



**PROJECT H2020**

**LIVERUR**

**Living Lab Research Concept in Rural Areas**

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**EXECUTIVE SUMMARY**

**DELIVERABLE 4.4:**

**RAIN Real-Life Setting**



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# 1

## CONTENT OF D4.4

Deliverable D4.4 briefly summarises the RAIN Concept and its application; it describes the RAIN Real Life Setting in general and its application; it also provides RAIN Real Life Setting reports as identified for the **LIVERUR** Pilot Regions or Pilot Areas (i.e. located in a certain Pilot Region).

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

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

RAIN Real Life Setting reports are provided specifically for the respective **LIVERUR** Pilot Area or region. These RAIN Real Life Setting reports may be used as an initial input on the **LIVERUR** Pilot Areas but do not replace working out the RAIN Real Life Setting for one's own area in the context of one's own Business Model.

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

# 2

## OBJECTIVES, WORK AREAS AND METHODS

The objectives, and hence work areas, of task T4.4 were: to define the RAIN Real Life Setting topics; to develop the RAIN Real Life Setting worksheet templates; to work out RAIN Real Life Setting reports for each **LIVERUR** Pilot Area/Region.

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

# 3 RAIN REAL-LIFE SETTING - TOPICS, ASPECTS AND ASSESSMENT

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











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

Figure 1: RAIN Real-Life Setting – Topics, aspects and assessment. Source: Own figure.

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

The RAIN Real Life Setting reports as provided in deliverable D4.4 are general. In-depth research is required to identify details such as certain statistics, contact persons, competition, networks, competent authorities, relevant legislation or procedures. Since this kind of information very much relies on the specific Business Model and is subject to frequent change, such specific data was omitted in task 4.4.

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