Rural Innovation

22 May 2025

Agenda

Timing (CET)	Agenda items
09.00 – 9.20	**Welcome and introduction to the day**

> **Outline of the event objectives and agenda**
> Enrique Nieto, Rural Pact Support Office

> **Unlocking rural innovation**
> Eduardo Montemayor, OECD

09.20 – 9.45   **Setting the scene: EU initiatives to support place-based rural innovation**

Presentations of key EU policy frameworks and funding opportunities supporting rural innovation.

> **Supporting place-based rural innovation through the EU rural action plan of the European Commission**
> Arianna Pasa, European Commission (DG AGRI)

> **European Clusters Collaboration Platform**
> Giovanni Emma, European Commission (DG GROW)

> **Regional Innovation Valleys**
> Magdalena Cymerys, European Commission (DG RTD)

Questions & Answers

09.45 – 10.20   **Approaches to support place-based rural innovation processes**

National/regional initiatives putting in place the right conditions to support rural innovation.

> **Centres of territorial innovation in rural areas (Spain)**
> Maria Martos, Ministry for Ecological Transition and Demographic Challenge

> **Rural Innovation Systems (Austria)**
> Rita Trattnigg, Federal Ministry for Agriculture, Regions and Tourism

> **Accelerating the Creation of Rural Nascent Start Ups, ACORNS (Ireland)**
> Mary Walsh, Ire Wel Pallets

Questions & Answers

10.20 – 10.30	**Virtual coffee break**

10.30 – 11.15   **Learning from inspirational projects and practices supporting innovation in local communities**

Showcase local initiatives putting the conditions to support rural innovation on the ground.

> **SMART-ERA: Supporting the development of smart rural communities** (Horizon Europe-funded project)
Matteo Gerosa, Fondazione Bruno Kessler

> **Rural ClimAccelerator Iberian** (supported by EIT Climate KIC)
Thais Glod, Innobound

> **RURAL RiSE: Empowering Rural Communities through Social Entrepreneurship and Innovation** (Single Market Programme-funded project)
Paolo Montemurro, Matera Hub

Questions & Answers

11.15	**Transition to break-out rooms sessions**

11.15 – 12.20   **Sharing experiences and drawing lessons and recommendations**

Parallel break-out discussions on key aspects to boost rural innovation and its ecosystems.

> Boosting the **digital and technological transition** through innovative action

   o **Innovation Center for rural areas (Sweden)**
   Helena Kurki, Innovation Center for landsbygden

   o **Digital Rural: Improving policies for the promotion of Smart Villages and rural digital transformation** (Interreg Europe-funded project)
   Adamantia Kokkinaki, CIHEAM Mediterranean Agronomic Institute of Chania

> Boosting the **ecological transition** through innovative action

   o **Badevel, village living lab supporting innovation (France)**
   Samuel Gomes, Mayor of Badevel & University of technology of Belfort-Monbéliard

   o **UFIL- The Innovation Lab for Forest-based Bioeconomy (Spain)**
   Manuel Esteban, Castilla La Mancha University

> Boosting the **social and just transition** through innovative action

   o **Pacesetters: Art& culture driving transition in rural areas**
   Joe Lockwood, Lab Genalguacil

   o **SmartAltopiano Living Lab: Innovation in slow tourism (Italy)**
   Viola Gaudiano, Romea Strata & Ruralities Horizon Europe project

12.20 – 12.30	**Virtual coffee break**

12.30 – 12.50   **Reporting back from break-out sessions, plenary discussion**

12.50 – 13.00   **Closing remarks**

> Enrique Nieto, Rural Pact Support Office

> Alexia Rouby, European Commission (DG AGRI)