



EXECUTIVE SUMMARY



Living Lab research concept in rural Areas – “LIVERUR”



DELIVERABLE 4.3: *The RAIN Concept - Generation of the concept of Regional Circular Living Lab Approach in rural areas*

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I/ INTRODUCTION

WP 4 aims at the creation of 1. a new viable business model concept in a rural context, merging the Living Lab approach and Circular Economy theory and 2. at developing practical guidelines in pilot regions to implement the new business model concept “RAIN”.

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RAIN (RegionAl circular liviNg lab business model concept) is a new business model concept, designed specifically for the rural context and taking into account regional characteristics. RAIN is comprehensive as it combines theories on Living Labs, Circular Economy and other concepts (also see II.1). To achieve the mentioned aims step by step task 4.3 is about the “Generation of a new concept: the Regional Circular Living Lab Approach in rural areas”.

II/ OBJECTIVE AND METHODOLOGY

The objective of task 4.3 is to generate a Regional Circular Living Lab Concept for rural areas. This task has to be fulfilled by creating and conceptualizing the new RAIN Ap-proach in all the necessary terms of a business model like definition, applicability, formal-ization, involved parties, allocation of responsibilities, chronological sequences etc.

The first step of work was an intense literature review on traditional and innovative busi-ness models, -concepts and plans. The analyses included the components of a business plan by Pöchtrager and Wagner (2018), the Business Model Canvas by Osterwalder and Pigneur (2010) as well as attempts towards a Sustainable Business Model Canvas, the RE-START Sustainable Business Model Innovation by Jørgensen and Pedersen (2018), Sustainable Business Model Archetypes by Bocken et al. (2014), general essential items regarding regional/rural context and Living Labs as well as the Deloitte (2015) and FAO (Neven 2014) global food value chain models. Complementary the findings of WP 2, WP 3, WP 4 and WP 6 were analysed and integrated.

In a second step, the new RAIN Concept was formulated based on the collected findings by using a simple System Dynamics like approach for structuration. The first draft was circulated to the LIVERUR project partners as well as presented at the Grand Agreement (GA). The received feedbacks and amendments were integrated in the second draft. Then two test-run-workshops on the applicability of the RAIN Concept were performed, which led to further amendments and simplification and the formulation of the final version of the RAIN Concept. It comprises three layers with RAIN Core Elements, RAIN Principles and RAIN Real Life Setting.

To facilitate the working process within RAIN it was divided into five tasks. Within these tasks the utilization of the worksheets RAIN Principles and RAIN Real Life Setting is meant to help the users to integrate the respective aspects in the business model.

III/ RESULTS, FINDINGS AND CONCLUSIONS

RAIN (Regional circular living lab business model concept) consists of three layers including RAIN Core Elements, RAIN Principles and RAIN Real Life Setting. The RAIN Core Elements, presented in the shape of a puzzle, summarise all the different aspects a business model has to take care of. The second layer contains the RAIN Principles, which include the necessary components regarding the ideas of the LIVERUR project, including the Living Lab approach, Circular Economy and sustainability. The third layer represents the RAIN Real Life Setting, which describes the exogenous environment of a business project. The RAIN Real Life Setting is tailored to the regional specifics and will be elaborated in detail within LIVERUR Del. 4.4.

The following Figure 1 displays the RAIN Concept with its three layers:

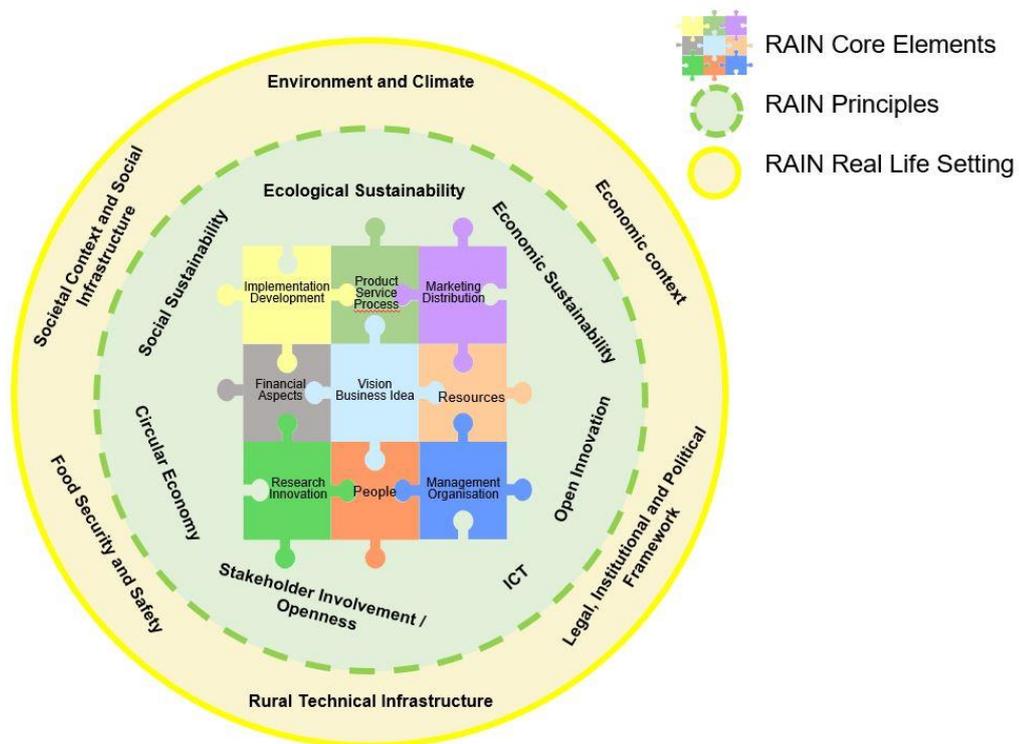


Figure 1: System of the RAIN Concept with three layers and their elements (BAB, own elaboration based on literature findings and feedbacks from LIVERUR project partners)



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The elements of the RAIN Concept layers are presented in detail in Table 1.

Table 1: Elements of the RAIN Concept layers

Elements of the RAIN Concept layers		
RAIN Core Elements	RAIN Principles	RAIN Real Life Setting
Vision / Business Idea	Ecologic Sustainability	Environment and Climate
People (Partners, Customers, Stakeholders)	Economic Sustainability	Economic Context
Resources	Social Sustainability	Societal Context and Social Infrastructure
Research / Innovation	Circular Economy	Policy, Legal and Institutional Framework
Implementation / Development	Open Innovation	Rural Technical Infrastructure
Management / Organisation	Stakeholder Involvement / Openness	Food Security and Safety
Financial aspects	ICT enabled environment	
Product / Service / Process		
Marketing / Distribution		

The application of RAIN follows five tasks, covering:

- Task 1: the selection of a RAIN Core Element and consideration of RAIN Real Life Setting (worksheet RAIN Real Life Setting, LIVERUR Del. 4.4);
- Task 2: the selection of an appropriate method (Circular Living Lab Toolbox LIVERUR Del. 5.2; and LIVERUR Del. 4.3 Annex 4);
- Task 3: the processing of the working steps: Clarification of Status Quo; Setting of goals – What? When? How? Integration of RAIN Principles; Drafting of Measures; Specification of Responsibilities and Timelines; Evaluation, Rethinking and Restarting);
- Task 4: the summary of the findings on one RAIN Core Element (chapter of Business Plan);
- and Task 5: repeating the application with the next RAIN Core Element till all targeted RAIN Core Elements are processed.

As a result, the summaries of all edited RAIN Core Elements together form the RAIN Business Plan.

The RAIN Concept supports an integrative, holistic and inclusive way of thinking in the course of developing a project or an activity. It should assist in developing a business that integrates all concepts promoted by LIVERUR: business models, rural Circular Economy and Living Lab approach.