PROJECT H2020

LIVERUR

Living Lab Research Concept in Rural Areas

DELIVERABLE 4.1:

Suitable Business Models Identified for Each Piloting Region

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LIVERUR - 773757

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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 4.1 is about “Identification of Rural Business Models in Pilot Regions connected to the Living Lab approach”.

OBJECTIVES AND METHODOLOGY

The objective of task 4.1 is to identify existing Rural Business Models connected to the Living Lab concept in Pilot Regions. Based on WP2 results (benchmarking of innovative examples of Business Models, extracting weaknesses, challenges) and WP3 results (feasibility of Living Lab techniques), the most interesting and promising Business Models in each of the Pilot Regions shall be identified to be further developed in the course of the project, implementing the new findings of the **LIVERUR** project.

The first step of work was to clarify which general topics for an assessment of Business Models are the most relevant for the purpose of this project in order to select the most relevant business examples for each Pilot Region. A BAB-internal scoping process (following a simplified approach similar to European Commission 2001) identified the content and extent of the topics of relevance. These topics then were captured and narrowed by a criteria and indicator system, which allows a classification of projects or businesses suggested from the Pilot Region Partners. At this stage of the **LIVERUR** project it was not the purpose to compare them across all Pilot Regions. Most importance was given to projector Business Model-related indicators and thus, regional indicators were only important to create awareness of the context.

In light of these considerations, a basic set of qualitative criteria was developed and checked against covering all relevant topics (see Table 1, page 10), WP2- and WP3-results and feasibility (feedback from Pilot Region partners). Four main topics were identified (Living Lab approach, economic sustainability, social sustainability and ecological sustainability) and supplemented with 3-6 indicators each. All project partners received this first draft and had the opportunity to give feedback. This feedback led to additional indicators as well as to sharper and more precise formulation of indicators in general.

After determining the indicators, they were sent to the region partners again to investigate regional projects/Business Models, which seem to have great potential regarding Living Lab characteristics and further development. The regional partners contacted managers/operators of promising projects/ Business Models and collected all relevant data. After collecting data of the 2-5 activities in the Pilot Regions, these projects/Business Models were analysed for each Pilot Region. In a next step, the project team and the Pilot Region partners were requested to discuss eventually weighting factors of the different criteria and especially the feasibility and willingness for cooperation of the project operators to finally select the most promising one or more projects/Business Models in each of the Pilot Regions for further work in the **LIVERUR** project.

Example of a project/Business Model evaluation sheet

ADRI Project 2: "*Development of a circular Rural Business Model for bio waste*" - SELECTED

Information and characteristics:

1.General Information						
1.1 Project name	Development of a circular rural business model for biowaste					
1.2 Project Partner, Name of Editor, Date of Editing	Asociación para el Desarrollo rural de los Municipios de la Vega del Segura - A.D.R.I., 18/02/2019					
1.3 Short description of the project	Use of biowaste for the creation of circular rural business models in the agricultural sector. From a container of biowaste for the collection of the organic fraction, which will previously be installed, a rural living lab will be developed to define new business models focused on the use of this biowaste.					
1.4 Website	Not available.					
1.5 Intended impacts	Environmental impact: waste management. Economic impact: generation of economic activity in the territory. Social and political impact: generation of environmental awareness, promotion of the "bottom-up" approach.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):		Number of involved stakeholders:			

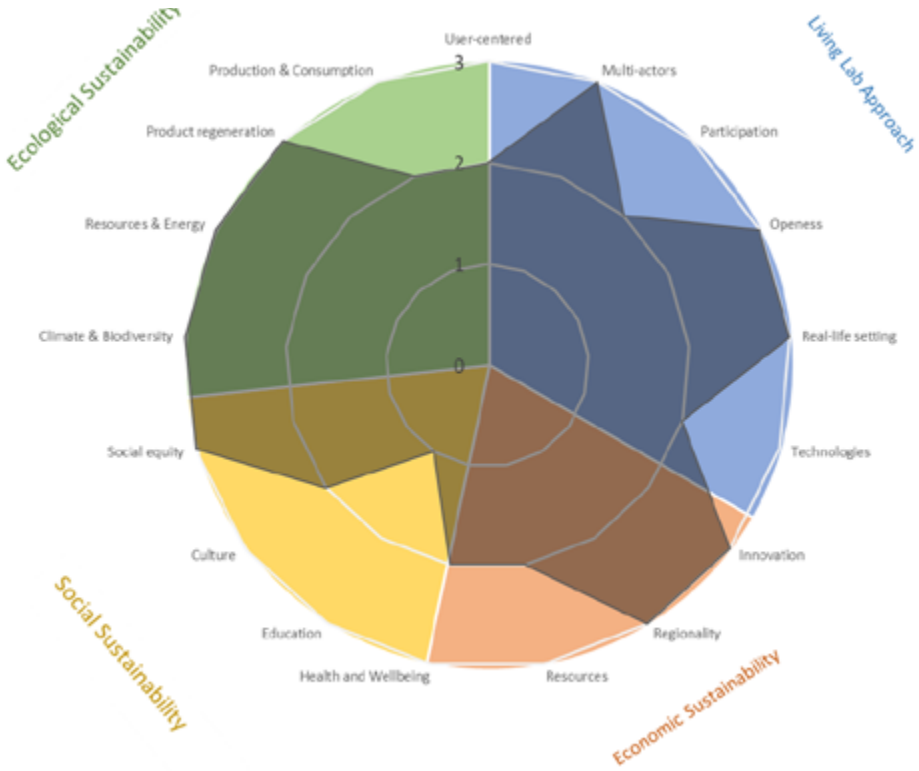


Figure 1. Example of a Business Model analysis. Source: BAB, own elaboration.

RESULTS, FINDINGS AND CONCLUSIONS

In this way of working the pilot-region partners provided data for altogether 39 projects/Business Models. In Deliverable 4.1 all 39 Business Models are described like the example above.

After an analysation and feedback phase, 20 projects/Business Models were selected for further development within **LIVERUR** project. Table 1 provides an overview of the selected ones within **LIVERUR** Pilot Regions. The big variety of topics (agriculture, tourism, social focus, food industries, waste, energy, handicraft) shows the potential of rural areas. In the following work packages these Business Models will be in the centre of interest to exploit this potential with the means of the RAIN Concept and the RAIN Platform.

It is under discussion among project partners to use the developed system of evaluation also in further steps of the **LIVERUR** project to show the development of the Business Models after applying the RAIN Concept.

	Project partner Region	Project name	Short description	Sector(s)	Stake-holders	Jobs	Page
1	RMB (AT) South Burgenland	*Living Lab Südburgenland*	Achieve food sovereignty in the region by stimulating product and service innovations	Agriculture, Forestry Trade, Services	50	1	17
2	**ADRI (ES) Vega del Segura**	***Circular rural business model for biowaste***	**Use of biowaste from agriculture for creation of a circular business model**	**Agriculture, Forestry Industry, Commerce**	-	-	**19**
3	UHLA (CZ) Posumavi	*Living Lab*	Based on two already existing projects, a new Living Lab will be developed.	Agriculture, Forestry Industry, Commerce	15	2	21
4	**UHLA (CZ) Posumavi**	***Turistická oblast Pošumaví***	**This toursim organisation brings local actors together and promotes local food**	**Trade, Services**	**62**	**0,5**	**22**
5	TRA (MT) Gozo	*Circular Rural Living Lab Malta*	The aim of the Living Lab is to implement a social farming model in the care sector.	Agricutlure, Forestry Trade, Services	-	150	24
6	**FRCT (PT) Terceira Island**	***Happy Cows Project***	**The program promotes Azorean milk which is based on grazing, animal welfare, quality and sustainable production**	**Agricutlure, Forestry Industry, Commerce Trade, Services**	**50**	**120**	**28**
7	UL (SI) Slovenia	*Slovenia Padna - Histrian houses*	**There are 3 locations of the project, where collaborations foster development of innovative products and sustainable tourism**	Agriculture, Forestry Trade, Services	5+	2	31
8	**UL (SI) Slovenia**	***Slovenia Solčava - Logonska dolina***		**Agriculture, Forestry Trade, Services**	**5+**	**2**	**32**
9	UL (SI) Slovenia	*Slovenia Kungota - House of all generations*		Agriculture, Forestry Trade, Services	5+	1	33
10	**CRAPL (FR) West of France**	***Energetic transition for farms in west of France***	**Reduce the energetic dependance of cattle breeding farms and developing new techniques**	**Agriculture, Forestry Industry, Commerce Trade, Services**	**50**	**2**	**34**
11	CRAPL (FR) West of France	*Preserve the ecological condition of drinking water for the city of PORNIC and its inhabitants*	Involved stakeholders: agro-industries (local dairy factory), furnishers of phytosanitary products, involved farmers concerned by the uses of phytosanitary products, and local authorities	Agriculture, Forestry	200	20	35
12	**ZSA (LV) Latvia**	***Smart Collaboration for Agriculture***	**Links between agriculture, research and ministries as well as education and information for innovative ideas.**	**Agriculture, Forestry**	**100**	**11**	**36**
13	ZEKA (TR) Manisa	*Olive Excellence Center*	The idea is to form a Living Lab between olive oil producers and farmers with high efficiency and reduced waste	Agriculture, Forestry Industry, Commerce	-	-	39
14	**UCT (IT) Trasimeno**	***Efficiency of processes in rural tourism***	**Analysis of processes and increase of integrated activities between farms, rural tourism and food industries**	**Agriculture, Forestry**	**20**	**3**	**42**
15	E 35 (IT) Reggio Emilia	*Cooperativa di Comunità 'Valle dei Cavalieri'*	Cooperative with citizen involvement: sheep farming, cheese production, agritourism, hiking, etc.	Agriculture, Forestry Industry, Commerce Trade, Services	18	7	44
16	**E 35 (IT) Reggio Emilia**	***Porco commestibile - An Edible Pork for citizens***	**An agrogorestry-based farm supplies fresh produce to citizens**	**Agriculture, Forestry Industry, Commerce**	**12**	**20**	**46**
17	DAR (TN) Quedhref	*Astik Artisan*	Aatik aims to empower Tunisian artisans and allow them to sell their products at a fair price.	Agriculture, Forestry Trade, Services	3	10	48
18	**CRAB (FR) Brittany**	***Metha BDC***	**Within a collective methanation factory, waste will be collected from town, factory and mixed with farm slurry and manure**	**Agriculture, Forestry Trade, Services**	**25**	**1,3**	**50**
19	CRAB (FR) Brittany	*Air and Energy Territirial Plan*	Innovative solutions to improve energy efficiency of livestock farm and decreas the impact on air quality	Agriculture, Forestry	25	0,3	51
20	**CRAB (FR) Brittany**	***Dairy Territorial Value***	**Link between dairy production and territorial value, engage local stakeholders to find innovative solutions to improve the value chain**	**Agriculture, Forestry Industry, Commerce**	**20**	**0,3**	**52**

Table 1. Overview of selected Business Models from Pilot Regions. Source: Own source.

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”.

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, the work in WP4 is arranged in four tasks:

4.1 Identification of rural Business Models in Pilot Regions connected to the Living Lab approach (task leader: BAB)
4.2 Development of a multi-modal approach to compare Living Lab and Circular Economy approaches (task leader: TRA)
4.3 Development of the RAIN Business Model Concept (task leader: BAB)
4.4 Development of the RAIN territorial implementation guidelines (task leader: BAB)

OBJECTIVES

The objective of task 4.1 is to identify rural Business Models or projects or initiatives connected to the Living Lab concept in Pilot Region areas. As the open innovation approach is an important topic also the organisational type (business model, project, initiative) should be kept as much as possible open. Based on WP2 results (benchmarking of innovative examples of Business Models, extracting weaknesses, challenges) and WP3 results (feasibility of Living Lab techniques), the most promising Business Models in each of the Pilot Regions are identified to be further developed in the course of the project, implementing the new findings of the **LIVERUR** project.

STRUCTURE OF THE DELIVERABLE

In chapter I of this report, the methods and steps of work to structure and categorise the Business Model examples in the Pilot Regions are explained. Furthermore, the selection of the projects - in close coordination with the Pilot Region partners - for further development within the project is explained. Within chapter II all criteria and the indicator system, which build the basis for the Business Model/project selection are introduced.

The second part of the report contains the empirical work with data of the Business Model examples provided by the Pilot Region partners (chapter III). These data build the basis for the selection of one or more concrete Business Model per Pilot Region, which will be subject of further project work.

1 METHODS

The first step was to clarify which general topics for an assessment of Business Models are the most relevant for the purpose of this project in order to select the most relevant business examples for each Pilot Region. A BAB-internal scoping process (following a simplified approach similar to European Commission 2001) identified the content and extent of the topics of relevance - defining the system boundaries and keeping the balance of data volume and significance (see Koster-Marbot 2018).

The important argumentations for the project and the key words in the project proposal are (= Scoping checklist):

- Business Management;
- Circular Economy;
- Living Lab,
- Multi-actor approach;
- Open Innovation;
- Rural Development;
- Sustainability and
- Climate Change.

These topics should be captured and narrowed by a criteria and indicator system, which allows a classification of projects suggested from the Pilot Region partners. In general, such a criteria and indicator system should be (see Marker 2011):

- Specific;
- Measurable;
- Applicable;
- Sensitive;
- Available and
- Cost-efficient.

The main topics and criteria should cover all relevant topics and at the same time avoid overlapping and double evaluation. A huge number of various criteria/indicators already exists for the above mentioned topics and many are already defined and in use for various assessments (quantitative and qualitative). The UN-Sustainable Development assessment itself suggests 169 indicators, the OECD/ Eurostat (2018) defined 54 indicators only for the innovation topic. This large number of already existing indicators shows that it is not necessary to develop new indicators, but to identify the most appropriate ones for the **LIVERUR** project purpose. The differences between criteria and indicators are not always quite clear and depend on the scale of observation. A literature research gives an overview, which is of course only a selection of relevant literature (see Annex I).

Examples for useful methods for a project characterisation are SMART, SALCA or RISE (see Koster-Marbot 2018). SMART – Sustainability Monitoring and Assessment Routine – was developed by FIBL in 2018 to evaluate farm and food enterprises by means of a set of indicators for social welfare, good corporate management, economic resilience and ecologic integrity. SALCA – Swiss Agricultural Life Cycle Assessment was developed by Agroscope to evaluate milk production systems including direct and indirect emissions, but also to integrate biodiversity and landscape impacts (AGROSCOPE 2018). RISE - Response Inducing Sustainability Evaluation – developed by HAFL concentrates on a set of 10 indicators for a very clear assessment of enterprises (Berner Fachhochschule 2018). It

comprises land use, animal husbandry, operating material and environment protection, water use, energy and climate, biodiversity, working conditions, quality of life and operational management.

At this stage of the **LIVERUR** project it was not the purpose to compare projects across all Pilot Regions. Most importance was given to project-related criteria and thus, regional criteria were only important to create awareness of the context. The literature research included resolutions, policy papers, guidelines and recommendations from the United Nations (e.g. Sustainable Development Indicators), OECD (e.g. Agri-Environmental Indicators) and the EU (e.g. Regional Innovation Scoreboard, Monitoring and Evaluation Framework, EIP AGRI common format, Assessment of Research and Innovation on Food Systems, Eco-innovation Action Plan) as well as scientific publications on the relevant topics (full list see chapter References).

In light of these considerations, a basic set of qualitative criteria was developed and checked against covering all relevant topics (see Table 1, page 10), WP2- and WP3-results and feasibility (feedback from Pilot Region partners). Four main topics were identified (Living Lab approach, economic sustainability, social sustainability and ecological sustainability) and supplemented with 3-6 criteria each. These are shown in a table (see table 2.2, page 13), including descriptive questions and possible answers (characteristics). All project partners received this first draft and had the opportunity to give feedback. This feedback led to additional criteria as well as to sharper and more precise formulation of criteria in general. The criteria should cover all necessary topics for Business Models connected to the **LIVERUR** approach. Thus, the number of the criteria is not equal for all main topics, which does not affect the classification and is transparently visualized within the radar charts (see chapter III).

After determining the criteria, they were sent to the region partners again to investigate regional projects/Business Models, which seem to have great potential regarding Living Lab characteristics and further development. The regional partners contacted managers/operators of promising projects or Business Models and collected all relevant data due to manager´s assessments. After collecting data of the 2-5 projects in the Pilot Regions, these projects/Business Models were analysed for each Pilot Region. In a next step, the project team and the Pilot Region partners were requested to discuss the different criteria and especially the feasibility and willingness for cooperation of the project operators. The Pilot Region partners made a final decision on the selection of the most promising projects or Business Models for each **LIVERUR** Pilot Region since they have local and regional knowledge, which seems very important for the long-term success.

2 CRITERIA-SYSTEM FOR PROJECT SELECTION

The criteria for the project selection were selected on the basis of some crucial aspects of the **LIVERUR** project. Therefore, we give an overview of these aspects, before drawing attention on the criteria.

2.1 Scope of LIVERUR relevant aspects

In the following, all concepts which are crucial for the **LIVERUR** project will be described briefly (also see Figure 2).

Figure 2. LIVERUR crucial aspects. Source: idea of CESIE.

2.1.1 Business Model

LIVERUR aims at merging two already existing concepts: the Living Lab approach and the Circular Economy strategy into one Business Model and adjust this new innovative and sustainable Business Model to the 13 rural Pilot Regions.

In a sustainable business, the value proposition provides measurable ecological and/or social value in concert with economic value (Boons and Lüdeke-Freund 2013). A Business Model does not only have a company focus, but involves a wider set of stakeholders, necessitating a broader value-network perspective for innovating and transforming the Business Model (Sommer 2012).

2.1.2 Circular Economy

Within the **LIVERUR** project, Circular Economy is defined as "*a regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing, and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling. This is contrast to a linear economy which is a 'take, make, dispose' model of production (PACE 2019)*." Within the EU action plan for Circular Economy the value of products, materials and resources is maintained in the economy for as long as possible, and the generation of waste minimized (EU 2015). **LIVERUR** will facilitate the implementation of the European Circular Economy principles and put them in a rural context.

2.1.3 Living Lab Multi-actor approach

Living Labs are user-centred, open-innovation ecosystems often operating in a territorial context, integrating concurrent research and innovation process within a public-private partnership. The strategic development of a rural living lab is based on establishing a sustainable stakeholder partnership where users, policy-makers, companies, consumers and researchers enter into agreements on the basis of which they may engage in longer term collaboration (**LIVERUR** Grand Agreement 2018).

The essence of the user-driven approach is the direct involvement of users in the development processes of products and services (**LIVERUR** Grant Agreement 2018). This human-centric approach considers humans as the source of innovation, not just as an object for testing and feedback (Schaffers et al. 2007).

2.1.4 Open Innovation

The concept of Open Innovation defines as "*the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively*" (Chesbrough 2006).

Living Labs can be understood as user-centric environments for open innovation (Schaffers et al. 2007). The open innovation concept in a wider sense is closely related to Living Labs as it focuses on the agreements between different partners, including customers, researchers and companies, in developing and exploiting a Living Lab innovation environment (Schaffers et al. 2007).

2.1.5 Rural Development

LIVERUR's ambition is to further develop and merge the existing Living Lab concept and the Rural Circular Economy approach to a new and innovative RAIN – Regional Circular Living Lab business concept and, in this way taking care of a sustainable regional and rural development, driven by co-operation, integration and innovation (see **LIVERUR** Grant Agreement 2018).

The **LIVERUR** Living Lab approach is to assess rural innovations which promote regional and rural development by means of four main pillars (Environment and Resilience, Resource Efficiency - Efficacy and Management, Competitiveness of SMAEs & Rural value chains, Openness to new markets and technologies) in order to monitor the progress and achieve real socio-economic impacts.

2.1.6 Sustainability

The United Nations Development Programme (UNDP) provides 17 Sustainable Development Goals (SDGs) which address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice (UNDP 2015). The SDGs are accepted worldwide and serve as a compass for sustainable development.

LIVERUR endeavours to consider all aspects of sustainability in the Circular Economy:

1. Circular supplies: Provide renewable energy, bio based- or fully recyclable input, material to replace single-lifecycle inputs
2. Resource recovery: Recover useful resources/energy out of disposed products or by-products
3. Product life extension: Extend working lifecycle of products and components by repairing, upgrading and reselling
4. Sharing platforms: Enable increased utilization rate of products by shared use/access/ownership
5. Product as a service: Offer product access and retain ownership to internalize benefits of circular resource productivity
6. Emerging Business Model in the Circular Economy as a Rural Circular Economy framework.

2.1.7 Climate Change

Climate change is the most serious global environmental problem and therefore a growing threat for mankind (IPCC 2014). Impacts occur on all levels and affect all sectors, but agriculture and therefore rural regions are particularly affected. Next to specific challenges of rural regions (e.g. demographic and social changes), **LIVERUR** also takes climate change impacts and climate resilience into account.

2.1.8 WP2 results

LIVERUR WP2 concerns capitalizing and sharing know-how on existing Business Models and value chains in rural areas, focusing on the creation of an extensive analysis of the existing Business Models in rural territories and on the development of a comprehensive approach to rural Business Models analysis, which identifies relevant benchmarking criteria and suggest innovative comparison strategies. Deliverable 2.1 summarised typical Business Model Canvas criteria (according to Osterwalder and Pigneur 2010) supplemented by subjective impact evaluation on social, economic and environmental criteria on the basis of the four **LIVERUR** pillars:

I. Environment and resilience;
II. Resource efficiency-efficacy and management;

III. Competitiveness of SAMEs and rural value chain;
IV. Openness to new markets and technologies.

This resulted in six typical rural Business Models (conventional farm, diversified agriculture, food and beverage industry, rural SME and craft business, rural tourism, rural services to inhabitants). These models are the reservoir of projects, ideas or initiatives to be followed in the coming **LIVERUR** steps of working and therefore they should be covered by the selection criteria of Task 4.1.

Deliverable 2.2 provides information about the **LIVERUR** benchmarking criteria for comparison of existing value-chain approaches, based on revision of literature, projects and initiatives with input from all **LIVERUR** partners. The criteria cover topics like social, economic, technological and environmental impact, open innovation and Circular Economy. In addition, the SWOT analyses of Deliverable 2.3 give insights of important factors in rural areas to be considered in the further work from the viewpoint of local/regional experts.

Beside the previous mentioned sources and considerations, these WP2 results have been exploited to find relevant selection criteria in Task 4.1 which have a slightly different focus because they should be achievable from Pilot Region partners, balanced, and transformed to project level. They should cover relevant Living Lab aspects and give a clear and easy to achieve picture of the focus of the projects.

2.1.9 WP3 results

In the same way as WP2 results, the WP3 results are an important input for drafting the Task 4.1 selection criteria. Deliverable 3.2 case studies of rural living labs' definitions show the key principles and characteristics as well as key success factors (high involvement of users, versatile forms of communication, effective conversion of tacit knowledge, multi-disciplinary teams, cohesion of stakeholders). The Task 4.1 criteria are formulated in a way that covers all these important factors.

2.2 Criteria and Indicators for project selection

2.2.1 Set of criteria for project selection

As described above, the following criteria within four main topics were identified:

1. Living Lab approach
1.1 User-centred
1.2 Multi-actor approach
1.3 Level of engagement/participation
1.4 Openness
1.5 Real-life setting
1.6 Technological integration

2. Economic Sustainability
2.1 Type of innovation
2.2 Regional conditions
2.3 Resources (financial, infrastructure, manpower, technological)

3. Social Sustainability
3.1 Health and wellbeing
3.2 Quality education and learning
3.3 Culture
3.4 Social equity

4. Ecological Sustainability
4.1 Climate action and biodiversity
4.2 Resource management and energy from renewable resources
4.3 Products/material regeneration
4.4 Responsible production and consumption

2.2.2 Matrix check

The following matrix shows the linkages and overlaps among project selection criteria and other **LIVERUR**-relevant topics.

Project selection criteria	Living Lab Approach	Economic Sustainability	Social Sustainability	Ecological Sustainability	Circular Economy	Open Innovation	Regional Development	Technological Development	Resource / energy efficiency	Job creation
2 LIVING LAB APPROACH										
2.1 User-centered	X					X				
2.2 Multi-actor approach	X									
2.3 Level of engagement/participation	X									
2.4 Openness	X									
2.5 Real-life setting	X									
2.6 Technological integration						X		X		X
3 ECONOMIC SUSTAINABILITY										
3.1. Innovation/type of innovation	X	X				X		X		X
3.2 Regional conditions		X			X		X			
3.3 Resources		X			X					
4 SOCIAL SUSTAINABILITY										
4.1 Health and wellbeing			X							
4.2 Quality education and learning			X							X
4.3 Gender equality			X							
4.4 Culture			X				X			X
5 ECOLOGICAL SUSTAINABILITY										
5.1 Climate action and biodiversity				X					X	
5.2 Resource management and energy from renewable resources				X	X		X		X	
5.3 Products/material regeneration				X	X		X			
5.4 Responsible production and consumption				X	X				X	

Table 2. Matrix with overlaps. Source: BAB, own research.

2.2.3 Project selection template

The following template was sent to all Pilot Region partners to collect data for regional rural projects/ initiatives.

PLEASE FILL IN OR MARK WITH "X" AS APPROPRIATE!

1.General Information						
1.1 Project name						
1.2 Project Partner, Name of Editor, Date of Editing						
1.3 Short description of the project						
1.4 Website						
1.5 Intended impacts						
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining		Industry, Commerce		Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional		national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):		Number of involved stakeholders:			

Table 2.1. Template for Pilot Regions´ projects, part I. Source: BAB, own research.

PLEASE MARK MOST APPROPRIATE ANSWER WITH "X" (SINGLE CHOICE)!

Criteria	Description	Characteristics						Optional Remarks	References
2. Criteria LIVING LAB APPROACH									
2.1 User-centered	Are the users engaged in the process of innovation?	no users involved		users partly involved		users involved during the whole process			*Bergvall-Kareborn and Stahlbröst (2009); Steen and van Bueren (2017)*
2.2 Multi-actor approach	Are relevant stakeholders (e.g. from government, academia, citizens, business) involved in the process?	only operator(s) involved		various stakeholder groups involved		all relevant stakeholder groups involved			*Bergvall-Kareborn and Stahlbröst (2009); Steen and van Bueren (2017)*
2.3 Level of engagement/participation	In which form does the co-creation with stakeholders (incl. users and policymakers) take place?	information and consultation		on/off participation (co-creation only in particular stage/stages)		partnership (shared decision making power through the whole process)			*Arnstein (1969); Steen and van Bueren (2017)*
2.4 Openness	Are the activities open for new partners, users, investors, etc. during the whole process?	openness for new actors is very limited		openness only for certain actors		openness during the whole process to everyone			*Chesbrough (2006)*
2.5 Real-life setting	Do the activities take place in the real-life use context?	no real-life context (only virtual)		partly real-life context		full real-life context			*Bergvall-Kareborn and Stahlbröst (2009); Steen and van Bueren (2017)*
2.6 Technological integration	Do the activities foster new technological developments?	application of standard technologies		external development of adapted technologies		internal development of adapted technologies			*Liedtke (2013)*
3. Criteria ECONOMIC SUSTAINABILITY									
3.1. Innovation/type of innovation	Which type of innovation follow the activities?	improvement of existing product or service		new product or service transferred from other region		new development of product/service			*Bergvall-Kareborn and Stahlbröst (2009); SDG 9*
3.2 Regional conditions	How do the activities consider regional conditions?	regional conditions are not considered		partly tailored to regional conditions		main focus on regional conditions			*European Commission (2015); Schlögl (2014); ENRD (2018)*
3.3 Resources (financial, infrastructure, manpower, technological)	Are the resources secured within the next 12 months?	not secured		partially secured		completely secured			*Osterwalder and Pigneur (2009)*

4. Criteria SOCIAL SUSTAINABILITY									
4.1 Health and wellbeing	Do the activities foster healthy lives and promote well-being?	no efforts		moderate efforts		very important issue within organisation			*UN (2017) SDG 3*
4.2 Quality education and learning	Do the activities foster inclusive and equitable quality education and promote lifelong learning opportunities?	no efforts		moderate efforts		very important issue within organisation			*UN (2017) SDG 4*
4.3 Culture	Do the activities consider cultural aspects and foster cultural development?	no efforts		moderate efforts		very important issue within organisation			*Agenda 21 for culture (2017); Soini and Birkeland (2014)*
4.4 Social equity	Do the activities achieve gender equality and other forms of social equity?	unbalanced social equity		moderate efforts for social equity		social equity well-balanced			*UN (2017) SDG 5, SDG 10; Sen(2000)*
5. Criteria ECOLOGICAL SUSTAINABILITY									
5.1 Climate action and biodiversity	Do the activities take urgent action to combat climate change and its impacts and take action to foster biodiversity?	no efforts		not the main focus, but certain importance		very important issue within organisation			*UN (2017) SDG 13; SDG 15*
5.2 Resource management and energy from renewable resources	Do the activities ensure sustainable management and use energy from renewable resources (e.g. certification)?	no efforts		not the main focus, but certain importance		very important issue within organisation			*EMF (2015); Lewandowski (2016); UN (2017) SDG 6; SDG 7; SDG 14; SDG 15*
5.3 Products/material regeneration	Are the products designed for reuse and/or is there support during the whole product life-cycle in the sense of a circular economy?	no efforts		not the main focus, but certain importance		very important issue within organisation			*EMF (2015); Lewandowski (2016)*
5.4 Responsible production and consumption	Do the activities focus on responsible consumption and production patterns?	no efforts		not the main focus, but certain importance		very important issue within organisation			*EMF (2015); UN (2017) SDG 12*
Other remarks, comments:									

Table 2.2. Template for Pilot Regions´ projects, part II. Source: BAB, own research.

3 PILOT REGION PROJECT SELECTION

The crucial outcome of WP 4.1 is an identification of suitable (sustainable and resilient) rural Business Models connected to the Living Lab concept. Due to the diversity of the different territories, one (or more) suitable Business Models or projects were identified for each Pilot Region.

Valuation rules

As the valuation criteria show how close a project or a Business Model meets the ideal Living Lab approach of the **LIVERUR** project valuation was done under the following premises:

- The higher the performance of every single project within the criteria, the closer the project or Business Model is related to the **LIVERUR** approach. The characteristics of each criterion (three choices) can be seen as a development or improvement within a Business Model, where choosing the third characteristic does not automatically mean to exclude the first or second choice. The main difference is the development level, which is higher for the second, and the highest for the third choice/characteristic. The value 0 means no data were available. In the case where a project or idea has the highest performance within all four main topics, there seems no room for improvement and support from **LIVERUR** project activities. Such a Business Model could serve as a good practice example.
- The performance-variation across the different main topics (pattern of the graph) gives hints to which topics should undergo improvement. In case of a weak performance in one or two topics, the

potential of development in direction of a Living Lab and circular Business Model seems high. In the case where many or all topics show a weak performance, the potential is estimated as low.

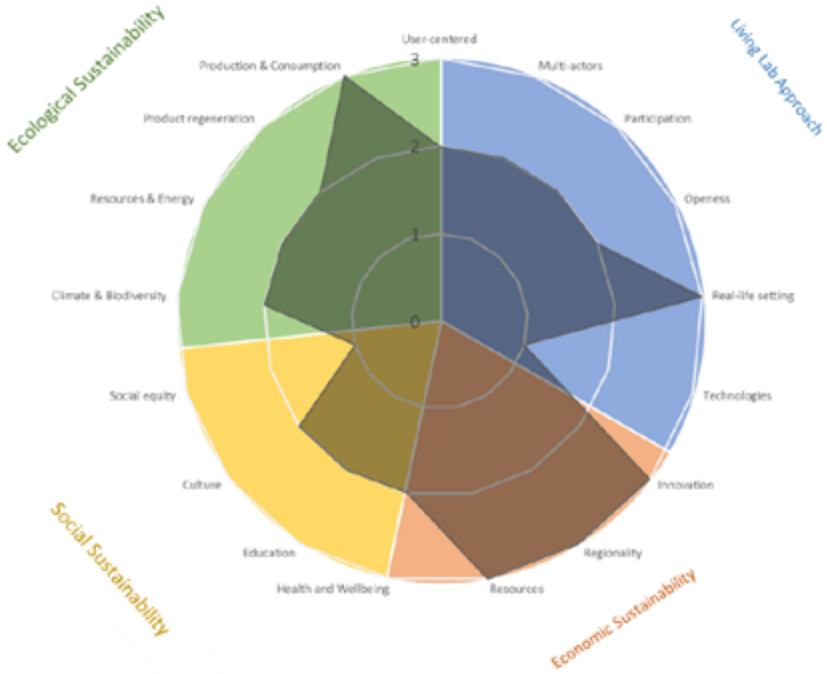
- Valuation also depends on how the topic of the project or Business Model corresponds with the announced respective Pilot Region topic in the Grant Agreement.
- Altogether, we aim at balanced topics and sectors over all Pilot Regions.
- The selection depends very much on the qualitative information of the Pilot Region partner about how practicable a cooperation with the respective project/idea manager may develop.
- The Pilot Region partners take the decision if they want to keep one or more projects or initiatives for further work in the **LIVERUR** project.

3.1 South Burgenland, PP RMB (AT)

South Burgenland (part of the Austrian province of Burgenland) is inhabited by 97,000 residents and covers an area of 1,500 km². The hilly landscape and the illyric climate favour a very diverse agriculture with a recently growing trend of organic production. Small enterprises are predominant, direct marketing is a big widely-used. Another economic asset are thermal springs, exploited via some spa resorts and boosting the tourism. A low population density and insufficient public transport in this peripheral region lead to growing outmigration to bigger cities (EC 2018, Annex 1, p 143).

RMB Project 1: "*Erlebnis Paradies Südburgenland*" – SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Erlebnis Paradies Südburgenland					
1.2 Project Partner, Name of Editor, Date of Editing	RMB, Thomas Böhm, 08.03.2019					
1.3 Short description of the project	For 14 years now there is the association Southern Burgenland (in Austria, the region consists of three districts, Oberwart, Güssing and Jennersdorf) - A piece of paradise®. The main goal from the very beginning was and still is to make the companies of Southern Burgenland, in particular PRODUCERS, DIRECT MARKETS, FARMERS, LEISURE FACILITIES and HOTELS and HOSTS accessible to the general public. The paradise family consists of about 50 companies from different areas and together they work on the further awareness and development of the Paradiesregion Südburgenland.					
1.4 Website	www.erlebnisparadies.at					
1.5 Intended impacts	development of new products, sales increase					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	1	Number of involved stakeholders:	50		

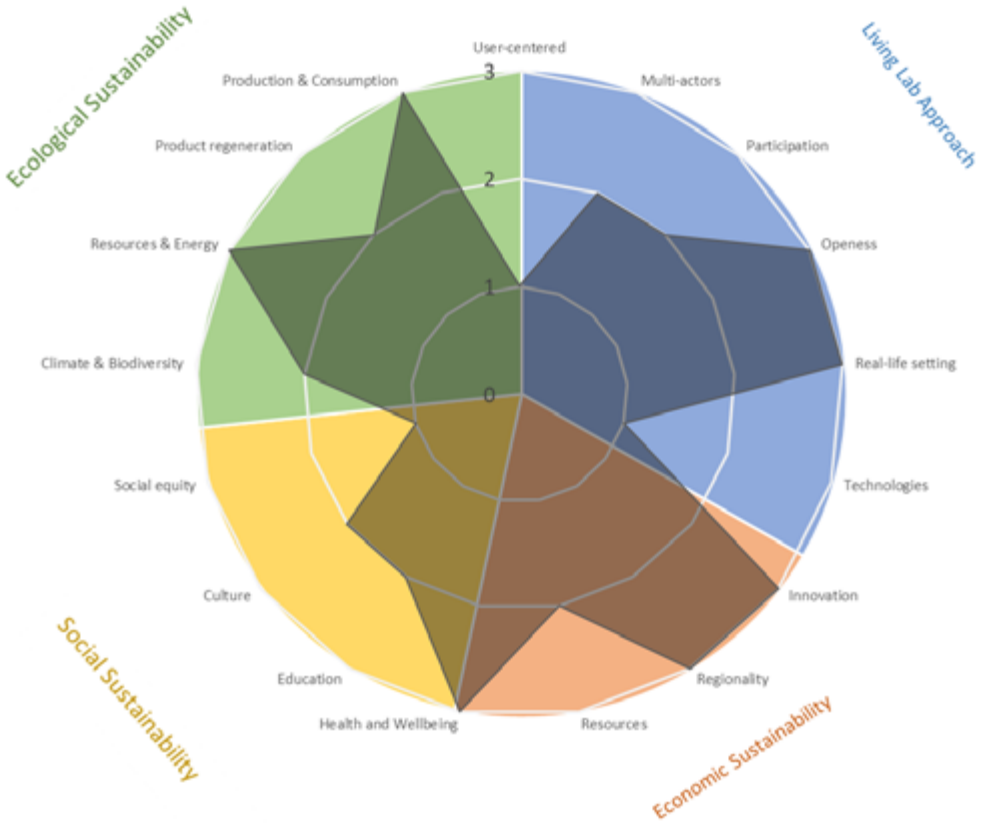


RMB Project 2: "*Weinidylle Südburgenland*" – SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Weinidylle Südburgenland					
1.2 Project Partner, Name of Editor, Date of Editing	RMB, Thomas Böhm, 08.03.2019					
1.3 Short description of the project	The Weinidylle is a cooperation of small scaled viticulture enterprises of 10 villages. The aim of the association is to be more efficient in investments and to organize qualifying measures and better education for the producers and the people in the tourism sector.					
1.4 Website	www.weinidylle.at					
1.5 Intended impacts	sales increase, joint qualification measures					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	1	Number of involved stakeholders:	100		

RMB Project 3: "*Wieseninitiative - Meadow Initiative Association for the Conservation and Promotion of Rural Habitats*"– SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Wieseninitiative - Meadow Initiative - Association for the Conservation and Promotion of Rural Habitats					
1.2 Project Partner, Name of Editor, Date of Editing	RMB, Thomas Böhm, 08.03.2019					
1.3 Short description of the project	The association Meadow Initiative sees its task in preserving the cultural landscape of the region in its diversity and beauty.					
1.4 Website	www.streuobstwiesn.at					
1.5 Intended impacts	development of new products, sales increase					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	1	Number of involved stakeholders:	0		



Project selection

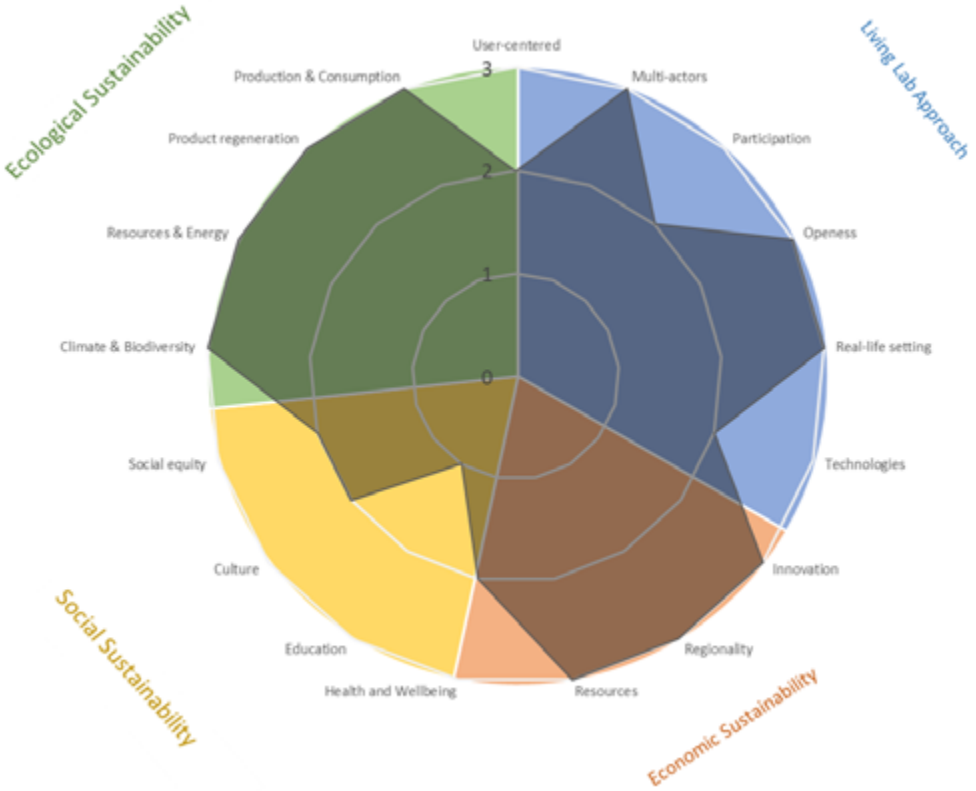
In a Pilot Region workshop with stakeholders about project selection it turned out that a vision of the Living Lab Südburgenland (LLSB) should be to achieve food sovereignty in the region of "Südburgenland" by stimulating product and service innovations mainly in the fields of agriculture and food production. LLSB wants to achieve this ambitious goal by using available resources more innovatively and more efficiently and by promoting the principle of circularity in the local business cycle. More specifically, the challenge of food sovereignty shall be met by various initiatives (some are already included in the three above described projects and will contribute to LLSB) like innovative use of fallow land, new forms of (technologically supported) regional goods distribution and use of existing potentials for example in fruit production, processing and marketing. Awareness of regional resources, regional production, regional cycles as well as awareness of the relevance of food sovereignty and landscape amenities should be strengthened among potential consumers.

3.2 Vega del Segura, EuroVertice, PP ADRI (ES)

The very densely populated Pilot Region Vega del Segura comprises 12 municipalities. They are inhabited in sum by 108,400 residents and cover an area of 959 km². The good natural and infrastructural conditions promote the establishment of agri-food industry, related mostly to fruits. Most of the exploitation of agricultural land takes place in small plots and farms owned by individuals. Besides that, energy-companies and the business sector play an important role. (EC 2018, Annex 1, p 79)

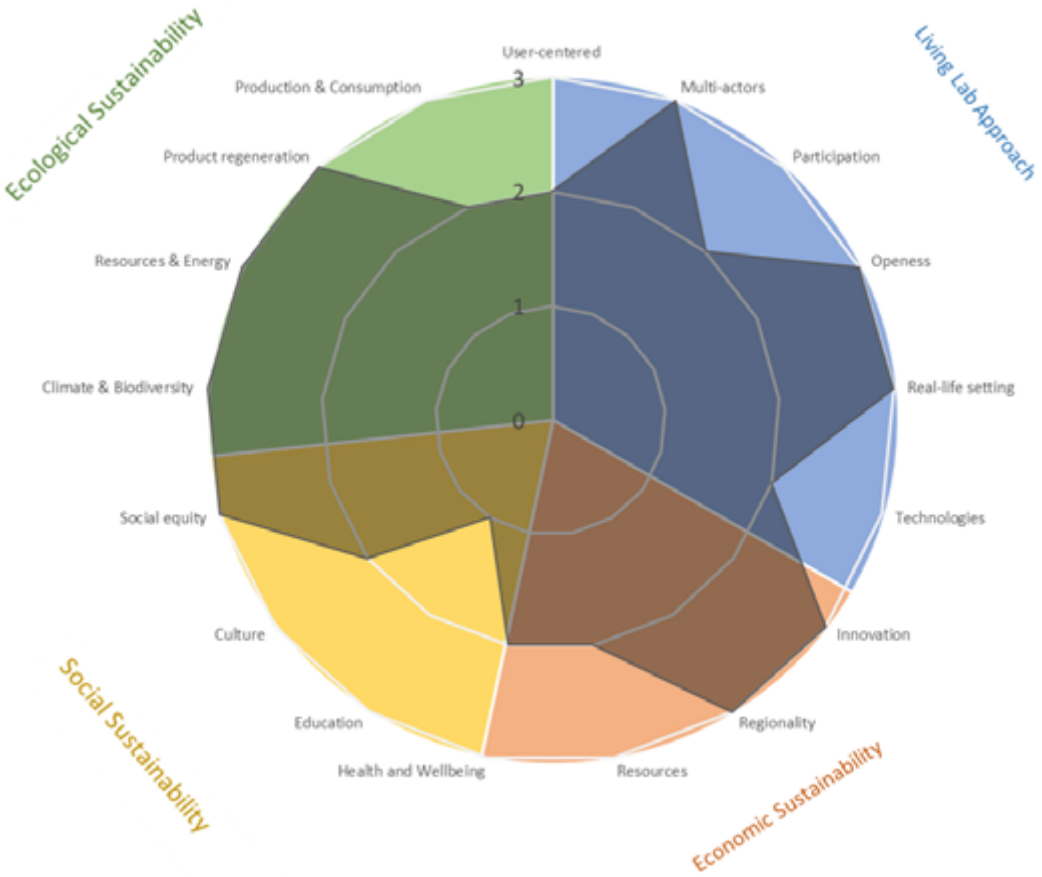
ADRI Project 1: "*Development of a Circular Economy approach for the meat supply chain sector*"
Information and characteristics:

1.General Information						
1.1 Project name	Development of a circular economy approach for the meat supply chain sector					
1.2 Project Partner, Name of Editor, Date of Editing	Asociación para el Desarrollo rural de los Municipios de la Vega del Segura - A.D.R.I., 22/02/2019					
1.3 Short description of the project	In the differents stages of the meat supply chain, circular economy principles will be discussed in order to get the most benefitial ways to implement them. The co-creation of products and services will be developped in order to include sustainable preferences of consumers for the prodcution of meat products in the whole supply chain: consumers and other relevant stakeholders will be asked to achieve that objective. Differents ways of showing the sustainable information of products to involve people in the sustainable consumption habits will also be tested. The most efficient options for the recycling of meat products will be studied: the design of the bins for the recycling of organic waste and its location will be tested. To involve people in sustainable consumption habits and in recycling practices, different ways of developping awareness campaigns and incentives schemes will be tested with end-consumers and other relevant stakeholders.					
1.4 Website	Not available					
1.5 Intended impacts	Environmental impact: sustainable production, improvement of the waste management, everything is translated itno reduction of CO2 emissions. Economic impact: generation green business and jobs in the territory. Social and political impact: generation of environmental awareness, promotion of the "bottom-up" approach.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	N/A	Number of involved stakeholders:	N/A	To determine during its development. Results will be available at the end of 2019.	



ADRI Project 2: "*Development of a circular rural Business Model for bio waste*" - SELECTED Information and characteristics:

1.General Information						
1.1 Project name	Development of a circular rural business model for biowaste					
1.2 Project Partner, Name of Editor, Date of Editing	Asociación para el Desarrollo rural de los Municipios de la Vega del Segura - A.D.R.I., 18/02/2019					
1.3 Short description of the project	Use of biowaste for the creation of circular rural business models in the agricultural sector. From a container of biowaste for the collection of the organic fraction, which will previously be installed, a rural living lab will be developed to define new business models focused on the use of this biowaste.					
1.4 Website	Not available.					
1.5 Intended impacts	Environmental impact: waste management. Economic impact: generation of economic activity in the territory. Social and political impact: generation of environmental awareness, promotion of the "bottom-up" approach.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):		Number of involved stakeholders:			



Project selection

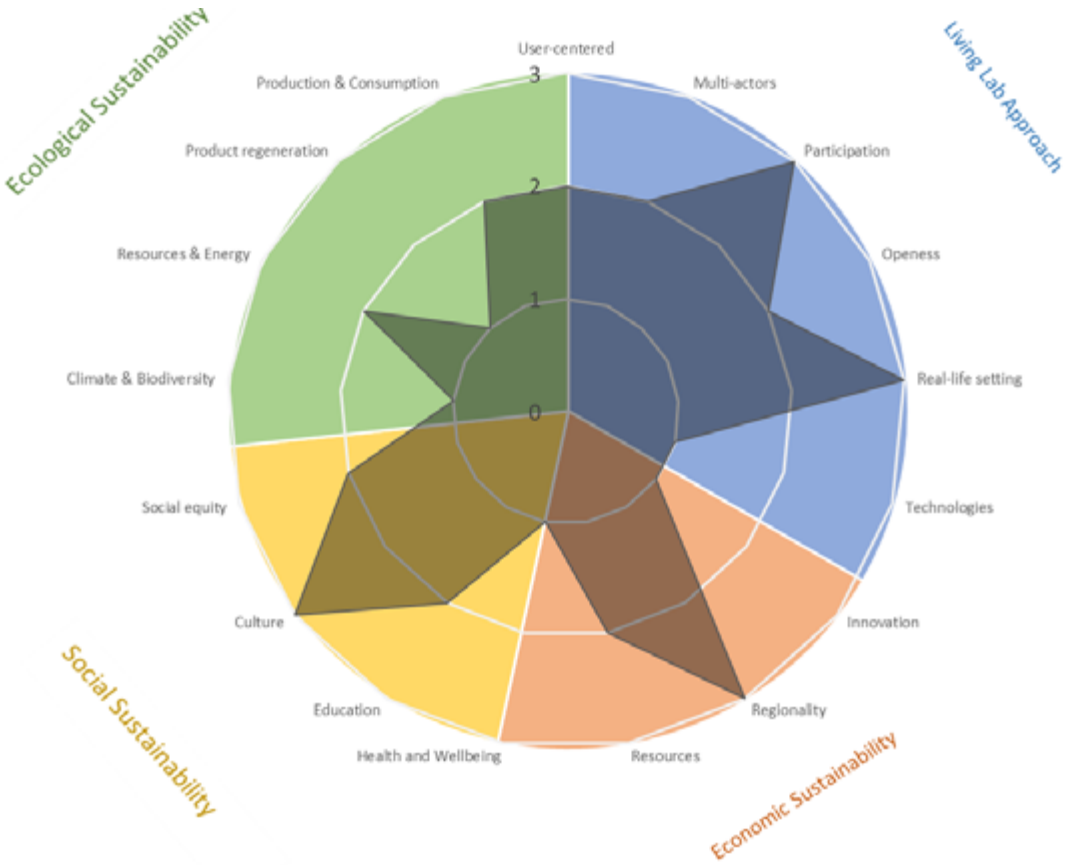
BAB and ADRI agreed to select project 2 "Development of a circular Rural Business Model for bio waste" for further development within the **LIVERUR** project. The projects´ strengths lie in the fields of ecological and economic sustainability. The criteria regarding Living Lab characteristics are already on a high level, but may be raised further. ADRI is in contact with the operators and they already generated a cooperative atmosphere, which is an important basis for any further development.

3.3 Posumavi, PP Uhlava o.p.s. (CZ)

The Czech Pilot Region is inhabited by 84,500 residents and covers an area of 1,500 km². The hilly countryside at the foothill of the Sumava mountains favours the production of cereals, rape, potatoes, maize and clover. Cattle grazing is becoming more popular than dairy farming. Modern infrastructure is lacking and outmigration is an evident problem. (EC 2018, Annex 1 p 136).

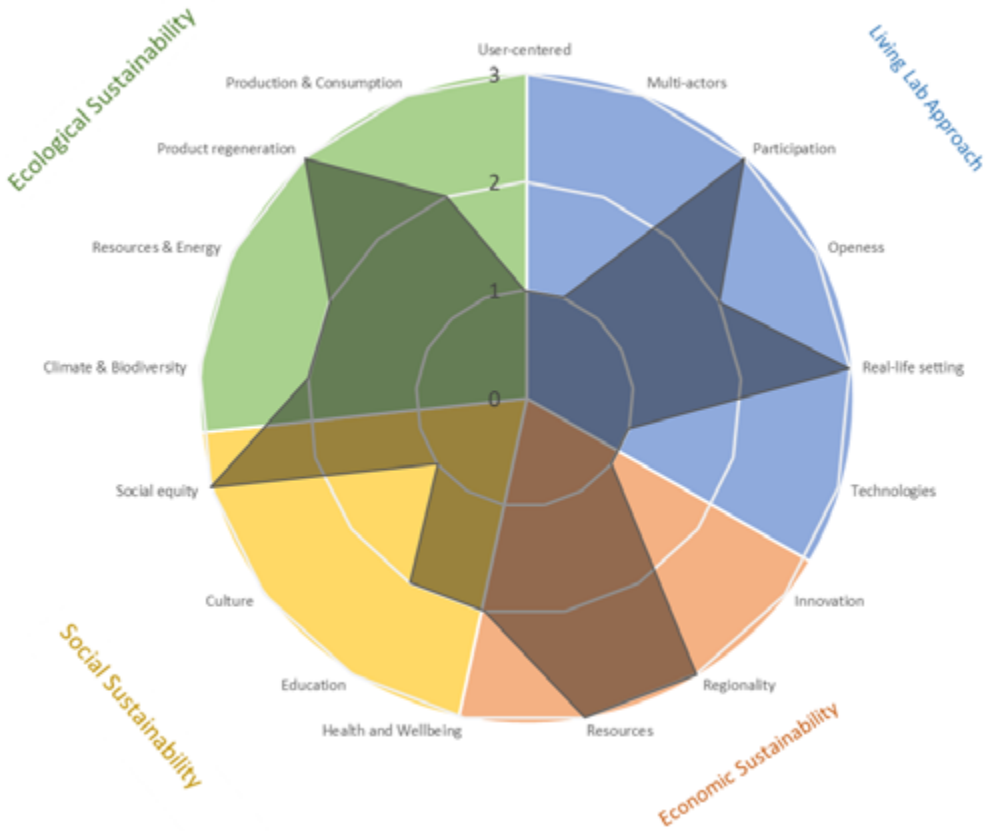
UHLA Project 1: "*Lamberská stezka*"
Information and characteristics:

1.General Information						
1.1 Project name	Lamberská stezka, z.s. (Lamberska Stezka Pathway, registered association)					
1.2 Project Partner, Name of Editor, Date of Editing	Lamberská stezka, z.s.; Jan Helíšek; 15.2.2019					
1.3 Short description of the project	The association promotes the former area of Lamberg Earles, their heritage, sights,legends connected with their presence in the region. They were quite popular with the folk and many places that commemorate their way of life and life of the villagers attract visitors to this area.					
1.4 Website	https://www.zihobce.eu/expozice					
1.5 Intended impacts	Tourism issues, regional traditions, local heritage, strenghtening the partnership with Steyr municipality(Austria)					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining		Industry, Commerce		Trade, Services (e.g. Tourism)	x
1.7 Territory of activities (multiple choices possible)	local/regional	x	national		international	(x)
1.8 Size of activities	Nr. of jobs (full-time equv.):	0,3	Number of involved stakeholders:	11		



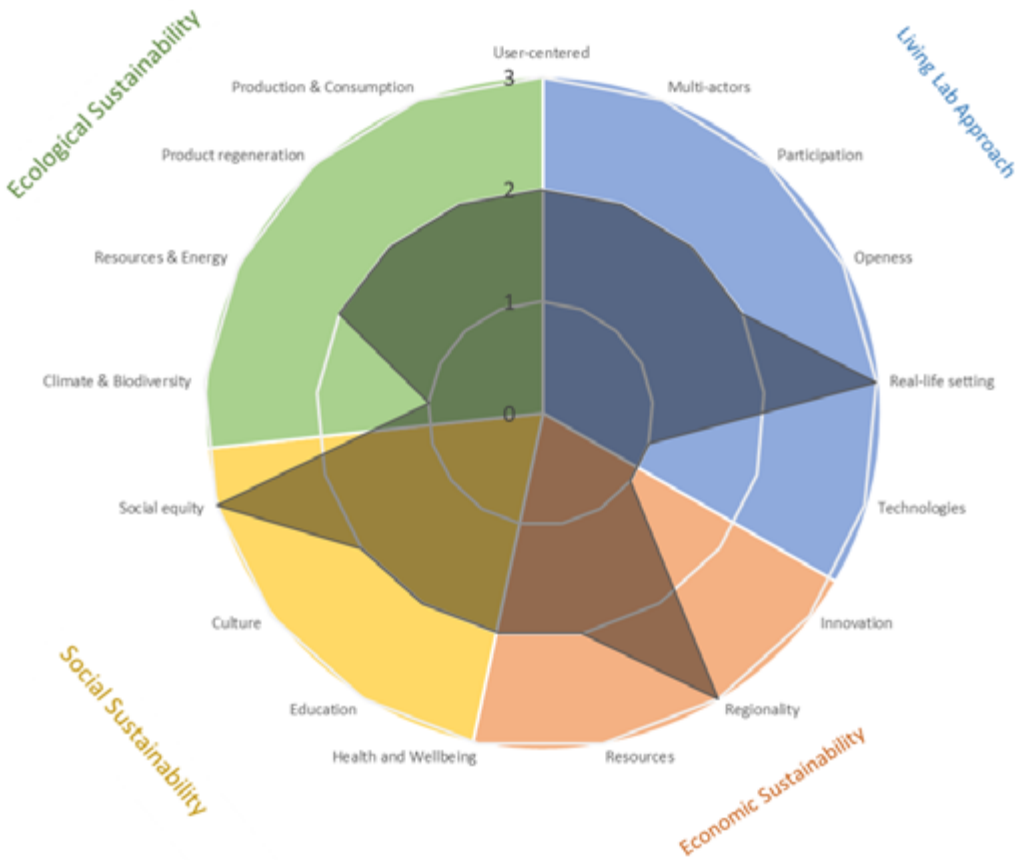
UHLA Project 2: "*Šumavaprodukt s.r.o.*" – SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Šumavaprodukt s.r.o.					
1.2 Project Partner, Name of Editor, Date of Editing	Šumavaprodukt s.r.o. ; Tomáš Zelený; 18.2.2019					
1.3 Short description of the project	A trade company dealing in buying and selling local(regional) farm products					
1.4 Website	www.sumavaprodukt.cz (not in opperation yet)					
1.5 Intended impacts	Acquiring a quality "portfolio" of products from the area of Posumavi, helping the producers with marketing and promotion of the products and/or services, networking with tourism promoting partners in the area					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining		Industry, Commerce	x	Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	x	national	(x)	international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	2	Number of involved stakeholders:		15	



UHLA Project 3: "*Turistická oblast Pošumaví*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Turistická oblast Pošumaví, z.s (Tourism Region of Posumavi, registered association)					
1.2 Project Partner, Name of Editor, Date of Editing	Turistická oblast Pošumaví, z.s; Jindřich Haišman; 15.2.2019					
1.3 Short description of the project	Tourism Region of Posumavi is a tourism destination organization, one of the first ones in West Bohemia. It aims at bringing active local actors together, provide marketing and promote tourist highlights, local food and quality service.					
1.4 Website	www.toposumavi.cz					
1.5 Intended impacts	Mutual marketing and promotion of the products and/or services, creation of new local tourism products networking with tourism promoting partners in the whole area of Western Bohemian Posumavi, co-operation with tourism entities within Pilsen region, Czech Republic or abroad (mostly cross-border with Bavaria)					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining		Industry, Commerce		Trade, Services (e.g. Tourism)	x
1.7 Territory of activities (multiple choices possible)	local/regional	x	national	x	international	(x)
1.8 Size of activities	Nr. of jobs (full-time equv.):	0,5	Number of involved stakeholders:		62	



Project selection

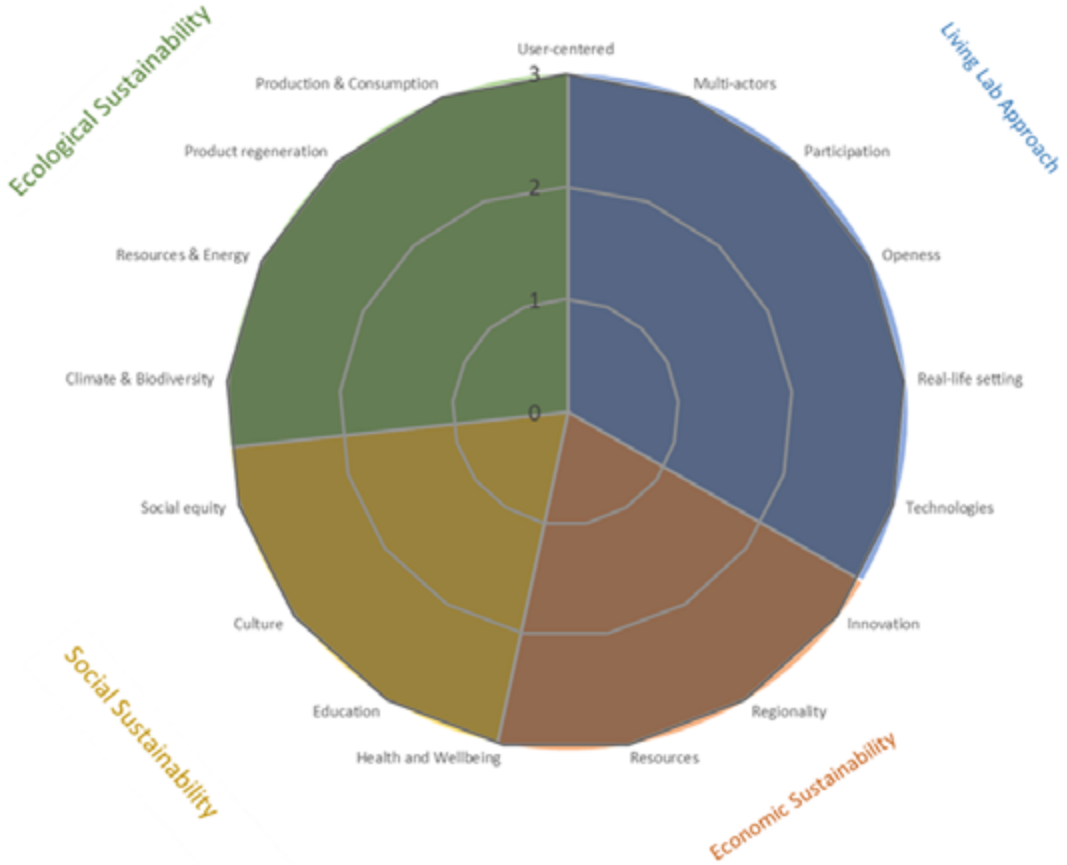
BAB and UHLA agreed to select two projects: project 2 "Šumavaprodukt s.r.o." and project 3 "Turistická oblast Pošumaví". Both projects seem to have a lot of potential for further development within the relevant **LIVERUR** fields. Both projects will be maintained and build the basis for the development of a new joint Living Lab.

3.4 Gozo, PP TRA (MT)

The Pilot Region Gozo is inhabited by 31,400 residents and covers an area of 67 km². As the conditions for agriculture are excellent the rural sector including the associated processing industry is one of the most important drivers in the regional economy, the focus is on dairy and meat products. Accordingly a high share of the inhabitants (17,3%) is engaged in agriculture (EC 2018, Annex 1 p 57).

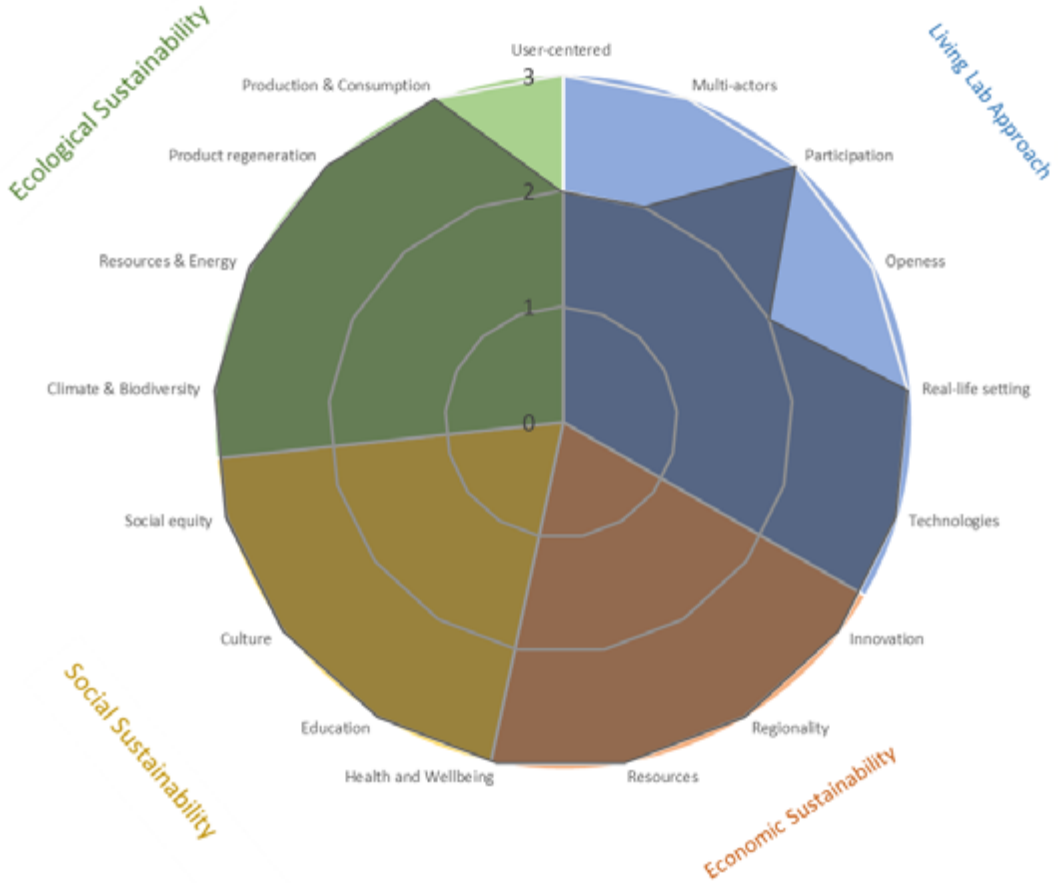
TRA Project 1: "*Merill Network: Agro-ecosystem regeneration project*"
Information and characteristics:

1.General Information						
1.1 Project name	Merill Network: Agro-ecosystem regeneration project					
1.2 Project Partner, Name of Editor, Date of Editing	Merill Eco Tours, Jeanette Borg, agri-environment specialist, Managing Partner					
1.3 Short description of the project	Merill Network has undergone considerable investment to restore the landscape of the area and create an ideal venue for agri-experiences, like local products, thematic agro/eco-tourism short visits at farmers&farms&local entrepreneurs in Gozo.					
1.4 Website	http://merill.com.mt/content/rural-network					
1.5 Intended impacts	Short food supply chain, promoting agro- and eco-tourism, the production and labelling high quality local products					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining		Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	4	Number of involved stakeholders:	10		



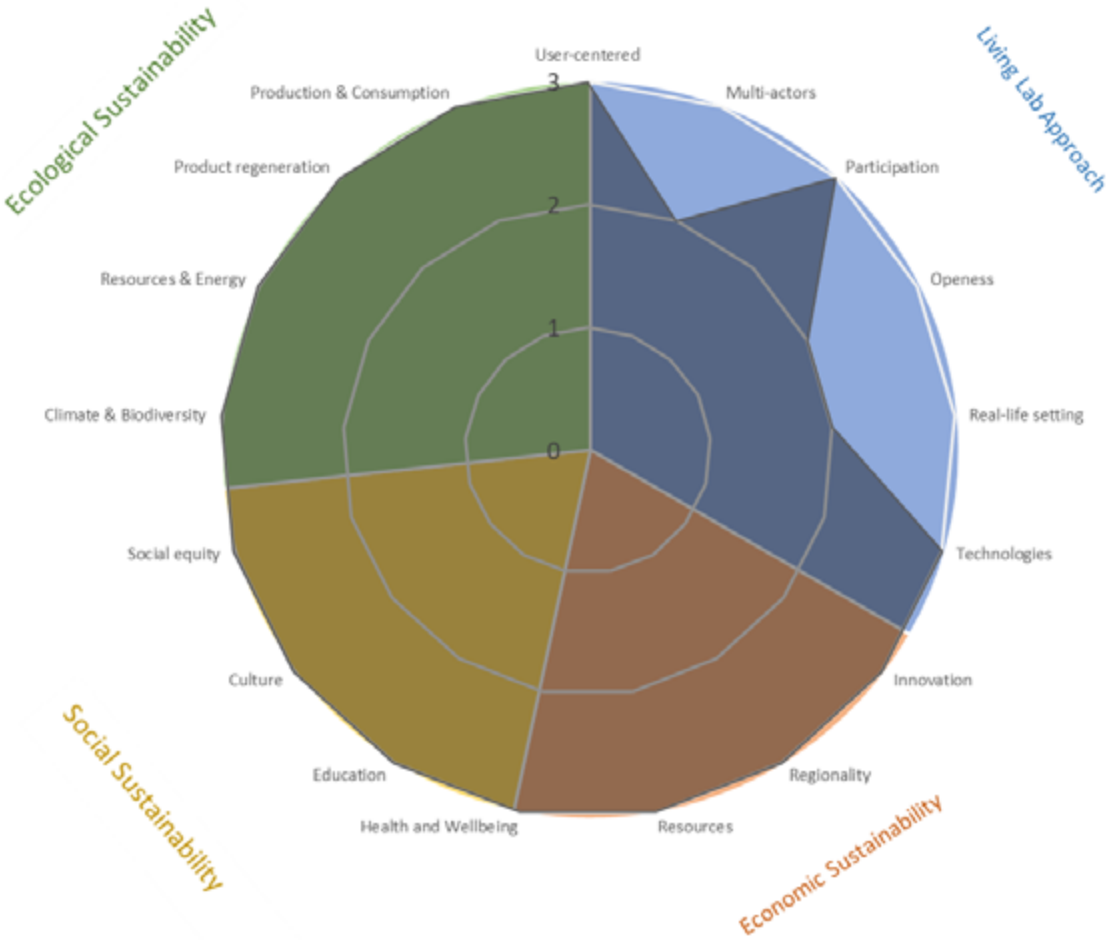
TRA Project 2: "*The Magro Food Village in Xewkija, Gozo*"
Information and characteristics:

1.General Information						
1.1 Project name	The Magro Food Village in Xewkija, Gozo					
1.2 Project Partner, Name of Editor, Date of Editing	The Magro Brothers Group of Companies , established in 1916, represented by John Magro					
1.3 Short description of the project	The Magro Food Village offers a unique experience in Maltese food-making and crafts,as a great learning experience with the possibility of free tastings of food just as it is made. Visits may include artisan cheese production or tomato processing plant.					
1.4 Website	http://www.magro.com.mt/factory.aspx					
1.5 Intended impacts	Food quality,full supply chain in food production, commercialisation experiences, collaboration with local producers, recycling, global market					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional		national		international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	150	Number of involved stakeholders:			



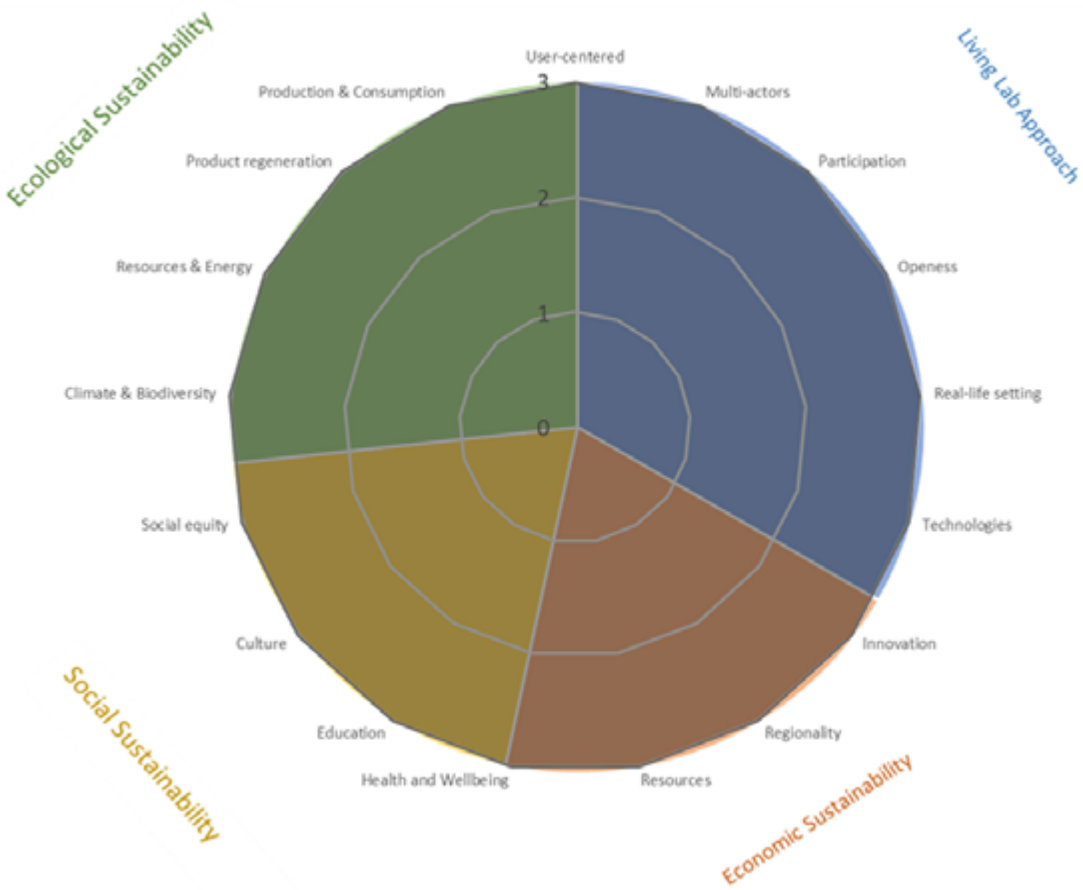
TRA Project 3: "*GreenPak Recycling of Packaging*"
Information and characteristics:

1.General Information						
1.1 Project name	GreenPak Recycling of Packaging					
1.2 Project Partner, Name of Editor, Date of Editing	GreenPak Cooperative Society Ltd. Partner : EXPRA Alliance of recovery and recycling systems (26 NGO from Europe)					
1.3 Short description of the project	GreenPak Coop Society is a co-operative society formed and owned by retailers, importers and manufacturers for the recovery of packaging waste since 2004 in Fgura, Malta. Open for new stakeholders at any time. Slogen: Committed to recycle.					
1.4 Website	https://www.greenpak.com.mt and http://www.expra.eu/					
1.5 Intended impacts	Importers, manufacturers, producers or anyone doing trade in the Maltese market is required to recover and recycle the packaging generated through such an activity.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional		national	X	international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	?	Number of involved stakeholders:	?		



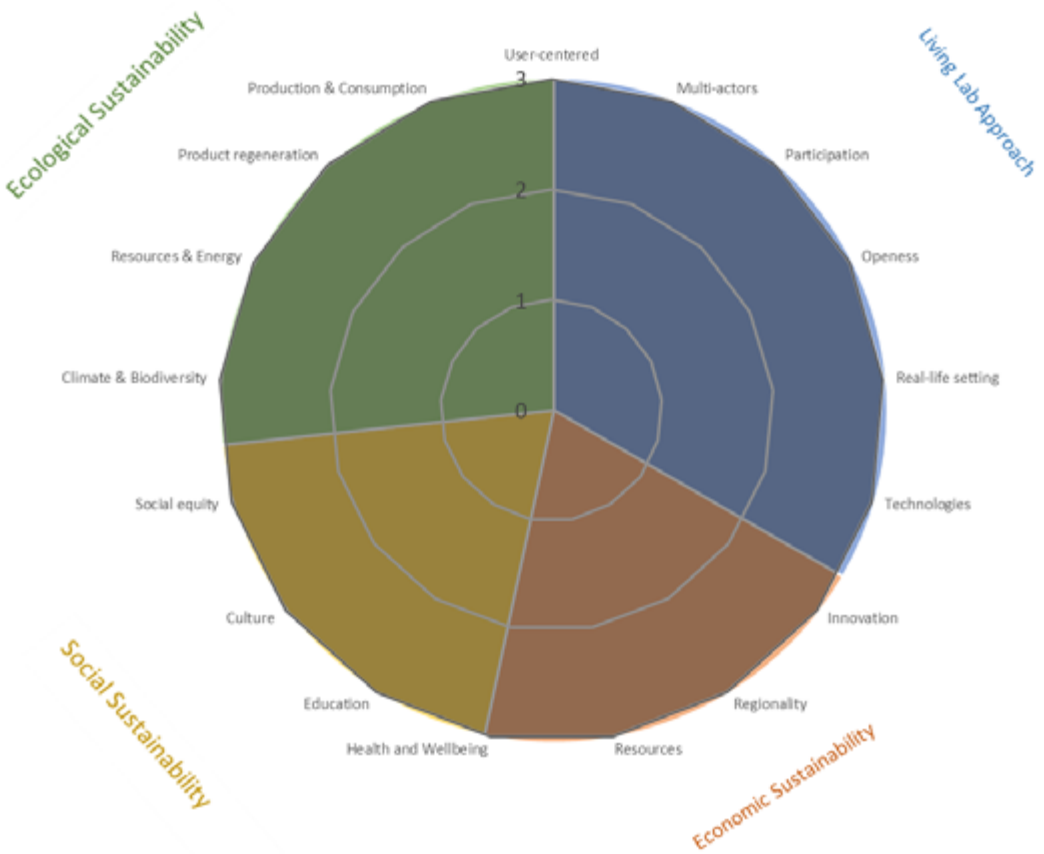
TRA Project 4: "*ECO-Gozo: Gozo Experimental Farm and Lab (GEF)*"
Information and characteristics:

1.General Information						
1.1 Project name	ECO-Gozo: Gozo Experimental Farm and Lab (GEF)					
1.2 Project Partner, Name of Editor, Date of Editing	Eco-Gozo Regional Development Directorate of Ministry for Gozo, since 2010-2012, in Xewkija - Gozo					
1.3 Short description of the project	The eco-island vision foresees a sustainable & secure future for Gozo The ecoGozo concept has developed into a set of tangible actions spanned around the pillars of sustainable development – economy, environment, society and culture and identity.					
1.4 Website	http://www.ecogozo.com/ and https://mgoz.gov.mt/en/cirsem/Pages/About.aspx					
1.5 Intended impacts	The Maltese island of Gozo has embarked upon an all-encompassing projects to become an eco-island by 2020.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	?	Number of involved stakeholders:	?		



TRA Project 5: "*Circular Rural Living Lab Malta*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Circular Rural Living Lab Malta					
1.2 Project Partner, Name of Editor, Date of Editing	in collaboration with The Church in Malta					
1.3 Short description of the project	The main aim is to implement a Social Farming model in the care sector. Church Home for the Elderly is Dar tal-Kleru in Birkirkara. 21 hectares of terrain would be used for production of spices & medical herbs to treat patients infected by Histamine Intolerance.					
1.4 Website						
1.5 Intended impacts	The inclusion of service-users by their special legal status (no permitted business activities to do profit) gives a challenge how it can be provided meaningful activities/work that leads to empowerment, more stable financial balance and better social status by the provider.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	3	Number of involved stakeholders:	2		



Project selection

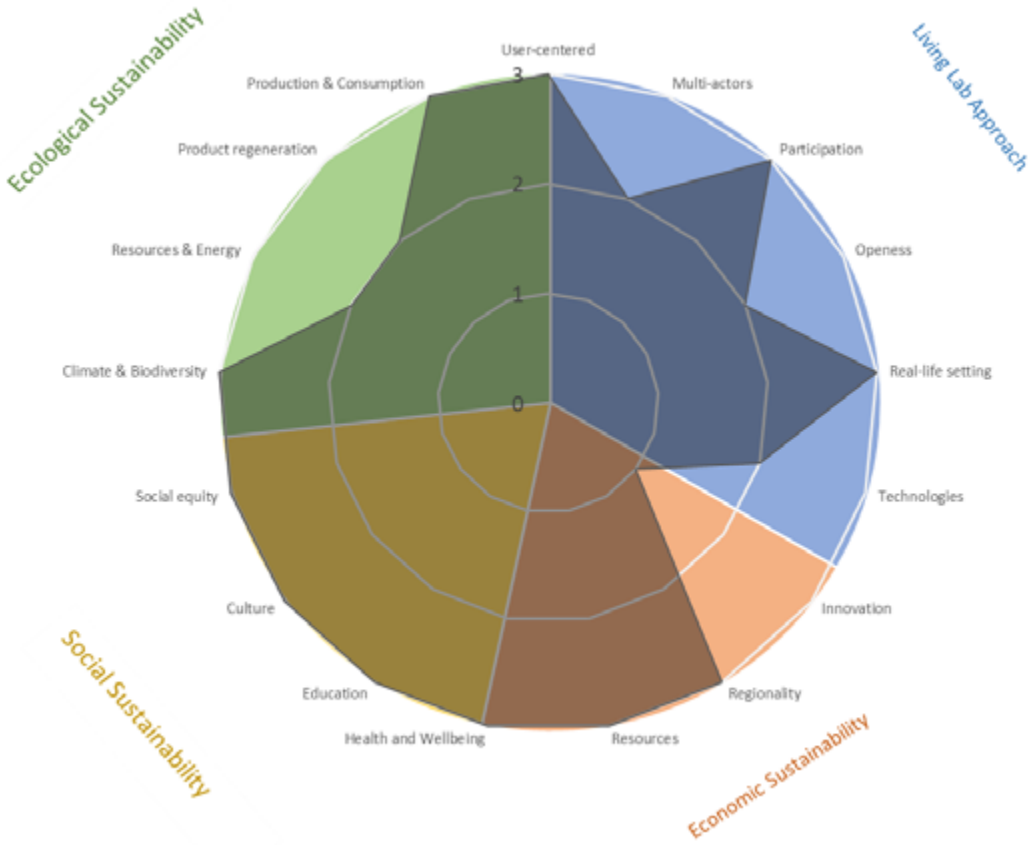
It is notable that all projects provided by TRA performed very well within the WP 4.1 criteria. Project 5 "Circular Rural Living Lab Malta" was chosen for further development within **LIVERUR** since this project seems promising in fulfilling the essential **LIVERUR** aspects. As a new element, it is planned to also include Blockchain technology for food safety.

3.5 Terceira Island, PP FRCT (PT-Azores)

The Portuguese Pilot Region Terceira Island (Azores) is inhabited by 55,800 residents and covers an area of 402 km². Agriculture is essential for the preservation of the high quality rural landscape and safeguarding of traditions and knowledge. The agricultural industry supplies the local market. In economic view agriculture is very important for its GDP contribution and for employment opportunities it generates. (EC 2018, Annex 1 p 92)

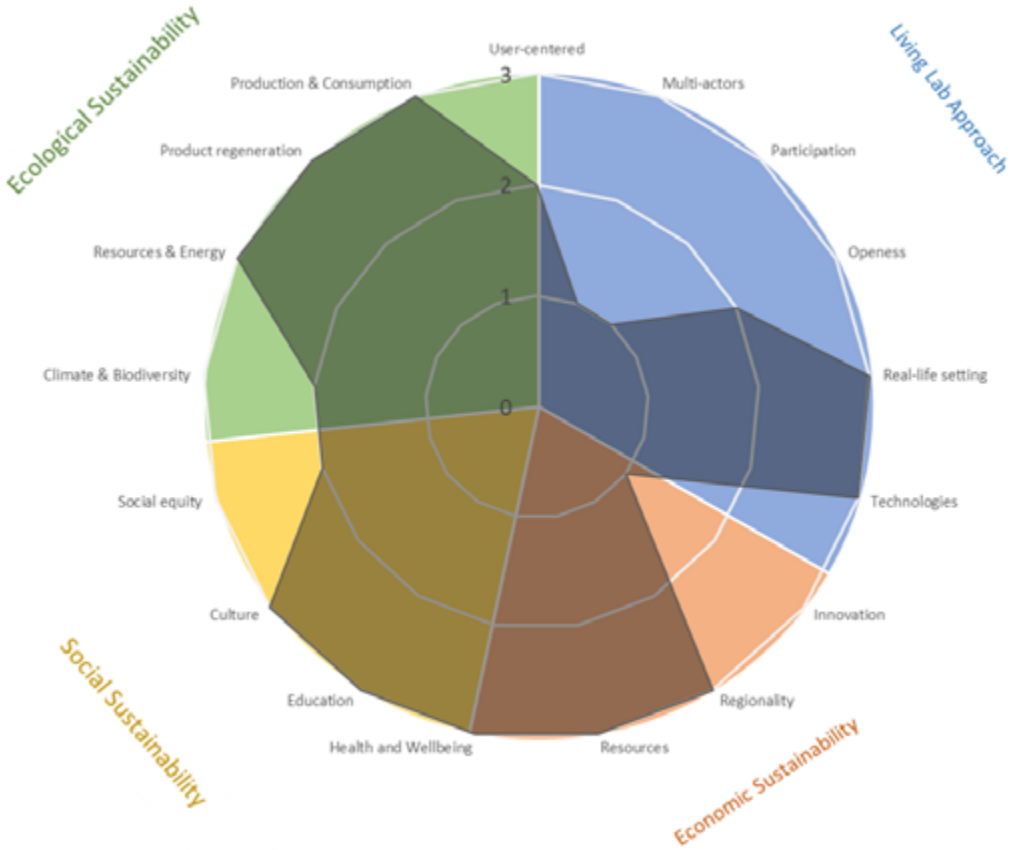
FRCT Project 1: "*Organic and Sustainable Milk Production - Happy Cows Project*" - SELECTED Information and characteristics:

1.General Information						
1.1 Project name	Organic and Sustainable Milk Production - Happy Cows Project					
1.2 Project Partner, Name of Editor, Date of Editing	Fromageries Bel | Natália Silva | 27/02/2019					
1.3 Short description of the project	Bel assumes sustainability as a central pillar of its business, from its corporate governance, its industrial and commercial relations models, to its local operations. The Group's motivation for sustainable growth guides its strategic decision making to ensure that its business model is profitable in the short and long term. At Bel Portugal we have 3 priority axes for Corporate Social Responsibility:					
1.4 Website	http://www.belportugal.pt/en/sustainability/happy-cows-milk-program/					
1.5 Intended impacts	The "Happy Cows" program of social responsibility promotes the differentiation and superiorization of Azorean milk based on five pillars: grazing, animal welfare, quality and food safety, sustainable production and efficiency. Although pasture is not the easiest method, it has been scientifically proven that pasture milk is nutritionally superior to intensive milk production. We believe in grazing as a method that promotes the environmental sustainability of the beautiful natural resources of the Azores by sharing value with milk producers.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	120	Number of involved stakeholders:	50		



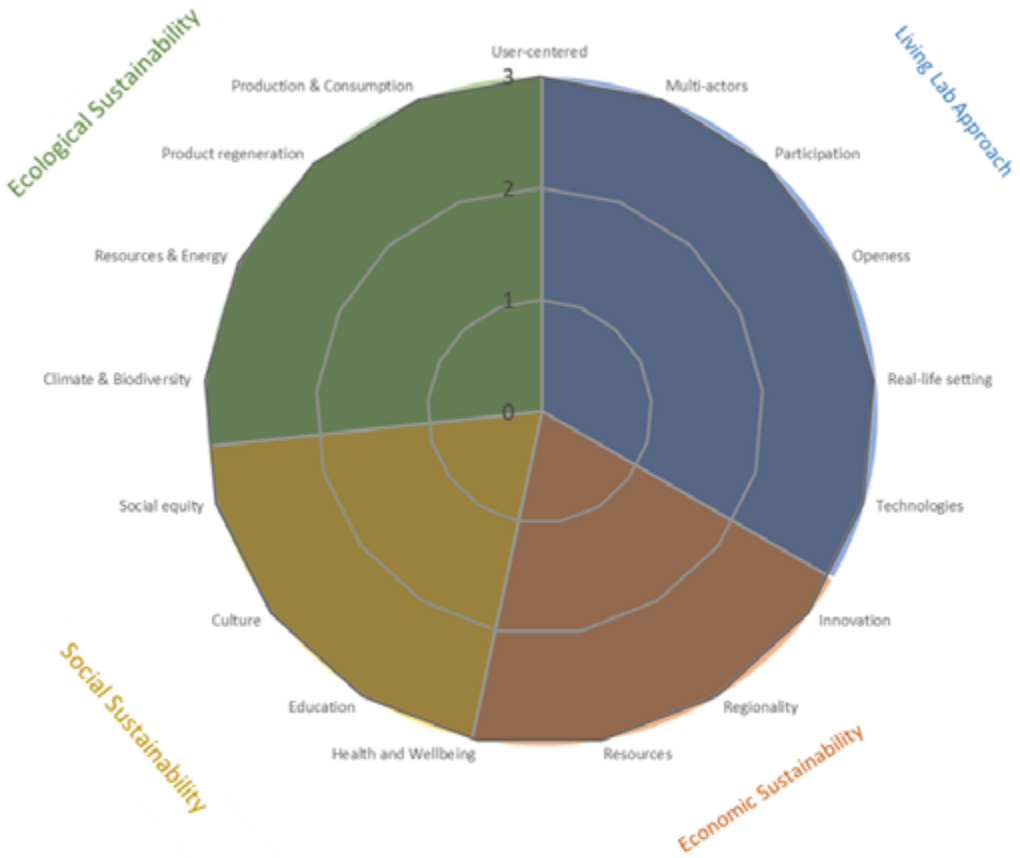
FRCT Project 2: "*Cheese of the Furnas Valley*"
Information and characteristics:

1.General Information						
1.1 Project name	Cheese of the Furnas Valley					
1.2 Project Partner, Name of Editor, Date of Editing	Queijaria Furnense | Natália Silva | 27/02/2019					
1.3 Short description of the project	The genuine cheese from the valley is handcrafted. Bathed in mineral water better known as "sour water". This project is being developed by students, awarded in an entrepreneurship regional contest. Their innovative cheese has an unique flavour given by the mineral water and very appreciatd by tourists. The Cheese of the Valley has five varieties - half healed, buttery, with oregano, thyme and garlic.					
1.4 Website	https://www.facebook.com/pg/queijariafurnense/about/?ref=page_internal					
1.5 Intended impacts	Betting on diversification and innovation, the 18-year-old student will again use the Furnas mineral water to produce a chocolate candy based on white chocolate, which "looks great with cheese", creating another one in which added ingredients such as pumpkin. Not wanting to simply "produce more cheese, but a unique product", since there are thousands of cheeses in the world, the young entrepreneur decided to "give a touch of genuineness" to the product "made in Furnas".					
1.6 Sector of activities (multiple choices possible)	**Agriculture, Forestry, Mining**	X	**Industry, Commerce**	X	**Trade, Services (e.g. Tourism)**	X
1.7 Territory of activities (multiple choices possible)	**local/regional**	X	**national**		**international**	
1.8 Size of activities	**Nr. of jobs (full-time equv.):**	6	**Number of involved stakeholders:**		6	



FRCT Project 3: "*Pilot on Biological Dairy Production*"
Information and characteristics:

1.General Information						
1.1 Project name	Pilot on Biological Daily Production					
1.2 Project Partner, Name of Editor, Date of Editing	Bioazorica					
1.3 Short description of the project	Bioazorica is a regional cooperative that aims to encourage the production and consumption of organic products, respecting the environment and, thereby, promoting nature conservation and biodiversity through integrated, sustainable and rational use of natural resources. It has been successfully working in Biological Farming processes and is now starting a Pilot in Biological Dairy Production.					
1.4 Website	https://bioazorica.wixsite.com/bioazorica/quem-somos					
1.5 Intended impacts	Promote nature conservation and biodiversity through integrated, sustainable and rational use of natural resources.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional		national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	2	Number of involved stakeholders:		15	



Project selection

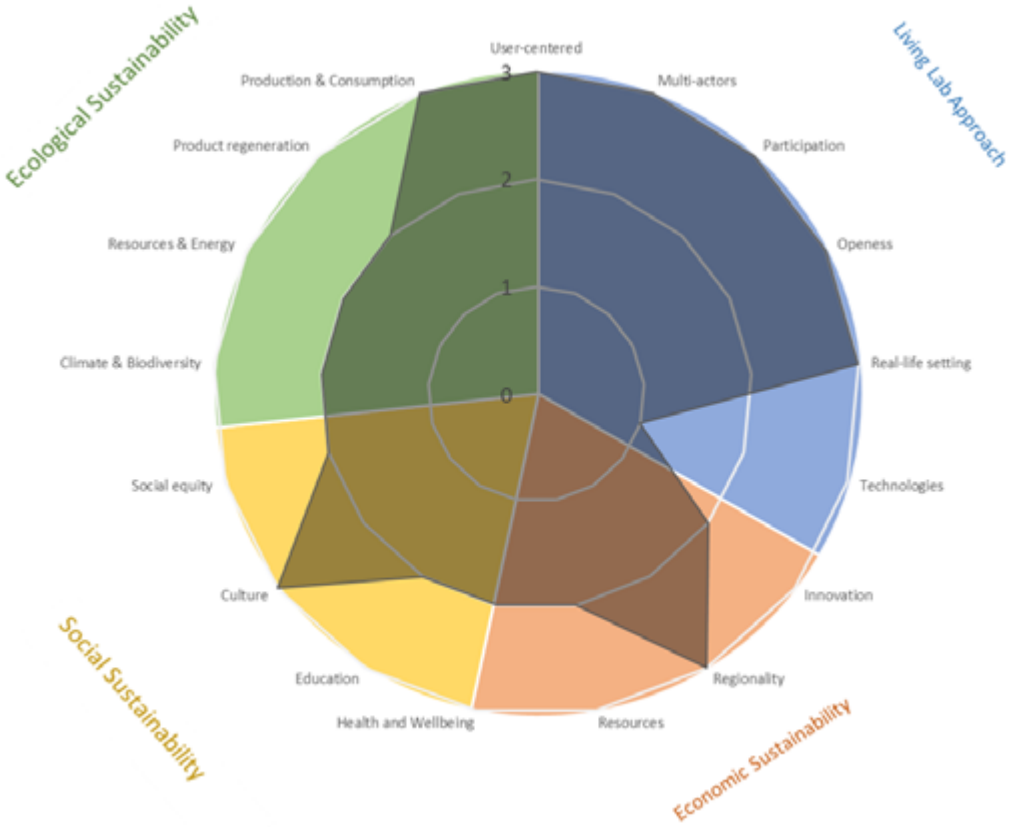
Project 1 "Organic and Sustainable Milk Production - Happy Cows Project" was chosen as a Business Model that will be further developed within **LIVERUR**. It shows special strengths within social sustainability and seems to have potential regarding further development of the Living Lab approach.

3.6 Slovenia, PP UL (SI)

The Slovenian Pilot Region (various municipalities) is inhabited by 926,000 residents. Traditional family farming is still the principal model in rural regions and has proved its adaptability to diverse natural characteristics of Slovenia as well as its resilience to societal, political and market transitions (Grant Agreement 2018, Annex 1).

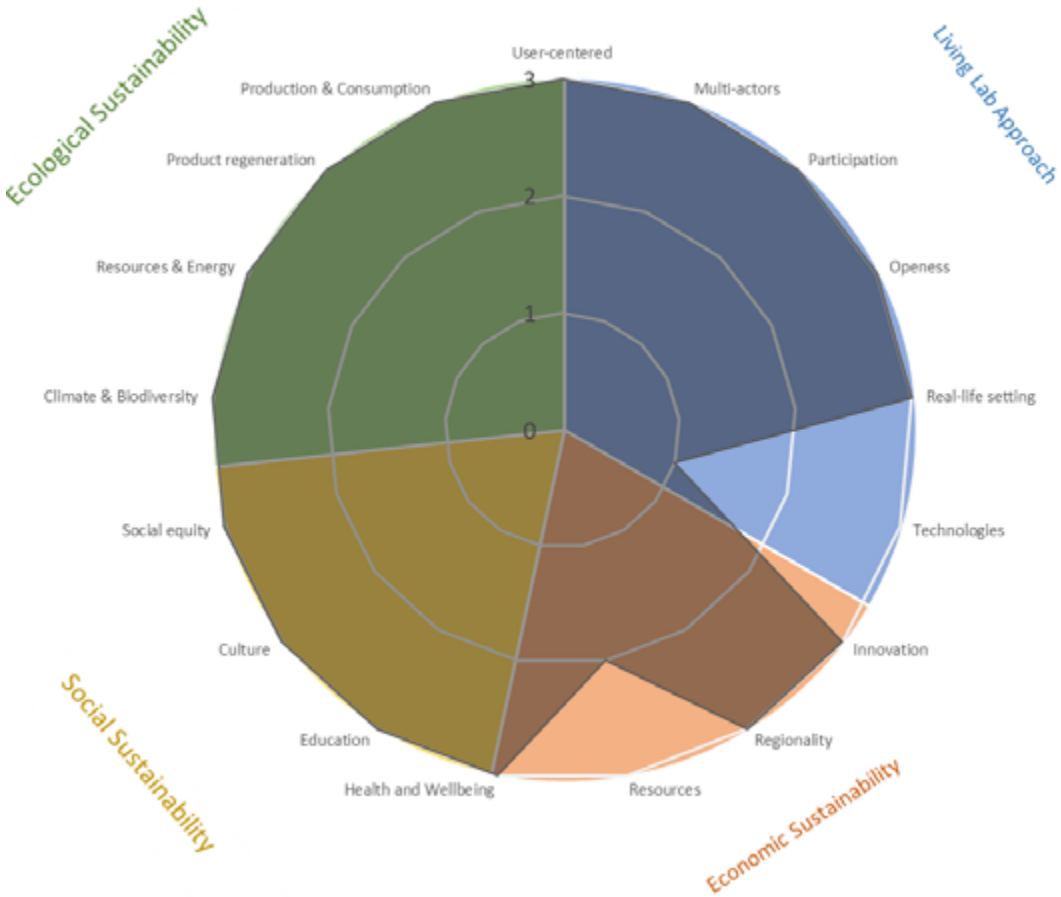
UL Project "Smart Rural Slovenia"
Location 1: "*Padna - Histrian houses*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Padna - Histrian houses					
1.2 Project Partner, Name of Editor, Date of Editing	PP4, UL, Argene Superina, 12.2.2019, Denis Goja 12.12.2019					
1.3 Short description of the project	Village Padna is located in rural area in Coastal region of Slovenia. The Local Community of Padna, Municipality of Piran and academia have already established a unique collaboration in order to foster development of innovative (organic) products and sustainable tourism. Their main interests are: - Dispersed hotel: They wish to revitalize community by renovating and repurposing unused buildings. - Tourism: the community intensely cooperates with tourist agencies from the cost that bring tourists (from big cruise ships) to Padna on pre-agreed dates. Local food, products, souvenirs are sold on a food market which is organised "on-demand". They organize events and festivals that promote local goods (olive oil, truffles, wine, herbs, vegetables ...). Everything they do they try to do it in "boutique" style. - They wish to foster the market of (organic) Olive oil and wine, encourage the population for new inovative better and more diverse offer of products and services. - Solutions for new employment possibilities in local crafts, gastronomy and services.					
1.4 Website	http://www.istrskehisepadna.si/					
1.5 Intended impacts	Social innovations in rural regions					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	2	Number of involved stakeholders:	5+		



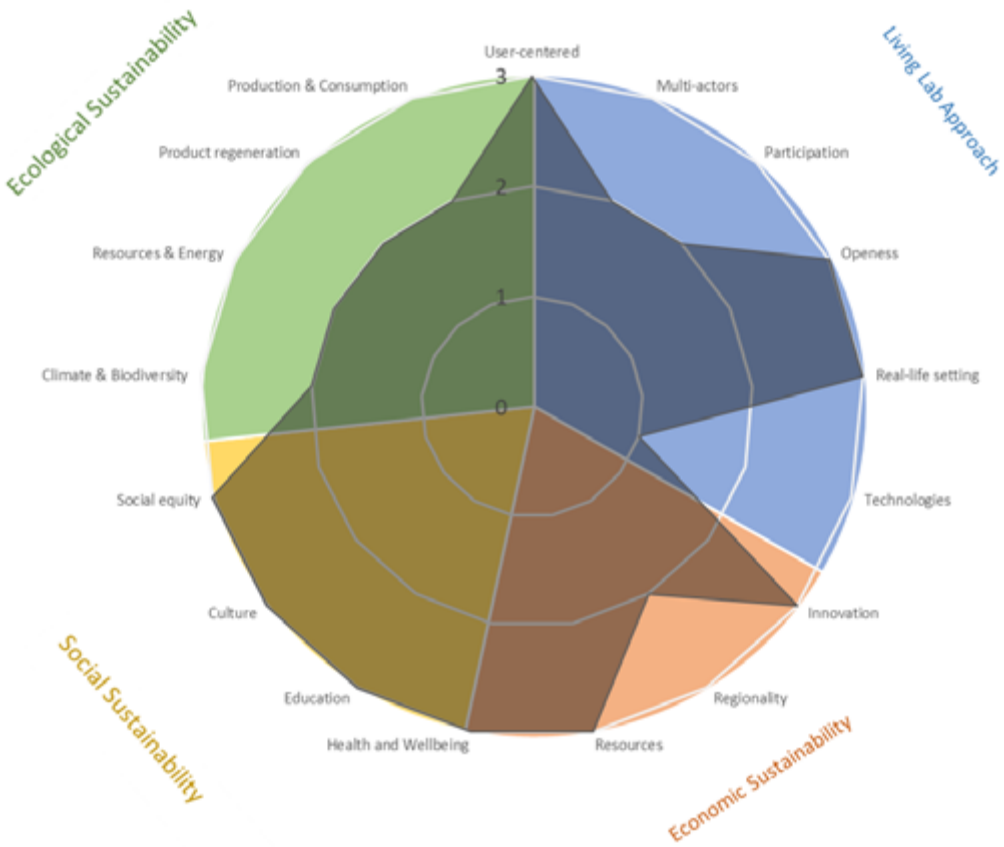
UL Project "Smart Rural Slovenia"
Location 2: "*Solčava - Logarska dolina (Logar valley)*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Solčava - Logarska dolina (Logar valley)					
1.2 Project Partner, Name of Editor, Date of Editing	PP4, UL, Tanja Simonič Korošak, 6. 11. 2018, Argene Superina 12.2.2019, Marko Slapnik 28.2.2019					
1.3 Short description of the project	Social network of Solčavsko region consists of Municipality Solčava, Center Rinka – multipurpose center for sustainable development of the Solčavsko region, Association of land owners in Logarska dolina, felting women Association Bicka, wood craftsmen Association, cultural and other formal and informal Associations (Panorama, Association of Rural Women, young locals), several isolated farms. The community lives in sustainable relationship with environment through traditional or organic farming, forestry and crafts as well as agri- and eco- tourism, thus allowing for continuous environmental protection of the area. The main interests of this project is to foster the already functioning initiatives (cooperation of land owners in Logar valley, wool processing, food products, wood craftsmen, young locals) and professionalize it with new approaches. The idea of dispersed hotel is interesting as well.					
1.4 Website	https://www.solcava.si www.bicka.si					
1.5 Intended impacts	Social innovations in rural regions					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	2	Number of involved stakeholders:	5+		



UL Project "Smart Rural Slovenia"
Location 3: "*Kungota - House of all generations*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Kungota - House of all generations					
1.2 Project Partner, Name of Editor, Date of Editing	PP4, UL, Tanja Simonič Korošak, 6. 11. 2018, Argene Superina 12.2.2019, Janja Viher 12.2.2019					
1.3 Short description of the project	The House of all generations Kungota is a meeting place for senior citizens, youth and other members of the local community, which exercises a number of activities. It is owned and run by the Municipality Kungota. Several intergenerational cooperation activities are organised by the House of All Generations. The house hosts cooking classes, board game nights (for youth), bowling, yoga lessons and many others activities. The participants also cultivate a community garden, and use vegetables to cook joint lunches and make their own herbal tea. They want to upgrade and professionalize the House of all generations, revitalize the hotel offer and sustainable touristic program for the "wine road". The idea of dispersed hotel is interesting as well.					
1.4 Website	https://www.facebook.com/hisa.vsehgeneracij					
1.5 Intended impacts	Social innovations in rural regions					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	1	Number of involved stakeholders:	5+		



Project selection

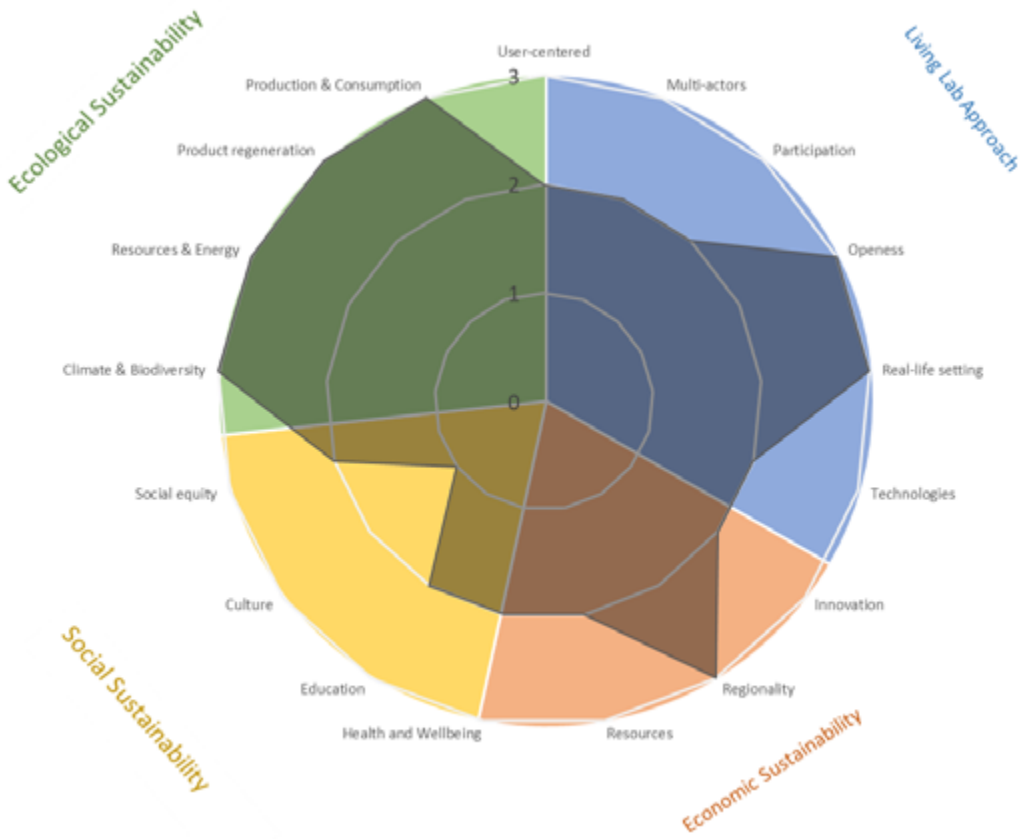
The Slovenian project partner UL is working on one project – "Smart Rural Slovenia" – that is implemented at three different locations. As UL has good relations with the local managers of all locations, the further development of the project will also take place at all three locations. Overall, the projects are already on a very high level – the first and second location have special strengths regarding Living Lab characteristics, while the second and third location show the highest values in social sustainability. The second location also has special strengths in the field of ecological sustainability.

3.7 West of France, PP CAPdL (FR)

The Pilot Region West of France, situated in the region Bretagne- Pays de la Loire is inhabited by 6,900,000 residents and covers an area of 59,000 km². It is a main region of agricultural production with a focus on animal husbandry (dairy products, pigs, poultry). In consequence, a lot of jobs are connected to agriculture and food industry which are the major economic forces in the region. Good natural conditions and a modern structure of the enterprises are an asset of the region (Grant Agreement 2018, Annex 1).

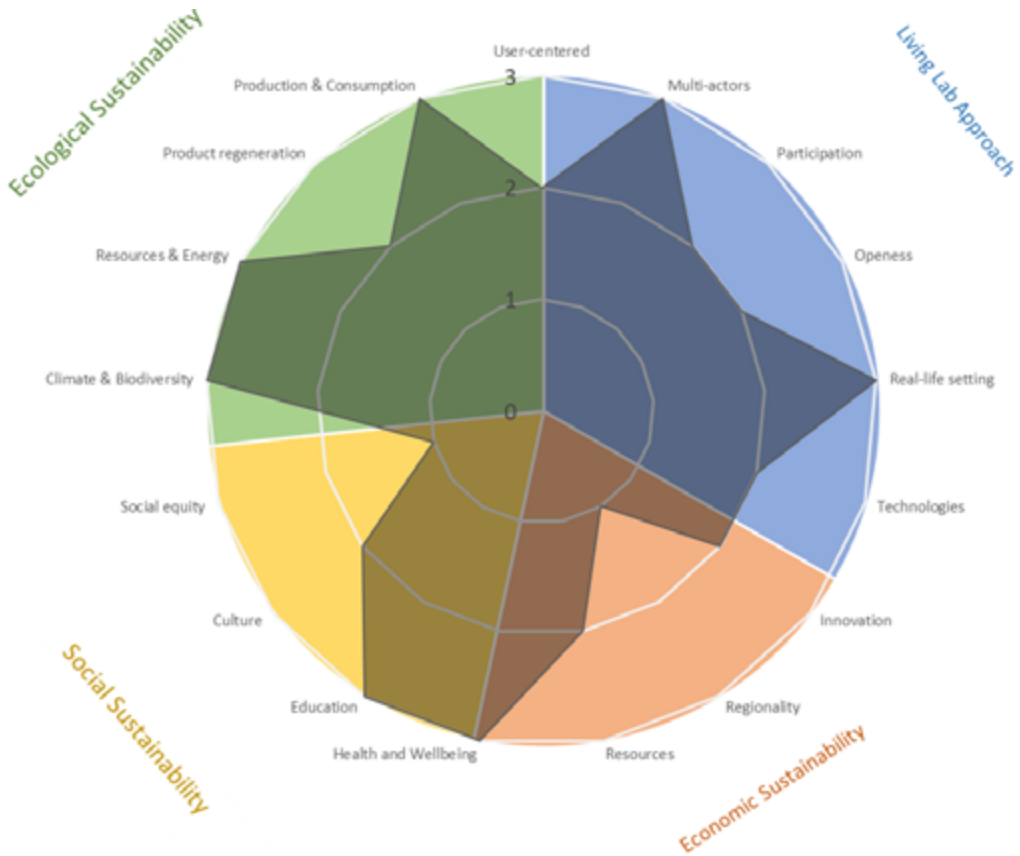
CRAPL Project 1: "*Energetic transition for farms in west of France*" - SELECTED Information and characteristics:

1.General Information						
1.1 Project name	Energetic transition for farms in west of France					
1.2 Project Partner, Name of Editor, Date of Editing	Partners: farmers , experimental farms of Derval, learning center of Derval, local authorities of Chateaubriant-derval, milking industries					
1.3 Short description of the project	Reduce the energetic dependance of cattle breeding farms in west of France, developping new techniques and valorising all the own ressources of the farms					
1.4 Website						
1.5 Intended impacts	Production of renewables energies by farms: methanisation of cattle and pig wastes added with agro-industrial wastes, wind energie, hydrogene,... in relation with the other actors of the territorie ex: heat a swimming pool, a learning center, producing algues...					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	2	Number of involved stakeholders:		50	



CRAPL Project 2: "*Preserve the ecological condition of drinking water for the city of PORNIC and its inhabitants*" - SELECTED
Information and characteristics:

1.General Information							
1.1 Project name	Preserve the ecological condition of drinking water for the city of PORNIC and its inhabitants						
1.2 Project Partner, Name of Editor, Date of Editing	Chamber of agriculture of Pays de la loire						
1.3 Short description of the project	Involved stakholders of water quality around farmers : agro-industries like the local dairy factory, the furnishers of phytosanitary products, involved farmers concerned by the uses of phytosanitary products, and the local authorities in charge directly of water quality ("Atlantic Eau"which is engaged in the water management plan , and the local authorities...						
1.4 Website	sites SAGE Estuaire (SYLOA) et Bourgneuf (Association de la baie de bourgneuf) et Atlantique Eau.						
1.5 Intended impacts	Achievement of a goal of good quality of drinking water for molecules from plant protection products, and good ecological status of watercourses(biologicals and chemicals criterias)						
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)		
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international		
1.8 Size of activities	Nr. of jobs (full-time equv.):	200	Number of involved stakeholders:		20		



Project selection

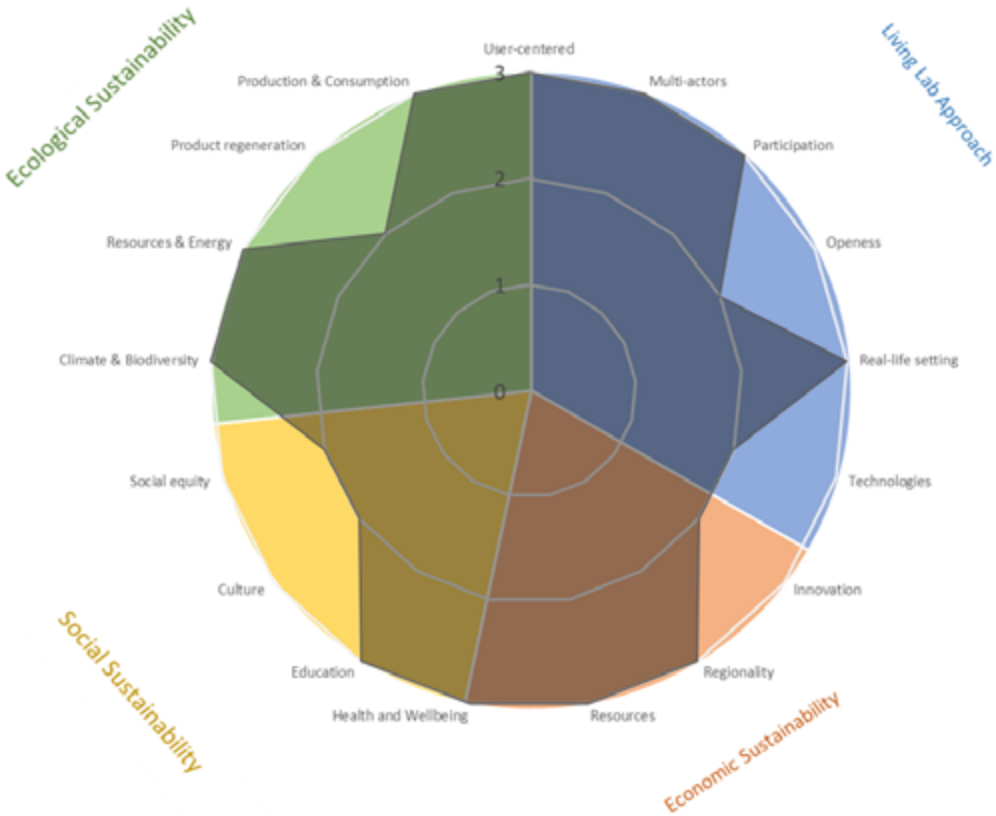
The Pilot Region West of France will work on with 2 projects: "Energetic transitions for France" and "Preserve the ecological condition of drinking water for the city of PORNIC and its inhabitants". Both projects have their strengths in ecological sustainability and show potential for further development in the Living Lab approach as well as in social and economic sustainability.

3.8 Latvia, PP ZSA (LV)

Latvia – the Pilot Region as a whole is inhabited by 1,960,000 residents and covers an area of 64,600 km². The highest potential in the agricultural sector is seen in fruit growing – on the one hand traditionally as the natural conditions are favourable, on the other as market and consumer demands increase. The small-scaled agricultural enterprises' structure and lacking cooperation hinder further developments. Fruit processing SMEs are developing very quickly (Grant Agreement 2018, Annex 1).

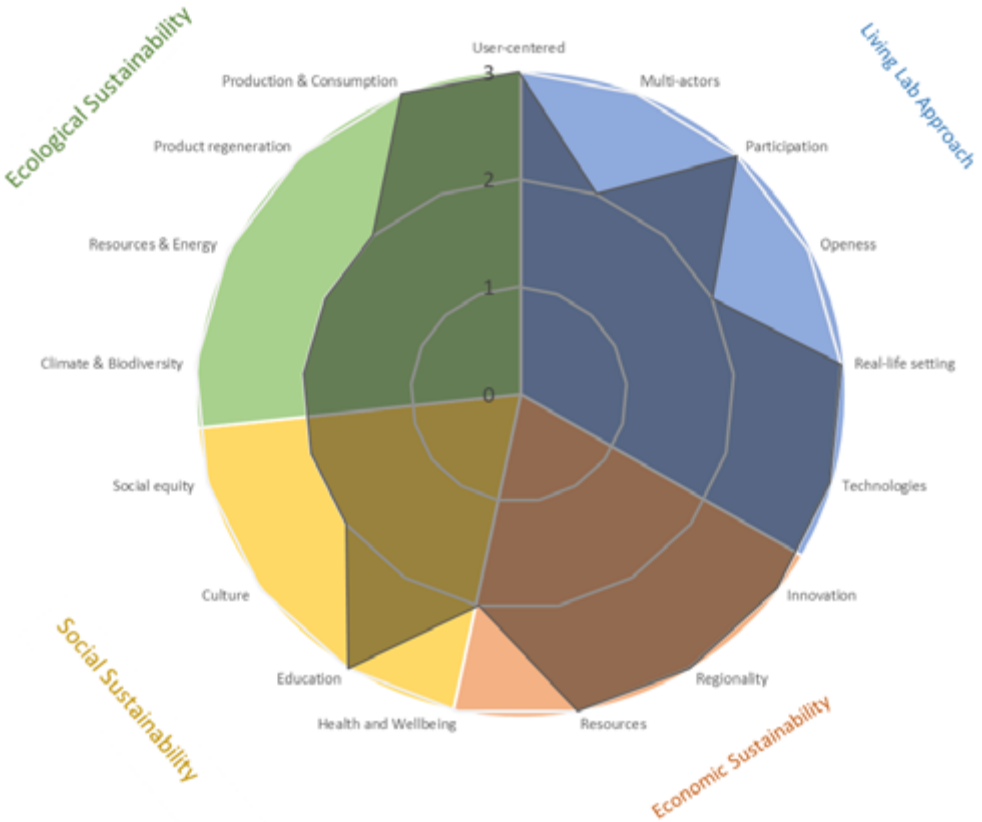
ZSA Project 1: "*Smart Collaboration for Agriculture*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Smart Collaboration for Agriculture					
1.2 Project Partner, Name of Editor, Date of Editing	Union Farmers Parliament (ZSA): Inga Berzina, Zanda Melnalksne, Liga kruklite , Martins Trons					
1.3 Short description of the project	ZSA is link between the farmers, rserachers and ministry level in Latvia being active in both national level and on the EU level, supports the policy dialogue by providing the link to the opinion of the agricultural sector. ZSA is developing and providing education and information services, bottom-up approach is developed in the organization for the erection and introduction of innovative ideas, targeted directly to the primary producers needs. Therefore, it is envisaged to implement cooperative innovation form as the innovation partnerships in the innovation development, training and dissemination process. Mentioned approach has proved the highest efficiency and the target orientation.					
1.4 Website	www.zemniekusaeima.lv					
1.5 Intended impacts	Economical suistanability, environmental questions, wellbeing					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	11	Number of involved stakeholders:	100		



ZSA Project 2: "*Cooperative "Musmaju darzeni*" (*Home grown vegetables*)"
Information and characteristics:

1.General Information						
1.1 Project name	Cooperative "Musmaju darzeni" (Home grown vegetables)					
1.2 Project Partner, Name of Editor, Date of Editing	Union Farmers Parliament (ZSA): Inga Berzina, Zanda Melnalksne, Liga kruklite , Martins Trons					
1.3 Short description of the project	Currently brings together 10 famous vegetable growers from all Latvia, organized grow and sell of the vegetables, work on poltical questions and education					
1.4 Website	www.musmajudarzeni.lv					
1.5 Intended impacts	Economical suistanability, welbeiing					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	2	Number of involved stakeholders:	20		



Project selection

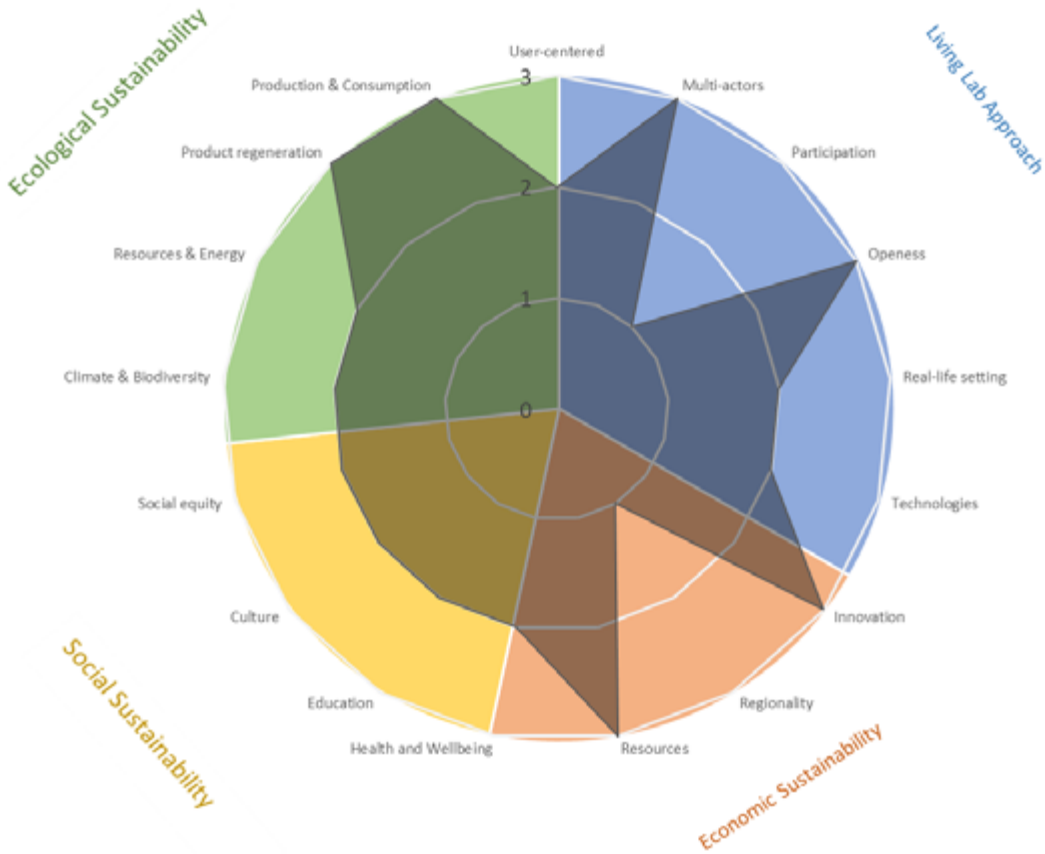
BAB and ZSA selected project 1 "Smart Collaboration for Agriculture" for further development within the **LIVERUR** project. The project has comprehensive strengths within all analysed fields. Potential for further development lies in the implementation of the Living Lab approach as well as in the field of social sustainability. The links between different actors makes the project particularly interesting for further development within **LIVERUR**.

3.9 Manisa-TR33, PP ZEKA (TR)

The Pilot Region TR33 is inhabited by 1,402,000 residents and covers an area of 13,270 km². TR33 is one of the leading Turkish regions due to the regional gross value added of agricultural production. Hence, the food sector has an increasing importance for the region. Olive processing, fruit drying and packing and dairy production are the main food processing subjects (EC 2018, Annex 1 p 102).

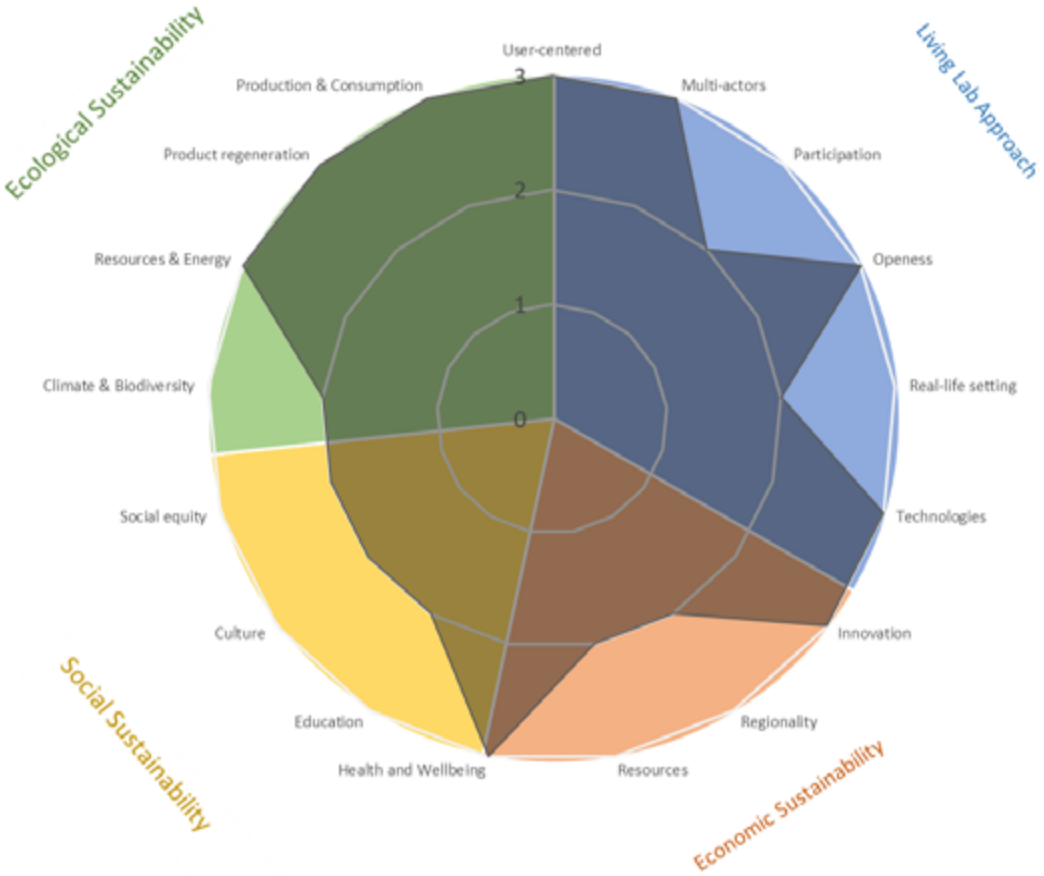
ZEKA Project 1: "*Living-Lab Initiative Idea*"
Information and characteristics:

1.General Information						
1.1 Project name	Living-Lab Initiative Idea					
1.2 Project Partner, Name of Editor, Date of Editing	PP12, ZEKA, Ahmet Sever, 28.02.2019					
1.3 Short description of the project	There is no project or initiative. It is an idea for now. Initiative idea living-lab (Zafer Living-Lab) will work as an incubator of innovative companies and enterprises in rural areas, supported and mainly consulted by Zafer Development Agency, Manisa Viticulture Research Institute and Manisa Celal Bayar University which allows finding new approaches, innovative solutions and developing new products. Zafer Living-Lab develops a model that results in cooperation and innovation between education, the business community, the administration and R&D institutes. It promotes cooperation between stakeholders and brings together knowledge around a set of activities previously identified with different agents like Manisa Viticulture Research Institute, Manisa Celal Bayar University, technology and ICT companies. This cooperation will foster innovation, development of research into new technologies, methodologies and applications enabling the emergence of new services, systems and products. In this process, Zafer Development Agency will establish a support program to finance matured projects within the living lab which is capable of foster entrepreneurship, circular economy, quality of life, new products and services.					
1.4 Website	-					
1.5 Intended impacts	Development of new products and services and commercialization, support of enterpreneurs and projects, consultation for farmers.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	5	Number of involved stakeholders:	20		



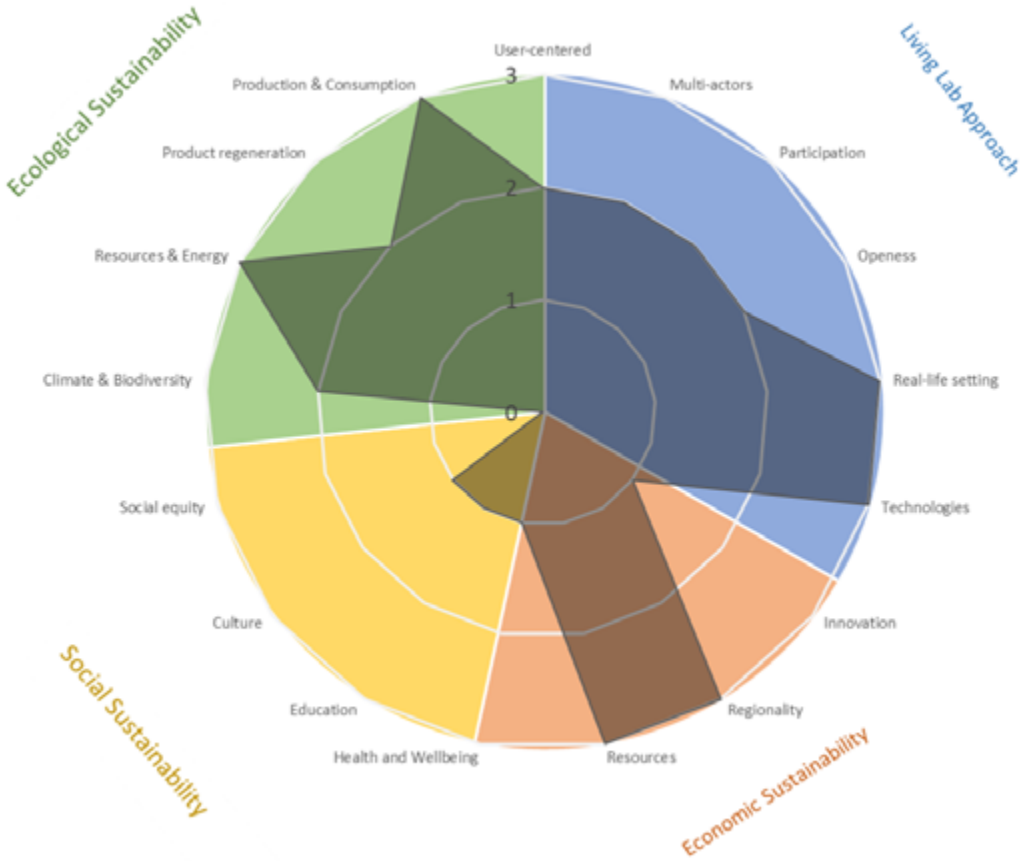
ZEKA Project 2: "*Olive Excellence Center*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Living-Lab Initiative Idea - Olive Excellence Center					
1.2 Project Partner, Name of Editor, Date of Editing	PP12, ZEKA, Cansu UYAR, 28.02.2019					
1.3 Short description of the project	There is no project or initiative. It is an idea for now. However, the possible actors defined above is willing to take part in such an initiative and we are in process of defining the major activities and the role of actors in that LL initiative. Basically, olive and related products is quite important for the Akhisar district in economic and social dimension. There are quite high numbers of both farmers and manufacturers in the area. However, there are problems regarding the efficieny of agricultural activity and process standardization and marketing. Besides, the circular economy dimension is quite limited. In order to overcome these barriers, there are a common will among the olive oil producers and farmers to institutionalize such an Living Lab in which the infrastructure and capacity building for digitilization of agriculture will be set with the financial sources of ZDA and with the technical expertise of ICT firms on Agricultural Techologies to increase the efficieny and redice the energy and source waste. Furthermore, the process standarts will be set and the essential equipment will be provided by the ZDA grants to increase the quality of the end products. Furthermore, new entrepreneurs and University will be supported for the diversification of end-product and the ways in which the waste of olive can be recycled. The initiative is still in progress and if necessary, the details will also be shared later on.					
1.4 Website	-					
1.5 Intended impacts	Digitalization of Agriculture, Developing new marketing strategies, Standardization of process, Recycling Solutions.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	N/A	Number of involved stakeholders:	N/A		



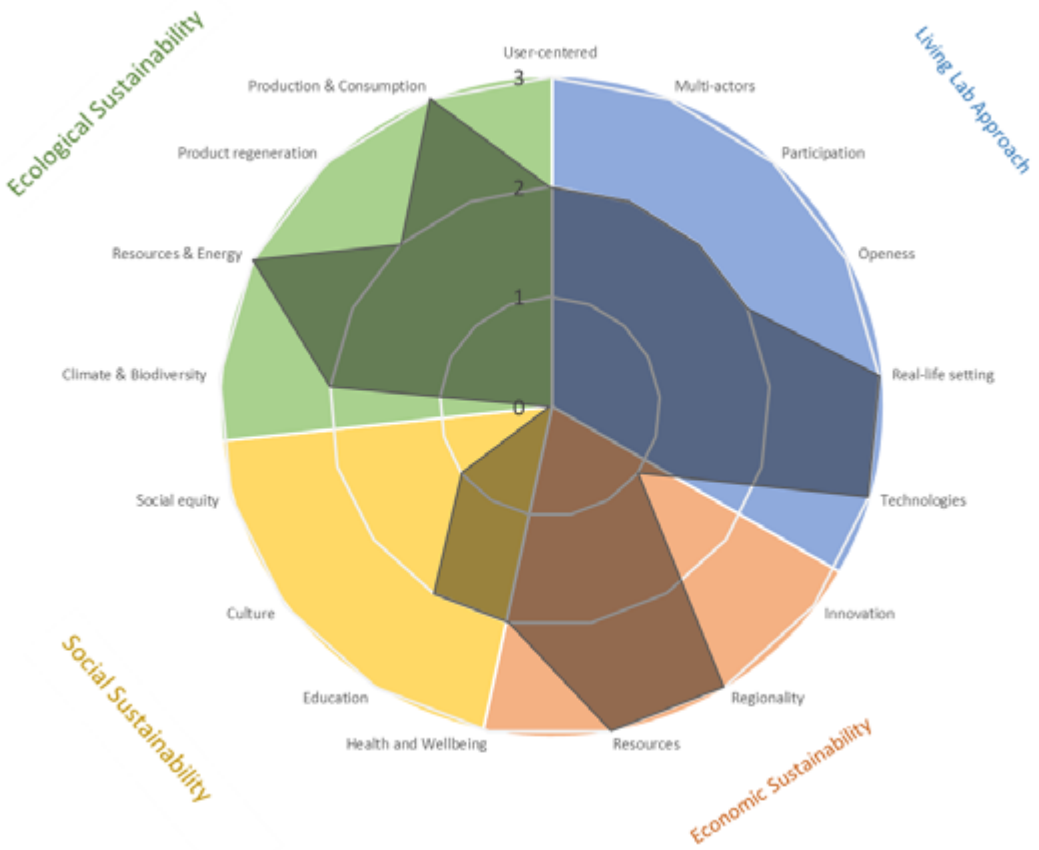
ZEKA Project 3: "*Treet BUBA Agriculture and Technologies Inc.*"
Information and characteristics:

1.General Information						
1.1 Project name	Treet BUBA Agriculture and Technologies Inc.					
1.2 Project Partner, Name of Editor, Date of Editing	PP12 ,ZEKA, Utku CIL, 26.02.2019					
1.3 Short description of the project	Treet; an affiliate of BUBA Bümed Business Angels, is an investment company in agriculture and agriculture technologies. The firm mainly works on patent evaluation, patent commercialization, patent purchasing and licensing as well as consultancy on agriculture technologies.					
1.4 Website	https://treettech.com					
1.5 Intended impacts	Agricultural Innovation					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	N/A	Number of involved stakeholders:	N/A		



ZEKA Project 4: "*Invest4Land of API Group*"
Information and characteristics:

1.General Information						
1.1 Project name	Invest4Land of API Group					
1.2 Project Partner, Name of Editor, Date of Editing	PP12 ,ZEKA, Utku CIL, 26.02.2019					
1.3 Short description of the project	Invest4Land is an investment company using digital and innovative farming on insured and certificated walnut trees. The firm uses ICT structures in order to keep the farmland activities registered and monitored. Invest4Land aims to make the productivity on highest possible level and keep the soil clean.					
1.4 Website	https://www.invest4land.com					
1.5 Intended impacts	Agricultural Innovation, Environmental Sustainability					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national	X	international	X
1.8 Size of activities	Nr. of jobs (full-time equv.):	15	Number of involved stakeholders:	N/A		



Project selection

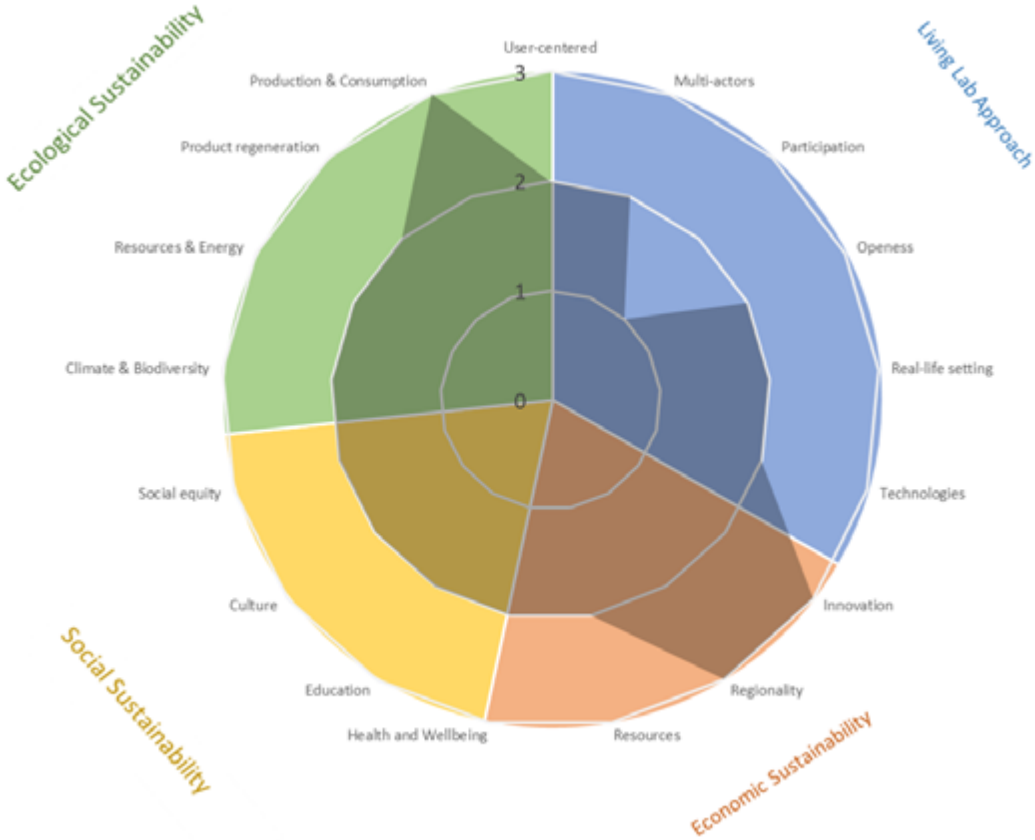
Project 2 "Olive Excellence Center" was chosen for further development within **LIVERUR**. This project shows its strengths in the Living Lab approach as well as in the field of ecological sustainability. The project seems promising regarding further development according to **LIVERUR** characteristics.

3.10 Union Municipalities of the Trasimeno, PP Sogesca, UCT (IT)

The Pilot Region Trasimeno is inhabited by 704,000 residents and covers an area of 2,500 km². 23% of SMEs are connected to agriculture, forestry or fishing. The focus is on agro-tourism, handcraft and local products. The union of municipalities aims to develop synergies and co-operations between public administration, entrepreneurs and NGOs (Grant Agreement 2018, Annex 1).

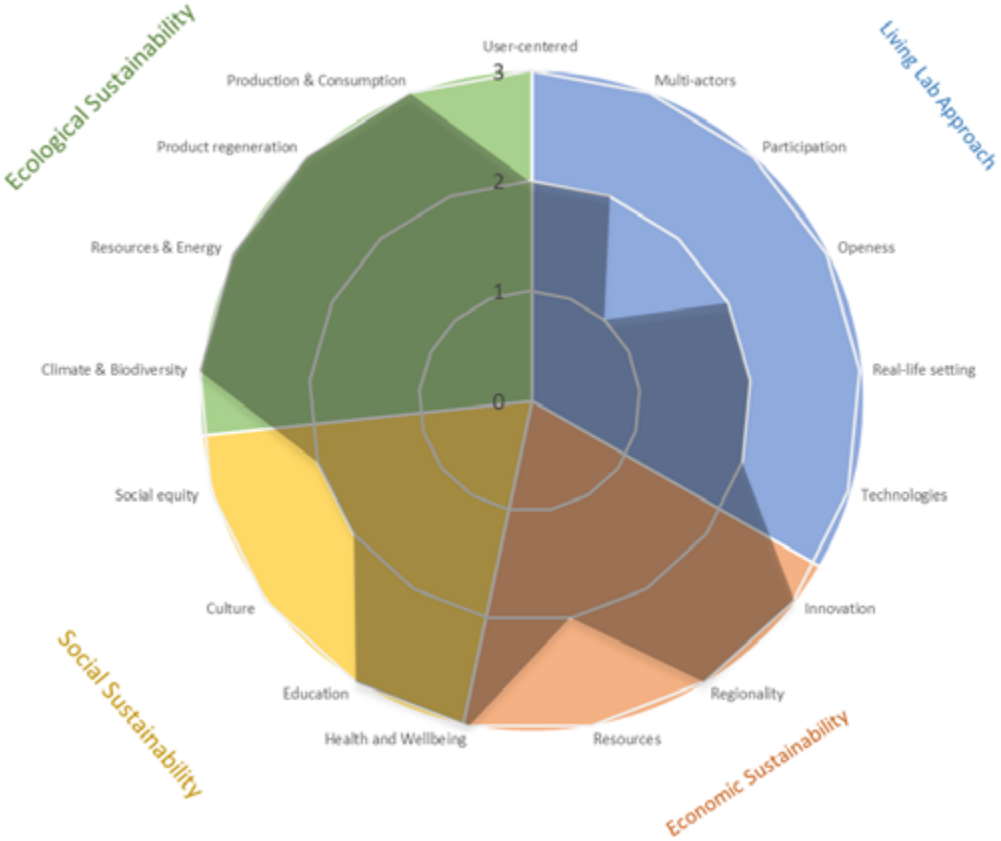
UCT Project 1: "*Efficiency of processes in rural tourism integrated area in Trasimeno territory*" - SELECTED
Information and characteristics:

Project name	EFFICIENCY OF PROCESSES IN RURAL TOURISM INTEGRATED AREA IN TRASIMENO TERRITORY						
Project Partner, Name of itor, Date of Editing	UCT- Paolo Burini and Louis Montagnoli - 24/1/2019						
Short description of the oject	Analisys of actual processes and products, increase of integrated activities between farms, rural tourisms, food and beverage industries, tourism services, accomodation structures. Introduction of process and products innovations.						
Website	www.montitrasimeno.it						
Intended impacts	Rural economy, tourism economy.C7						
Sector of activities (multiple oices possible)	**Agriculture, Forestry, Mining**	X	**Industry, Commerce**		**Trade, Services (e.g. Tourism)**		
Territory of activities ultiple choices possible)	**local/regional**	X	**national**		**international**		
Size of activities	**Nr. of jobs (full-time equv.):**	3	**Number of involved stakeholders:**		20		



UCT Project 2: "*Introduction of renewable energies with use of biomass residues coming from prunings and wood material*"
Information and characteristics:

1.General Information						
1.1 Project name	INTRODUCTION OF RENEWABLE ENERGIES WITH USE OF BIOMASS RESIDUES COMING FROM PRUNINGS AND WOOD MATERIAL					
1.2 Project Partner, Name of Editor, Date of Editing	UCT- Paolo Burini and Louis Montagnoli - 24/1/2019					
1.3 Short description of the project	Analisys of actual sources and use of renewable energies and study for the introduction of biomass residues to create energy and heat for farms and public buildings					
1.4 Website	www.montitrasimeno.it					
1.5 Intended impacts	Energy save and relative reduction of actual costs					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	3	Number of involved stakeholders:	15		



Project selection

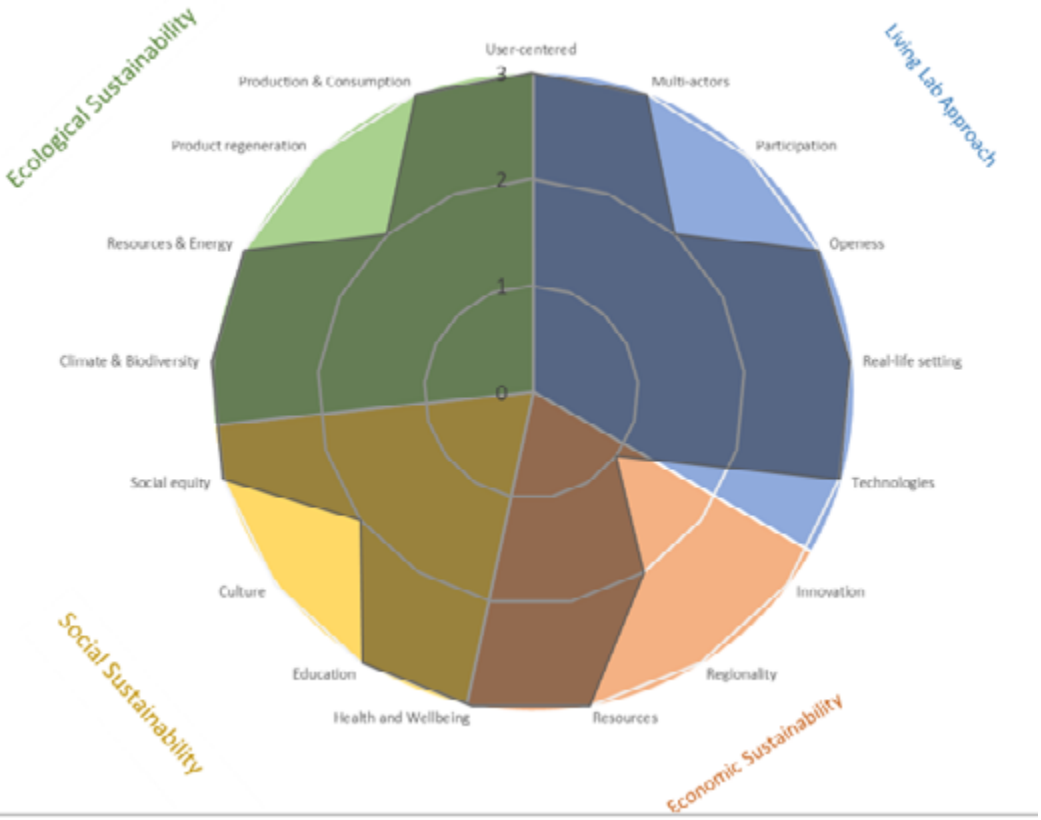
Due to the wish of the project partner UCT, project 1 "Efficiency of processes in rural tourism integrated area in Trasimeno territory" was chosen as the Business Model for further development within the **LIVERUR** project. The project illustrates its strengths in the field of economic sustainability as efforts in this field are at a very high level. Potential for further development is especially given in the fields of the Living Lab approach and social sustainability.

3.11 Reggio Emilia, Appenino Reggiano, PP E35 (IT)

The Pilot Region Reggio Emilia and Appenino Reggiano comprises peri-urban and rural areas. It is inhabited by 58,300 residents and covers an area of 778 km². One part of the region is located in the Padana plane and shows a high number of SMEs, mostly farm enterprises and agro-food processing industries (focus on dairy products, vine and vinegar). The second part is a mountain area with low population density and very small settlements. The typical rural economy is based on family owned micro agri-enterprises (EC 2018, Annex 1 p 118).

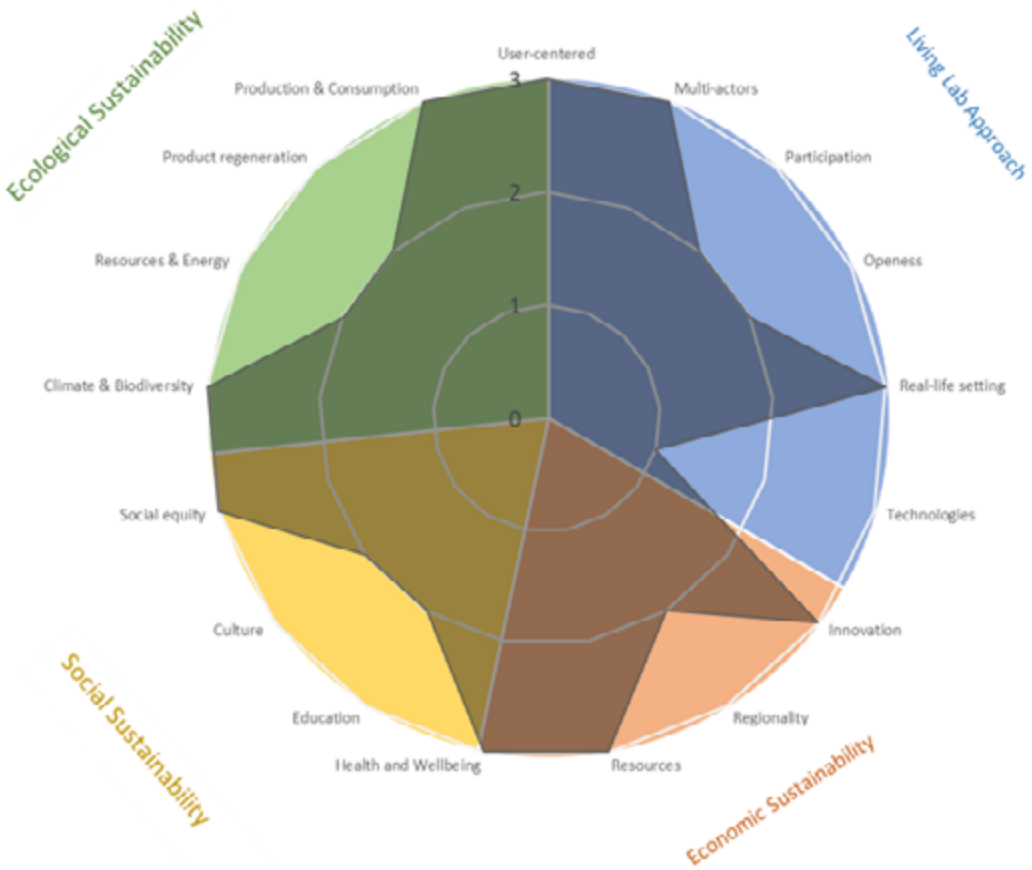
E 35 Project 1: "*Cooperativa di Comunità 'Valle dei Cavalieri'*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Cooperativa di Comunità "Valle dei Cavalieri"					
1.2 Project Partner, Name of Editor, Date of Editing	E35 Foundation for International Projects, Elena Zurli, 25.02.2019					
1.3 Short description of the project	Community cooperative located in Succiso, the high part of the Apennines in the Province of Reggio Emilia. After the closure of the last bar/shop in the city in the 90ies, a group of young people decided to set up a cooperative to react to the economic unsustainability of individual activities and the absence of services of general interest with a collective response involving all residents of the village. Among the main activities developped by the community cooperative there are: traditional sheep farming, cheese production, agritourism (hospitality, restaurant), environmental education for schools, hiking, ecotourism, horse-back riding, information center for the Tuscany and Emilia National Park, mountain huts management, together with services for local people: transport, entertainment, grocery shop, sporting facilities.					
1.4 Website	https://valledeicavalieri.it/wp/					
1.5 Intended impacts	1. To fight against the depopulation of remote mountain areas; 2. To react to the economic unsustainability of individual activities and the absence of services of general interest with a collective response involving all residents of the village					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	7	Number of involved stakeholders:		18	



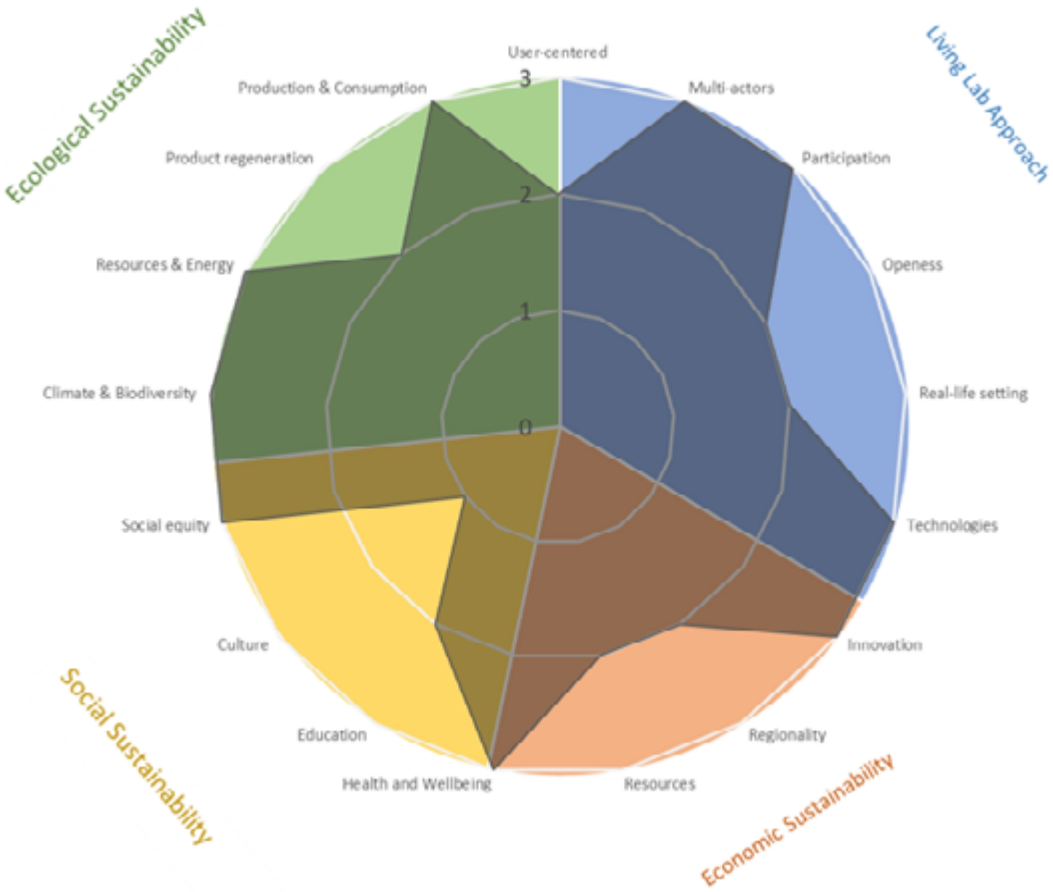
E35 Project 2: "Cooperativa di Comunità "I Briganti del Cerreto - Servizi ambientali e turistici"" Information and characteristics:

1.General Information						
1.1 Project name	Cooperativa di Comunità "I Briganti del Cerreto - Servizi ambientali e turistici"					
1.2 Project Partner, Name of Editor, Date of Editing	E35 Foundation for International Projects, Elena Zurli, 25.02.2019					
1.3 Short description of the project	Community cooperative located in the village of Cerreto dell'Alpe, in the Tuscany-Emilian founded by a group of young people that renovated an old mill in order to use it as a receptive base to favor a community tourism. Besides, tourist accomodation services they developed forest service activities, maintenance and care of water springs, educational activities for young people, promotion of local products, such as e.g. chestnut and its derivatives.					
1.4 Website	www.ibrigantidicerreto.com					
1.5 Intended impacts	1. To create job opportunities for the inhabitants of Cerreto dell'Alpe; 2. To guarantee the survival of minimum services and business within the village of Cerreto dell'Alpe; 3. To preserve and restore forests and endangered trees (e.g. chestnut trees)					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	10	Number of involved stakeholders:	14		



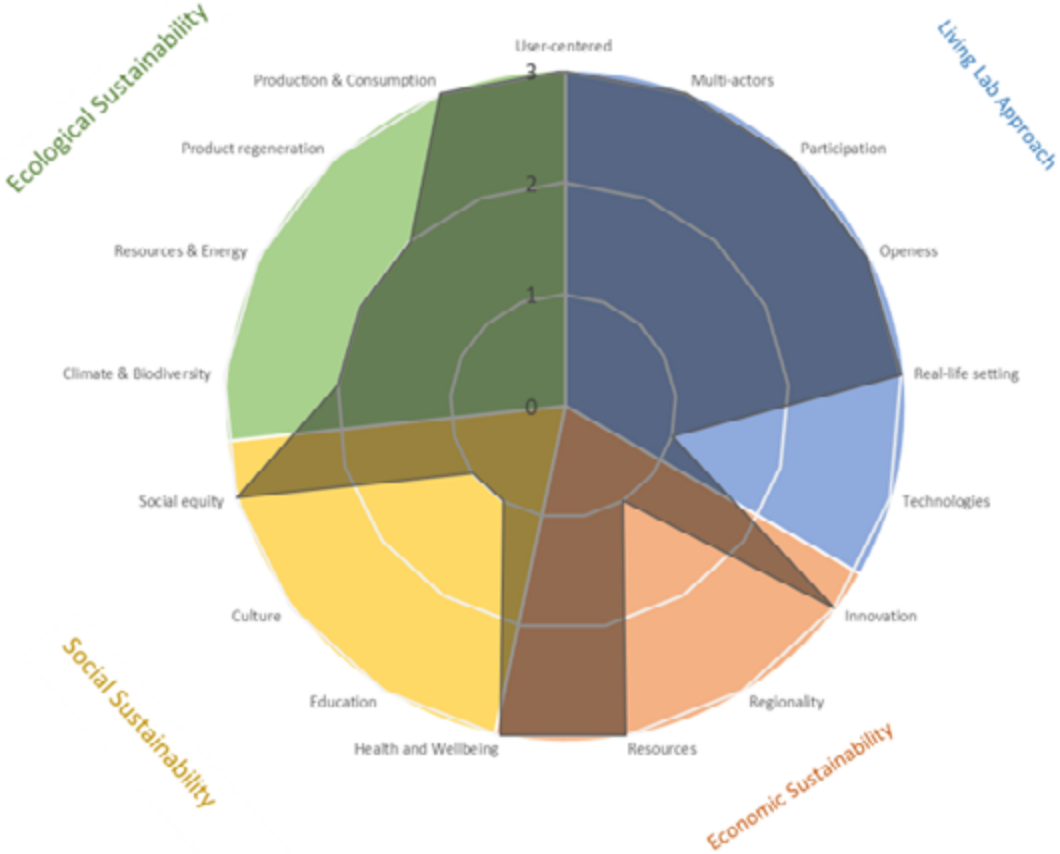
E35 Project 3: "*Parco commestibile - Orticoltura e agroforestazione periurbane" - An Edible Park for citizens of Reggio Emilia*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	"Parco commestibile - Orticoltura e agroforestazione periurbane" - An Edible Park for citizens of Reggio Emilia					
1.2 Project Partner, Name of Editor, Date of Editing	E35 Foundation for International Projects, Elena Zurli, 25.02.2019					
1.3 Short description of the project	Near the Italian city of Reggio Emilia, the Operational Group 'Edible Park' has set up an agroforestry-based farm that supplies fresh produce to people from the city. The farm spans about 1 ha of farmland, with 80 mulberry trees planted in rows between the crops. This enhances biodiversity and helps to maintain the traditional rural landscape of the area. The project is jointly promoted by 2 cooperatives (production and processing) , 2 research centres (CRPA, FCSR), 1 University (University of Parma), Municipality of Reggio Emilia.					
1.4 Website	http://parcocommestibile.crpa.it					
1.5 Intended impacts	To develop, in areas surrounding the cities, a replicable model of multifunctional farm, which rebuild the natural vocation of the rural areas by restoring the rows of trees between the herbaceous crops (in this case vegetables), with efficient management of water, fertilizers and pesticides.					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional		national	X	international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	20	Number of involved stakeholders:	12		



E35 Project 4: "*REKO Reggio Emilia*"
Information and characteristics:

1.General Information						
1.1 Project name	REKO Reggio Emilia					
1.2 Project Partner, Name of Editor, Date of Editing	Pilot project called Reko, supported by the Municipality of Reggio Emilia, by CRPA Spa and Dinamica Scarl. This reatail model seeks to facilitate direct sales between agricultural producers and local consumers thanks to the spread of social media, further enhancing the local product characteristics and the economic dimension of the community. The project, which is not in competition with existing forms of direct sales, but represents an additional channel of contact between producers and consumers, implies that citizens as well as producers can directly enroll on the facebook page "REKO Reggio Emilia" on which potential buyers can then scroll through the offers and order / book the quantity of product desired, simply by writing in a comment below the producers' posts.					
1.3 Short description of the project	E35 Foundation for International Projects, Elena Zurli, 25.02.2019					
1.4 Website	https://www.facebook.com/groups/153470475287119/ (Public facebook group)					
1.5 Intended impacts	The objective of this experimental pilot project is to test a successful local retail and consumption model in northern Europe, which only a close collaboration between public and private can make in order to make local products increasingly accessible to consumers and citizens of Reggio Emilia.					
1.6 Sector of activities (multiple choices possible)	**Agriculture, Forestry, Mining**	X	**Industry, Commerce**	X	**Trade, Services (e.g. Tourism)**	
1.7 Territory of activities (multiple choices possible)	**local/regional**	X	**national**		**international**	
1.8 Size of activities	**Nr. of jobs (full-time equv.):**	0	**Number of involved stakeholders:**	12		



Project selection

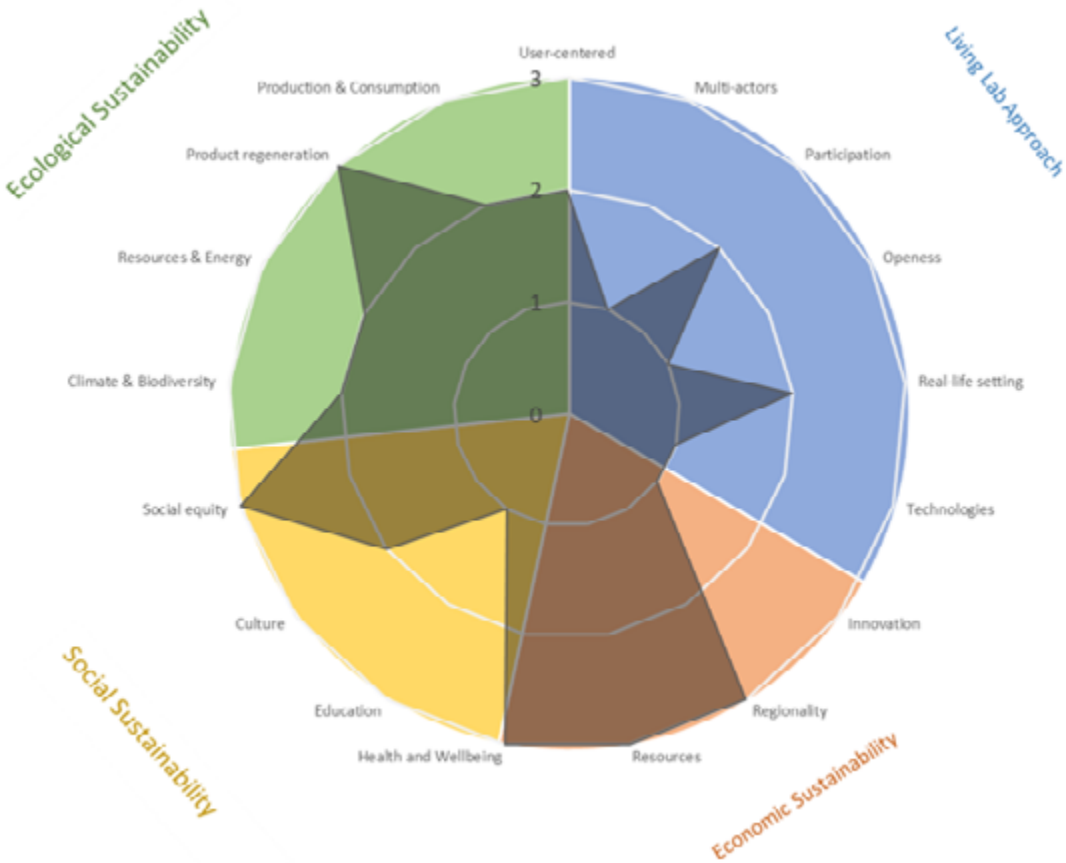
BAB and the project partner E35 agreed in choosing project 1 "Cooperativa di Comunità "Valle dei Cavalieri" and project 3 "Parco commestibile - Orticoltura e agroforestazione periurbane" - An Edible Park for citizens of Reggio Emilia" for further development within the **LIVERUR** project. Project 1 shows comprehensive strengths in the fields of ecological and social sustainability as well as in the Living Lab approach. Project 2 has its strengths in the fields of ecological sustainability and Living Lab approach.

3.12 Ouedhref, PP dar Margoum (TN)

The Tunesian Pilot Region Ouedhref is inhabited by 10,300 residents and covers an area of 266 km². The semi-dry climate of Ouedhref is appropriate to cultivate palm-, olive-, pomegranate- and "elhenna" trees. 400 handcrafts produce carpets (margoum), mostly with female workers. This contributes by 10% of the national production. These two sectors are the most important in the region and contribute to economic stability, traditional jobs and regional identity (Grant Agreement 2018, Annex 1).

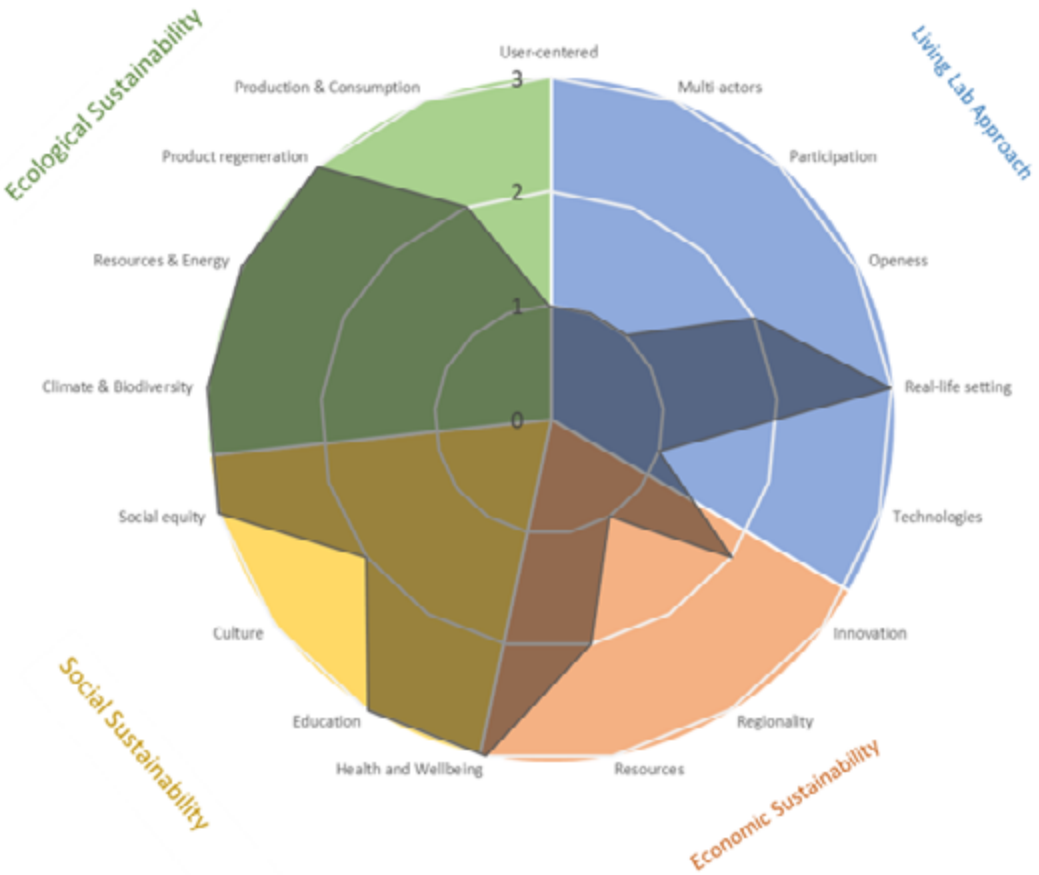
DAR Project 1: "*Kolna Kesra*"
Information and characteristics:

1.General Information						
1.1 Project name	kolna kesra					
1.2 Project Partner, Name of Editor, Date of Editing	European Union+kolna tounes					
1.3 Short description of the project	kolna kesra is a collaboration of the 3 projects : (traditionnal kitchen +bikes rent /camping agency + production of local products) to revive the traditional legacy of kesra					
1.4 Website	http://kolnakesra.tn/projets-ess/					
1.5 Intended impacts	The recovery of tourism and the economy of the region					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	10	Number of involved stakeholders:	3		



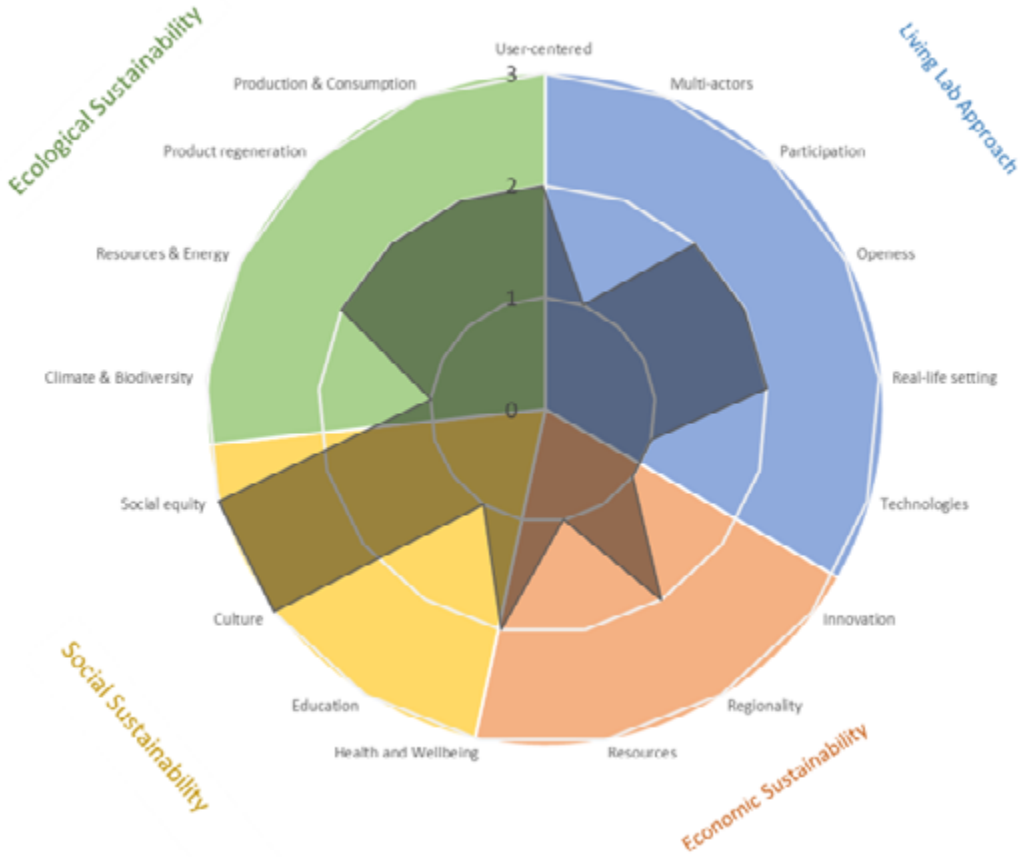
DAR Project 2: "*Mornag Eco Farm*"
Information and characteristics:

1.General Information						
1.1 Project name	Mornag Eco Farm					
1.2 Project Partner, Name of Editor, Date of Editing	Amine Draoui since 2012					
1.3 Short description of the project	Mornag Eco Farm is an ecological farm located in Mornag south of Tunis. Its aim is to bring urban residents closer to nature and the environment and to offer lively tours and thematic days for visitors.					
1.4 Website	https://www.theswitchers.eu/fr/switchers/un-modele-de-ferme-ecologique-et-responsable/					
1.5 Intended impacts	Ecotourism opens up many opportunities for the local economy					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	3	Number of involved stakeholders:	0		



DAR Project 3: "*Aatik Artisan*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Aatik Project					
1.2 Project Partner, Name of Editor, Date of Editing						
1.3 Short description of the project	Aatik aims to empower Tunisian artisans and allow them to sell their products at a fair price, without going through intermediaries					
1.4 Website	https://www.facebook.com/pg/aatik.project/about/?ref=page_internal					
1.5 Intended impacts	to revive a traditional lagacy with a fair price and to minimise the intermediaries					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining		Industry, Commerce	X	Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):		Number of involved stakeholders:			



Project selection

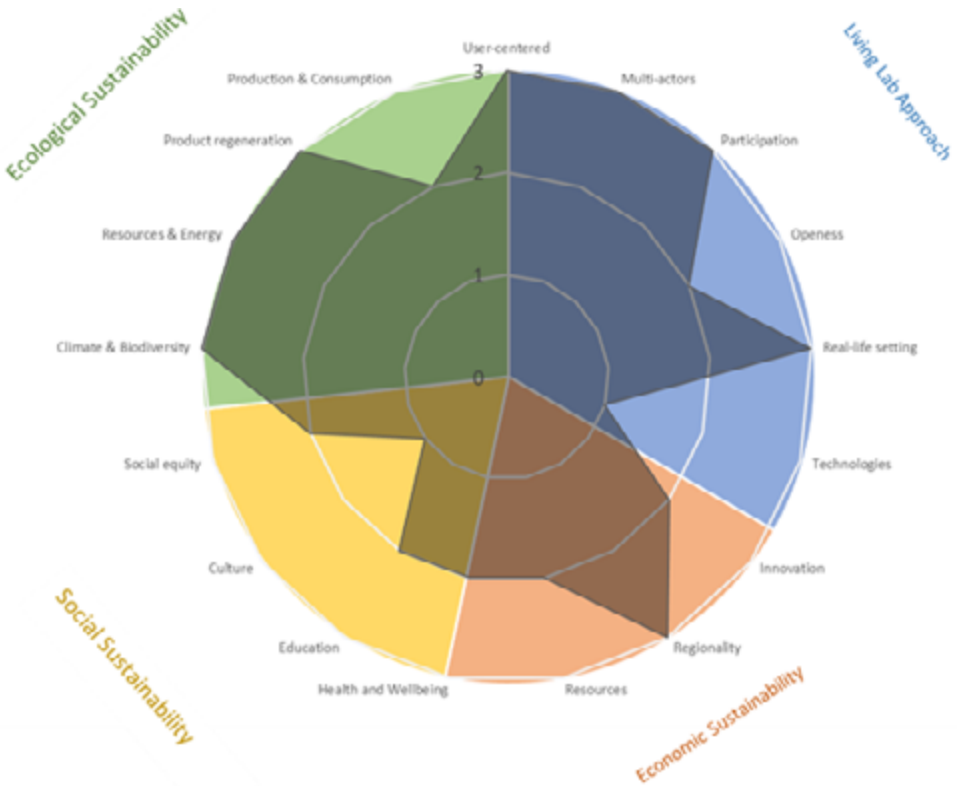
BAB and DAR agreed on choosing project 3 "Aatik Artisan" for further development within **LIVERUR**. The Business Model´s best performance lies in the field of social sustainability. Potential for further development may be seen in all **LIVERUR** relevant aspects.

3.13 Brittany, Brittany Chambers of Agriculture (FR)

There will be three **LIVERUR** pilot zones in Brittany, which is France's first producing region of poultry (meat and egg), cow's milk, veal calves, pigs and vegetable crops (greenhouses and open field). Agriculture is a major economic and employment sector for the region from upstream to downstream along the supply chain with a dense agro-food sector employing 58,200 people (excluding craft activities). The three territories are representative of the Brittany agricultural system with a high density of livestock, especially dairy farms. The main issues for these territories are to strengthen the link between society and farmers, to address the environmental impacts of agriculture and, in parallel, to maintain the number of farmers and global agricultural turnover.

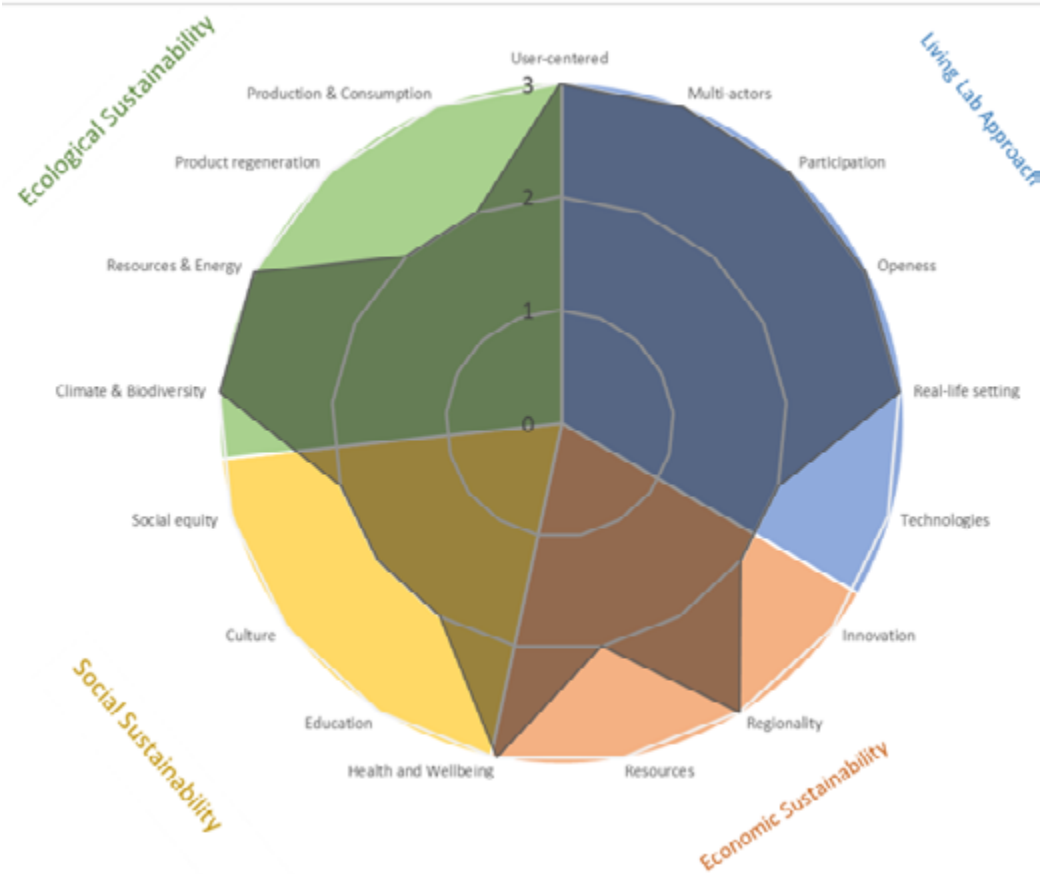
CRAB Project 1: "*Metha BDC*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Metha BDC					
1.2 Project Partner, Name of Editor, Date of Editing	The Britany Chambers of Agriculture – CRAB					
1.3 Short description of the project	Living Lab called "Metha BDC" (LL1) consists to build a collective methanation factory. It will collect waste from town, factory and mix with farm slurry and manure. The idea is to include the local actors, the neighborhood, the farmers and the local authorities to design, to do the business plan and to agree on the project management in a balance governance. This living lab takes place in the south of Britany near the town called Bourg Des Comptes.					
1.4 Website	none					
1.5 Intended impacts	For Farmers: a new income source by energy production, better farm autonomy (through reusing on the farm solid and liquid waste issued from biogas production), reduction of chemical fertilizers, improving local integration and relationship with non-agricultural stakeholders. For citizens and local authorities: the project offers a market for green municipal waste, an affordable local source of energy, and results in a significant improvement of air quality. For local businesses: a new activity to be promoted, maintained, equipped and developed					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	1.3	Number of involved stakeholders:	25		



CRAB Project 2: "*Air & Energy Territorial Plan*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Air & Energy Territorial Plan					
1.2 Project Partner, Name of Editor, Date of Editing	The Britany Chambers of Agriculture – CRAB					
1.3 Short description of the project	Living Lab called "air & energy territorial plan" (LL2) aims to find innovative solutions to improve the energy efficiency of livestock farm and decrease the impact on the air quality. The solutions will be designed by a collaborative process including a wide range of territorial stakeholders (farmers, local authorities, scientists, experts, neighborhood) in the north of Brittany in the local region of Val d'Ile Aubigne. Then some of these solutions will be tested on farms, and globally evaluated (for social, environmental and economic impacts) and the best ones will be promoted among others farmers					
1.4 Website	https://www.valdille-aubigne.fr/energie-climat/plan-climat-air-energie-territoire-pcaet/					
1.5 Intended impacts	For Farmers: lower production costs by reducing energy dependence, accompanied with better citizens' acceptance of farming practices For citizens and local authorities : strong territorial dynamics fostering links between citizens and farmers, a better energy autonomy and air quality For local businesses: depending on the designed solutions, the project will generate new activities and new products to launch					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce		Trade, Services (e.g. Tourism)	X
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	0.3	Number of involved stakeholders:	25		



CRAB Project 3: "*Dairy Territorial Value*" - SELECTED
Information and characteristics:

1.General Information						
1.1 Project name	Dairy Territorial Value					
1.2 Project Partner, Name of Editor, Date of Editing	The Britany Chambers of Agriculture – CRAB					
1.3 Short description of the project	The living lab Dairy Territorial Value is focused on the link between dairy production and territorial value. With a Living Lab approach the aims is to engage local stakeholders (farmers, consumers, dairy factory...) to find innovative solutions to improve the value chain and the territorial positive impact (employment, environment) of dairy products.					
1.4 Website	none					
1.5 Intended impacts	For Farmers: a greater value added to locally-sourced dairy products and a closer link with consumers For citizens and local authorities : a better understanding of dairy production, new jobs on the territory (marketing, processing and local sale of dairy products) , a stronger link with local producers, a better promotion and visibility of the territory. For local businesses: maintain and/or develop a local activity of collecting, processing and distribution of dairy products					
1.6 Sector of activities (multiple choices possible)	Agriculture, Forestry, Mining	X	Industry, Commerce	X	Trade, Services (e.g. Tourism)	
1.7 Territory of activities (multiple choices possible)	local/regional	X	national		international	
1.8 Size of activities	Nr. of jobs (full-time equv.):	0.3	Number of involved stakeholders:	20		

Project selection

The Brittany Chambers of Agriculture will develop all three projects, which are territorial projects and managed by their colleagues, within **LIVERUR**. The projects´ strengths lie in the Living Lab approach. Potential for further development is especially given in the fields of ecological and social sustainability.

CONCLUSIONS

The project region partners provided data for altogether 39 projects or Business Models. After an analysation and feedback phase, 20 projects or Business Models were selected for further development within **LIVERUR** project. The following table (Tab. 3, next page) provides an overview and shows the diversity of projects or Business Models within **LIVERUR** Pilot Regions.

	Project partner Region	Project name	Short description	Sector(s)	Stake-holders	Jobs	Page
1	RMB (AT) South Burgenland	*Living Lab Südburgenland*	Achieve food sovereignty in the region by stimulating product and service innovations	Agriculture, Forestry Trade, Services	50	1	17
2	**ADRI (ES) Vega del Segura**	***Circular rural business model for biowaste***	**Use of biowaste from agriculture for creation of a circular business model**	**Agriculture, Forestry Industry, Commerce**	-	-	**19**
3	UHLA (CZ) Posumavi	*Living Lab*	Based on two already existing projects, a new Living Lab will be developed.	Agriculture, Forestry Industry, Commerce	15	2	21
4	**UHLA (CZ) Posumavi**	***Turistická oblast Pošumaví***	**This toursim organisation brings local actors together and promotes local food**	**Trade, Services**	**62**	**0,5**	**22**
5	TRA (MT) Gozo	*Circular Rural Living Lab Malta*	The aim of the Living Lab is to implement a social farming model in the care sector.	Agricutlure, Forestry Trade, Services	-	150	24
6	**FRCT (PT) Terceira Island**	***Happy Cows Project***	**The program promotes Azorean milk which is based on grazing, animal welfare, quality and sustainable production**	**Agricutlure, Forestry Industry, Commerce Trade, Services**	**50**	**120**	**28**
7	UL (SI) Slovenia	*Slovenia Podna - Histrian houses*	**There are 3 locations of the project, where collaborations foster development of innovative products and sustainable tourism**	Agriculture, Forestry Trade, Services	5+	2	31
8	**UL (SI) Slovenia**	***Slovenia Solčava - Logarska dolina***		**Agriculture, Forestry Trade, Services**	**5+**	**2**	**32**
9	UL (SI) Slovenia	*Slovenia Kungota - House of all generations*		Agriculture, Forestry Trade, Services	5+	1	33
10	**CRAPL (FR) West of France**	***Energetic transition for farms in west of France***	**Reduce the energetic dependance of cattle breeding farms and developing new techniques**	**Agriculture, Forestry Industry, Commerce Trade, Services**	**50**	**2**	**34**
11	CRAPL (FR) West of France	*Preserve the ecological condition of drinking water for the city of PORNIC and its inhabitants*	Involved stakeholders: agro-industries (local dairy factory), furnishers of phytosanitary products, involved farmers concerned by the uses of phytosanitary products, and local authorities	Agriculture, Forestry	200	20	35
12	**ZSA (LV) Latvia**	***Smart Collaboration for Agriculture***	**Links between agriculture, research and ministries as well as education and information for innovative ideas.**	**Agriculture, Forestry**	**100**	**11**	**36**
13	ZEKA (TR) Manisa	*Olive Excellence Center*	The idea is to form a Living Lab between olive oil producers and farmers with high efficiency and reduced waste	Agriculture, Forestry Industry, Commerce	-	-	39
14	**UCT (IT) Trasimeno**	***Efficiency of processes in rural tourism***	**Analysis of processes and increase of integrated activities between farms, rural tourism and food industries**	**Agriculture, Forestry**	**20**	**3**	**42**
15	E 35 (IT) Reggio Emilia	*Cooperativa di Comunità 'Valle dei Cavalieri'*	Cooperative with citizen involvement: sheep farming, cheese production, agritourism, hiking, etc.	Agriculture, Forestry Industry, Commerce Trade, Services	18	7	44
16	**E 35 (IT) Reggio Emilia**	***Parco commestibile - An Edible Park for citizens***	**An agrogorestry-based farm supplies fresh produce to citizens**	**Agriculture, Forestry Industry, Commerce**	**12**	**20**	**46**
17	DAR (TN) Quedhref	*Astik Artisan*	Aatik aims to empower Tunisian artisans and allow them to sell their products at a fair price.	Agriculture, Forestry Trade, Services	3	10	50
18	**CRAB (FR) Brittany**	***Metha BDC***	**Within a collective methanation factory, waste will be collected from town, factory and mixed with farm slurry and manure**	**Agriculture, Forestry Trade, Services**	**25**	**1,3**	**51**
19	CRAB (FR) Brittany	*Air and Energy Territirial Plan*	Innovative solutions to improve energy efficiency of livestock farm and decreas the impact on air quality	Agriculture, Forestry	25	0,3	52
20	**CRAB (FR) Brittany**	***Dairy Territorial Value***	**Link between dairy production and territorial value, engage local stakeholders to find innovative solutions to improve the value chain**	**Agriculture, Forestry Industry, Commerce**	**20**	**0,3**	**53**

Table 3. Overview of selected Business Models from Pilot Regions. Source: BAB, own elaboration.

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ANNEXES

ANNEX 1: References of criteria relevant to LIVERUR topics

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