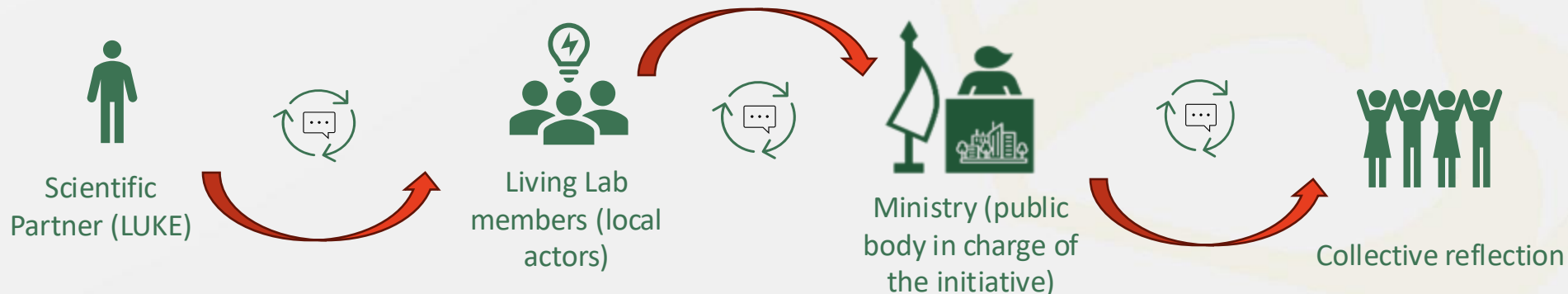
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RURAL PROOFING IN PRACTICE: POLICY-SCIENCE CO-LEARNING IN THE FINNISH REPLICATION LAB



GRANULAR

- **Collaboration:** local actors, scientists, and ministry (i.e. governance level in charge of the initiative) worked together → *trust and shared ownership*
- **Capacity building:** improved skills, awareness, and understanding of policy impacts → *shared territorial intelligence*
- **Pragmatism:** Learned the value of a “**good is good enough**” approach: contribution counts even if not all data gaps are filled → *reflection mattered more than perfect completion.*
- **Inclusiveness:** rural voices crucial in policy making, countering urban bias, EU concerns about democratic deficits → *strengthening policy legitimacy & responsiveness*



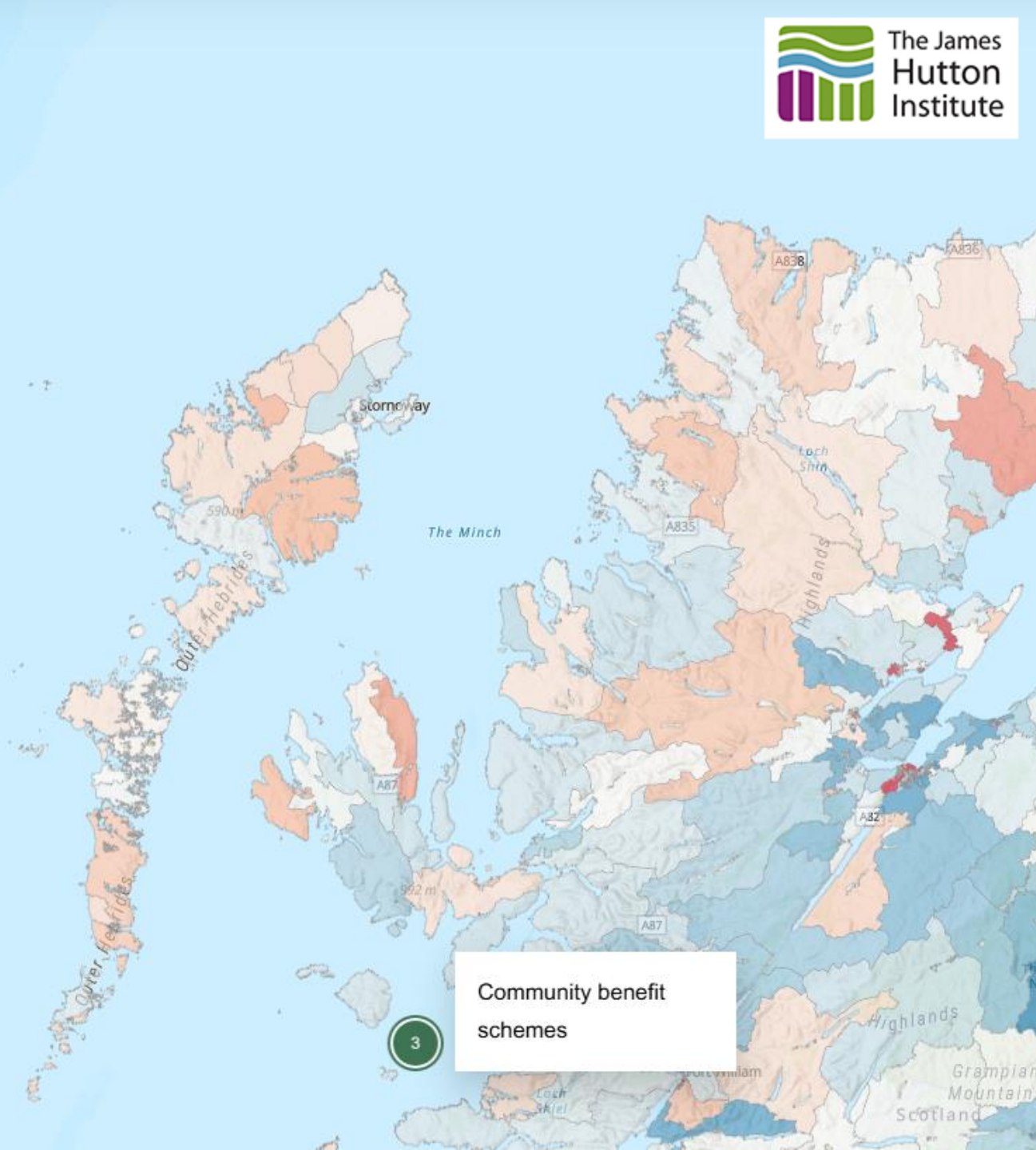
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Community owned energy grid

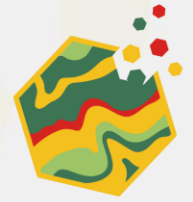
Eigg Electric, shown in this example, is another different model of community ownership. Eigg is a small island which is not connected to the national grid, meaning the Eigg Electric project provides electricity directly to residents, rather than selling it to the grid for a profit, as in the previous examples.

In total they have around 300KW of installed renewable capacity, providing roughly 95% of the island's electricity needs, replacing the previous system of diesel generators. This has massively improved the sustainability and reliability of the island's energy access.



TURNING DATA INTO SHARED TERRITORIAL INTELLIGENCE FOR PLACE-BASED POLICYMAKING

Lessons learned from the work with Replication Labs & beyond



GRANULAR

DATA

Maps, indicators, classifications, surveys etc.



INTERPRETATION & SENSE-MAKING

Living Labs • Replication Labs • Rural Proofing • KTA etc.



SHARED TERRITORIAL INTELLIGENCE



PLACE-BASED POLICYMAKING



Researchers |



Policymakers |



Local actors |



Businesses |



Citizens



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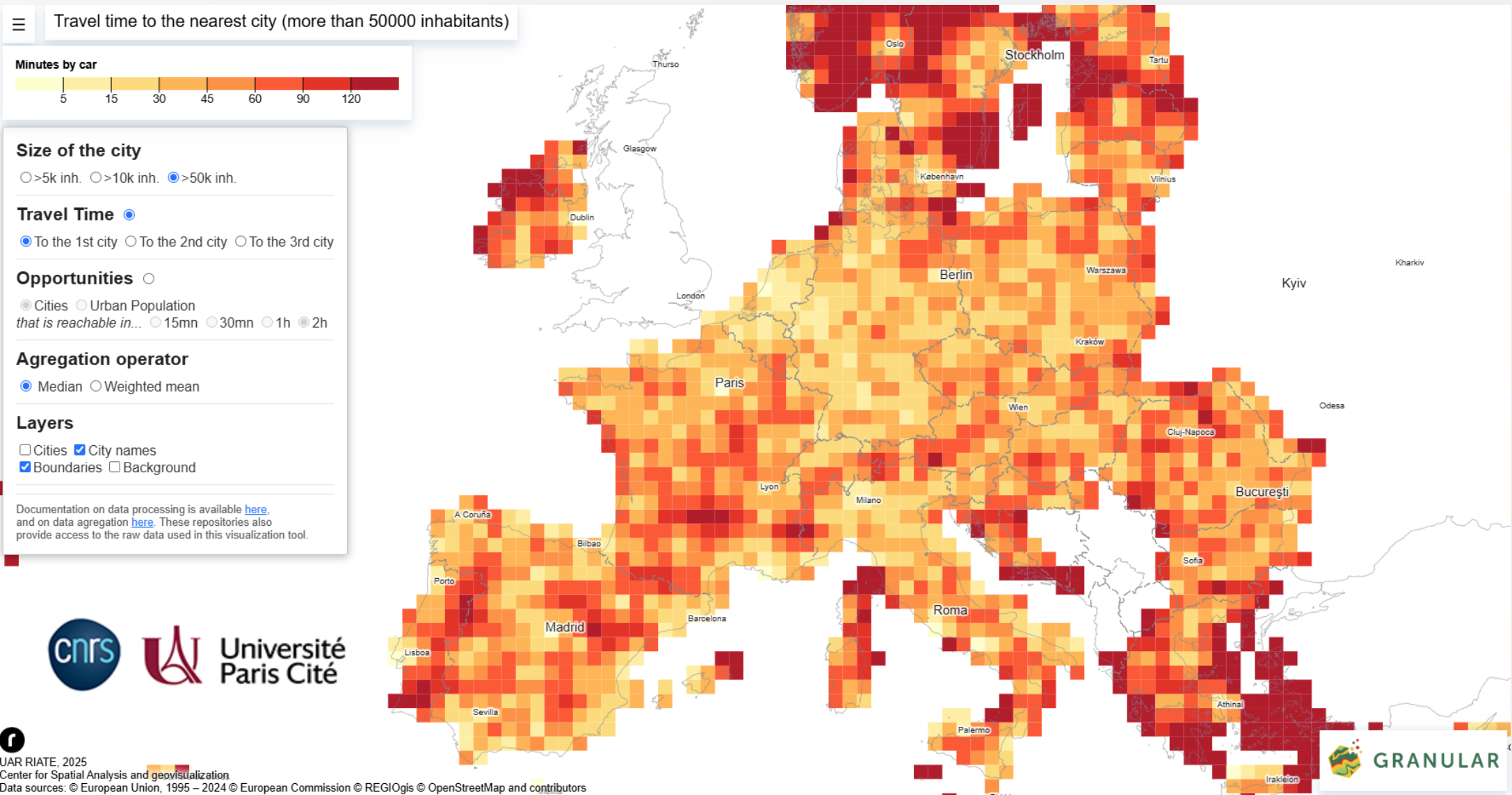
New & Novel Evidence

Ian McCallum, IIASA

TRAVEL TIME



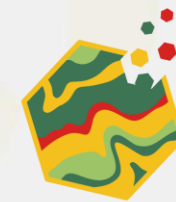
GRANULAR



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MOBILITY: FRANCE

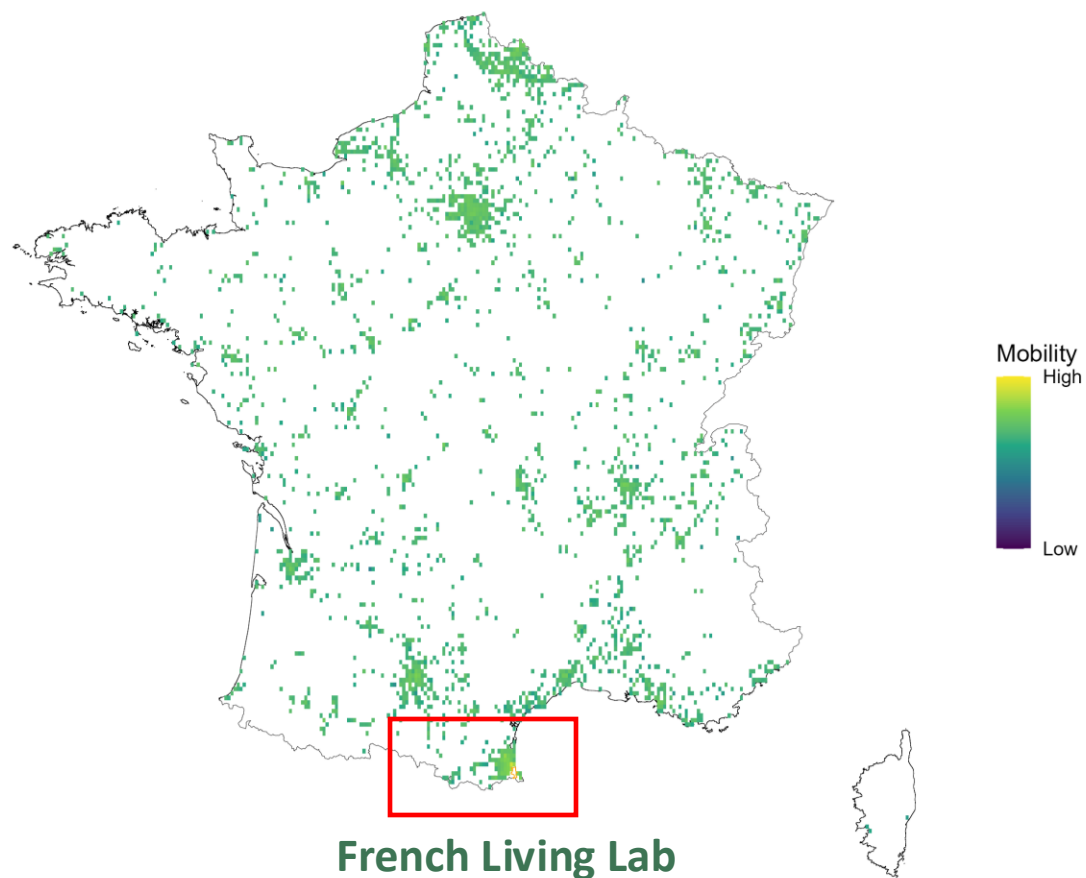


GRANULAR



Inbound visitors to Argelès-sur-Mer

2024-07-08 to 2024-07-28



UNIVERSITÀ
DEGLI STUDI
DI MILANO

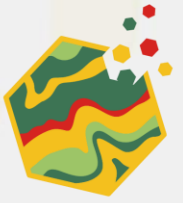


University of
Southampton



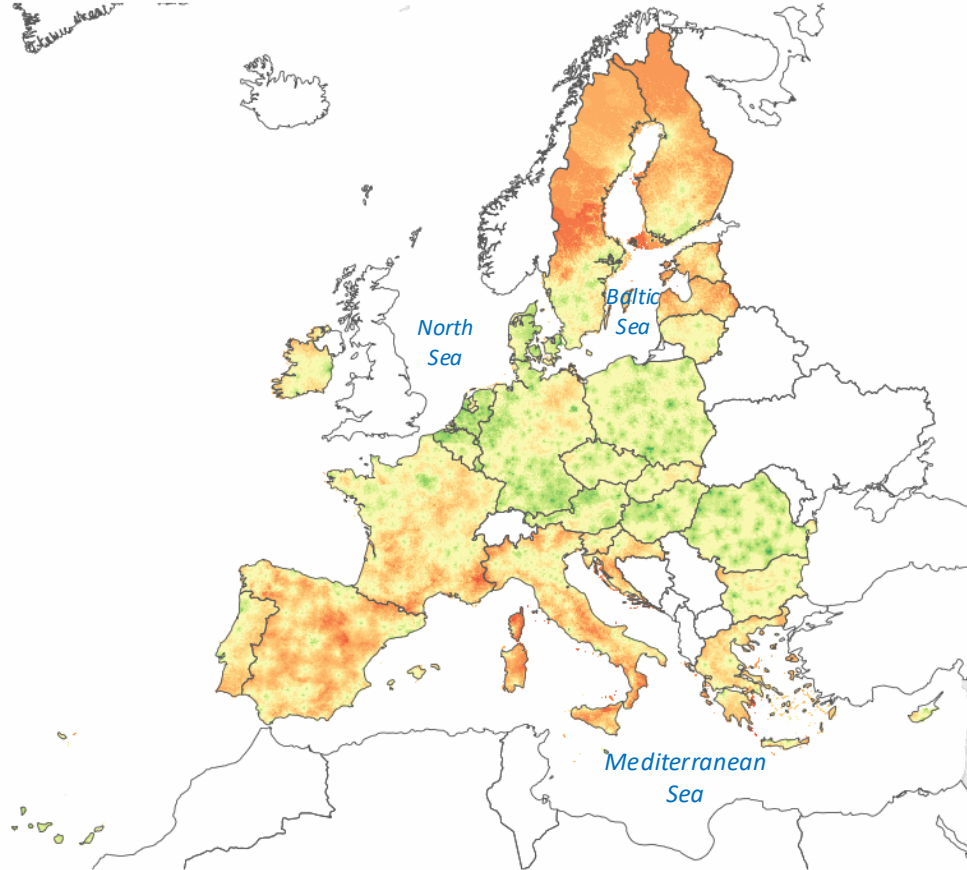
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TRANSPORT POVERTY RISK INDEX



GRANULAR

TPRI Score — 2022-01



EU median TPRI over time



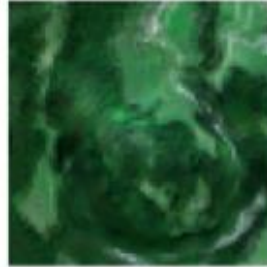
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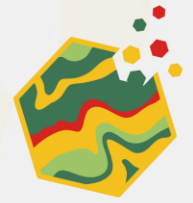


Nordregio

LAND COVER / LAND USE

Text-to-image retrieval using a Vision-Language model

 Clear seasonal contrasts are visible with vibrant greens in spring and browns in autumn.	Top Match Arable land and... Continental 	Match #2 Broadleaved dec... Continental 	Match #3 Broadleaved dec... Atlantic 	Match #4 Broadleaved dec... Alpine 	Match #5 Broadleaved dec... Mediterranean 
 Mediterranean olives, oil and pickles.	Top Match - Mediterranean 	Match #2 - Mediterranean 	Match #3 - Mediterranean 	Match #4 Olive groves Mediterranean 	Match #5 - Mediterranean 



GRANULAR

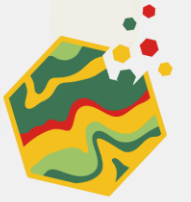


CIHEAM
MONTPELLIER

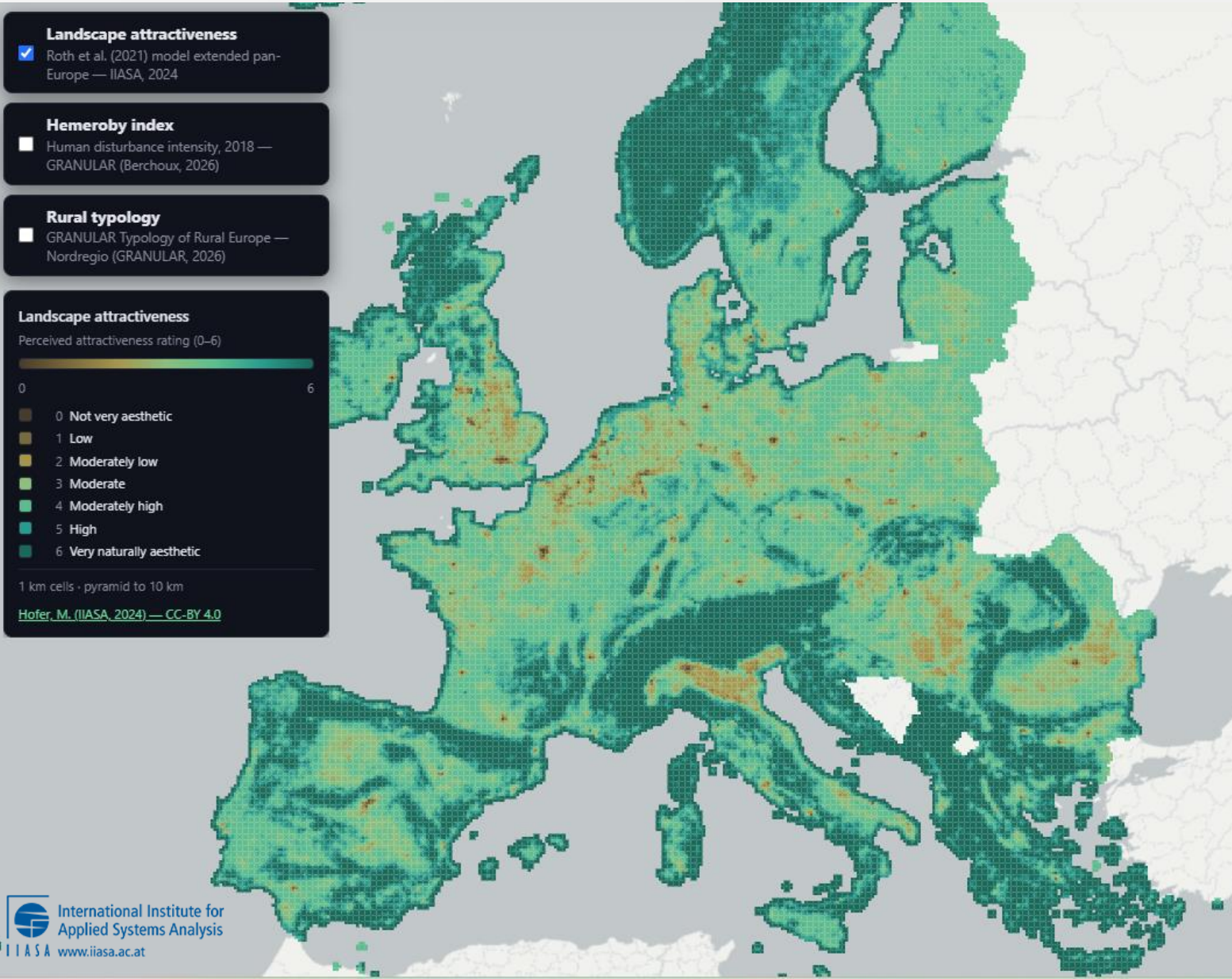


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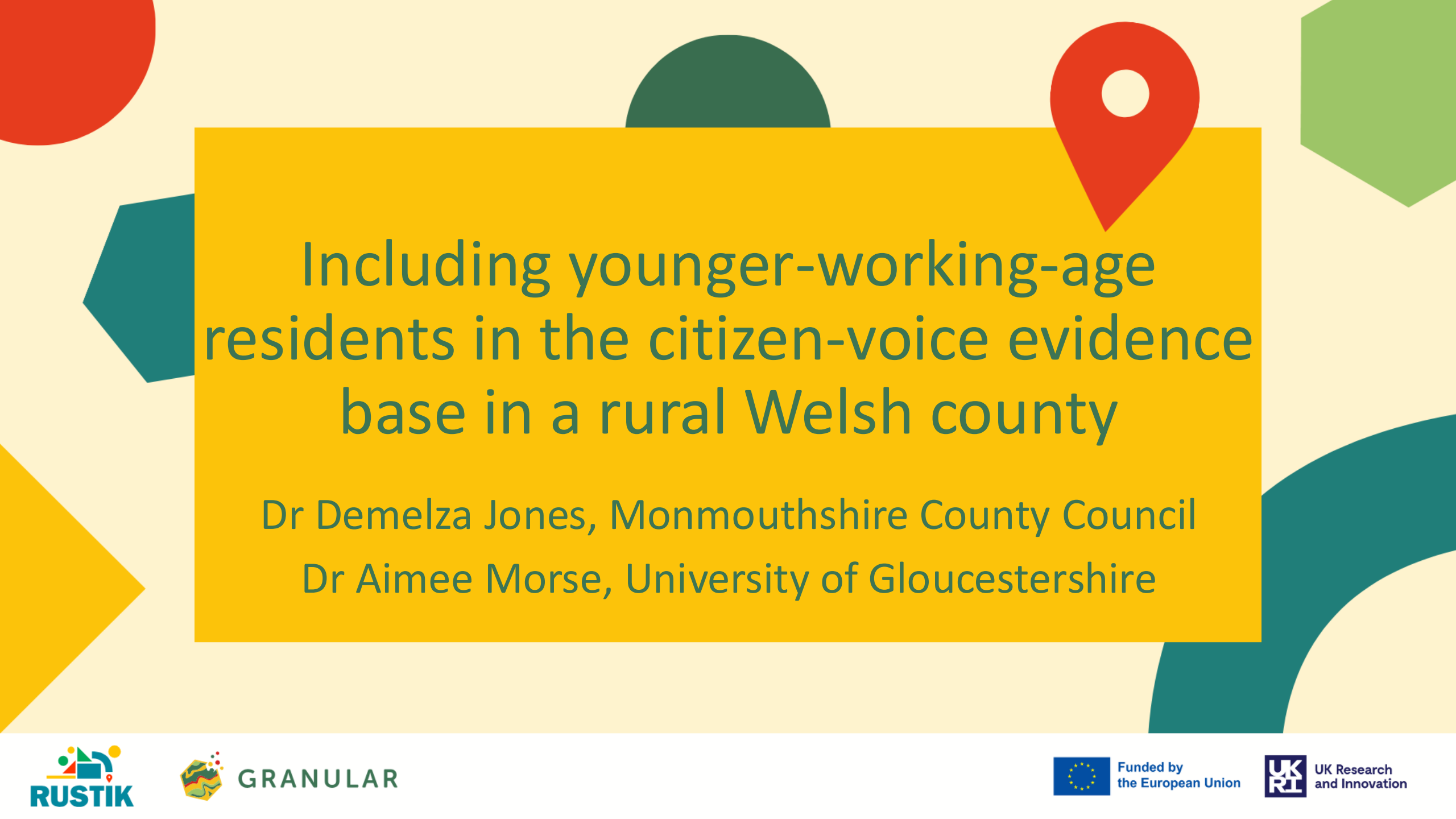
LANDSCAPE ATTRACTIVENESS



GRANULAR



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Including younger-working-age residents in the citizen-voice evidence base in a rural Welsh county

Dr Demelza Jones, Monmouthshire County Council

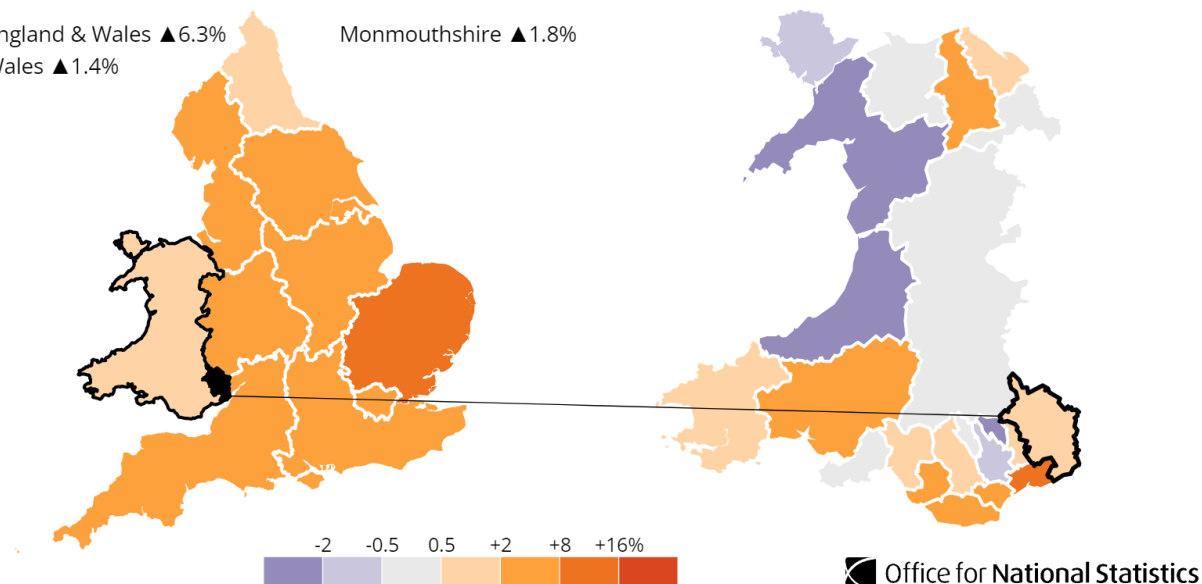
Dr Aimee Morse, University of Gloucestershire

Context

Population change in Monmouthshire: Census 2011 to Census 2021

England & Wales ▲6.3%
Wales ▲1.4%

Monmouthshire ▲1.8%



2001-2021: The number of people aged 65 to 74 years increased by 25.1%, while the number of residents between 35 and 49 years fell by 19.4%.



The challenge: Increasing understanding of younger Monmouthshire residents' mobility decision-making and the 'liveability' of the county for this age group.



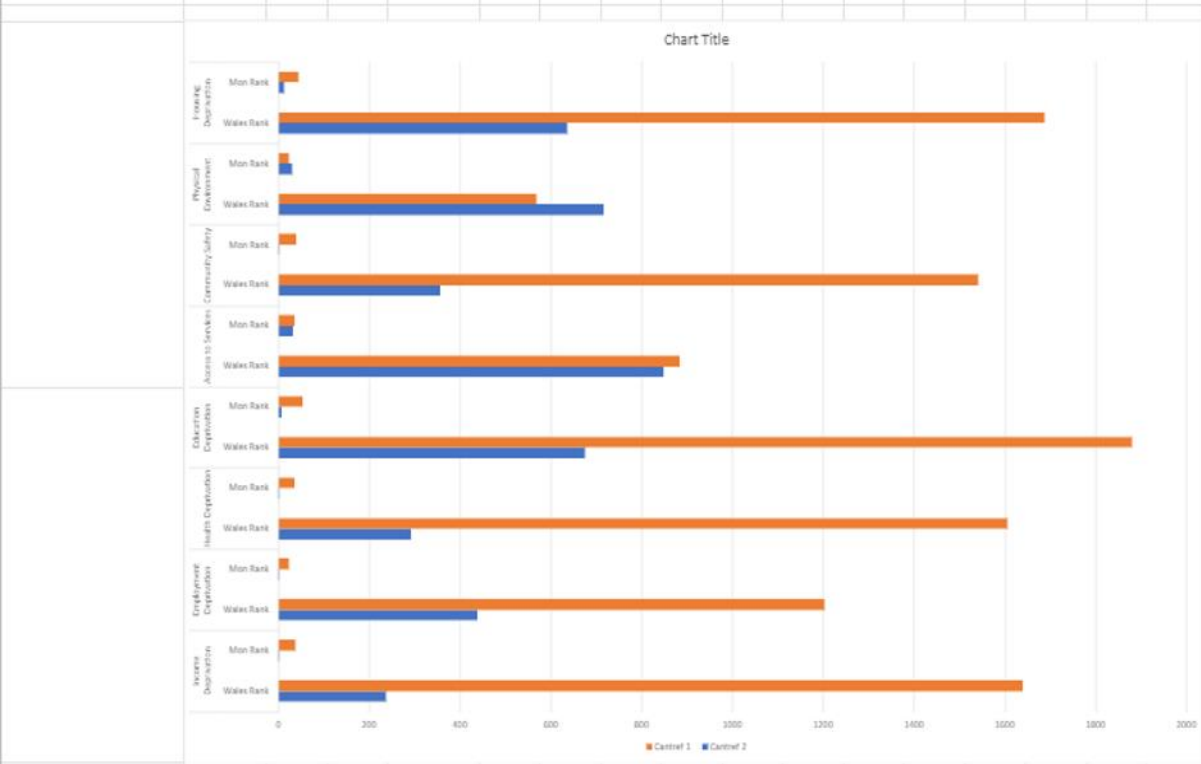
Policy relevance: Local government priority to improve demographic balance to support economic growth and sustainability, and Welsh government objectives to improve the country for future generations



Choose the LSOAs you would like to compare by selecting a ranking in each box. The LSOAs names and data will then be shown in the table and chart, and satellite imagery of the LSOAs will also be generated.

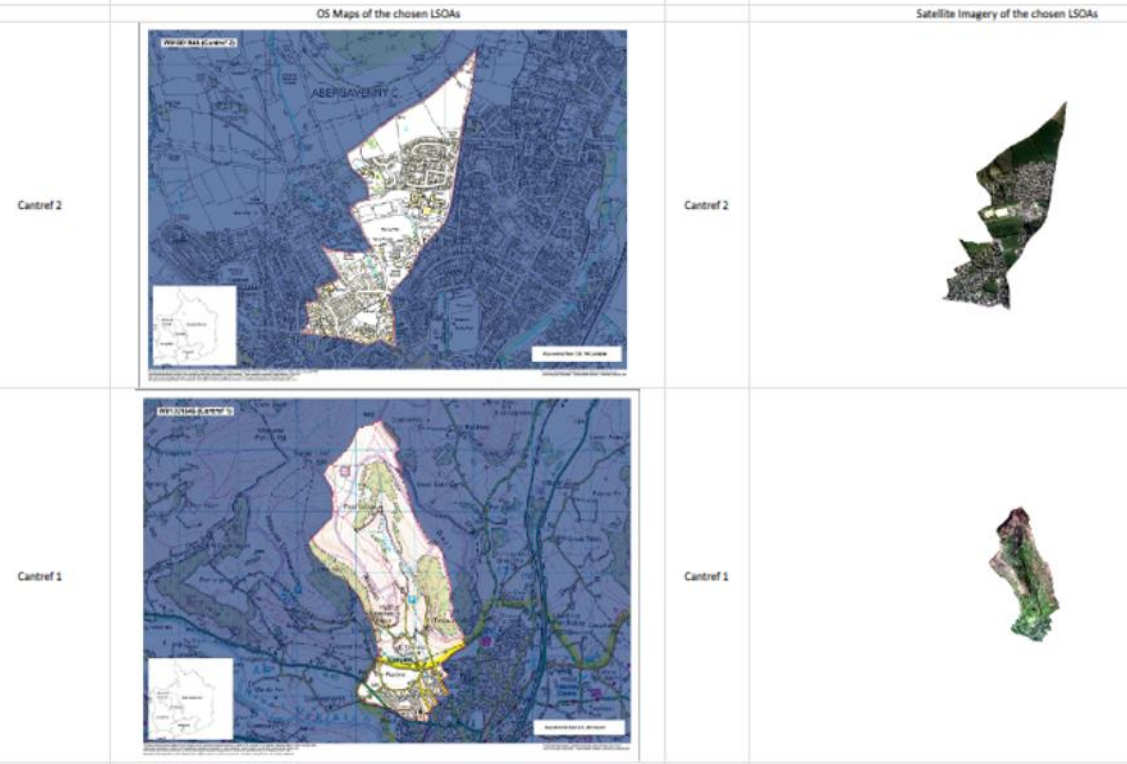
Income Deprivation Ranking, LSOA 1:	1
Income Deprivation Ranking, LSOA 2:	37

	Income Deprivation		Employment Deprivation		Health Deprivation		Education Deprivation		Access to Services		Community Safety		Physical Environment		Housing Deprivation	
	Wales Rank	Mon Rank	Wales Rank	Mon Rank	Wales Rank	Mon Rank	Wales Rank	Mon Rank	Wales Rank	Mon Rank	Wales Rank	Mon Rank	Wales Rank	Mon Rank	Wales Rank	Mon Rank
Cantref 2	238	1	439	3	292	2	675	7	849	33	357	3	716	31	636	13
Cantref 1	1640	37	1204	23	1606	36	1881	53	884	36	1542	40	568	24	1687	45



Here are some comments about the selected LSOAs from a recent survey which gathered people's opinions of specific locations in Monmouthshire. If no comments were received, a "0" will show in the comments box.

Cantref 2	Comment here	Cantref 1	0
Cantref 2	Another comment		
Cantref 2	One final comment...		





Key findings

Concerns: housing costs, employment & post-16 education, transport, and a more inclusive social and leisure offer

Access to nature, quality of life and safety are strengths to build on

Place-based variation and differences linked to life-stage and aspirations

Methodological learning that even with digital tools, in-person engagement remains crucial!



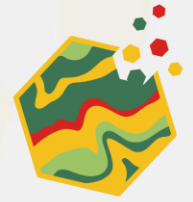
The practitioner perspective

Louise Chasset, Living Lab Facilitator, Pays Pyrénées
Méditerranée

LIVING LAB PAYS PYRÉNÉES MÉDITERRANÉE

Local development association, economic, social and environmental transitions

Coordinates and federates initiatives and gives greater coherence and impact to public funding



GRANULAR

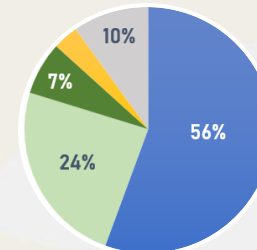
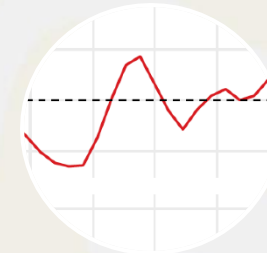
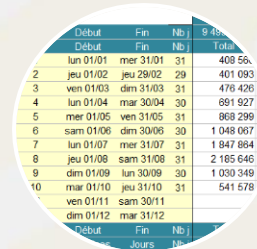


@www.photo-hedelin.com

What are tourists' travel habits during their stay?

Combination of data sources

⇒ Hackathon



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DATA TO CHARACTERISE RURAL CHALLENGES

Practitioner perspective



GRANULAR

Data to inform decision ?

- take an objective view of a situation or a change,
- share an observation,
- assess the region's future direction and anticipate

Improve decision-makers' access to data in rural areas ?

- make data accessible (facilitation and visualisation, fostering a culture of relying on scientific data, training)
- specify the data (granularity, combination of data sources, support for data collection)
- support interactions between scientific experts and local rural decision-makers



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REACTION FROM THE OECD



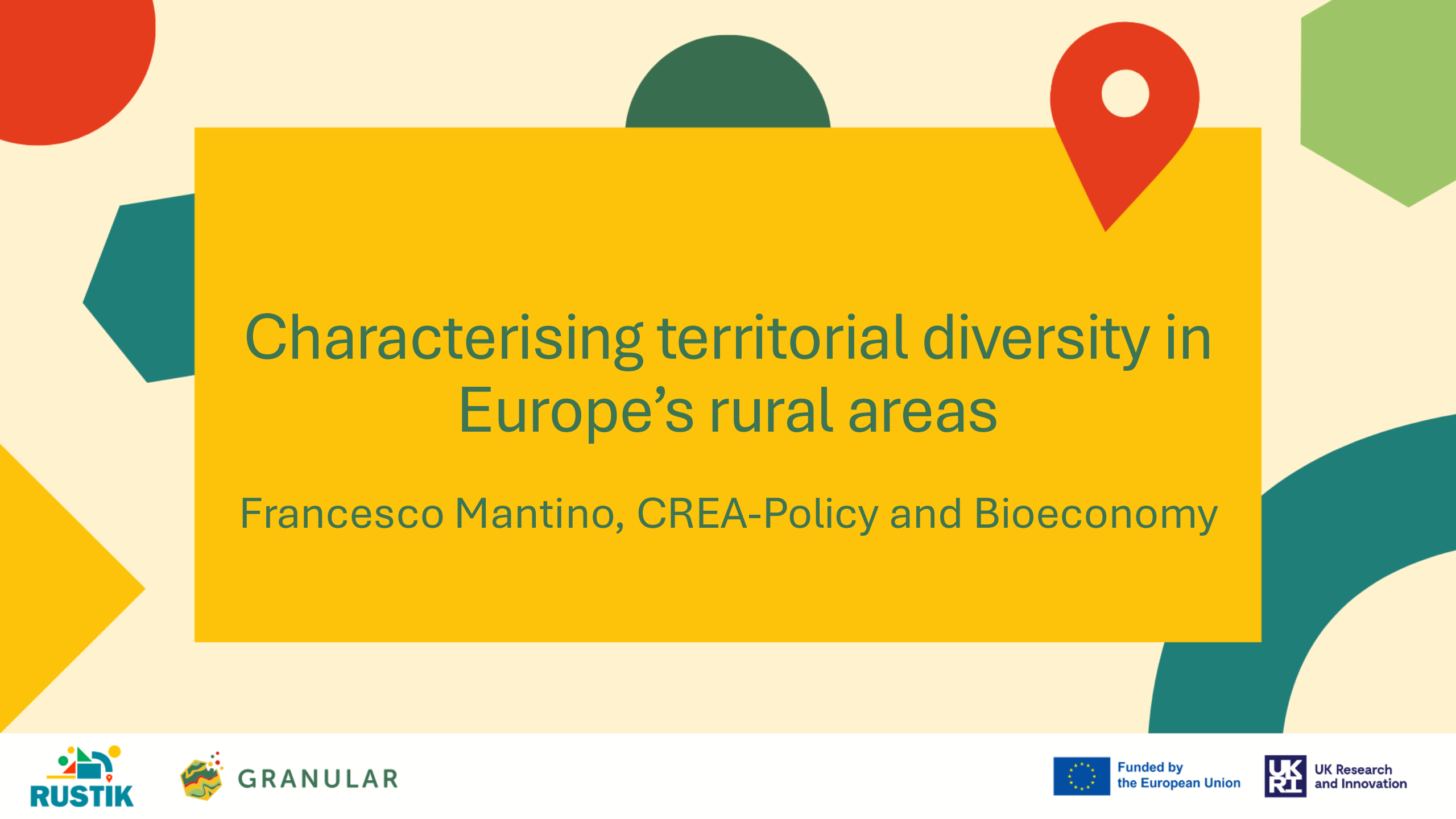
Marc Bournisien de Valmon

Organisation for Economic Co-
operation and Development
(OECD)



Rural diversity and complexity: analytical approaches for rural areas

Moderator: Serafín Pazos-Vidal, AEIDL



Characterising territorial diversity in Europe's rural areas

Francesco Mantino, CREA-Policy and Bioeconomy

Objectives and theoretical framework 01

Some results of classification used 02

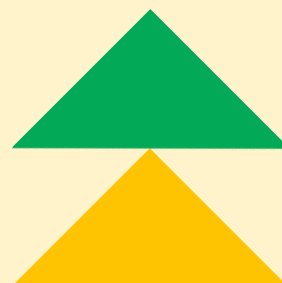
Policy implications 03



01

FIRST PART

Objectives of presentation and
methodological framework



How to disentangle rural diversity in defining a classification of rural areas?

Regional development

- Little explored
- General socio-economic differences among NUTS2 regions

Population settlement patterns

- Underpin generally the morphological criteria (population density and population size)
- Most frequently used, at different level of aggregation (grid, LAU). Degree of Urbanisation (DEGURBA)

Labour market conditions

- Functional relations among territorial aggregates (Labour catchment areas)
- Based on local labour markets self contained

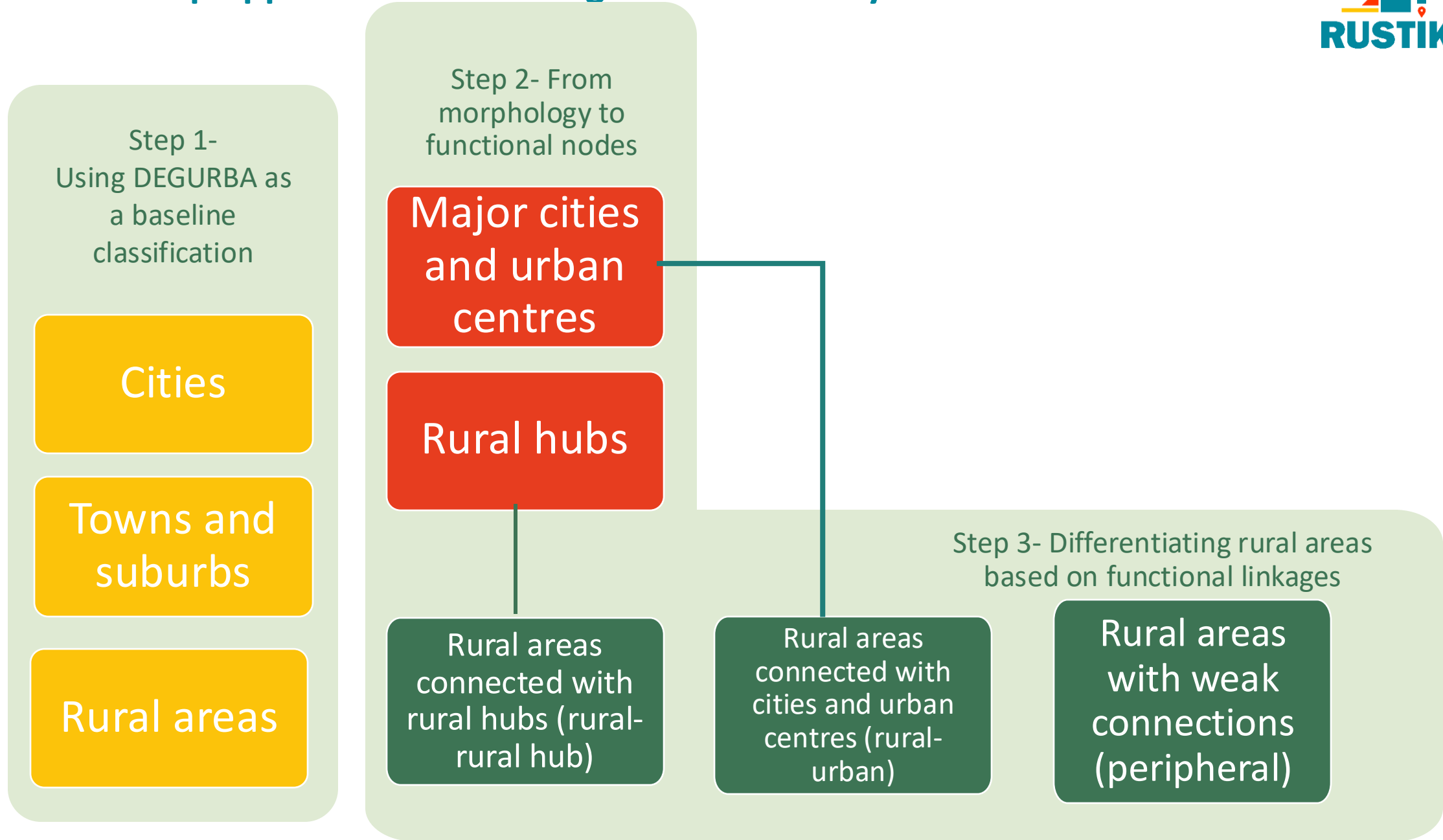
Access to services

- Functional relations among rural and urban centres providing services
- Base on travel times to reach services providers

Governance and social capital

- Very little explored in territorial classification, due to the difficulty of operationalise these variables
- Quali-quantitative appreciation

A three-step approach to disentangle rural diversity



Defining “Rural hubs”

Rural hubs are central nodes in labour catchment areas, providing jobs and services to surrounding rural municipalities.

They have been identified through four categories of relevant indicators:



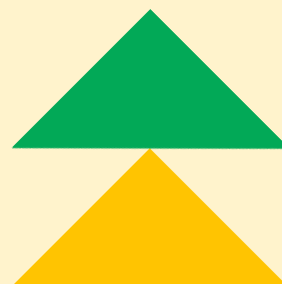
Categories of relevant indicators	Set of indicators at municipal level (LAU, 2021)
1. Agri-food and forestry specialisation	• Agricultural used area and forest area • Value of agricultural production per hectare • Employees in agri-food and forestry processing industries
2. Labour market attractiveness	• Jobs to employed resident ratio • In commuters/total jobs • Net commuting index
3. Labour commuting linkages	• Share of in-commuters from rural areas • Rural commuting intensity (In + out-commuting)
4. Good access to services	• Access to primary school, hospitals and train stations
Municipalities qualify as rural hubs through a composite score: – overall score > threshold – minimum performance in categories 1 and 3	



02

SECOND PART

Different profiles of rural areas



Reassessing the relevance of rural areas after DEGURBA revision



Population 2021 by type of areas	Developed regions		Less developed regions	
	Concentrated settlements (Emilia-Romagna)	Diffused settlements (Tuscany)	Concentrated settlements (Campania)	Diffused settlements (Puglia)
Major cities	39,9	26,6	21,5	12,2
Minor urban centres and poles	7,0	54,3	10,1	69,9
Total rural areas	53,1	14,0	63,7	13,4
❑ Rural hubs	22,9	10,8	18,1	10,6
❑ Connected rural areas	21,2	1,5	17,5	2,6
❑ Peripheral rural areas	8,9	1,7	28,1	0,3
Total population	100,0	100,0	100,0	100,0

- ✓ Both regional development level and settlement structure strongly shape population distribution
- ✓ The role of rural areas varies across regions, but remains significant in all territorial contexts
- ✓ Rural hubs play a key role in shaping the overall structure of rural areas



They therefore function both as local engines of development and as nodes of resilience, supporting connections between urban centres and surrounding rural areas.



Rural hubs



Rural hubs show consistently positive demographic and labour market trends across different regional contexts.

Positive trends in demographic indicators (2001-2021)
e.g. + 11% population growth in developed and concentrated patterns

Positive trends in younger cohorts of population (< 14 years), except for rural hubs in less developed regions

Positive net migration rates in 2021

Positive trends in employment and creation of job opportunities



Connected rural areas



These rural areas benefit greatly from the closeness to rural hubs or urban areas or both at the same time. They have intense linkages in the labour market and access to services.

Positive trends in demographic indicators (2001-2021) or less negative than in peripheral rural areas.

Demographic change and employment growth are positive in concentrated settlements, where they benefit from the combined influence of rural hub and major cities and urban poles

This reinforce their integration into wider territorial systems.





They are characterised by demographic decline, shrinking labour markets and limited accessibility to services.



Peripheral rural areas



Peripheral rural areas show persistently weak demographic and labour market trends across regions

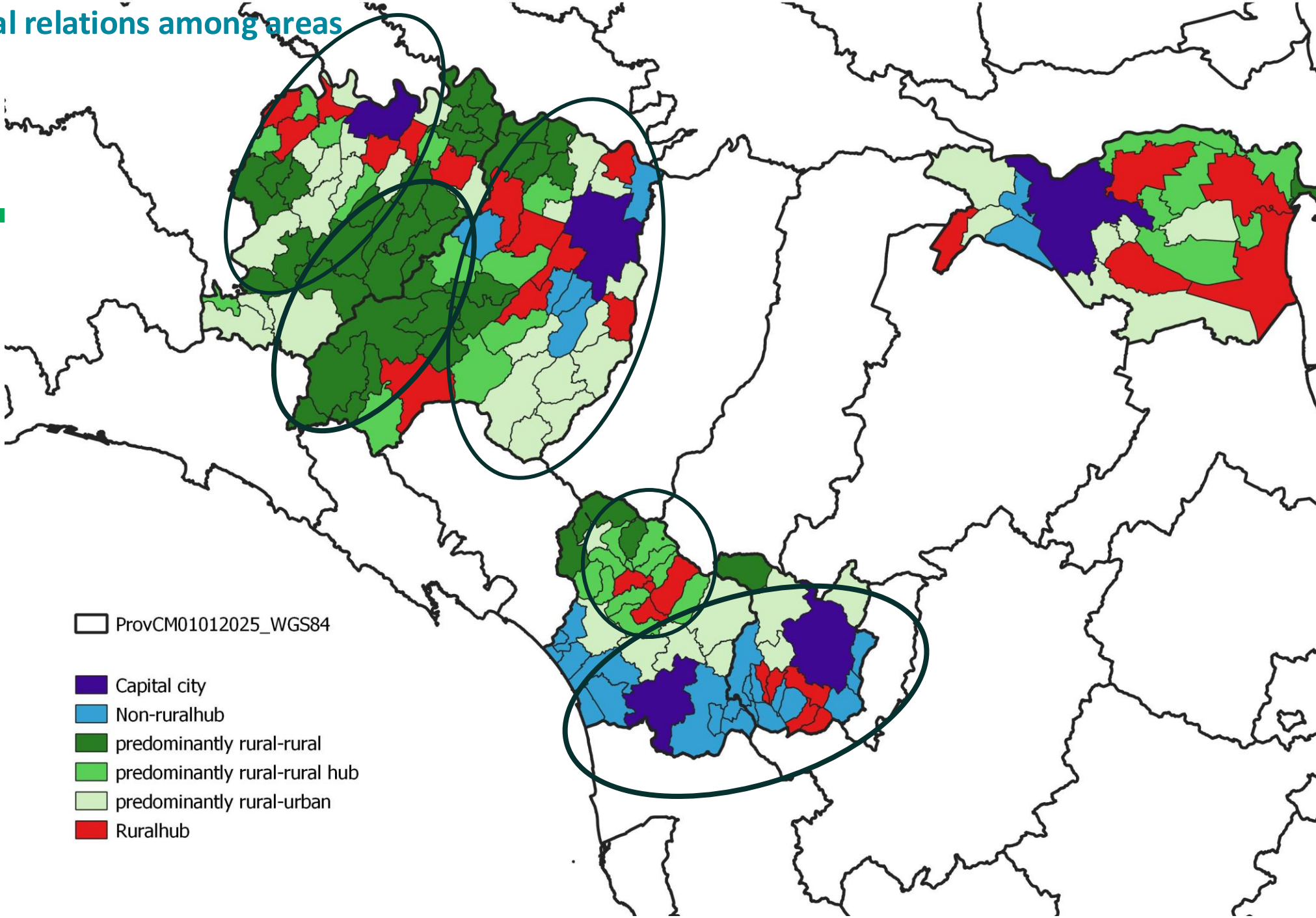
Negative demographic trends, notably in mountains

Their weak connectivity results in predominantly localised (rural–rural) interactions, reinforcing processes of socio-economic marginalisation.

Between 2001 and 2021, these areas experienced a decline in employment and job opportunities.

Highest reduction in the younger cohorts of population, more pronounced in less developed regions

Functional relations among areas



- ProvCM01012025_WGS84
- Capital city
- Non-ruralhub
- predominantly rural-rural
- predominantly rural-rural hub
- predominantly rural-urban
- Ruralhub

- ✓ **Diffuse network systems (minor centres):**

Rural areas gravitating around a dense network of minor urban centres, sometimes including major cities (e.g. Pistoia and Lucca)

- ✓ **Rural hub-centred systems:**

Rural areas organised around one or more rural hubs acting as local centres of labour markets and services (case of Lucca province)

- ✓ **Hybrid urban–hub systems:**

Rural areas gravitating around a combination of rural hubs and major cities, with complementary functional roles (rural hubs as agro-industrial producers and cities as providers of commercial and management services)

- ✓ **Peripheral / weakly integrated systems:**

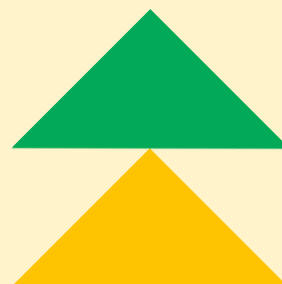
Rural areas with weak connections, limited labour market integration and predominantly localised interactions



02

SECOND PART

Some policy implications



Some policy implications



- ✓ DEGURBA provides a solid starting point, but requires further refinement
- ✓ Classification choices have direct policy implications for the 2028–2034 programming period
- ✓ Rural areas can only be understood through functional relations based on real mobility flows
- ✓ Different territorial configurations emerge depending on regional development and settlement structures
- ✓ Rural–urban interactions are complex: no single model applies across regions



Characterising territorial diversity in Europe's rural areas

Carlos Tapia, Nordregio

Theona Morrison, Scottish Rural Action

CHARACTERISING RURAL DIVERSITY

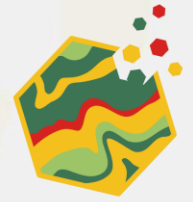
Overview

Task team

- Team: NOR (L), IAMM, IIASA, CNRS, UP, TI, HUT.

Task background and objectives

- There is a **need for a more nuanced understanding of the diversity of rural areas** and the interlinkages within the rural-urban continuum in Europe.
- The objective of this task was to develop a **multi-dimensional territorial typology** for the EU rural areas that is aligned with key policy priorities and the observed territorial dynamics.
- **Two main outputs** in this task



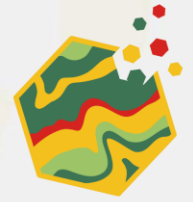
GRANULAR



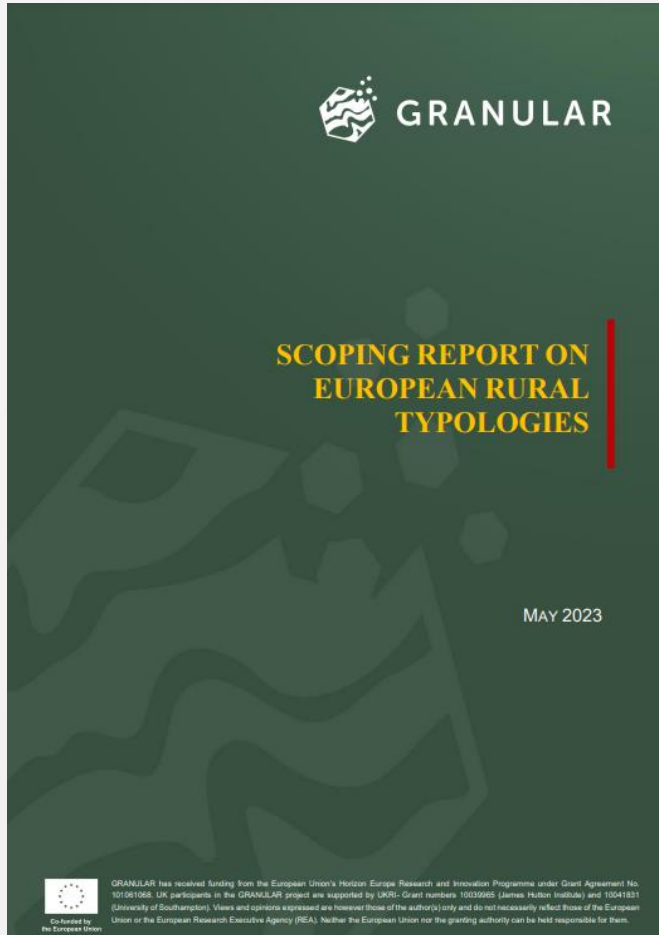
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CHARACTERISING RURAL DIVERSITY

Scoping Report on European Rural Typologies



GRANULAR

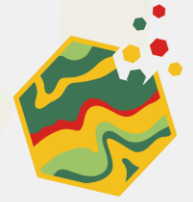


- **Inventory of existing territorial typologies** and a **comparative assessment** of these typologies focusing on:
 - how they are used
 - how they are constructed
 - key main strengths and weaknesses
- **Coverage:**
 - European-wide typologies for delimiting rural areas
 - National, regional, and local typologies that exist in different European countries



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GRANULAR

GRANULAR rural typology: key design principles

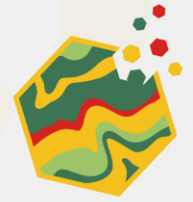
- **Purpose** and intended areas of use:
 - **Research**: an analytical tool for research purposes, yet aligned with policy priorities
 - **Planning**: provide a richer understanding of rural areas and thus also useful for supporting policy and planning
- **Transparent**:
 - **Accessible**: open data
 - **Reproducible**: open source
 - **Stable**: can be updated
- **Multidimensional**: incorporates 6 indicators



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GRANULAR rural typology: dimensions



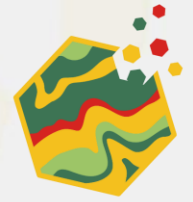
GRANULAR

- **Topography: Elevation.** Source: ESA
- **Land modification: Hemeroby index** (measuring human modification of natural landscapes). Source: IAM based on CORINE land cover data
- **Built environment:** Average gross **building volume**. Source: global human settlement layer (GHS-BUILT-V)
- **Population dynamics: Absolute population change** (2011-2021). Source: GEOSTAT
- **Accessibility:** Composite index combining **travel times** to urban centres (5,000, 10,000, and 50,000 inhabitants) and **counts of accessible towns** within 30-minute travel time. Source: Nordregio based on RIATE



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GRANULAR

GRANULAR rural typology: key methodological aspects

Consistent:

- **Incremental and hierarchical:** in relation to the delineation of rural areas in DEGURBA (level 2)
- **Targeted:** focuses on rural (non-urban) areas (DEGURBA class 31: “mostly low density cells”)

Granular:

- Based on EU 1 km² grid

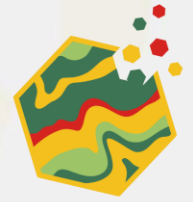
Automatic classification (K-means)

- **Unbiased:** since data-driven; no subjective bias involved
- **Accurate:** identify patterns in the data that may not be apparent to humans



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CHARACTERISING RURAL DIVERSITY



GRANULAR

‘We are not remote – we are rural’

A social media post by the Isle of Skye's archivist, **Catherine MacPhee:**

‘Remote, that word sidelines our communities, as if we exist at the edge of Scotland looking in.

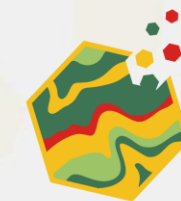
*We are not remote – we are rural. Our islands are alive with gaelic, with song, with tradition and story. **We are rooted in place and culture, not cut off from it. To call us “remote” is to erase our strength, our resilience, and our central role in Scotland’s identity.***

*Naming matters. Words shape how governments act, how resources are shared, and how futures are imagined. Our culture is not peripheral – it is powerful. Our voices are not distant – they are here, loud and clear. **Rural, not remote: that is who we are***



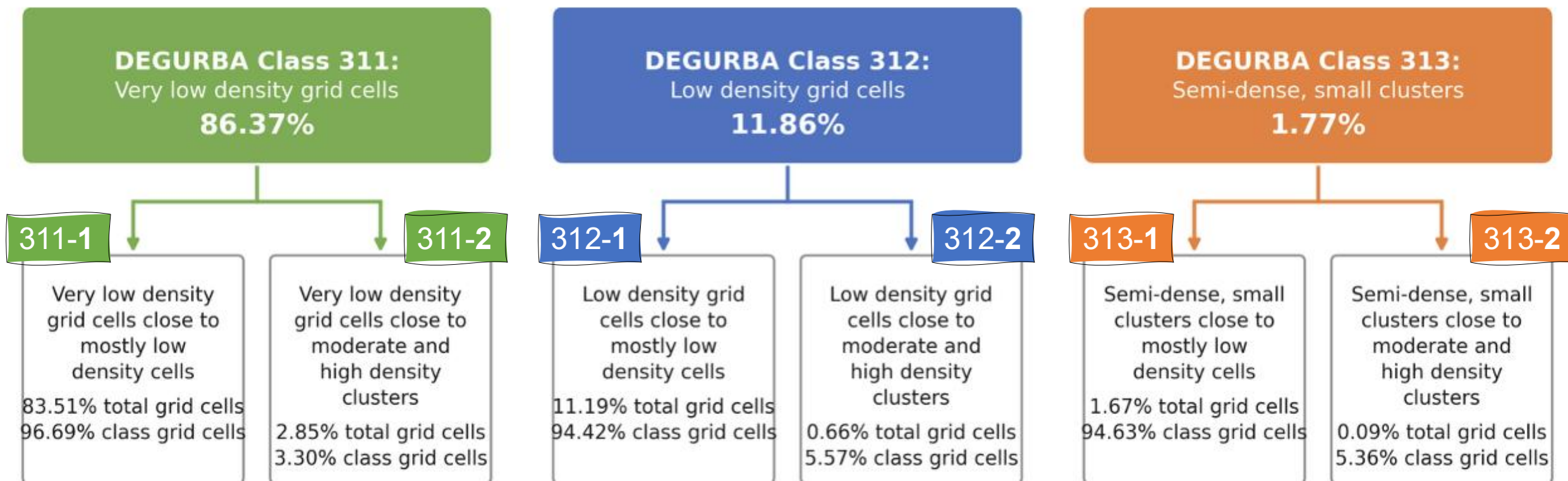
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GRANULAR

GRANULAR RURAL TYPOLOGY - New classes



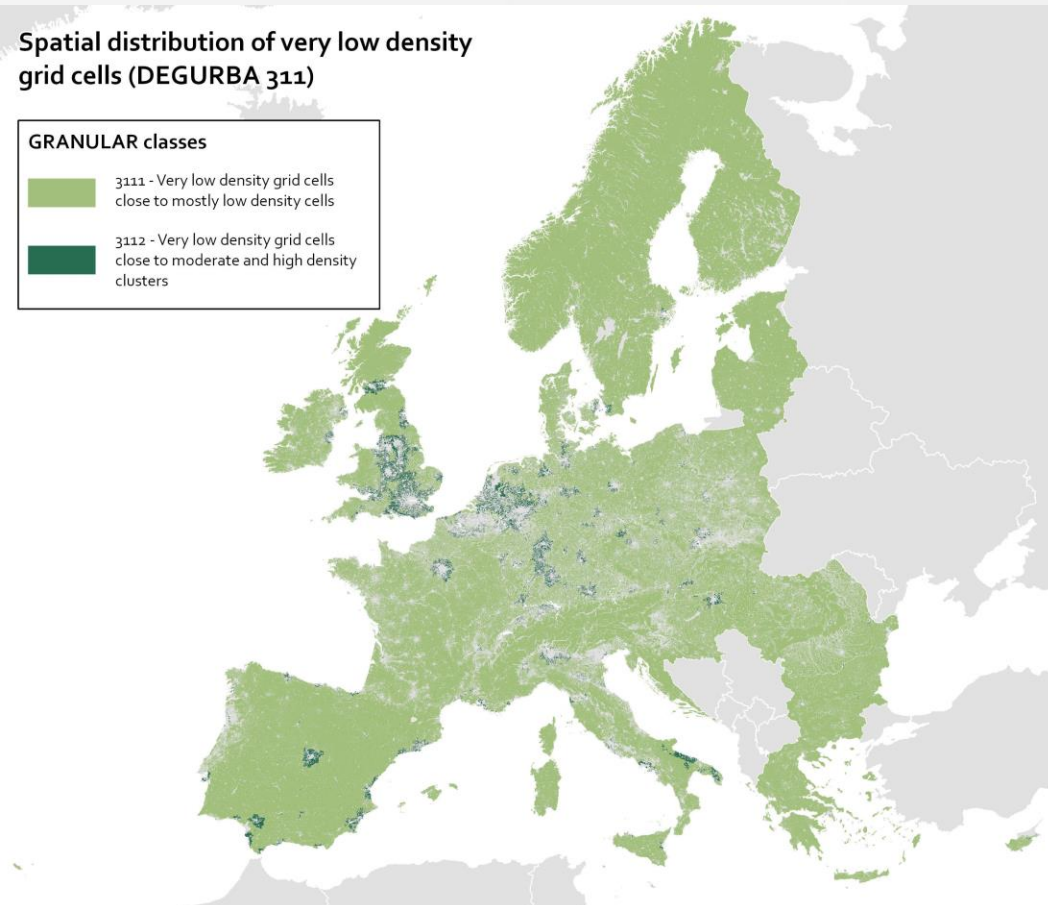
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GRANULAR

GRANULAR rural typology - 311: Very low density grid cells



3111: Very low density grid cells close to mostly low density cells (**open rural cells**)

- The dominant elevated, nature-rich and sparsely built baseline of European rurality
- Small villages, farm complexes, and rural service nodes in demographically thin areas

3112: Very low density grid cells close to moderate and high density clusters (**open rural cells in peri-urban areas**)

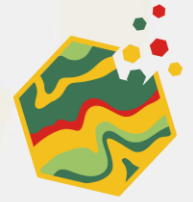
- Rural territory embedded within or adjacent to Europe's most urbanised regions.
- Driven by land management and structural factors rather than 'isolation' or decline



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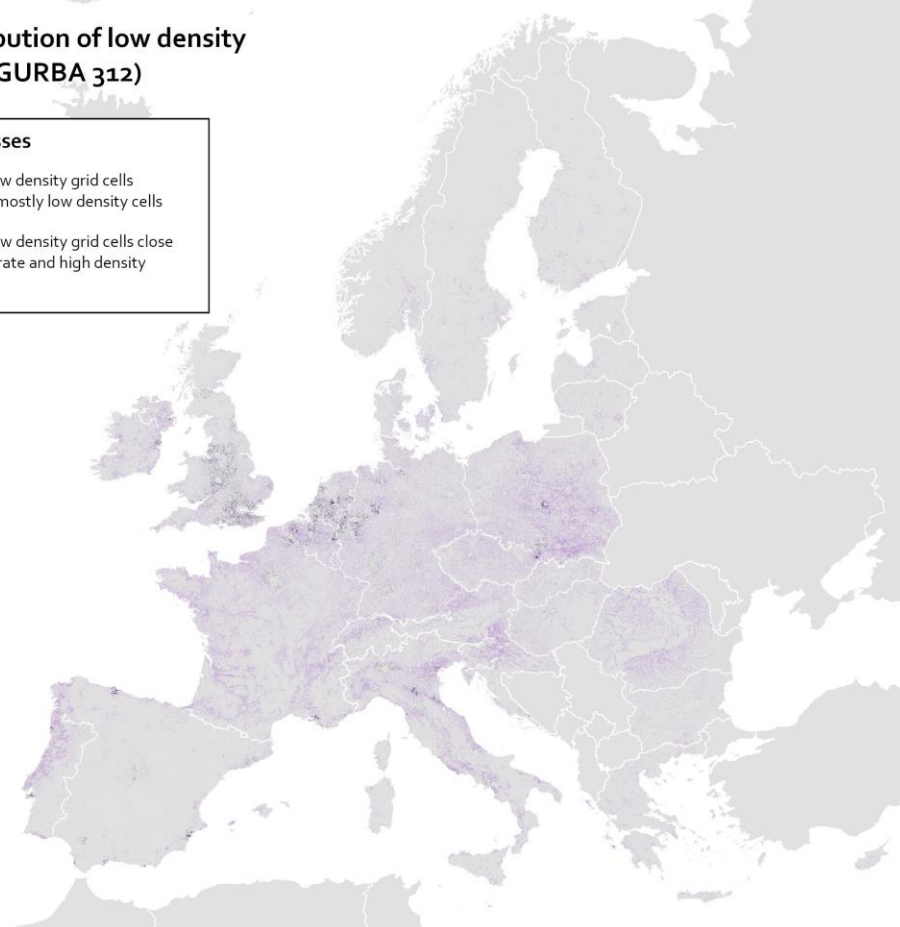
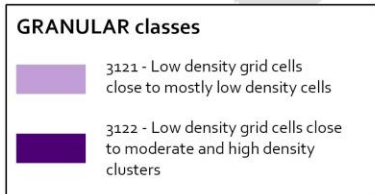
CHARACTERISING RURAL DIVERSITY

GRANULAR rural typology - 312: Low density grid cells



GRANULAR

Spatial distribution of low density grid cells (DEGURBA 312)



3121: Low density grid cells close to mostly low density cells (**rural settlements in peri-rural areas**)

- Widespread rural fabric with persistent but not intensive human influence
- Inner-peripheries and hinterlands

3122: Low density grid cells close to moderate and high density clusters (**rural settlements in peri-urban areas**)

- Rural areas embedded within Europe's most densely connected lowland territories
- Areas undergoing structural change, typically including population increase



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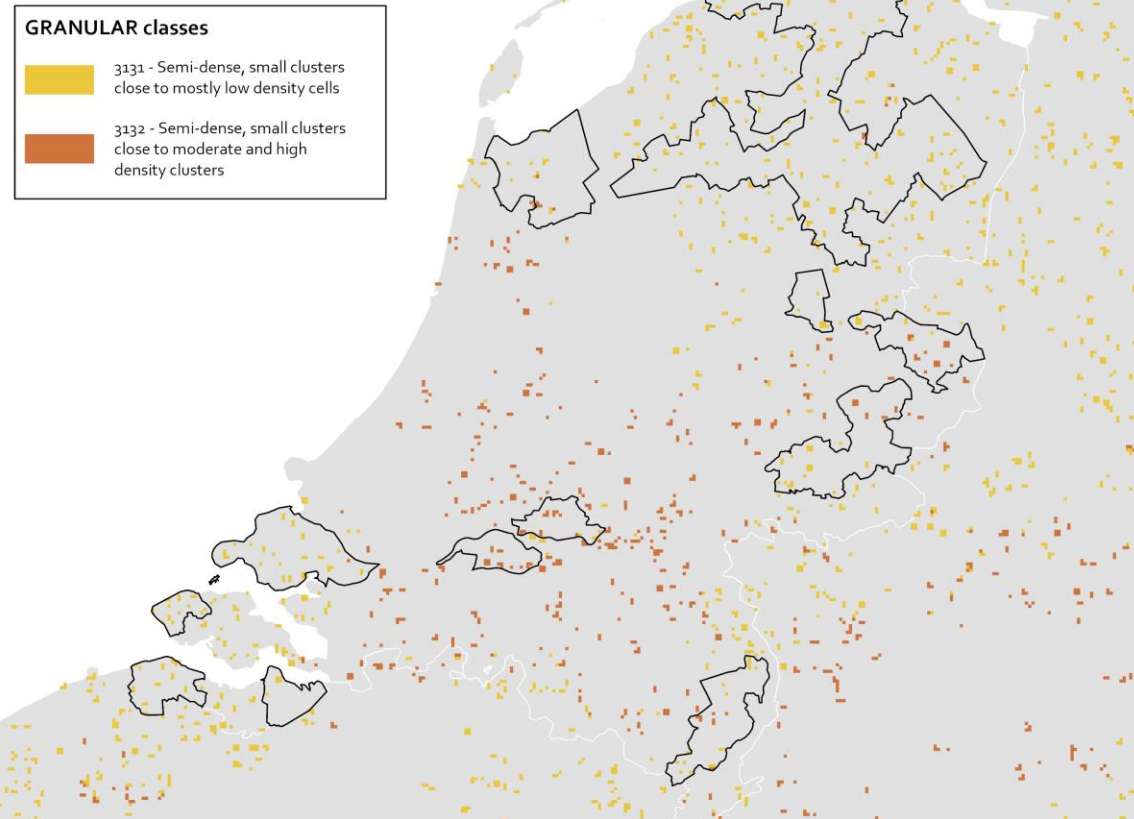
CHARACTERISING RURAL DIVERSITY

GRANULAR rural typology - 313: Semi-dense, small clusters



GRANULAR

Spatial distribution of semi-dense, small clusters (DEGURBA 313)
in P10 - The Netherlands



3131: Semi-dense, small clusters close to mostly low density cells (**rural towns in peri-rural areas**)

- The traditional nucleated town fabric of the continent, across a wide range of physical settings
- Functional links primarily with small and medium-sized towns rather than with major urban centres

3132: Semi-dense, small clusters close to moderate and high density clusters (**rural towns in peri-urban areas**)

- Accessible rural cluster towns with high functional connectivity to urban systems
- Population decline with internal variation

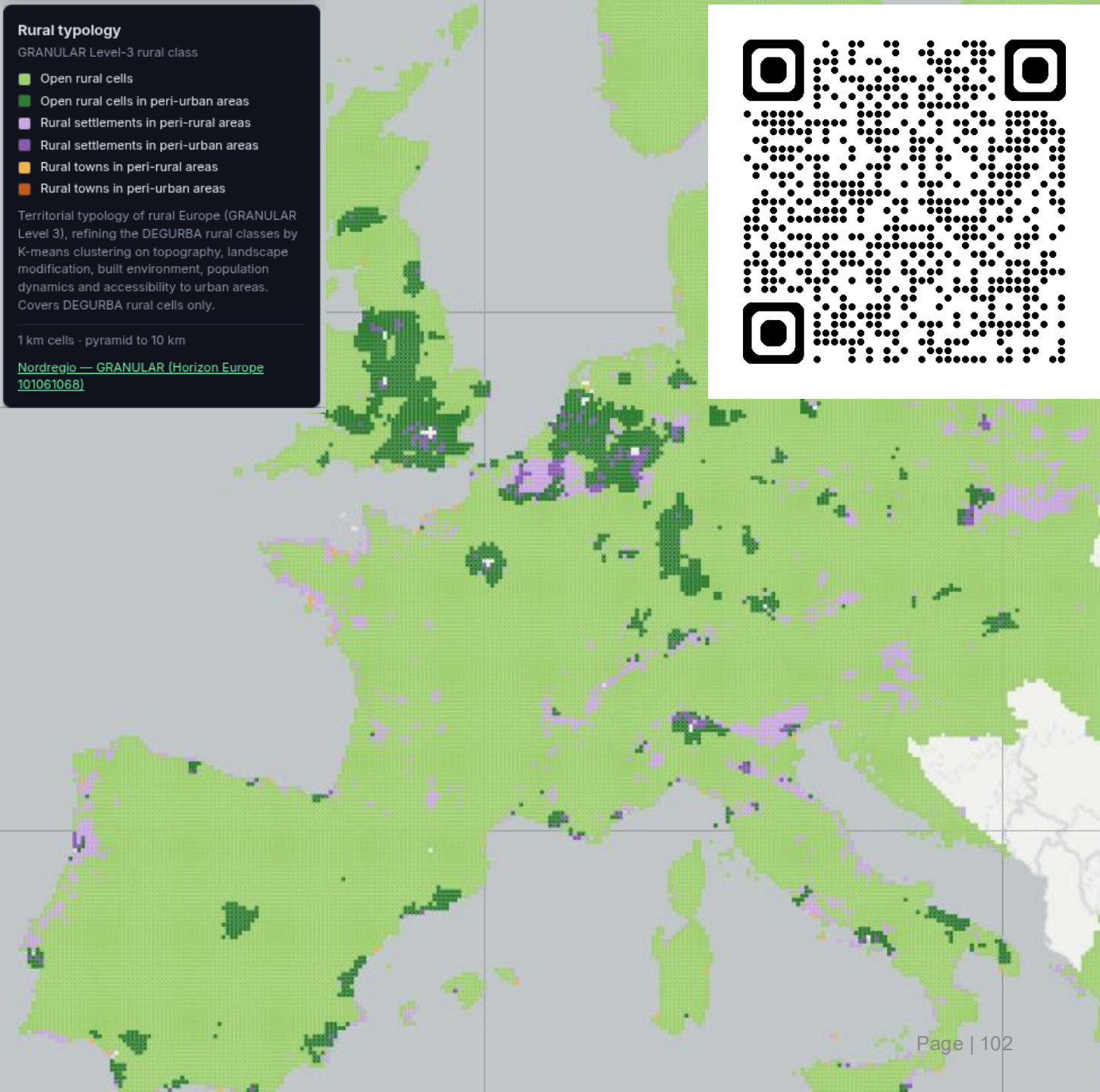


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CHARACTERISING RURAL DIVERSITY

GRANULAR rural typology: lessons learnt

- The GRANULAR typology complements DEGURBA
- Urban proximity and intensification reshape rurality
- Low density does not necessarily imply 'physical isolation' or 'remoteness'
- Rural policy frameworks need to account for both density and functional integration



Reaction from the EPRS



Vasileios Margaras

European Parliamentary
Research Service (EPRS)



Tools and frameworks to understand rural complexity

Moderator: Serafín Pazos-Vidal, AEIDL

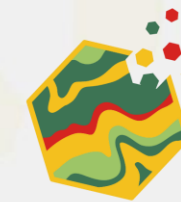


Frameworks and Tools to Measure Subjective Wellbeing & Quality of Life in Rural Europe

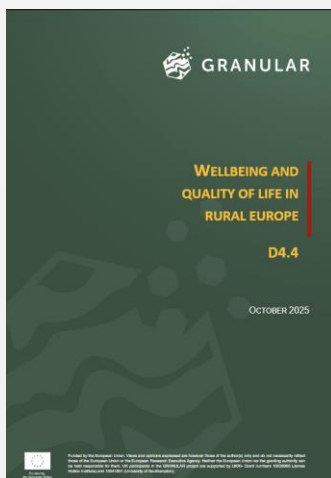
Gundi Knies, Thünen-Institute of Rural Studies

WELLBEING AND QUALITY OF LIFE IN RURAL EUROPE

Frameworks, data and tools developed in the GRANULAR project



GRANULAR



1 Evidence base

What published studies tell us about the “rural happiness paradox”

Systematic literature database

2 Multi-dimensional subjective wellbeing

Five dimensions of wellbeing across settlement types in Europe

European Social Survey

3 Beyond description

Which granular local factors matter for wellbeing?

Understanding Society/GB and SOEP/Germany*

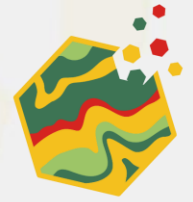
* Knies & Jetzkowitz (2026). Wind turbine proximity and health-related quality of life in Germany 2002 to 2022. *Scientific Reports*, DOI: 10.1038/s41598-026-56835-5



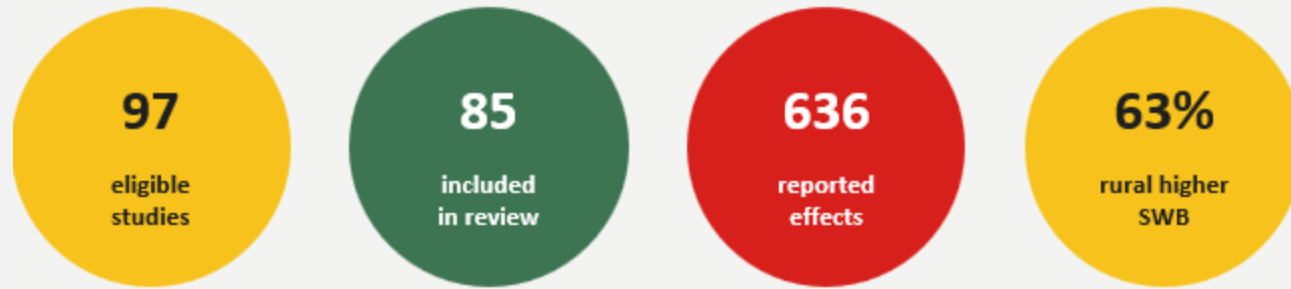
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IS THERE A RURAL ADVANTAGE IN SUBJECTIVE WELLBEING IN EUROPE?

Systematic review of quantitative European studies on subjective wellbeing in rural and urban contexts



GRANULAR



Main result

A rural wellbeing advantage appears in many comparisons, but it is not universal.

Important heterogeneity

- No clear rural advantage for 15-25 y-o and 50+ y-o
- Differences by how “rural” is defined: small towns $\neq$ villages and countryside

Why the evidence database* matters

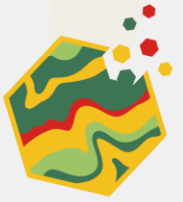
It turns scattered evidence into a structured resource for policy questions.

* The evidence database is currently under review for publication on Zenodo.



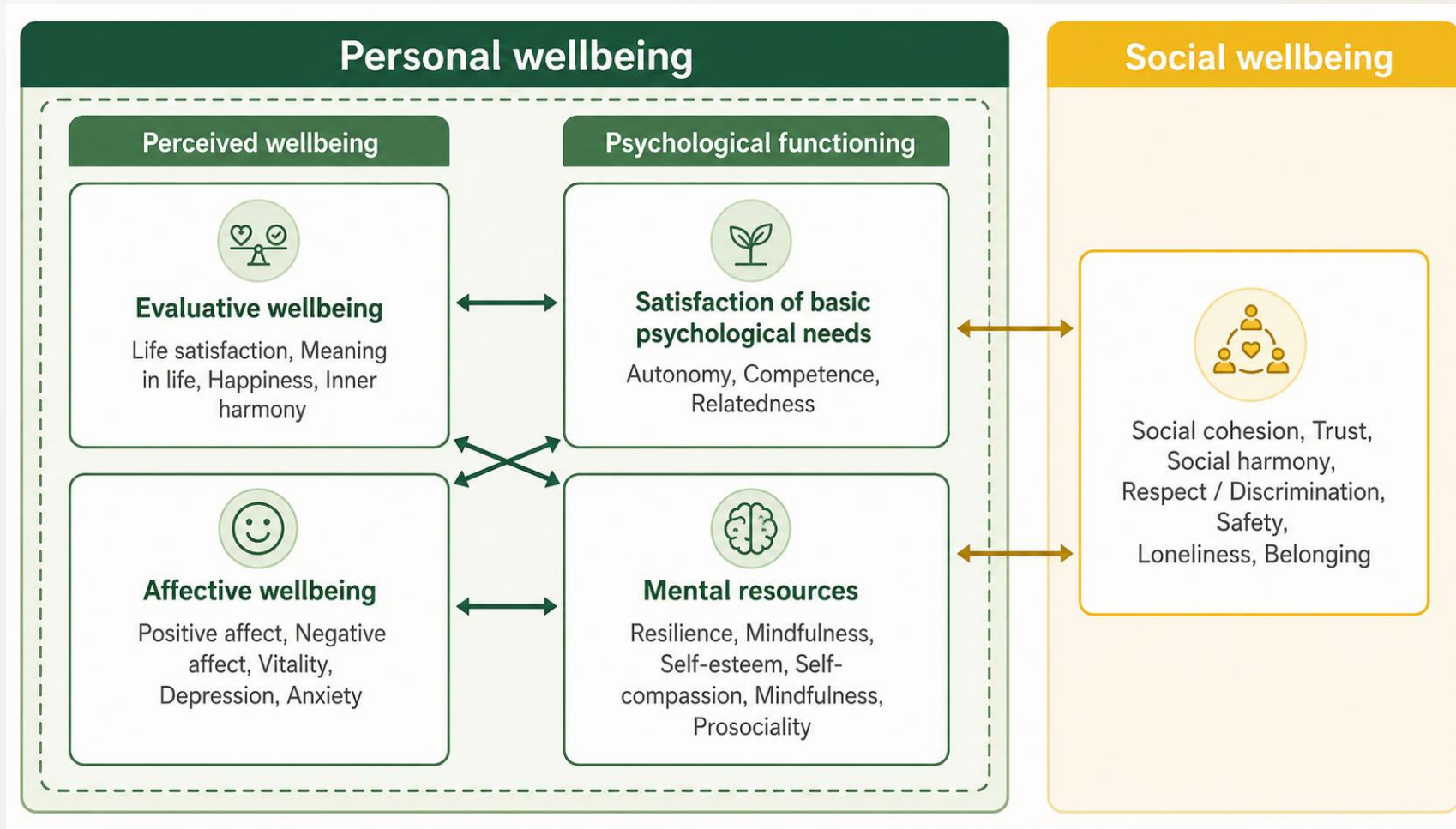
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Source: GRANULAR Task 4.4 / Knies & Hopkins (2025). Wellbeing and Quality of Life in Rural Europe, Chapter 2.



GRANULAR

MULTI-DIMENSIONAL WELLBEING FRAMEWORK

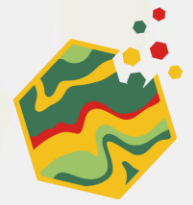


Source: Martela, Delle-Fave, Nikolava, Knies & Fabian (2023): ESS Round 12 module proposal «Personal and social wellbeing»



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WHAT DO WE SEE WHEN WE LOOK AT DIFFERENT DIMENSIONS OF SUBJECTIVE WELLBEING (SWB)?



GRANULAR

23 European countries:

Highest SWB varies by dimension of subjective wellbeing and by settlement type



The highest wellbeing is not always found in rural areas

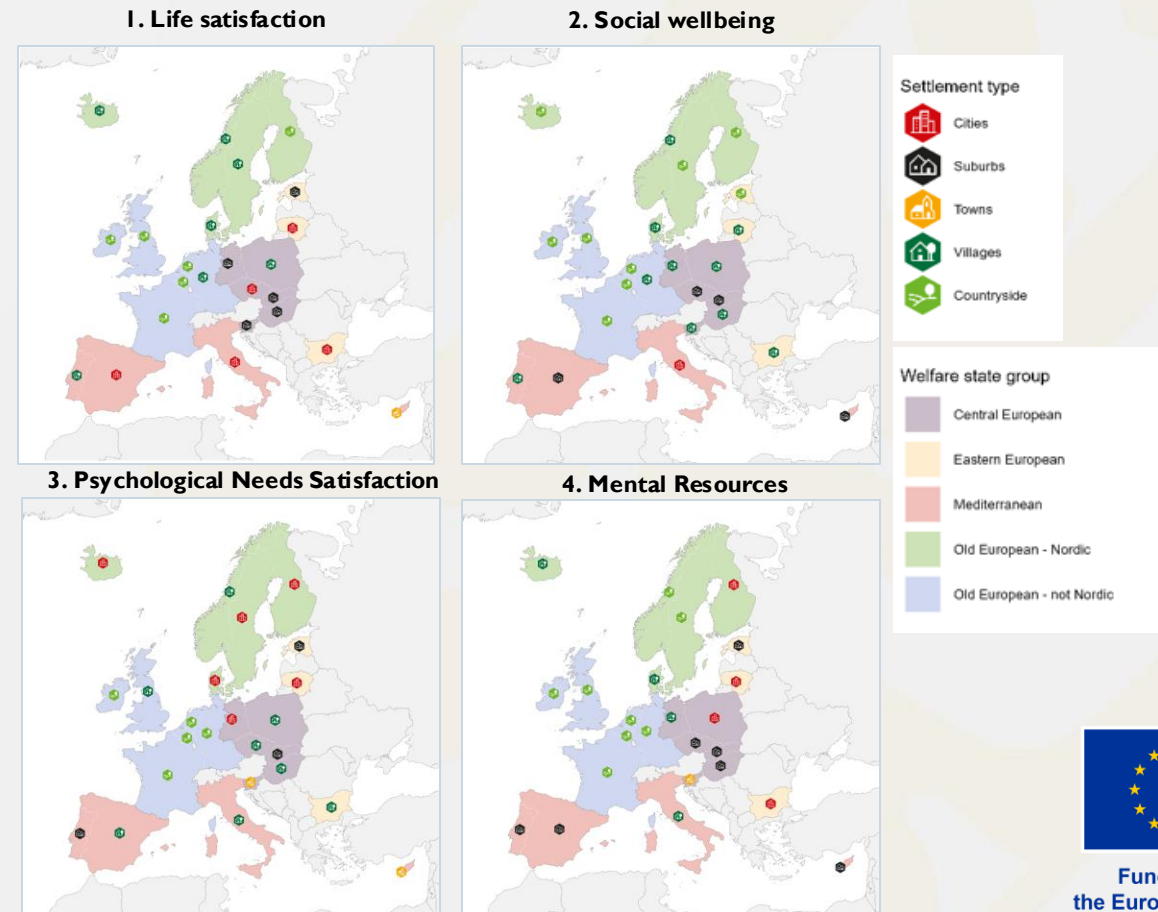
(NB: Rural areas marked green in the maps on the right)



Life satisfaction highest in rural areas in only 50 % of countries



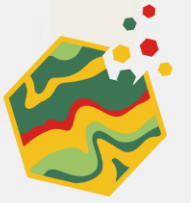
Social wellbeing clearly associated with rural living; psychological needs satisfaction more strongly associated with urban living



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Source: Knies & Hopkins (2025). Wellbeing and Quality of Life in Rural Europe, Chapter 3;
Knies (forthcoming): Beyond the Rural Happiness Paradox: Welfare Regimes, Settlement Types, and
Multidimensional Subjective Wellbeing in Europe, *Social Indicators Research*, DOI: 10.1007/s11205-026-03876-y

DIGITAL TOOL TO COMPARE FINDINGS ACROSS EUROPE



GRANULAR

 <https://platform.ruralgranular.eu/interactive-viewer?tool=wellbeing>

Primary Chart - Average subjective wellbeing (MPI)



Select Group of Countries

Eastern European

Select Country

BG



Explore. Compare. Understand.

Our interactive tool lets you explore multidimensional wellbeing across countries and settlement types using European Social Survey (ESS) data.



A tool is only as good as the survey coverage behind it

Example: Bulgaria

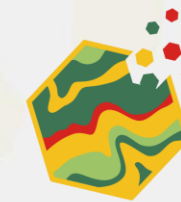
Not enough respondents from the countryside to support detailed rural wellbeing estimates.

Do not over-interpret



ESS Round 12 with a detailed Wellbeing module is currently in the field

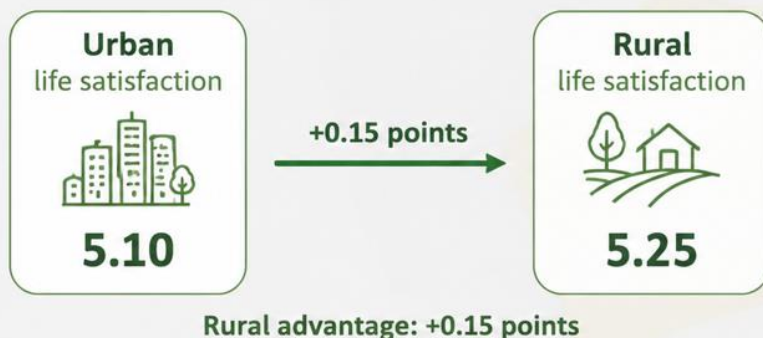
WHAT LOCAL CONTEXT FACTORS EXPLAIN THE RURAL SUBJECTIVE WELLBEING ADVANTAGE?



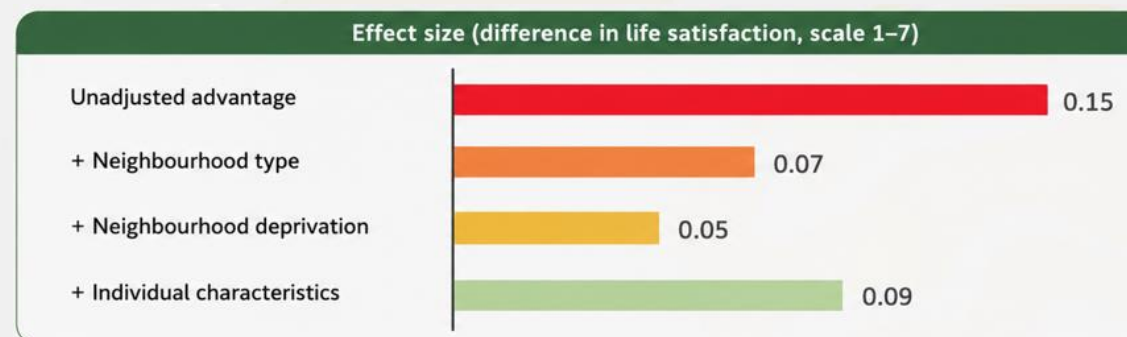
GRANULAR

Data for Britain show:

Average life satisfaction: rural areas score slightly higher (scale 1-7)



The rural advantage weakens once local conditions are controlled



Most influential factors



Rural areas

Lifestyle of the local population



Urban areas

Deprivation and access to services



30–50% of the rural advantage is explained by **neighbourhood type, deprivation and individual characteristics**.

But the drivers differ: **rural areas** are shaped more by local lifestyle composition; **urban areas** by deprivation and access to services.



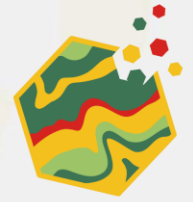
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the European Union

GRANULAR Dutch Living Lab: Wellbeing in practice

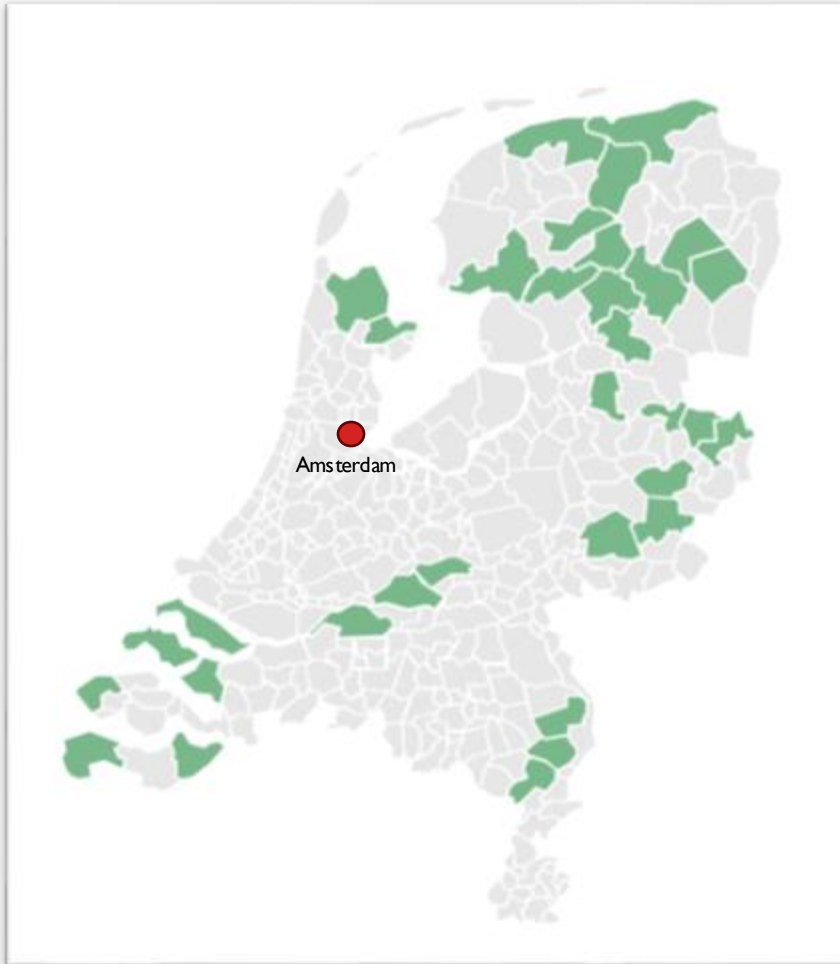
Kimberly Wevers, P10

LIVING LAB OUTLINE

Partnership between the P10 and Wageningen University's Rural Sociology Chairgroup



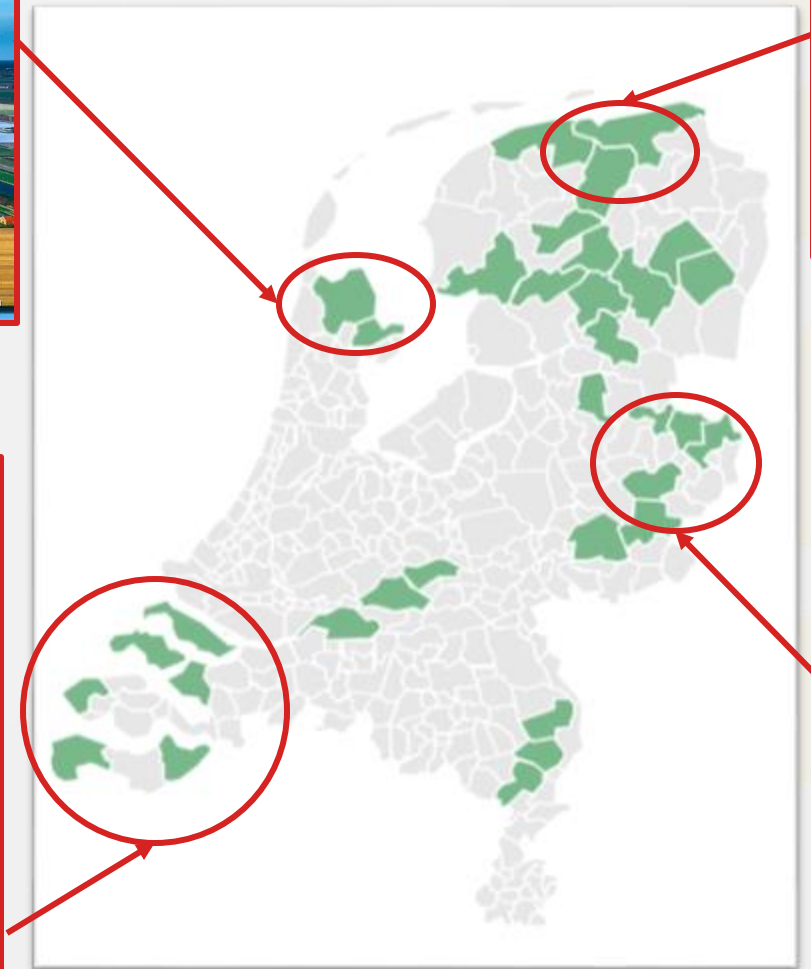
GRANULAR



- P10: association of 34 large rural municipalities
- Input from LL actors;
 - Workshops for P10 members
 - Interviews with administrators and village representatives around LL priorities
 - Collaboration with national Rural Pact network partners

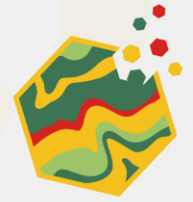


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PRIORITIES OF OUR LIVING LAB

What is important for rural wellbeing?



GRANULAR

**BASIC
SERVICES
DELIVERY
NEEDS & DATA**

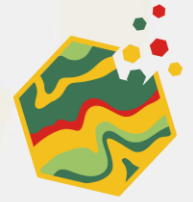
**RURAL HOUSING
POLICIES
IDENTIFYING
ENABLING &
LIMITING
FACTORS**



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PRIORITIES OF OUR LIVING LAB

What is important for rural wellbeing?



GRANULAR

**BASIC
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DELIVERY
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**RURAL HOUSING
POLICIES
IDENTIFYING
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FACTORS**

Combining available open data with informal data sourcing, such as stakeholder interviews.

Two reports delivered for policy making processes, on national and municipal level



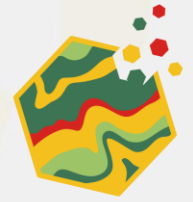
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PRIORITIES OF OUR LIVING LAB

What is important for rural wellbeing?

BASIC
SERVICES
DELIVERY
NEEDS & DATA

RURAL HOUSING
POLICIES
IDENTIFYING
ENABLING &
LIMITING
FACTORS



GRANULAR



Uitkomsten van het
inventariserend **onderzoek**
basisvoorzieningen
in 3 P10-gemeenten

Henk Oostindie & Bettina Bock
Rurale sociologie Wageningen Universiteit

Heleen Huiskamp
Gemeente Berkelland (P10)

september 2024



GRANULAR



Combining available open data with informal data sourcing, such as stakeholder interviews.

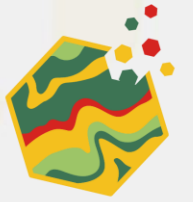
Two reports delivered for policy making processes, on national and municipal level

EXAMPLE 1, IMPORTANCE OF CONTEXT FOR INTERPRETING DATA

Open data available for many public services

<-> distance to primary schools

Is that enough to know?



GRANULAR



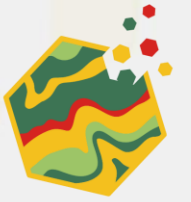
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EXAMPLE 1, IMPORTANCE OF CONTEXT FOR INTERPRETING DATA

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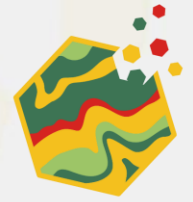


GRANULAR



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EXAMPLE 2, LOCAL CONTEXT MATTERS



GRANULAR

- 30-40-30 rule in the Netherlands



Social housing



Affordable housing



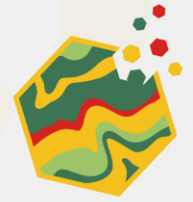
Higher segment housing



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EXAMPLE 2, LOCAL CONTEXT MATTERS

- 30-40-30 rule in the Netherlands

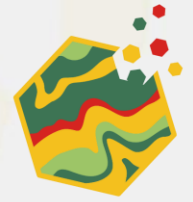


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CONCLUSIONS FROM THE DUTCH LL



GRANULAR

- Shared concerns about basic services but specific needs differ across villages and social group
- Lots of data and indicators, but often with insufficient granularity and/or explanatory power for (sub-) municipal policy making
- Combining and matching formal with informal data-sourcing turns out to be key in municipal policy-making processes
- Housing policies should be seen as part of rural wellbeing
- Therefore, policy officers should be in close contact with the communities and really know what the needs of the community are



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Mapping local food system through GIS: the example of TAU

Petya Slavova, Sofia University St. Kliment Ohridski



The pilot region: Troyan-Apriltsi-Ugarchin

Area: 1,650.2 km² - Mountain, Semi-mountain and Plain

**Population: 35815 people
(declining trend)**

Land: 37% Forestry, 25% National parks, Biosphere reserve, NATURA 38% Agriculture

Partners: Sofia University St. Kliment Ohridski and Local Action Group Troyan-Apriltsi-Ugarchin (LAG TAU);

RURAL FOOD PARADOX IN TAU

Constantly and significantly increasing number of tourists and interest in local foods since 2018

Difficulties for both tourists and locals to identify and locate access to local foods.

The number of registered farmers and farms is declining, but the area of land in use remains unchanged; slight increase in the number of animals.

-  **Market:** High interest but no specific branding/ labeling of locally produced food
-  **Economy:** Unknown statistically but important **informal economy**
-  **Policy:** Absent local or regional food policies; misalignments between agriculture and food at local level
-  **Culture:** Nostalgia for the past; concerns for the future

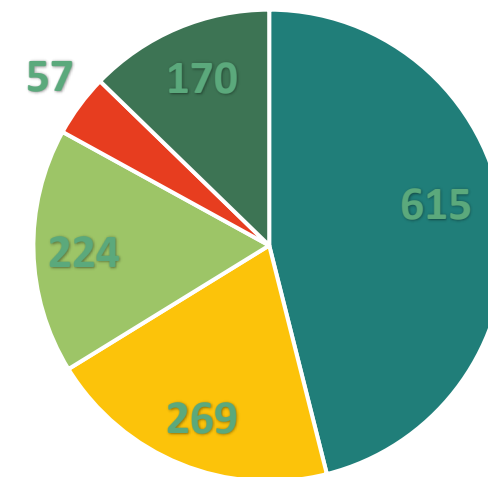


How to overcome rural-urban divide through food?



MAPPING AGRO-FOOD ACTORS IN TAU

-  Mapping agri-food actors: who are they?
-  Developing an agriculture and food policy overview to analyse multi-level policies, their instruments, actors and the linkages between them
-  Accessing different publicly available sources of data to evaluate the potential of actors to produce food on the territory (public registers but not only).
-  Develop a GIS tool to integrate data and make it actionable (inform, identify gaps and support decision-making)

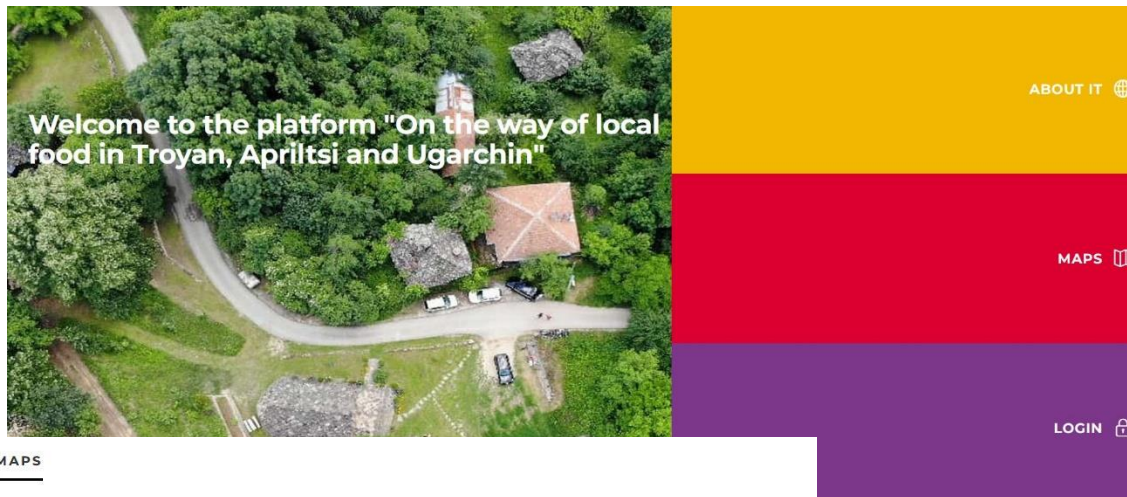


- Class A enterprises (NACE Rev. 2)
- Farmers – registered
- Household farms
- Organic farmers
- Restaurants

GIS platform On the way of local food in Troyan, Apriltsi and Ugarchin

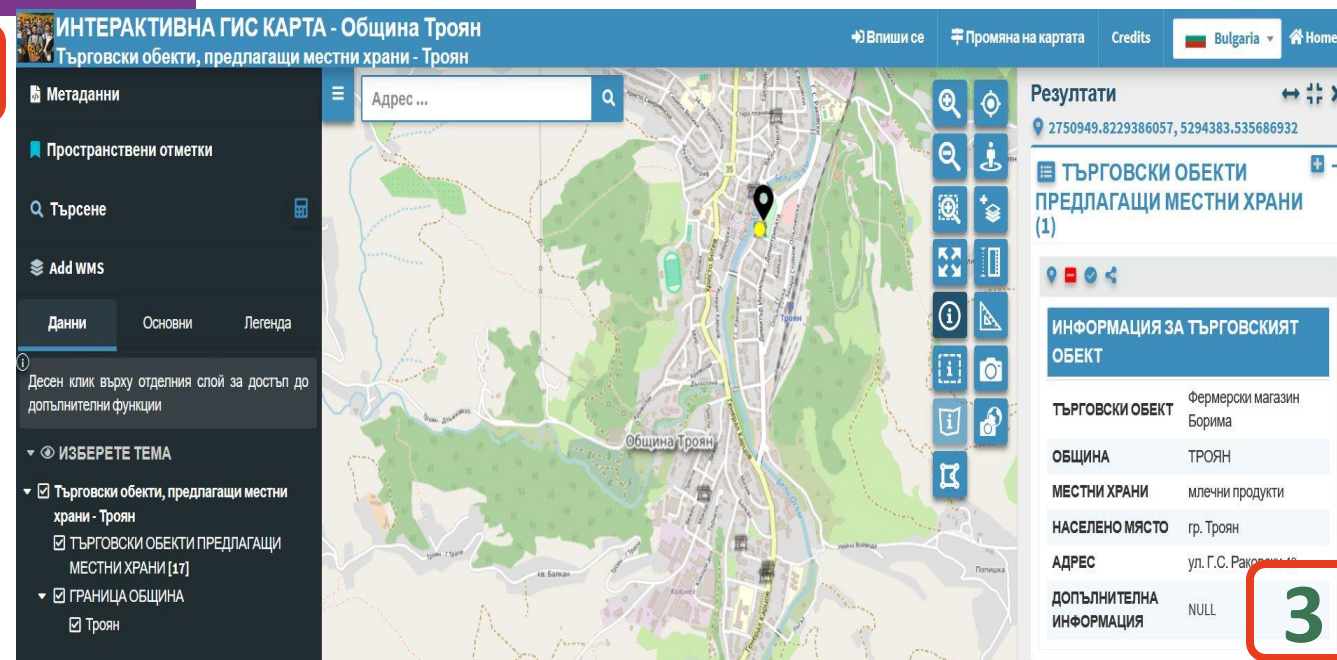
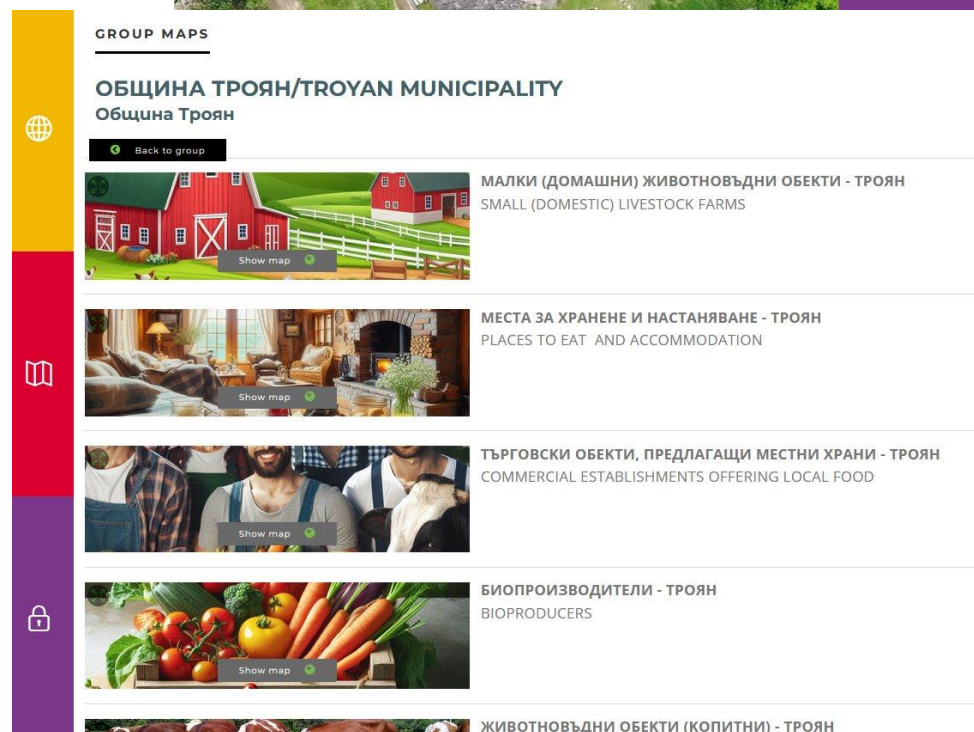


1



<http://gis.migta.eu/en>

2



3



GAPS: Missing elements in the food system

Critical lack of regional and local-level data on the volume of agricultural produce and food produced within the territory;

Discrepancies between existing resources (agricultural produce) and processing facilities;

Informal economic practices undermining sustainable and transparent cooperation between agri-food actors.

TENSIONS: Agricultural vs Food Policies?

Malfunctions identified in the relationships between agricultural and food-related policies and the instruments for their application.

Centralisation of agricultural policies that prevents local food producers from having their voices heard;

Missing local food policies (except the organization of annual food festival in the three municipalities in TAU region)



DEVELOPING POSSIBLE SOLUTIONS

Together with the pilot actor, the LAG TAU:

-  Joint work to integrate RUSTIK knowledge in the design of the new (current) Local Development Strategy (LDS)
-  Updating GIS data and using it to prepare future calls for applications under the LDS to address identified gaps;
-  Testing different possible solutions with local actors by organising workshops in the context of the Decentralised Rural Proofing exercise

Together with colleagues from other RUSTIK Living Labs:

Gloucestershire Living Lab has developed a Dashboard allowing local actors to draw insights from the data without needing skills to perform statistical and spatial analysis themselves.

TAU Living Lab prepared sets of data to be integrated into the Gloucestershire LL Dashboard to test it.

The test was successful and the Dashboard can be used to automatically analyse data from the GIS platform.

Negotiations are under way to organise a training session and formalise the relationship between the ¹²⁹two labs.

Reaction from DG AGRI



Carole Esclapez

**European Commission,
DG AGRI**

Presentation

- The interactive innovation model
- GRANULAR & RUSTIK
- Way forward

The interactive innovation model

The interactive innovation model 1/2

- Increasing importance of the MAA in HE-Cluster 6
 - Since 2019, Multi-actor approach (MAA) extended to all sectors in Cluster 6
 - Increasing use in Horizon Europe and Research & Innovation in the topics 2021-2025
 - 47% of the topics
 - more than 41% of the budget
 - + 350 multi-actor projects funded so far (under H2020+HE)
- Integrating different models
 - Advisory networks and living labs (LLs),
 - CAP-funded Operational Group projects (OG)

The interactive innovation model 2/2

- Contributions

- more co-creative and inclusive R&I process
- more co-owned, reliable, demand-driven and relevant to society outcomes

- Challenges

- the distinct perspectives, interests and timelines of the actors involved,
- the need to build trust among members,
- the need for a strong shared leadership,
- the adaptability of practical, site-specific solutions, towards concerted actions from one location to another

Granular & Rustik

Granular & Rustik

- Implementation of LLs
 - 14 LLs in Rustik and
 - 7 LLs + 9 replication LLS in Granular
- Today's results
 - Comprehensive findings
 - Cross fertilization of 2 sister projects' results
 - Feedback to policymakers at critical time

Way forward

Way forward: 2 main challenges

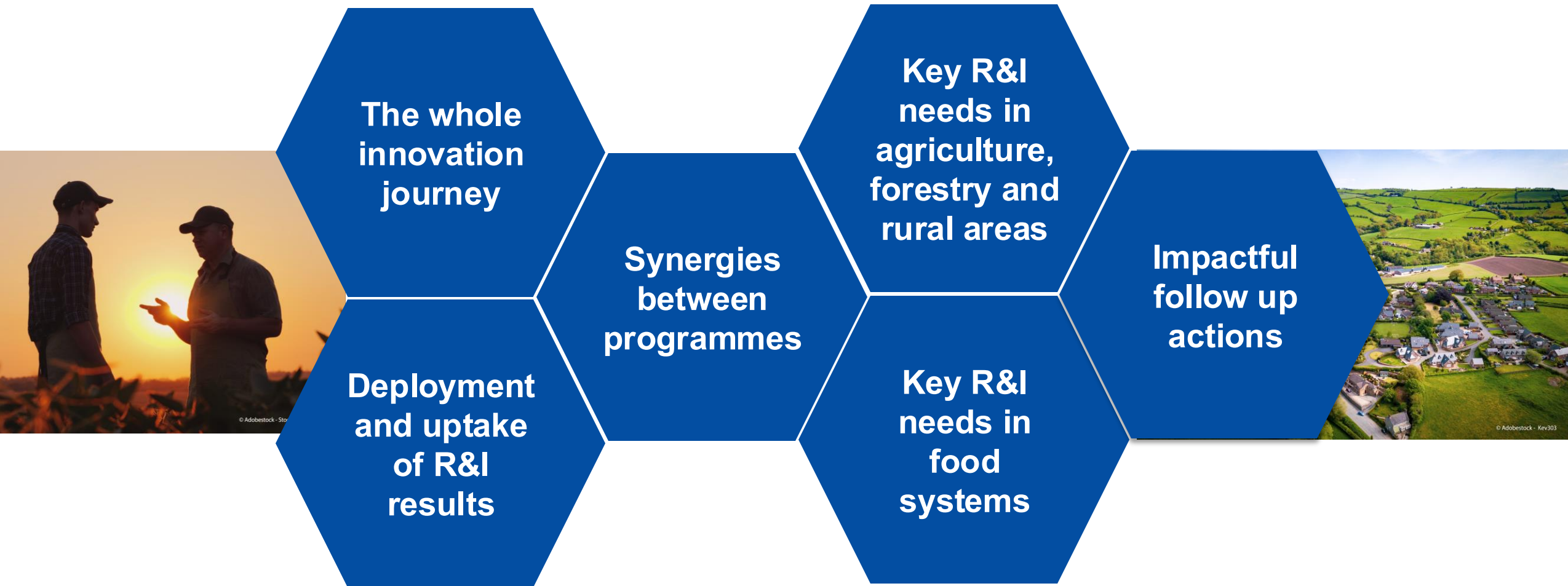
- Replication / dissemination

- Uptake, adoption, upscaling and dissemination of results,
- Engagement of “small” actors, such as farmers, rural stakeholders,
- Cross-fertilization of LLs results information exchange between LLs to accelerate the knowledge generation and dissemination → Today’s meeting

- Sustainability

- Anchorage in the relevant policies at EU, national or local levels
- Sustainability of LLs beyond the project duration and for supporting the upscaling of their outcomes.

New R&I Strategic Approach for agriculture, forestry, rural areas and food systems (Q3 2026)



EU AgRI 2040

CONFERENCE

Brussels, 24 - 25 September 2026



Future-proofing
EU Agri-Food
through **research**
and **innovation**



Join the EU Agri 2040 Conference and

- **Co-create** with stakeholders the R&I priorities in agriculture, forestry and rural areas to deliver on the ambition of the *Vision for Agriculture and Food*
- **Contribute** to key EU policies, including the *Common Agricultural Policy (CAP)*

Don't miss this unique space for reflection, dialogue and co-creation.

► [Register now!](#)



Thank you



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Closing remarks

Tristan Berchoux, GRANULAR Coordinator
& Simone Sterly, RUSTIK Coordinator