



**PROJECT H2020**  
**“Living Lab research concept in rural Areas – LIVERUR”**

**DELIVERABLE 4.4:**  
**RAIN Real-Life Setting**

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## Executive summary

### Contents of D4.4

Deliverable D4.4 briefly summarises the RAIN Concept and its application; it describes the RAIN Real-Life Setting in general and its application; it also provides RAIN Real-Life Setting reports as identified for the LIVERUR pilot regions.

The **RAIN Concept** integrates the central LIVERUR topics, i.e. business models, living labs and circular economy in rural areas. It consists of three layers: the business model's Core Elements, the RAIN Principles and the RAIN Real-Life Setting. Applying the RAIN Concept to a specific business model (or another undertaking, such as a project or a non-profit activity) results in the RAIN Business Model and is documented in the RAIN Business Plan.

The **RAIN Real-Life Setting** addresses the given physical and non-physical environment which may limit, enable or not at all affect the business; it cannot easily be influenced by the business; and it may change over time. The RAIN Real-Life Setting is structured by six topics: environment and climate; economic context; societal context and social infrastructure; rural technical infrastructure; legal, institutional and political framework; food security and safety. Each real-life topic should be described qualitatively or quantitatively and assessed as to what the different aspects are to the business model: neutral, opportunities or threats/challenges.

**RAIN Real-Life Setting reports** are provided specifically for the LIVERUR pilot regions (AT, ES, FR, IT, LV, PT, SI, TN) or for a larger region in which the pilot region is located (CZ, MT, TR). These RAIN Real-Life Setting reports may be used as an initial input on the pilot regions but do not replace working out the RAIN Real-Life Setting for one's own area in the context of one's own business model.

The **LIVERUR pilot regions** are: Südburgenland (AT), Pošumaví (CZ), Vega del Segura (ES), Bretagne (FR), Pays de la Loire (FR), the Unione dei Comuni del Trasimeno area (IT), Provincia di Reggio Emilia (IT), Latvija (LV), Reġjun Ċentrali Malta (MT), Açores (PT), Vzhodna Slovenija (SI), Zahodna Slovenija (SI), Ouedhref (TN) and Manisa (TR).

### Objectives, work areas and methods

The objectives, and hence work areas, of task T4.4 were: to define the RAIN Real-Life Setting topics; to develop the RAIN Real-Life Setting worksheet templates; to work out RAIN Real-Life Setting reports for each LIVERUR pilot region.

The methods used included literature reviews, discussions (bi-lateral and in groups, two workshops) and creativity techniques (e.g. brainstorming). All work was carried out in close cooperation of the T4.4 task leader and the LIVERUR partners. This is in line with the methodical requirements of the LIVERUR Grant Agreement and the living lab approach, both of which emphasise user involvement and co-creation.



### RAIN Real-Life Setting – topics, aspects and assessment

The RAIN Real-Life Setting is structured by six topics. Each topic should be described qualitatively or quantitatively (column: Real-Life aspects) and assessed as to what they are to the business model: neutral, an opportunity or a threat/challenge (columns: Assessment) (D4.4: Figure 1).

Figure 1: RAIN Real-Life Setting – Topics, aspects and assessment

Real-Life topics		Real-Life aspects Describe the aspects of the Real-Life Setting by topic.	Assessment		
			Neutral	Oppor- tunity	Threat, challenge
Environment and climate	...				
Economic context	...				
Societal context and social infrastructure	...				
Rural technical infrastructure	...				
Legal and institutional framework	...				
Food security and safety	...				

Source: Own figure.

#### Note

In the LIVERUR Grant Agreement, task T4.4 was titled “Territorial guideline for the implementation of the regional circular living lab approach”. In developing the RAIN Concept, the more accurate term “RAIN Real-Life Setting” was identified and henceforth replaces the term “Territorial guideline”.

#### Acknowledgements

We thank all LIVERUR colleagues for providing pilot region-specific information, for their feedback on the RAIN Concept and for reviewing this deliverable.



## TABLE OF CONTENTS

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<b>Executive summary</b> .....	<b>2</b>
<b>I/ Introduction</b> .....	<b>6</b>
<b>II/ Objectives, work areas and methods</b> .....	<b>7</b>
<b>III/ Summary of the RAIN Concept and its application</b> .....	<b>8</b>
III.1 The RAIN Concept .....	8
III.2 How to apply the RAIN Concept .....	9
<b>IV/ The RAIN Real-Life Setting in general</b> .....	<b>10</b>
IV.1 Topics considered in the RAIN Real-Life Setting .....	10
IV.2 Worksheet templates .....	11
IV.2.1 Brainstorming template .....	11
IV.2.2 Report template .....	12
IV.2.3 Lessons learnt from the workshops .....	13
<b>V/ RAIN Real-Life Setting reports</b> .....	<b>15</b>
V.1 Südburgenland, AT .....	16
V.2 Jihozápadní Čechy, CZ .....	18
V.3 Vega del Segura, ES .....	20
V.4 Bretagne, FR .....	22
V.5 Pays de la Loire, FR .....	22
V.6 Unione dei Comuni del Trasimeno area, IT .....	25
V.7 Provincia di Reggio Emilia, IT .....	27
V.8 Latvija, LV .....	32
V.9 Malta, MT .....	34
V.10 Açores, PT .....	38
V.11 Vzhodna Slovenija, SI .....	41
V.12 Zahodna Slovenija, SI .....	43
V.13 Ouedhref, TN .....	45
V.14 TR33, TR .....	47
<b>VI/ Considerations and conclusions</b> .....	<b>49</b>
<b>VII/ References</b> .....	<b>51</b>



## Figures

Figure 1:	RAIN Real-Life Setting – Topics, aspects and assessment .....	3
Figure 2:	Structure of the RAIN Concept .....	8
Figure 3:	How to apply the RAIN Concept.....	9
Figure 4:	Topics considered in the RAIN Real-Life Setting.....	10
Figure 5:	RAIN Real-Life Setting – Brainstorming template .....	11
Figure 6:	RAIN Real-Life Setting – Report template .....	12
Figure 7:	Suggestions for working with the RAIN Real-Life Setting.....	14
Figure 8:	RAIN Real-Life Setting report for Südburgenland, AT .....	16
Figure 9:	RAIN Real-Life Setting report for Jihozápadní Čechy, CZ .....	18
Figure 10:	RAIN Real-Life Setting report for Vega del Segura, ES.....	20
Figure 11:	RAIN Real-Life Setting report for Pays de la Loire and Bretagne, FR.....	22
Figure 12:	RAIN Real-Life Setting report for Unione dei Comuni del Trasimeno area, IT .....	25
Figure 13:	RAIN Real-Life Setting report for Provincia di Reggio Emilia, IT .....	27
Figure 14:	RAIN Real-Life Setting report for Latvija, LV .....	32
Figure 15:	RAIN Real-Life Setting report for Malta, MT .....	34
Figure 16:	RAIN Real-Life Setting report for the Açores, PT .....	38
Figure 17:	RAIN Real-Life Setting report for Vzhodna Slovenija, SI.....	41
Figure 18:	RAIN Real-Life Setting report for Zahodna Slovenija, SI .....	43
Figure 19:	RAIN Real-Life Setting report for Ouedhref, TN .....	45
Figure 20:	RAIN Real-Life Setting report for TR33, TR.....	47



## I/ Introduction

### The LIVERUR project

The LIVERUR project is carried out by a diverse team of living lab partners, pilot region partners, technical partners, NGOs, partners with a scientific, academic or policy background. LIVERUR addresses economically, environmentally and socially relevant topics, but most importantly seeks to integrate its key topics of business models, living labs and circular economy in the rural context. LIVERUR aims at supporting rural businesses (including non-profit activities) operating in a rural context, by providing theoretical and practical guidance as well as the opportunity to network and exchange experiences. Living labs in 14 LIVERUR pilot regions are going to put into practice the RAIN Concept (WP4), the circular living lab toolbox (WP5) and the RAIN platform (WP6) as developed in the LIVERUR project.

6

### Work package 4

The RAIN Concept (Regional circular living lab business model concept) is developed in the four tasks (T4.#) and documented in the corresponding deliverables (D4.#) of work package 4 (WP4):

- T4.1: Identification of the suitable rural business model connected to the living lab concept previously developed in the LIVERUR pilot regions (lead role: BAB, formerly known as AWI)
- T4.2: Development of a multi-modal approach considering both object-oriented analysis and system dynamics to compare living lab business models with rural circular economy innovative perspective (lead role: TRA)
- T4.3: The RAIN Concept – Generation of the concept of the regional circular living lab approach in rural areas (lead role: BAB)
- T4.4: The RAIN Real-Life Setting (lead role: BAB)

Note: In the LIVERUR Grant Agreement, task T4.4 was titled “Territorial guideline for the implementation of the regional circular living lab approach”. In developing the RAIN Concept, it was decided to replace the term “Territorial guideline” by the more accurate term “RAIN Real-Life Setting”.

### Important RAIN terminology

The **RAIN Concept** (D4.3) integrates the central LIVERUR topics, i.e. business models, sustainability, living labs and circular economy in rural areas. It consists of three layers: the business model’s Core Elements, the RAIN Principles and the RAIN Real-Life Setting. Applying the RAIN Concept to a specific business model (or another undertaking, such as a project or a non-profit activity) results in the RAIN Business Model and is documented in the RAIN Business Plan.

The **RAIN Real-Life Setting** addresses the given physical and non-physical environment which may limit, enable or not at all affect the business; it cannot easily be influenced by the business and may change over time. The setting is structured by six topics: environment and climate; economic context; societal context and social infrastructure; rural technical infrastructure; legal, institutional and political framework; food security and safety. Each topic is described qualitatively or quantitatively and assessed as to what the different aspects are to the business model: neutral, opportunities or threats/challenges.

**RAIN Real-Life Setting reports** are provided specifically for the LIVERUR pilot regions (AT, ES, FR, IT, LV, PT, SI, TN) or for a larger region in which the pilot region is located (CZ, MT, TR). These RAIN Real-Life Setting reports may be used as an initial input on the pilot regions but do not replace working out the RAIN Real-Life Setting for one’s own area in the context of one’s own business model.



## Structure of deliverable D4.4

The objectives, work areas and methods are introduced (D4.4: II). The RAIN Concept and its application are summarised (D4.4: III), followed by the main results of task T4.4: a presentation of the RAIN Real-Life Setting in general (D4.4: IV) and the RAIN Real-Life Settings as identified for the LIVERUR pilot regions (D4.4: V). The document closes with considerations and conclusions (D4.4: VI).

7

## II/ Objectives, work areas and methods

Task T4.4 is concerned with the RAIN Real-Life Setting which is one layer (out of three layers) of the RAIN Concept. A brief introduction to the RAIN Concept is presented below (D4.4: III). For more detailed step-by-step instructions on how to implement the RAIN Concept, see D4.3 (V.3).

The **objectives**, and hence **work areas**, of T4.4 are: to define the RAIN Real-Life Setting topics (D4.4: IV.1); to develop the RAIN Real-Life Setting worksheet templates (D4.4: IV.2); to work out the RAIN Real-Life Setting for each LIVERUR pilot region (D4.4: V).

All work was carried out in close cooperation of the T4.4 task leader and the LIVERUR partners. This is in line with the **methodical requirements** of the LIVERUR Grant Agreement (EC, 2018: 25-28) and the living lab approach (D3.1: I.1), both of which emphasise user involvement and co-creation. BAB's main contribution was to provide the structure, compile and coordinate the information reported by the pilot region partners. The LIVERUR pilot region partners' main contribution was to make available, check and revise the pilot region-specific information and give feedback on the utility of the RAIN Concept and the RAIN Real-Life Setting. Multiple feedback loops were put in place for all work areas.

The **methods** used included literature reviews, discussions (bi-lateral and in groups) and creativity techniques (e.g. brainstorming). The LIVERUR partners were asked for their feedback on the RAIN Concept and the RAIN Real-Life Setting in two workshops at the LIVERUR meeting in Reggio Emilia/IT in November 2019 and by eMail prior to and following the workshops:

- **T4.3 Workshop “RAIN test run”:** The pilot region partners tested the application of the RAIN Concept (D4.4: III; D4.3) by means of an exemplary business model. The task was to integrate into one RAIN Core Element the layer RAIN Principles and the layer RAIN Real-Life Setting as well as to identify the interdependencies within and between these two layers. The main objectives of this workshop were to give the partners the opportunity to gain first experiences in applying the RAIN Concept and to collect their comments on its utility and user friendliness. The methods used for this exercise were brainstorming and group discussion, the materials used included the brainstorming worksheet template for the RAIN Real-Life Setting (D4.4: Figure 5).
- **T4.4 Workshop “Regional specs”:** The pilot region partners were split into groups (1: AT, CZ, SI1, SI2; 2: ES, FR1, FR2, PT; 3: IT1, IT2, MT; 4: LV, TN, TR). This setup enabled a co-creative discussion of the utility and necessities of the RAIN Real-Life Setting with questions like: How can we use the regional characteristics to build a RAIN Real-Life Setting? What does the pilot region need for the RAIN Real-Life Setting? What do you need to apply RAIN? The materials used were first drafts of the RAIN Real-Life Settings for each LIVERUR pilot region (D4.4: V).
- **Individual feedback:** Any other feedback on the RAIN Real-Life Setting – its topics, structure, and the region-specific information – was integrated in the respective pilot region reports. The pilot region partners were asked to check and revise the tables regarding completeness and accuracy of contents and structure with questions like: Are there any important issues missing? Is the already filled in information correct? Would you like to complement something?

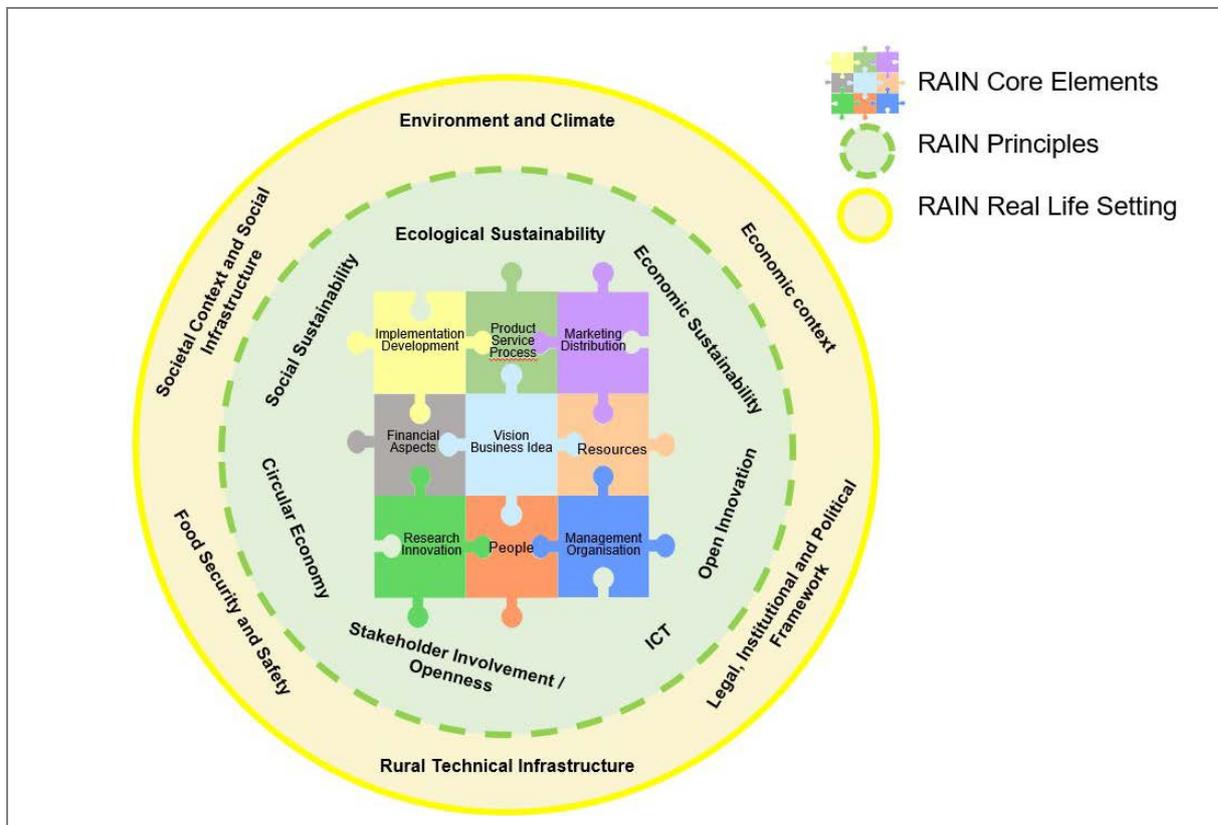
### III/ Summary of the RAIN Concept and its application

#### III.1 The RAIN Concept

The RAIN Concept has three layers: the business model’s Core Elements (jigsaw puzzle), the RAIN Principles (inner ring) and the RAIN Real-Life Setting (outer ring). The layers and their components are interdependent, both within each layer and across layers.

- The business model’s **Core Elements** capture the central business model. The nine suggested Core Elements are: vision and business idea; people (partners, customers, stakeholders); resources; research and innovation; implementation and development; management and organisation; financial aspects; product, service, process; marketing and distribution.
- The **RAIN Principles** should be embedded in each Core Element. The seven RAIN Principles are: social sustainability; ecological sustainability; economic sustainability; open innovation; stakeholder involvement and openness; circular economy as well as information and communication technology (ICT).
- The **RAIN Real-Life Setting** limits or enables the business model. The six topics considered in the RAIN Real-Life Setting are: environment and climate; economic context; societal context and social infrastructure; rural technical infrastructure; legal, institutional and political framework; food security and safety.

Figure 2: Structure of the RAIN Concept



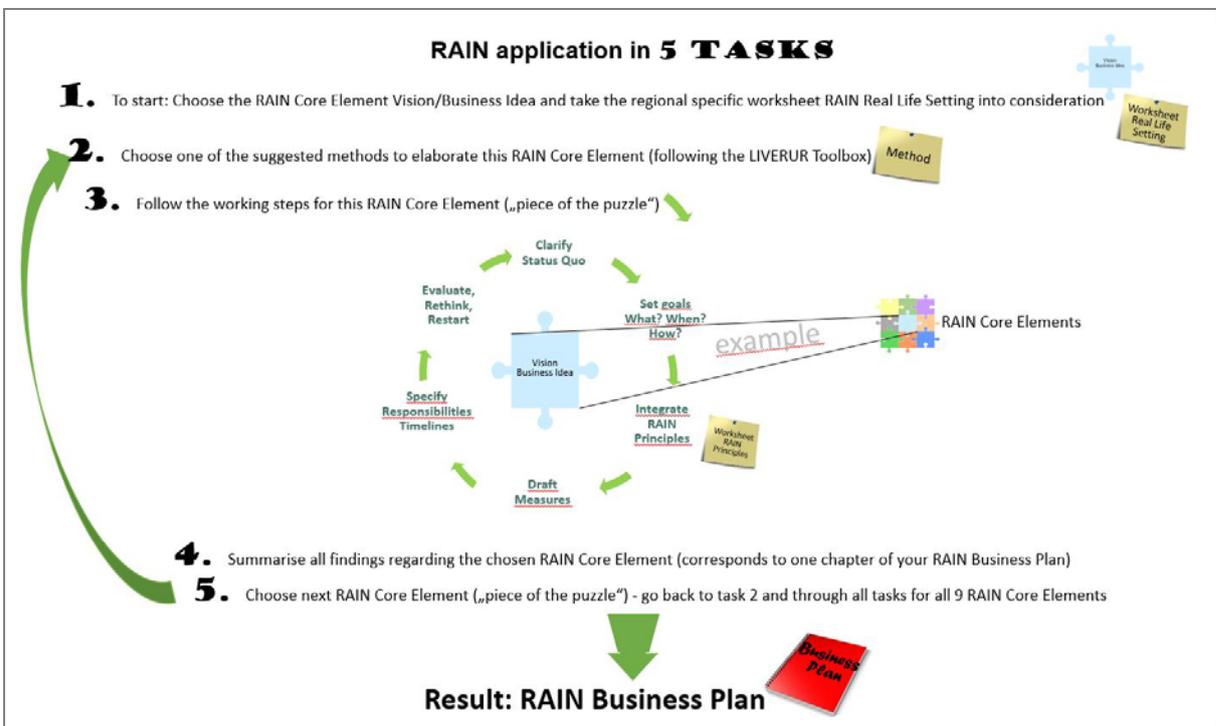
Source: LIVERUR (D4.3: Figure 17).

### III.2 How to apply the RAIN Concept

The RAIN Concept is flexible. To apply the RAIN Concept to your business model, follow the step-by-step guide (D4.4: Figure 3) or work in a different sequence; add elements to or remove elements from the RAIN Concept if it serves your purpose. Use the RAIN Concept simply as a reference point for working out your business model or develop an elaborate RAIN Business Plan.

A complete RAIN Business Plan (see example in D4.3: V.5) describes the business model and the RAIN Real-Life Setting. The RAIN Principles are incorporated in the business model both **at the strategic and the operative level**, by defining concrete objectives, responsibilities, timelines and measures selected for each Core Element.

Figure 3: How to apply the RAIN Concept



Source: LIVERUR (D4.3: Figure 18).



#### IV/ The RAIN Real-Life Setting in general

The RAIN Real-Life Setting addresses the given physical and non-physical environment which may limit, enable or not at all affect the business; it cannot easily be influenced by the business; and may change over time. The RAIN Real-Life Setting is structured by six topics: environment and climate; economic context; societal context and social infrastructure; rural technical infrastructure; legal, institutional and political framework; food security and safety. Each RAIN Real-Life topic should be described qualitatively or quantitatively and assessed as to what the different aspects are to the business model: neutral, opportunities or threats/challenges.

#### IV.1 Topics considered in the RAIN Real-Life Setting

The reviewed literature (see D4.3: III, Annex 3) and LIVERUR deliverables (see D4.3: IV) were screened for terms addressing the given environment of business models and activities. These topics were grouped by content in order to add some structure. Six real-life topics were determined: environment and climate; economic context; societal context and social infrastructure; rural technical infrastructure; policy, legal and institutional framework; food security and safety.

Figure 4: Topics considered in the RAIN Real-Life Setting

RAIN Real-Life topics	Terms identified in the literature and LIVERUR deliverables
<b>Environment and climate</b>	Environmental properties (landscape, soil, climate, bio-diversity, natural resources etc.)
<b>Economic context</b>	Market and competition, market volatility, trade relations, globalisation, fundraising, startup capital, rural financial system
<b>Societal context and social infrastructure</b>	Attitudes, values, concepts of life, human capital, social capital, rural poverty, awareness/importance/social acceptance of farming activities and farming/rural culture and heritage, social infrastructure, number of healthcare personnel
<b>Rural technical infrastructure</b>	Technical infrastructure, length of usable roads, local and regional ICT-infrastructure
<b>Policy, legal and institutional framework</b>	Legal regulations, laws, governance, policy, support at various levels (from local to EU)
<b>Food security and safety</b>	Food security, food safety, (physical, social, economic) physical access to food, dietary needs, food preferences, health

Notes: This list of terms was identified from the reviewed literature (D4.3: III) and LIVERUR deliverables (D4.3: IV). A more comprehensive list displaying the references by the RAIN layers (i.e. the business model's Core Elements, the RAIN Principles and the RAIN Real-Life Setting) can be found in LIVERUR (D4.3: Annex 3).

Source: Based on LIVERUR (D4.3: Table 12).



## IV.2 Worksheet templates

Two worksheet templates are provided for describing the RAIN Real-Life Setting: one for a brainstorming exercise (Brainstorming template, D4.4: Figure 5) and one for preparing a more detailed report (Report template, D4.4: Figure 6). The templates structure the RAIN Real-Life Setting by topic (D4.4: IV.1).

11

### IV.2.1 Brainstorming template

Figure 5: RAIN Real-Life Setting – Brainstorming template

Worksheet RAIN Real-Life Setting 	
ECONOMIC CONTEXT	ENVIRONMENT AND CLIMATE
SOCIETAL CONTEXT AND SOCIAL INFRASTRUCTURE	POLICY, LEGAL AND INSTITUTIONAL FRAMEWORK
RURAL TECHNICAL INFRASTRUCTURE	FOOD SECURITY AND SAFETY

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Source: LIVERUR (D3.4: Annex 1).



## IV.2.2 Report template

Figure 6: RAIN Real-Life Setting – Report template

		Assessment		
		Check the applicable box <input checked="" type="checkbox"/> : The Real-Life aspect is to the business model ...		
Real-Life topics	Real-Life aspects ...	 Neutral	 Opportunity	 Threat, challenge
 Environment and climate				
 Economic context				
 Societal context and social infrastructure				
 Rural technical infrastructure				
 Legal and institutional framework				
 Food security and safety				

Source: Own figure.



### IV.2.3 Lessons learnt from the workshops

The worksheet templates were tried and tested in the T4.3 workshop “RAIN test-run” and in the T4.4 workshop “RAIN Regional specs” (D4.4: II). The feedback received from the participants prior to, at and after the workshops was used to refine the worksheet templates and to formulate some suggestions on how to work with the RAIN Concept, including the RAIN Real-Life Setting. Lessons learnt from this co-creative process are described below. These insights refer to the scope of the RAIN Real-Life Setting exercise (Which results are we trying to generate?) and deal with suggestions on how to carry out the exercise.

13

#### Scope of the RAIN Real-Life Setting exercise

The worksheet templates are a technical aid in identifying aspects that may limit or enable the particular business model. Depending on how the worksheets are used, they may provide different qualities and quantities of results. For instance:

- **Diversity: Individual or group exercise?** Living labs bring together diverse partners who can contribute different expertise, skills, resources, experience, ideas, aims etc. To capture the full range of views in and inputs to the living lab, each partner can identify the real-life setting individually. Exchanging individual results may help the mutual understanding about each partner’s views. To expand and enrich one’s own understanding of the real-life setting, to arrive at a common understanding or to improve cohesion in the living lab, the partners can fill in the worksheets jointly or they can synthesise the individual results. Both types of exercise carry potential and pitfalls (e.g. individual exercise: gaps, personal bias; group exercise: process may be cumbersome, the shy partner’s valuable input may be overlooked).
- **Timeline: Status quo or future?** The real-life setting will change over time, hence it may be useful to explicitly distinguish between the real-life setting at present and in the (near or relevant) future. Likewise, the living lab and the business model may change. It is advisable to review the RAIN Real-Life Setting for the RAIN Business Model in due time to stay up-to-date and be aware of any emerging opportunities, threats or challenges.
- **Expectations: Best, worst or probable scenario?** To add some preventative risk management, one could try different sets of expectations and anticipate the best, worst or probable real-life setting.



### Suggestions on how to identify the RAIN Real-Life Setting

The suitable working mode and extent of the exercise depend on the specific situation. See below some suggestions on how the RAIN Real-Life Setting may be identified (D4.4: Figure 7).

Figure 7: Suggestions for working with the RAIN Real-Life Setting

<b>Introduction</b>	Which real-life setting are we trying to identify?
<b>Scope of the exercise and results</b>	<p>Be clear about the quality of the results and level of detail expected from the exercise (D4.4: IV.2.3 – “Scope of the RAIN Real-Life Setting exercise”).</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Is this an individual or a group exercise?</li> <li>• Do we address the present and/or the future?</li> <li>• Do we look at different scenarios (e.g. best, worst, probable scenario)? If so, which ones?</li> </ul>
<b>Brainstorming</b>	<p>In order to maintain the flow of ideas, write down the unrefined statements as they pop up. Add marks if needed (e.g. arrows to display interrelatedness, colour coding) or write or draw across topics. In the second phase, discuss the results and, if necessary, prepare a more comprehensive documentation.</p> <p>→ Brainstorming worksheet template (D4.4: Figure 5)</p>
<b>Adding topics</b>	If needed, add topics to the suggested RAIN Real-Life Setting.
<b>Adding structure and detail</b>	<p>For a common understanding, strategic or operative decisions, add structure and add detail to the statements – as much as meaningful for your purpose.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• What are the opportunities, threats or challenges to the business idea?</li> <li>• What is urgent, what can be postponed or neglected?</li> <li>• Which topics need more attention, which ones are blind spots in the living lab?</li> </ul>
<b>Meta-observations</b>	<p>In group exercises, it may be useful to take notes of meta-observations (out of sight, in order to not interfere with the creative process during the exercise):</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Did all partners have the opportunity to contribute to the exercise?</li> <li>• Do the partners share the same vision and business idea (D4.3: V.4.1)?</li> <li>• Are the contributions made by the partners conflicting?</li> <li>• Does the living lab lack (e.g. sufficient, reliable, recent) information?</li> </ul>
<b>Documentation</b>	<p>For later reference and a common understanding, document the results.</p> <p>→ Report worksheet template (D4.4: Figure 6)</p>
<b>Quality control</b>	<p>Make sure the relevant results are documented, meaningful, clear and accessible to the relevant partners. Persons who are familiar with the situation, but not involved in the living lab could be asked to validate the identified real-life setting.</p>
<b>Application</b>	<i>Use the knowledge on the real-life setting to adapt the business model as needed.</i>

Source: Own figure.



## V/ RAIN Real-Life Setting reports

### Origin of information

BAB screened several LIVERUR documents for pilot region-specific information. Relevant information was found in the Grant Agreement (EC, 2018), in the deliverables D2.4 (Cadiou, 2018) and D5.1 (Kallai, 2019) as well as in presentation slides shown at meetings. The information was compiled by LIVERUR pilot region (by BAB), checked for accuracy and completeness (by the LIVERUR pilot region partners) and revised (by the LIVERUR pilot region partners and BAB).

15

### Scope of the RAIN Real-Life Setting reports

The **LIVERUR pilot regions** are: Südburgenland (AT), Pošumaví (CZ), Vega del Segura (ES), Bretagne (FR), Pays de la Loire (FR), the Unione dei Comuni del Trasimeno area (IT), Provincia di Reggio Emilia (IT), Latvija (LV), Reġjun Ċentrali Malta (MT), Açores (PT), Vzhodna Slovenija (SI), Zahodna Slovenija (SI), Ouedhref (TN) and Manisa (TR).

Most of the **RAIN Real-Life Setting reports** describe specifically the LIVERUR pilot regions (AT, ES, FR, IT, LV, PT, SI, TN) while others describe a larger geographical area in which the LIVERUR pilot region is embedded (CZ, MT, TR). RAIN Real-Life Setting reports were created for the following regions (alphabetically sorted by country code): Südburgenland (AT); Jihozápadní Čechy (CZ); Vega del Segura (ES); Bretagne (FR); Pays de la Loire (FR); Unione dei Comuni del Trasimeno area (IT); Provincia di Reggio Emilia (IT); Latvija (LV); Malta (MT); Açores (PT); Vzhodna Slovenija (SI); Zahodna Slovenija (SI); Ouedhref (TN); TR33 (TR).

### Characteristics of this compilation

Some characteristics of this compilation should be highlighted:

The available information is **heterogeneous regarding quantity and contents**. The RAIN Real-Life Setting reports were created either for the LIVERUR pilot regions, or for a higher-order area, depending on what best fits the LIVERUR pilot region partners' purpose. In addition, notably more information was provided for some pilot regions than for others. Some topics of the RAIN Real-Life Setting were originally not at all addressed in some pilot region tables (e.g. food security and safety), but it is not clear whether this omission is due to lack of information or lack of importance to the respective pilot region or business model. This is in line with the idea that the RAIN Concept may be used as a loose reference point (lean version) or as a framework which is developed in a great level of detail (full version) (VI: Conclusions).

Moreover, some information could have been assigned to more than one topic of the RAIN Real-Life Setting (e.g. due to individual views of the persons filling the table, cultural or regional imprint). This **ambiguity in assigning information** was perceived as both a limitation (i.e. difficulty to show complexity on a two-dimensional worksheet) and a positive trait (i.e. making interdependencies explicit) of the RAIN Real-Life Setting worksheets.

D4.4 **disregards the benchmarking results** reported in D2.4 due to the heterogeneity of living labs, business models, pilot regions and information provided. When working out the RAIN Real-Life Setting, it may however be interesting to factor in the relevant business model canvas as presented in D2.4. Six types of business models were described for LIVERUR: conventional farming, diversified farming, food and drink industry, rural small and medium enterprises, rural tourism, rural services (LIVERUR, D2.4: annex 1 to annex 6).



## V.1 Südburgenland, AT

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Südburgenland (South Burgenland), Austria.

Figure 8: RAIN Real-Life Setting report for Südburgenland, AT

	<b>RAIN Real-Life Setting: Südburgenland, AT</b>	 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Illyric climate, dry, hot summer, cold winter	✓		
	Fragmented landscape			✓
	3 nature parks with 19 involved communities		✓	
	Organic sustainable agricultural businesses		✓	
	8,400 ha organically farmed		✓	
	Good practices: Zickentaler Moor; Ramsargebiet Lafnitztal, Genussregionen		✓	
	Trend towards sustainability		✓	
	Trend towards regional products		✓	
 <b>Economic context</b>	Mostly small associations			✓
	Dominant business model: Food and drink industry		✓	
	Organic sustainable agricultural businesses		✓	
	8,400 ha organically farmed		✓	
	Platform crowdfunding südburgenland		✓	
	Tourism mainly based on thermal springs		✓	
	2 thermal baths	✓		
	Bad Tatzmannsdorf: biggest tourist area in Burgenland with 600,000 overnight stays		✓	
	Existing examples of direct marketing		✓	
	Direct marketing from farmers stagnates			✓
	Agriculture and forestry: 4.3% of GDP – number of companies is declining			✓
	Enterprises are small structured			✓

	<b>RAIN Real-Life Setting: Südburgenland, AT</b>			
 <b>Societal context and social infrastructure</b>	40,000 employees; 63 % service sector; 26 % producing sector; 11 % agriculture and forestry.	✓		
	6,800 businesses		✓	
	Contribution of part-time farming is exceptionally high (72 %)			✓
	School and university: 2 high schools, vocational schools, agricultural collage, university of applied science	✓		
	17 nursing homes: 80 home places per 1,000 inhabitants (LEP 2011)			✓
	2 hospitals			✓
 <b>Rural technical infrastructure</b>	Micro public transport systems		✓	
	Nature park infrastructure such as nature trails, infopoints, castles, mills		✓	
	Poor accessibility by public means of transport			✓
	Insufficient supply with public transport → growing out-migration towards bigger cities in Austria			✓
	Bad internet supply, more than 50 villages without WLAN			✓
	Businesspark Heiligenkreuz		✓	
	Construction of the high-level road S7		✓	
 <b>Legal and institutional framework</b>	Chamber of agriculture		✓	
	Chamber of commerce		✓	
	Leader action group südburgenland plus		✓	
	Regionalmanagement Burgenland		✓	
	Nature conservation act			✓
	Spatial planning act, regional development concepts			✓
	“Buschenschank” law			✓
	“Kellerstöckl” directive			✓
	Land use planning scheme			✓
 <b>Food security and safety</b>	Modern agricultural land use		✓	
	Food law, food labelling			✓
	Product certification			✓

Source: RMB (27.01.2020), including minor revisions by BAB.



## V.2 Jihozápadní Čechy, CZ

The LIVERUR pilot region Pošumaví is located in Jihozápadní Čechy (South-Western Bohemia). The following figure describes the RAIN Real-Life Setting of Jihozápadní Čechy, Czech Republic.

Figure 9: RAIN Real-Life Setting report for Jihozápadní Čechy, CZ

RAIN Real-Life Setting: Jihozápadní Čechy, CZ		 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Area neighbouring Šumava National Park		✓	✓
	Relatively unspoilt picturesque region without large industrial plants and massive transport		✓	
	Continuous draught in the region			✓
	Bark beetle infestation continues and causes real problems			✓
 <b>Economic context</b>	Skilled workforce is missing or leaving to regions with better payment, the problems lie intrinsically in the small scale of entities and the small number of co-operating entities.			✓
	Small scale of entities might be a problem, specific solutions needed		✓	✓
	Small businesses overloaded with bureaucratic demands; it is much easier to become just an employee and not to have entrepreneurial worries			✓
	Small scale of entities offers chances to come with new services and products in this rural setting		✓	
 <b>Societal context and social infrastructure</b>	Small entities may need to foster cooperation			✓
	It is not easy to attract highly skilled people to return/ with home office or for self-employed the area might be attractive		✓	✓
	Well developed network of “virtual third age university“ – active seniors		✓	
	Some municipalities are getting deserted and inhabited only by holidaymakers			✓
	Ageing population			✓
	Local small schools with more individual approach to pupils fight for survival			✓
	Local sports clubs and firefighters associations promote most leisure activities		✓	

	<b>RAIN Real-Life Setting: Jihozápadní Čechy, CZ</b>	<b>i</b>	<b>😊</b>	<b>🔧</b>
 <b>Rural technical infrastructure</b>	Specific infrastructure for small entities may need tailored solutions			✓
	Some places still need drinking water/waste water improvement		✓	✓
	The area lacks top transportation connection (no highways or motorways)			✓
	Internet connection covered, some remote places with troubles; high-tech solutions not frequent – but can be found			✓
	Lack of funding for old buildings/historical sites			✓
	Lack of funding for bicycle paths – most use the third level country roads			✓
<b>§§</b> <b>Legal and institutional framework</b>	Local action group might need specific innovative approaches/currently became a bit bureaucratic entity			✓
	Small municipalities lack enthusiasm to promote new approaches – no paid personnel, no time			✓
	The important role of microregions as helping and organising bodies		✓	
	Risk of overburdens			✓
 <b>Food security and safety</b>	Regional, local food in small entities, cooperation may help			✓
	Good quality of food		✓	
	Strict legislation on food security and safety prevents small producers from extending or starting their business			✓
	Local (artisan) food products only in small amounts		✓	✓

Source: Úhlava (15.01.2020), including minor revisions by BAB.



### V.3 Vega del Segura, ES

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Vega del Segura, Spain.

Figure 10: RAIN Real-Life Setting report for Vega del Segura, ES

	RAIN Real-Life Setting: Vega del Segura, ES	 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Highest rate of recycling in the Municipality of Abarán (plastic container)		✓	
	Lack of awareness for circular economy Problem of brine nitrates and over-exploitation of aquifers in specific areas			✓
	Advantaged region for agriculture, but low precipitation and water supply – sustainable production possible			✓
 <b>Economic context</b>	Dominant business model: Rural SMEs	✓		
	Leader in technological implementation and innovation		✓	
	The agri-food sector remains of great importance but is decreasing, during the last years an exponential growth of the services sector is being experienced.			✓
	Agri-food industry: food suppliers and manufacturers are partially important in the territorial economy Commercial sector dominates (mostly small businesses)	✓		
 <b>Societal context and social infrastructure</b>	High density of population	✓		
	The territory of Vega del Segura: 19% population in agriculture	✓		
	gender gap (payment)			✓

	<b>RAIN Real-Life Setting: Vega del Segura, ES</b>			
 <b>Rural technical infrastructure</b>	Multifunctional Integrated Center (CIMA) City/Town Hall of Abarán Internet and TICs network, servers		✓	
	Biowaste container for recycling		✓	
	Municipal waste transport vehicles network		✓	
	Lack of adequate infrastructure at rural level			✓
	There is a constant search for the efficiency in the use of water resources and for solutions to address the water deficit suffered by the region (flows transferred from the Tagus River, seawater desalination plants, aquifer exploitation)			✓
 <b>Legal and institutional framework</b>	LAG – ADRI already has a legal agreement (convention) with the Regional Ministry of Agriculture, Water and Fisheries which manages the Leader program		✓	
	Lack of strategic vision and planning at territorial level towards the transition to a circular economy at territorial level			✓
 <b>Food security and safety</b>	Water supply is a critical topic			✓
	Lack of generational relief caused by the depopulation of rural areas			✓

Source: ADRI (18.12.2019), including minor revisions by BAB.



## V.4 Bretagne, FR

Figure 11 describes the RAIN Real-Life Setting of the LIVERUR pilot regions Bretagne (Brittany), France and Pays de la Loire, France.

## V.5 Pays de la Loire, FR

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot regions Bretagne (Brittany), France and Pays de la Loire, France.

Figure 11: RAIN Real-Life Setting report for Pays de la Loire and Bretagne, FR

RAIN Real-Life Setting: Pays de la Loire and Bretagne, FR		 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Attractive landscape for tourism and new inhabitants		✓	
	Favourable climate for farming system (temperature and rain); [consider climate change]*		✓	✓
	Favourable soil for farming system		✓	
	Good situation of biodiversity in relationship with agriculture and farming; [consider climate change and farming techniques]*		✓	✓
	Water quality is improving; [consider further development]*			✓
 <b>Economic context</b>	Dominant business model: conventional farming	✓		
	Farming and food industry is major economic force			✓
	Brittany and Pays de la Loire are two main regions in agriculture production – biggest area for the production of dairy, pig and poultry in France [consider further development]*			✓
	Strong SME's in food sector Employment opportunities in farms and food sector		✓	
	Job vacancies in agriculture (currently more than 1,000 jobs vacant)			✓
	Main livestock trend difficulties (pork, milk, poultry)			✓
	Low export			✓
	Low farmer's income			✓
	Development of organic and agroecology farming system			✓

	<b>RAIN Real-Life Setting: Pays de la Loire and Bretagne, FR</b>			
 <b>Societal context and social infrastructure</b>	Low unemployment rate		✓	
	Educational system		✓	
	Qualified employees		✓	
	High density of farms and farmers	✓		
	Low economic and social inequality between people		✓	
	Dynamism of demography		✓	
	Tension between farmers and citizens due to land occupation, environmental issues (pollution, noise, smells ...) and societal pressure on farming system (pesticides, animal welfare ...)			✓
	The agriculture sector of the two regions create 95,000 jobs in the production and 90,000 jobs in the food industry		✓	
	Dynamic differences between territory (coast and rural, town and rural ...)			✓
 <b>Rural technical infrastructure</b>	Usable and free highway		✓	
	High speed train connection to Paris, 3 airports, 4 main harbours		✓	
	Farmer's group to exchange results, machinery, knowledge, innovation ...		✓	
	High-tech SME, farming and food chain		✓	
	Some territory with low internet and cell phone reception		✓	
<b>§§</b> <b>Legal and institutional framework</b>	Regional and dedicated policy for food and agriculture		✓	
	Link between farmer's organisation and regional/local authority		✓	
	The new GEMAPI law give power and involved local authorities		✓	
	Legal and institutional frameworks given for networking		✓	
	High number of agricultural policy decisions far from the region			✓
	Law EGALIM separate advises in agriculture and selling phytopharmaceutical products			✓



 <b>Food security and safety</b>	<b>RAIN Real-Life Setting: Pays de la Loire and Bretagne, FR</b>			
	High-quality and sanitary food		✓	
	Britain and Pays de la Loire farmers produce food for more than 30 million people (7 million people and 80,000 farmers in Brittany and Pays de la Loire)		✓	

Notes: [Explanatory text]\* was added by BAB based on CRAB's notes.

Source: CRAB and CRAPL (19.12.2019), including minor revisions by BAB.



## V.6 Unione dei Comuni del Trasimeno area, IT

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Unione dei Comuni del Trasimeno, Italy.

Figure 12: RAIN Real-Life Setting report for Unione dei Comuni del Trasimeno area, IT

<b>RAIN Real-Life Setting: Unione dei Comuni del Trasimeno area, IT</b>		 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Lake Trasimeno ecosystem: depth of the water was extremely reduced in the past 20 years but now it is growing up to a proper level regenerating the entire ecosystem state.			✓
	Water management problems, groundwater level decreasing.			✓
	The use of renewable energy is expanding, as are the activities related to agriculture (multi-functional enterprises), especially farms (about 80 companies).		✓	
 <b>Economic context</b>	Dominant business model: food and drink; [rural tourism]*.	✓		
	Loss of competitiveness of regional market, the SMAEs dimension and low integration at territorial supply/value-chain levels The system of cooperation between companies is not very developed.			✓
	Low attitude to cooperate with the public bodies to share a common strategic development vision.			✓
	Tourism capitalises on lake Trasimeno's ecosystem, therefore tourism could help address water management problems.		✓	
	Tourism depends on the lake's ecosystem, cooperation is needed.			✓
	The need to integrate the different agricultural, tourist and social activities is very much felt, so too is the need to develop forms of slow tourism.			✓
	Fishing has an important economic role for the people living around the lake.		✓	

	<b>RAIN Real-Life Setting: Unione dei Comuni del Trasimeno area, IT</b>			
 <b>Societal context and social infrastructure</b>	Employment per sector is distributed: agriculture 30%, industry and crafts 30%, public services 40%.	✓		
	Women make up about 40% of those employed in agriculture.	✓		
	Literacy level is high, which is relevant to meet the needs of innovations and right services of technical assistance.	✓		
 <b>Rural technical infrastructure</b>	Rural companies (i.e. farms and farms with agritourism) occupy about 50,000 hectares, with 2,300 farms and an average surface of about 7 hectares. 220 farms with irrigation. The main crops are cereals, legumes, olive, vine and to a lesser extent vegetables and fruits.	✓		
	Transport infrastructure: a) A highway that connects the area to the rest of the region and to central Italy b) A railway line Rome-Florence c) About 500 km of provincial and municipal roads d) Lake road system	✓		
	Inter-municipal services to citizens and tourists.		✓	
	Presence of small villages with particular cultural and historical interest, bike path and trails for tourism.		✓	
	There are few and small farms of cattle and pigs.	✓		
	National Research Institute: agriculture and fishing.		✓	
	Tourism infrastructure: about 100 rural tourism operators, about 20 camping sites, about 40 accommodation services (hotels and restaurants).	✓		
	About 15 food industries.	✓		
 <b>Legal and institutional framework</b>	Different institutional levels: region, province, municipalities (8), Union of Municipalities, Park Authority, LAG, professional organisations and trade unions.	✓		
	Framework to solve water problems – cooperation with tourism?		✓	
 <b>Food security and safety</b>	The quality and typicality of agri-food products is a characteristic element of the territory, with a warranty to healthy food for the local population and tourists. There are many organic farms.		✓	

Notes: [Explanatory text]\* was added by BAB based on UCT's notes.

Source: UCT (07.01.2020), including minor revisions by BAB.



## V.7 Provincia di Reggio Emilia, IT

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Provincia di Reggio Emilia (Province of Reggio Emilia), Italy.

Figure 13: RAIN Real-Life Setting report for Provincia di Reggio Emilia, IT

RAIN Real-Life Setting: Provincia di Reggio Emilia, IT		 Neutral	 Oppor- tunity	 Threat, challenge
 <b>Environ- ment and climate</b>	<p>The Province of Reggio Emilia (situated within the larger region of Emilia-Romagna) is a heterogeneous territory ranging from the southern edge of the Po Plain with the provincial capital Reggio Emilia Municipality (Pilot 1) to the mountainous areas of the Apennine ridge (Pilot 2), with significant differences in height, wealth of water resources and forests. Dominating sub-continental climate with very humid summer and very rigid winters.</p>	✓		
	<p>Climate change effect registered in the last 20 years in Emilia-Romagna: increase in temperatures, medium and extreme and changes in seasonal regimes and in the intensity of precipitation.</p>			✓
	<p>The Po Plain is one of the most polluted areas of Europe: 5 out of 9 provincial capital cities of the Emilia-Romagna region (Reggio Emilia, Modena, Parma, Ferrara and Rimini), have exceeded the limits of fine dust limits and exceeded the ozone limits during the last year.</p>			✓

 <b>Economic context</b>	<b>RAIN Real-Life Setting:                      Provincia di Reggio Emilia, IT</b>			
	<p>Dominant business model in Emilia-Romagna: diversified farming.</p> <p>Heterogeneity of peri-urban rural economy and mountain rural economy.</p> <p>Reggio Emilia city has a rich entrepreneurial environment. The Agrifood sector of Reggio Emilia city registers a great increase of start-ups by young entrepreneurs (~7% of total businesses) – production range from traditional products (Parmigiano-Reggiano cheese, traditional Balsamic Vinegar, wine production – Lambrusco), fruit, livestock, intensive agriculture.</p> <p>Emilia-Romagna is one of the territories, where the new mechatronic horizon has been most developed in recent years. The Reggio Emilia mechatronics district comprises at least 300 companies, operating in the field of agricultural mechanics, agro-food processing and packaging, up to instrumental machines, workshop equipment and systems for sustainable and smart mobility.</p> <p>The Appennino Reggiano area has a rural economy based on family owned micro agri-enterprises.</p> <p>The Appennino Reggiano area has a low population density and very small settlements, however community-owned businesses (community cooperatives) are growing to help fighting against the abandonment of disadvantaged rural area.</p> <p>The Province’s export has a total value of 9.2 billion € (the Emilia-Romagna region value is 55.3 billion €), of which 13.2 million € are represented by the agricultural/food sector.</p> <p>In the Reggio Emilia territory, new emerging small (social) farming activities are developing aiming to create occasions of social innovation and social inclusion of disadvantage groups.</p> <p>The entrepreneurial fabric of the Reggio Emilia territory is mainly composed of small and medium-sized enterprises.</p> <p>There is a need to create networks between SMEs as well as with already well-established big businesses, research and educational centers, universities and innovation labs to use synergies, share experiences and enhance cooperation.</p>	<p>✓</p> <p>✓</p> <p></p> <p></p> <p>✓</p> <p></p> <p>✓</p> <p>✓</p> <p></p> <p></p>	<p></p> <p></p> <p>✓</p> <p>✓</p> <p></p> <p>✓</p> <p></p> <p>✓</p> <p></p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p>✓</p> <p>✓</p> <p></p> <p>✓</p>

	<b>RAIN Real-Life Setting: Provincia di Reggio Emilia, IT</b>			
<b>Societal context and social infrastructure</b>	In Emilia-Romagna, unemployment fell to 4.8% and employment rose rate to 71.3%, the highest in the country.	✓		
	There are more than 531,000 foreign citizens resident in Emilia-Romagna (11.9% of the total population). For several years it has been the Italian region with the highest incidence of foreign citizens.		✓	✓
	There are regional and local welfare systems, instruments fostering social innovation and social inclusion (e.g. for the regional level social inclusion income, Regional Forum of the Third Sector, 3 year Social and Health Plan of the Emilia-Romagna region /Piano Sociale e Sanitario, while social cooperative consortiums at local level).		✓	
	High social capital (cooperatives, social inclusion policies. Community development promoted both at regional and municipal level, regional networks).		✓	
<b>Rural technical infrastructure</b>	Infrastructure for networks.		✓	
	Internet access granted by a regional public network, even though grey areas still present (Emilia-Romagna WiFi).		✓	
	Dispersed housing in rural and particularly mountain areas.			✓
	Regional investments aimed at preventing hydrogeological instability mainly in mountainous or hilly areas, with a positive reflex also on the landscape, as well as investments aimed at making road infrastructure safer.		✓	
	Low level of ICT and digital capacities in rural areas and rural actors.			✓

	<b>RAIN Real-Life Setting: Provincia di Reggio Emilia, IT</b>			
<b>§§ Legal and institutional framework</b>	Subsidised and non-repayable funds for enterprises, co-financed by the use of ERDF and Rural Development Programme and rural development programme such as: <ul style="list-style-type: none"> <li>• Regional fund for micro-credit (Regional law n. 23/2015 – Accesso al credito agevolato per imprese, lavoratori autonomi e liberi professionisti),</li> <li>• Regional fund for start-ups (Por Fesr 2014-2020, Asse 1, Azione 1.4.1 – Contributi per piccole e micro imprese),</li> <li>• funds for the development of short agro-food supply chains (Por Fesr 2014-202, 16.4.01 - Cooperazione per lo sviluppo e la promozione di filiere corte.),</li> <li>• yearly Prize for Responsible Innovators (SDGs/Agenda 2030), etc.</li> </ul>		✓	
	Lack of a proper law and definition of community cooperatives at national level, though a framework and recognition exists at regional level (Emilia-Romagna region).			✓
	The regional university system consists of 6 universities – importance of the Life Sciences Department of the University of Modena and Reggio Emilia.		✓	
	ASTER – High technology network of the Emilia-Romagna region, with a specific research cluster on agri-food.		✓	
	Tecnopoli / technopoles or technology hubs are a network of 10 infrastructures, dislocated in 20 branches in Emilia-Romagna, organizing activities and specialised services to support innovation of businesses, people and the territory. One of these Technopoles is located in Reggio Emilia.		✓	



 <b>Food security and safety</b>	<b>RAIN Real-Life Setting:                      Provincia di Reggio Emilia, IT</b>			
	Emilia-Romagna is the region with highest number of PDO and PGI products registered in all the country.		✓	
	Economic diplomacy carried out by the DG Agriculture of the Emilia-Romagna region for promoting regional products broadly and for ensuring their integrity inside and outside EU markets.		✓	
	Presence of local (i.e. CRPA-Center for Research on Animal Production) and European (i.e. EFSA-European Food Security Agency, Parma) institutes and agencies researching, innovating and mainstreaming food safety.		✓	
	Increasing demands for quality and sustainable foods: increasing demand for local markets and direct selling of agriculture and agro food processed products.		✓	✓

Source: E35 (10.01.2020), including minor revisions by BAB.

## V.8 Latvija, LV

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Latvija (Latvia).

Figure 14: RAIN Real-Life Setting report for Latvija, LV

RAIN Real-Life Setting: Latvija, LV		Neutral	Opportunity	Threat, challenge
<b>Environment and climate</b>	Latvia has a pleasant weather in summer and a cold one in winter. The average annual air temperature is +5.9°C. The average annual precipitation is 667 mm. Vegetation period: 175-195 days/year. Sunshine of 1,790 hours a year, May-August: 10-12 hours/day, November-January: 2-3 hours/day. Fertile soil.	✓		
	Orchards, depending on production practices, are subject to studies on how the agricultural sector can reduce its contribution to climate change.		✓	
	Climate and soil favourable for the production of certain crops, fruit and berry.		✓	
	Problem for fruit growing: frequent temperature fluctuations during winter.			✓
<b>Economic context</b>	Dominant business model: rural SMEs.	✓		
	Growing fruit and berry using old traditions.		✓	✓
	Supply for locally grown fruits still does not meet the growing demand. Very small internal market, high import percentage.			✓
	Subsidies for establishment of orchards – areas of fruit plantations are growing.		✓	
	Lack of cooperation and lack of knowledge about cooperation for some sectors.		✓	✓
	Lowest EU subsidies.			✓
	Low availability of the investments, high interest on loans.			✓
	Low salaries for employees. Lack of workforce.			✓

	<b>RAIN Real-Life Setting: Latvija, LV</b>			
<b>Societal context and social infrastructure</b>	Insufficient cooperation is an obstacle to fostering development of fruit growing – lack of knowledge on and motivation for cooperation.			✓
	Decreasing number of inhabitants in rural areas, emigration.			✓
	Structural differences with western Europe due to historical events (Soviet time heritage).		✓	✓
	Access to the labour, especially in harvest season.			✓
	High centralization and depopulation of countryside.			✓
<b>Rural technical infrastructure</b>	Good external logistics conditions		✓	
	Bad Quality of roads in rural areas: Weak internal transport infrastructure and logistics, bad quality of rural roads.			✓
	High speed broadband, but low digital competences.		✓	✓
<b>Legal and institutional framework</b>	Special taxation system for seasonal agriculture sector, reduced VAT for fruit and vegetable.		✓	
	Access to scientific support for the development of innovative products.		✓	
	Legal framework for cooperation.		✓	
	Comparatively good collaboration/relation of the Latvian and the EU governments, involvement/participation in the decision making process.		✓	
<b>Food security and safety</b>	Demand for different types of local fruit and vegetable is still higher than the supply.		✓	✓
	Quality certification systems are available, but they are not affordable for small farms.		✓	✓
	Highly qualified state institutions' specialists supervise the sector. Good legislative acts.		✓	
	Producers follow the rules and requirements.		✓	
	Diversity of crops possible, but will be market driven, demand should be created.		✓	

Source: ZSA (08.01.2020), including minor revisions by BAB.



## V.9 Malta, MT

The LIVERUR pilot region Regjun Ċentrali Malta (Central region of Malta) is located in Malta. The following figure describes the RAIN Real-Life Setting of Malta.

Figure 15: RAIN Real-Life Setting report for Malta, MT

RAIN Real-Life Setting: Malta, MT		 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Malta suffers from a lack of natural water resources, having no natural rivers or lakes. The freshwater supply of the country is stored in groundwater aquifers or obtained through rainwater harvesting. The lack of natural resources generates another problem by the high population density, which leads to higher water demand.			✓
	Circular economy is in the focus of the country's policies, which includes the balanced water consumption, green jobs creation and the use of renewable energy.		✓	
	The sustainable water management is at the top of the Maltese regional development agenda.		✓	
	Rainwater harvesting in Malta presents a problem given that rainwater is seasonal and varies during the seasons. This results in a mismatch between supply and demand, which could be mitigated by storage.			✓

	<b>RAIN Real-Life Setting: Malta, MT</b>			
<b>Economic context</b>	Small island with a high population density.	✓		
	Agricultural industry provides genuine products for the local market.		✓	
	Agriculture is important for diverse economic activity and employment.		✓	
	Dominant business model: rural SME's.	✓		
	Malta's National R&I Strategy 2014-2020 aims to support high value added economic activity that includes knowledge-driven growth. The goal of the Strategy boost the research and innovation at the heart of the Maltese economy: knowledge-driven and value-added growth and to sustain improvements in the quality of life.		✓	
	Lack of young entrepreneurs.			✓
	Lack of diversification in production, lack of technology intensive, innovative small business entities (micro- , family-and farm business, self-entrepreneurs, agricultural startups).			✓
	Weak human resources in Science and Technologies.			✓
<b>Societal context and social infrastructure</b>	Weak human resources in Science and Technologies.			✓
	Small island with a high population density.	✓		
	The Vision 2050 introduces the concept of a sustainable society by protecting natural resources and safeguarding health, which is essential to the development and prosperity of the society.		✓	
	Lack of young entrepreneurs, lack of small entities.			✓
	Good health and wellbeing: Malta has one of the lowest rates of unmet need for medical care, scoring well below the EU average.		✓	
<b>Rural technical infrastructure</b>	Malta's organic agriculture (food production / processing) is below average compared to other EU countries.			✓
	High transportation costs.			✓
	Short food supply chain model as an opportunity to overcome high transportation costs.		✓	

	<b>RAIN Real-Life Setting: Malta, MT</b>			
<b>§§ Legal and institutional framework</b>	In 2001, the Environment Protection Act established the National Commission for Sustainable Development, which was set up in 2002.		✓	
	The Sustainable Development Act was later adopted in 2012, resulting in a legislative framework mandating Government to mainstream sustainable development in its policies, through the setting up of a Focal Point Network, a representative from each ministries		✓	
	The adaptation of the legal framework for cooperation containing all the actors is necessary.			✓
	The Strategic Plan for the Environment and Development (SPED) was approved in 2015 as the official document that addresses spatial issues for the Maltese Islands in the coming years. It regulates the sustainable management of land and sea resources covering the whole territory and territorial waters of the Maltese Islands.		✓	
	Social farming policy framework.		✓	
	National Agricultural Policy for the Maltese Islands 2018-2028. This vision contemplates the development of a policy with critical targets contains: <ul style="list-style-type: none"> <li>• Increased competitiveness of active farmers and livestock breeders by focusing on quality and encouraging diversification;</li> <li>• Facilitated the entry of young farmers by creating a cost-effective agri-business sector</li> <li>• Fostered sustainability of farming activities by adapting to the local geo-climatic conditions;</li> <li>• Ensuring that farmland is managed by genuine farmers for agricultural purposes and related activities.</li> </ul>		✓	
	The National Strategic Policy for Poverty Reduction and for Social Inclusion is being complemented by a number of other national strategies and policy documents, including: <ul style="list-style-type: none"> <li>• National Strategic Policy for Active Ageing 2014-2020;</li> <li>• National Policy on the Rights of Persons with Disability;</li> <li>• National Strategic Policy on Dementia 2015-2023;</li> <li>• National Social Report 2015 (mentions persons with disabilities).</li> </ul>		✓	

	<b>RAIN Real-Life Setting: Malta, MT</b>			
§§	The Social Enterprise Act, with its scope support and assist the growth of Social Enterprises in their operations. Social enterprises are economic actors whose main purpose is to create a positive social impact also in the functional food production and processing.		✓	
	The Focal Point Network of the Sustainable Development Act from 2012 falls under the organisation of the Ministry for the Environment, Sustainable Development & Climate Change (MESDC).	✓		
	The objectives of the Vision 2050 following the goals of SDG are based on more efficient resource utilisation and the long-term management of, and investment in human, social and material resources, which is particularly relevant for Malta's profile.		✓	
	National Agricultural Policy for the Maltese Islands 2018-2028. This vision contemplates the development of a policy with critical targets.		✓	
 <b>Food security and safety</b>	The main objectives of the organic agricultural farming is to improve the productivity and competitiveness of food and farming businesses, with better environmental performance.		✓	
	There are few registered quality-labelled products in Malta, but the Maltese Islands have vast potential to tap the markets with quality labelled products. It is essential for the agricultural and food processing sectors to reconnect with Maltese consumers to meet the demand for fresh and quality assured products.			✓
	In February 2014, an agreement was signed between the Government and the Mediterranean Agronomic Institute of Bari to provide Technical Assistance for the Setting Up of a Quality Regime for Agricultural Products in Malta.		✓	
	The Quality Regime consists of a control system of the product and method specification; It also consists of a compulsory traceability system of the chain which guarantee the transparency of the scheme and assures complete traceability of products.		✓	

Source: TRA (11.12.2019) including minor revisions by BAB.



## V.10 Açores, PT

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Açores (Azores), Portugal.

Figure 16: RAIN Real-Life Setting report for the Açores, PT

RAIN Real-Life Setting: Açores, PT		 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Work done in improvement of quality systems of agricultural production and animal husbandry.		✓	
	Vocational training in agriculture, animal husbandry and plant health and veterinary public hygiene.		✓	
	Diversification.		✓	
	Regional Science Centre's dedicated to environment and working on awareness and training of Food Systems and Environment.		✓	
	Sustainable milk production.		✓	
	Conservation of protected areas.		✓	
	Oscillation and meteorological instability affecting agricultural crops and the food availability of the livestock sector.			✓
	Adoption of smart technologies to monitor the use resources (e.g., water, chemicals).			✓
 <b>Economic context</b>	Rural sector (incl. associated processing industry) – one of the most important dynamos Economy mainly based on agriculture (dairy farming) very productive.	✓		
	Economic development has always been dependent on the exploitation of the region's natural assets challenges inherent in insularity, remoteness and territorial fragmentation.	✓		
	Primary sector excels in process of value creation.		✓	
	Shrinking pool of agricultural labour, high dependence on family labour – smallholdings.			✓
	Isolation of farmers reduces efficiency and hinders machinery support; high production costs, transport and supply problems, inadequate processing and marketing.			✓
	Development of agritech tools tailor-made for outermost rural contexts.		✓	

	<b>RAIN Real-Life Setting: Açores, PT</b>			
<b>Societal context and social infrastructure</b>	Agriculture is a decisive factor for generating income for the local population.	✓		
	Agriculture, namely dairy, is the main regional source of income, followed by tourism.	✓	✓	
	Cultural and Creative Industries (CCIs).		✓	
	Low levels of education and the need to rejuvenate the agricultural population.			✓
	Growth of tourism activity with great potential for interconnection with agriculture and rural identity through ecosystem services.		✓	
<b>Rural technical infrastructure</b>	TERINOV is the Azores Science and Technology Park dedicated to Agribusiness (since 2019).	✓		
	Regional Science Centre's dedicated to environment and agriculture working on awareness and training of Food Systems and Environment.	✓		
	Private and public infrastructure to support efficient production : <ul style="list-style-type: none"> <li>• Regional Veterinary Lab</li> <li>• Terceira Science Centre (Food Systems and Environment)</li> <li>• Cooperatives, NGOs</li> <li>• Rural Policy Bodies</li> <li>• Farmer Associations</li> <li>• Chambers of Commerce</li> <li>• SDEA – Society for the Economic Development</li> </ul>		✓	
<b>Legal and institutional framework</b>	Strategy for the Development of Organic Agriculture presented by the Regional Government of the Azores.	✓		
	POSEI framework for rural development and rural innovation (ERDF); (1)*.		✓	
	PRORURAL+ (2)*.		✓	
	Regional policy orientations for organic and sustainable milk production.			✓
	Faster law adaption to innovation wishful.			✓
	Difficulties in acquiring land which is a scarce resource and therefore costly.			✓
	Regional policies promoting a strong science-based approach to agribusiness.		✓	



	<b>RAIN Real-Life Setting: Açores, PT</b>			
 <b>Food security and safety</b>	High quality is the path to get added value.		✓	
	Research and innovation that can reduce production costs by using more extensive and environmentally friendly systems, but creating differentiated and higher value-added products.		✓	
	Changing consumption habits at international level.		✓	
	Attracting the private sector to the adoption and use of environmentally friendly systems.		✓	

Source: FRCT (17.12.2019), including minor revisions by BAB.



## V.11 Vzhodna Slovenija, SI

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Vzhodna Slovenija (Eastern Slovenia), Slovenia.

Figure 17: RAIN Real-Life Setting report for Vzhodna Slovenija, SI

RAIN Real-Life Setting: Vzhodna Slovenija, SI		 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Sustainable relationship with environment and nature and wish to preserve it		✓	
	Environment and green attitude as focus		✓	
	Preserved nature and cultural landscape		✓	
	Area with forests, cultivated land		✓	
	Nature 2000 area		✓	
	Proximity to state border (Austria)		✓	✓
	Waste management		✓	
 <b>Economic context</b>	Dominant business model: food and drink industry		✓	
	Family farming has been a principal model of agriculture for centuries and it is certain to remain so in the future.		✓	
	Focusing on professionalisation of touristic offer – instead of massive tourism, they want to develop boutique, 5-star touristic offer		✓	
	Professionalisation of tourism on farms (especially wine and/or culinary)		✓	
	Supplementary farm activities		✓	
	Unemployed young people and also women in general		✓	✓
	Sustainable tourism on tourist farms, family homes and small hotels owned by local people		✓	

	<b>RAIN Real-Life Setting: Vzhodna Slovenija, SI</b>			
 <b>Societal context and social infrastructure</b>	Young people are taking over family farms		✓	
	No culture of cooperation			✓
	Ageing population (ageing index was higher than the national average)			✓
	Low population density			✓
 <b>Rural technical infrastructure</b>	Broadband gap			✓
	Meeting village points developed and maintained by local community with EU funds		✓	
 <b>Legal and institutional framework</b>	Development and education through the CLLD program (LAG)		✓	
	Supportive municipality		✓	
	EU projects addressing development challenges		✓	
	Support institutions (tourism, innovation, entrepreneurship, rural development)		✓	
	EU projects addressing development challenges		✓	
 <b>Food security and safety</b>	Inno-Rural supply and demand concept		✓	
	Eco-farming		✓	
	Sustainable local supply chain		✓	
	Local food distribution and reducing the carbon footprint		✓	
	Local food used in tourism		✓	

Source: UL (20.12.2019), including minor revisions by BAB.



## V.12 Zahodna Slovenija, SI

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Zahodna Slovenija (Western Slovenia), Slovenia.

Figure 18: RAIN Real-Life Setting report for Zahodna Slovenija, SI

	<b>RAIN Real-Life Setting: Zahodna Slovenija, SI</b>	 Neutral	 Opportunities	 Challenges, threats
 <b>Environment and climate</b>	Sustainable relationship with environment and nature and wish to preserve it		✓	
	Environment and green attitude as focus		✓	
	Mediterranean climate and good strategic location between coastal urbanized areas (Koper, Piran, Izola) and hinterland / rural areas		✓	
	Preserved cultural landscape with nature, small villages and forests		✓	
	Area with vineyards, olive trees, farmland		✓	
	Nature 2000 area (Slovenian Istria)		✓	
	Planned protected Area (Landscape park) Valley of Dragonja		✓	
	More than 60% of lost farmland due to overgrowing			✓
	Lack of regional support (no formal regions in Slovenia)			✓
 <b>Economic context</b>	Family farming has been a principal model of agriculture for centuries and it is certain to remain so in the future.		✓	
	Dominant business model: food and drink industry		✓	
	Focused on professionalization of touristic offer - instead of massive tourism, they want to develop boutique, 5-star touristic offer		✓	
	Proximity of the state border with Croatia and Italy		✓	✓
	Lot of new young wine producers in the region		✓	
	Professionalization of tourism on farms (especially wine, olive oil and accommodation)		✓	
	Supplementary farm activities (services)	✓		

	<b>RAIN Real-Life Setting: Zahodna Slovenija, SI</b>			
<b>Societal context and social infrastructure</b>	Young farm managers in the region with support of EU/ national subsidy schemes		✓	
	Small family farms with approx. 3 to 5 ha of farmland		✓	✓
	Ageing population			✓
	Empty villages due to exodus after the 2nd world war			✓
	Fair / Poor education structure of population			✓
	Very limited ICT competences			✓
<b>Rural technical infrastructure</b>	Meeting village points developed and maintained by the local community with EU Funds		✓	
	Open WiFi installed and available in village centers (Šmarje, Padna)		✓	
	Good internet connection guaranteed by the providers (Šmarje)		✓	
	Fair basic infrastructure available (roads, waste management)		✓	
	Lack of funds for further development (time consuming)			✓
<b>Legal and institutional framework</b>	Development, animation and education through the CLLD program (LAG Istra)		✓	
	Supportive municipalities (community support through basic infrastructure)		✓	
	EU projects addressing development challenges		✓	
	Support institutions (tourism, innovation, entrepreneurship, rural development)		✓	
	Challenging administration rules in spatial and tax legislation (municipalities, state authorities)			✓
<b>Food security and safety</b>	Safe food in general due to favorable farming condition (self-sufficiency model)		✓	
	Eco-farming		✓	
	Sustainable local supply		✓	
	Local distribution and reducing the carbon footprint		✓	
	Common branding initiative and premium food marketing scheme (for internal / external markets)		✓	
	CLLD LAG funds available for further development, promotion and marketing		✓	

Source: UL, 20.12.2019 including minor revisions by BAB.



### V.13 Ouedhref, TN

The following figure describes the RAIN Real-Life Setting of the LIVERUR pilot region Ouedhref, Tunisia.

Figure 19: RAIN Real-Life Setting report for Ouedhref, TN

	<b>RAIN Real-Life Setting: Ouedhref, TN</b>	 Neutral	 Opportunity	 Threat, challenge
 <b>Environment and climate</b>	Climate appropriate to cultivate palms, pomegranate, olive and “elhenna”.		✓	
	Ouedhref presents the perfect area for circular economy: good infrastructure and surrounded with Oasis which is first source of the raw materials.		✓	
	Waste recovery: Vegetable organic wastes are recycled in the natural dyeing.		✓	
	Waste recovery: Old carpets are reused and recycled in new creations as patchwork.		✓	
 <b>Economic context</b>	“Elmargoum” is the most important activity in Ouedhref 400 handcrafts produce about 8,000 m <sup>2</sup> carpets/year. [*]			
	Margoum and agriculture [*]			
	Economic movement is stable, not affected by crisis.		✓	
	Non-profit organisations [*]			
	Increase in m <sup>2</sup> price in sales [*]			
	Preservation of the authenticity [*]			
	Lack of successors			✓
	Lack of innovation and renewal			✓
 <b>Societal context and social infrastructure</b>	Producing carpets is a 100% female activity [*]			
	Preservation of the authenticity [*]			
	Lack of successors			✓
	Passing knowledge [*]			
	Renewal is a problem			✓
	Improving social infrastructure as a solution?		✓	



	<b>RAIN Real-Life Setting: Ouedhref, TN</b>	<b>i</b>	<b>😊</b>	<b>🔧</b>
<b>🏠 Rural technical infra- structure</b>	Promote Margoum export (handmade market, fair trade) [*]			
<b>§§ Legal and institutional framework</b>	Specific frameworks for non-profit organisations and for social and solidarity economy [*]			
<b>🍴 Food security and safety</b>	n/a			

Notes: n/a = not available; [\*] Assessment for this RAIN Real-Life aspect not available.

Source: BAB (10.12.2019), based on LIVERUR documents, meetings and Dar Margoum pilot region partner expertise.



## V.14 TR33, TR

The LIVERUR pilot region Manisa is located in TR33. The following figure describes the RAIN Real-Life Setting of TR 33, Turkey.

Figure 20: RAIN Real-Life Setting report for TR33, TR

	RAIN Real-Life Setting: TR33, TR	 Neutral	 Opportunity	 Threat, challenge
 Environment and climate	n/a			
 Economic context	Dominant business model: food and drink.		✓	
	Turkey is the world's 7th largest agricultural producer overall; world leader in the production of dried figs, hazelnuts, raisins, dried apricots and honey. The TR33 region is one of the leading three regions. [*]			
	Large and growing food and agriculture industry.		✓	
	Traditional models of production, processing and trading. [*]			
	No space for new models.			✓
	Small entities need solutions (e.g. regarding competitiveness, education and skills for tomorrow's workforce).			✓
 Societal context and social infrastructure	Traditional models of production, processing and trading. [*]			
	No space for new models.			✓
	Small entities need solutions.			✓
 Rural technical infrastructure	Tailored for small entities. [*]			



	<b>RAIN Real-Life Setting: TR33, TR</b>			
<b>§§</b> <b>Legal and institutional framework</b>	Development of new financing models. [*]			
	Legal, institutional framework for new models.			✓
	Small entities need solutions policies on and coordination of human capital development, access to finance, innovation and technology adoption, market access.			✓
 <b>Food security and safety</b>	n/a			

Notes: n/a = not available; [\*] Assessment for this RAIN Real-Life aspect not available.  
 Source: ZEKA (23.01.2020), including minor revisions by BAB.



## VI/ Considerations and conclusions

Tasks T4.3 and T4.4 seek to provide theoretical and practical guidance on how to develop and implement innovative and viable business models (or non-profit activities) in rural areas and along the lines of the living lab approach and circular economy. This guidance is offered in the form of the RAIN Concept (D4.3), including the RAIN Real-Life Setting (D4.4).

49

### What the RAIN Concept looks like

The RAIN Concept consists of the three interdependent layers: the business model's Core Elements, the RAIN Principles and the RAIN Real-Life Setting. The suggested Core Elements are: vision and business idea; people (partners, customers, stakeholders); resources; research and innovation; implementation and development; management and organisation; financial aspects; product, service, process; marketing and distribution. The RAIN Principles are: social, ecological and economic sustainability; open innovation; stakeholder involvement and openness; circular economy and ICT. The RAIN Real-Life Setting deals with the business model's given environment that may limit or enable the business model; proposed topics are: environment and climate; economic context; societal context and social infrastructure; rural technical infrastructure; legal, institutional and political framework; food security and safety.

### How the RAIN Concept works

In essence, a business model is developed that is shaped by certain principles and that accounts for the given environment. Expressed in RAIN terminology:

- The RAIN Principles are integrated in the business model **both at the strategic and the operative level** by determining for each Core Element goals and measures: What? Why? When? How? Who?
- The business model is considered in the context of the RAIN Real-Life Setting: What does the real-life setting look like? Is the setting **neutral, an opportunity or a threat/challenge** to the business model?
- It is recommended to evaluate in due time the status quo, whether the desired situation has been achieved and if, or how, to adjust goals and/or measures. This **evaluation** should cover the business model with respect to both the RAIN Principles and the RAIN Real-Life Setting.

### What RAIN is and can do

The RAIN Concept, like the RAIN Real-Life Setting ...

- is comprehensive as it accounts for the business model and its core elements, certain principles and the given environment;
- connects the dots and captures complexity by interweaving the micro- and macro-perspectives;
- is flexible since elements may be added or removed and the working sequence may be altered;
- is innovative and answers to current needs by integrating the social, ecological and economic perspectives in the business model;
- can be used to structure both the working process and the aspired results.
- seeks to accommodate a diverse group of stakeholders in order to promote open innovation and co-creation.
- may be used to develop a business model and fit it into the regional or local context, or to analyse the needs within a region and develop a business model to address those needs.



## Limitations

The RAIN Concept and the RAIN Real-Life Setting provide **theoretical and practical guidance** in the form of a basic approach (concepts), simple materials (worksheet templates) as well as working instructions and recommendations. Some adaptation to the specific situation (business model or other activity) or user group (living lab) may be necessary.

The **worksheet templates** may not cover all topics and aspects relevant for the specific business model; however anything missing can easily be added. The complexity and interrelations within and across layers are difficult to capture on two-dimensional worksheets; on the other hand, this circumstance may help take notice of items that are cross-sectional.

The **RAIN Real-Life Setting reports** as provided in deliverable D4.4 is general. In-depth research is required to identify details such as certain statistics, contact persons, competition, networks, competent authorities, relevant legislation or procedures. Since this kind of information very much relies on the specific business model and is subject to frequent change, such specific data was omitted in task T4.4.

Filling in the worksheet gives an **incomplete snapshot** of the RAIN Real-Life Setting at a certain point in time. Contents that apply now may be outdated soon. Contents that describe the real-life setting of a certain business (or project, activity) in a certain pilot region may apply only partly to a different business (or project, activity) in the same region, simply because the businesses (or projects, activities) may be very different. Moreover, perceptions, risk attitude and knowledge differ among people, which is why the real-life setting filled in for the exact same situation may still differ (e.g. What is an opportunity or a threat lies in the eyes of the beholder.).

## Conclusions

The demands on the RAIN Concept as set in the LIVERUR project are rather high, as a range of concepts (business models, RAIN Principles), pre-requisites (RAIN Real-Life Setting) and user groups are brought together with the aim of developing innovative and sustainable business models in the rural context. Likewise, users may find the RAIN Concept demanding with respect to **resources and coordination required**. It is up to the users to what extent they make use of RAIN, whether they aim to develop and **implement a full or a lean version**. For instance, in a full version of the RAIN Concept, all Core Elements of the business model could be elaborated and documented with a complete strategic and operative plan, all stakeholders involved from start to finish, and multiple feedback loops put in place. In a full version of the RAIN Real-Life Setting, the given environment could be identified for all topics in great detail, on several occasions, for the present and the future, for a set of scenarios, by all stakeholders individually and then condensed in joint meetings etc. In a lean version, the stakeholders would clarify which results are needed, use the RAIN Concept and the worksheet templates for brainstorming and have only very limited documentation, if any.

The RAIN Concept, including the RAIN Real-Life Setting, have been **tried and tested in theory** by the LIVERUR partners. It was found that the RAIN Concept is helpful for structuring both the development process and the results and that the key topics of LIVERUR (innovative and viable business models in rural areas, applying the living lab approach and the circular economy approach) are well represented. In WP5, the living labs in LIVERUR are going to **apply the RAIN Concept in practice** in a way that best fits their particular situation. The elaborations of WP4 serve also as a basis and input for the RAIN platform in WP6. It would be useful to collect the LIVERUR partners' feedback on the practical experiences with RAIN and deduct further lessons learnt.



## VII/ References

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### LIVERUR pilot region partners

- ADRI – Asociación para el Desarrollo Rural Integrado de los Municipios de Lavega del Segura: Vega del Segura, ES
- CRAB – Chambres d'agriculture de Bretagne: Bretagne, FR
- CRAPL – Chambre d'agriculture des Pays de la Loire: Pays de la Loire, FR
- Dar Margoum – Dar Margoum Ouedhref: Ouedhref, TN
- E35 – Fondazione per la progettazione internazionale: Provincia di Reggio Emilia, IT
- FRCT – Fundo Regional para a Ciência e Tecnologia: Açores, PT
- RMB – Regionalmanagement Burgenland: Südburgenland, AT
- TRA – TR Associates: Reġjun Ċentrali Malta, MT
- UCT – Unione dei Comuni del Trasimeno: Unione dei Comuni del Trasimeno area, IT
- Úhlava o.p.s.: Pošumaví, CZ
- UL – Univerza v Ljubljani: Vzhodna Slovenija, SI and Zahodna Slovenija, SI
- ZEKA – Zafer Kalkınma Ajansı: Manisa, TR
- ZSA – Zemnieku Saeima: Latvija, LV