




## LIVERUR POLICY BRIEF – PRELIMINARY INSIGHTS FOR MODERNISING SMALL – MEDIUM RURAL BUSINESSES THROUGH THE CREATION OF PUBLIC-PRIVATE-PEOPLE PARTNERSHIPS

 **Combining Living Lab and Circular Economy** approaches in rural regions unlocks regional development potentials and goes beyond traditional business model conceptualisations

 The **RAIN (Regional Circular Living Lab)** concept provides a tool to exploit regional development potentials in a viable, integrative, inclusive and sustainable manner

 **Public-private people partnerships** can contribute to a socio-technical regime change towards a green economy

 **Challenges for socially inclusive and economically viable rural businesses** include not only the production of goods and services but also the creation of integrated approaches for coordination of services across different sectors (e.g. digital platforms), alternative models to deliver services (e-health, e-mobility) and organisational rearrangements (e.g. empowering intermediaries)

### **Landscape of existing rural business models and what we can learn from them**

In the framework of the rural business landscape, LIVERUR identified a set of diverse innovative trends, answering to rural issues and opening the way to new business models:

- 1) Quality of food is the dominant trend.
- 2) Developing excellence including product and service design as well as understanding user value are key issues to be competitive.
- 3) Services, both service and business support oriented, are gaining importance.
- 4) Local energy production and use in connection with circular economy are on the agenda.
- 5) Agri-food value chains are increasingly supported by digital technologies.

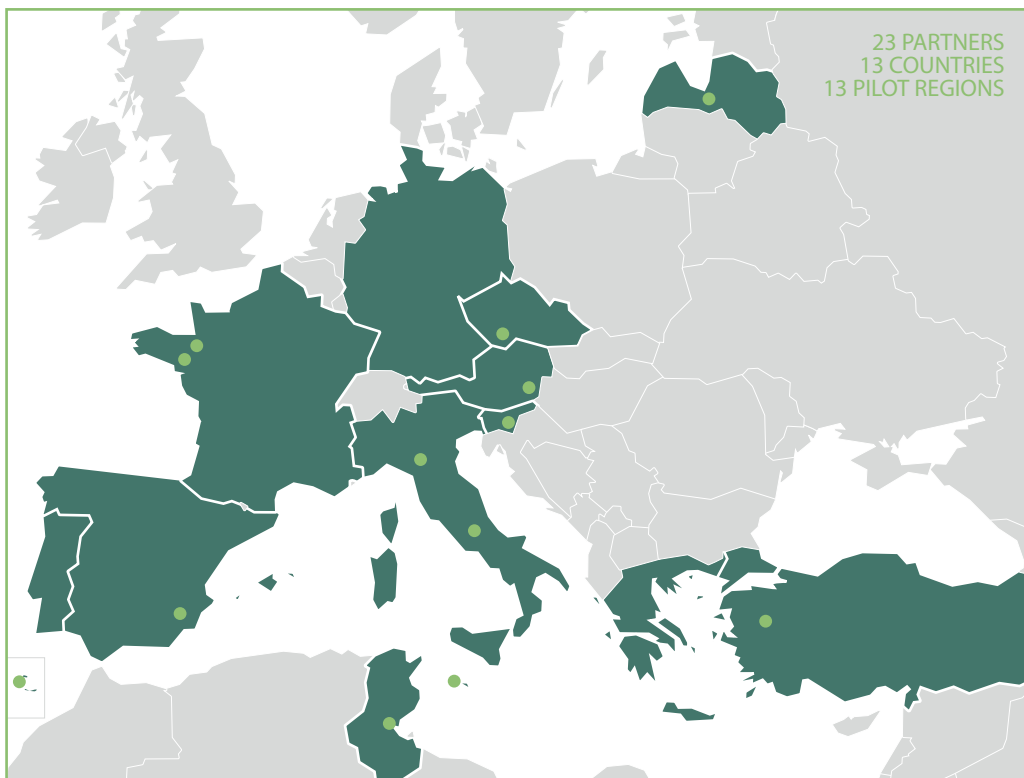
### **The potential of Living Labs for regional development of rural businesses**

Living Labs in rural areas (RLL) can contribute to creating a springboard for the diversification of local economies and to create spaces for new innovative services and products. RLL have a potential for bottom-up experimentation, the establishment of temporary innovation systems as well as construction of transformative change pathways, focused on circular economy, digital technologies and sustainability, that contributes to achieving the goals set out by the EC in the recently issued proposal for a Green New Deal.

### **Developing a Regional Circular Living Lab business model (RAIN)**

The RAIN Concept supports an integrative, holistic and inclusive way of thinking in the course of developing a project or an activity, adding regional development, sustainability and open innovation perspectives to standard business model concepts. The RAIN concept provides a crucial instrument to link small-medium businesses with public-private-people partnerships, creating an open-innovation framework in a rural setting that works towards green transition.

The following ID cards give an overview on the implementation of the RAIN model - the main task for the remaining part of the project – in the 13 pilot regions of LIVERUR.



## TABLE REFERENCES

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.

## TABLE CAPTION

 Neutral
  Opportunities
  Challenges, Threats

Coordinated by:



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