



Rural Innovation

22 May 2025

Agenda

Timing (CET)	Agenda items
09.00 – 9.20	Welcome and introduction to the day <ul style="list-style-type: none"> > 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 <p>Presentations of key EU policy frameworks and funding opportunities supporting rural innovation.</p> <ul style="list-style-type: none"> > 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) <p>Questions & Answers</p>
09.45 – 10.20	Approaches to support place-based rural innovation processes <p>National/regional initiatives putting in place the right conditions to support rural innovation.</p> <ul style="list-style-type: none"> > 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 <p>Questions & Answers</p>
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**

- > [**Keynote listener: Key takeaways from the event**](#)
Edina Ocsko, Vice-chair Rural Pact Coordination Group & coordinator of Smart Village Network

12.50 – 13.00 **Closing remarks**

- > Enrique Nieto, Rural Pact Support Office
- > Alexia Rouby, European Commission (DG AGRI)

