



# **PoliRuralPlus**

## **Synergy Days 2025**

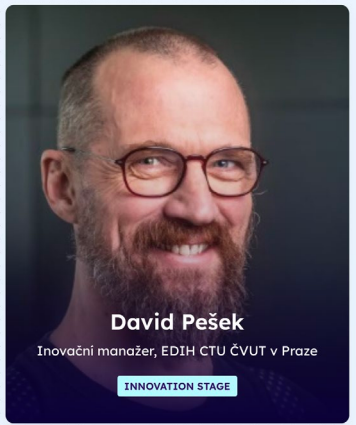
David Pešek, CTU, INTRODUCTION



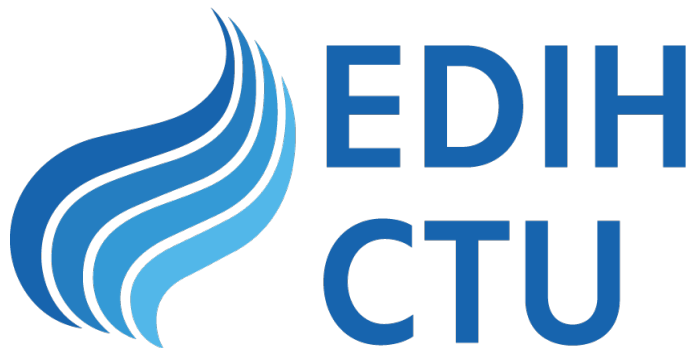
This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101136910



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# New Approach to AI Innovations



Co-funded by  
the European Union

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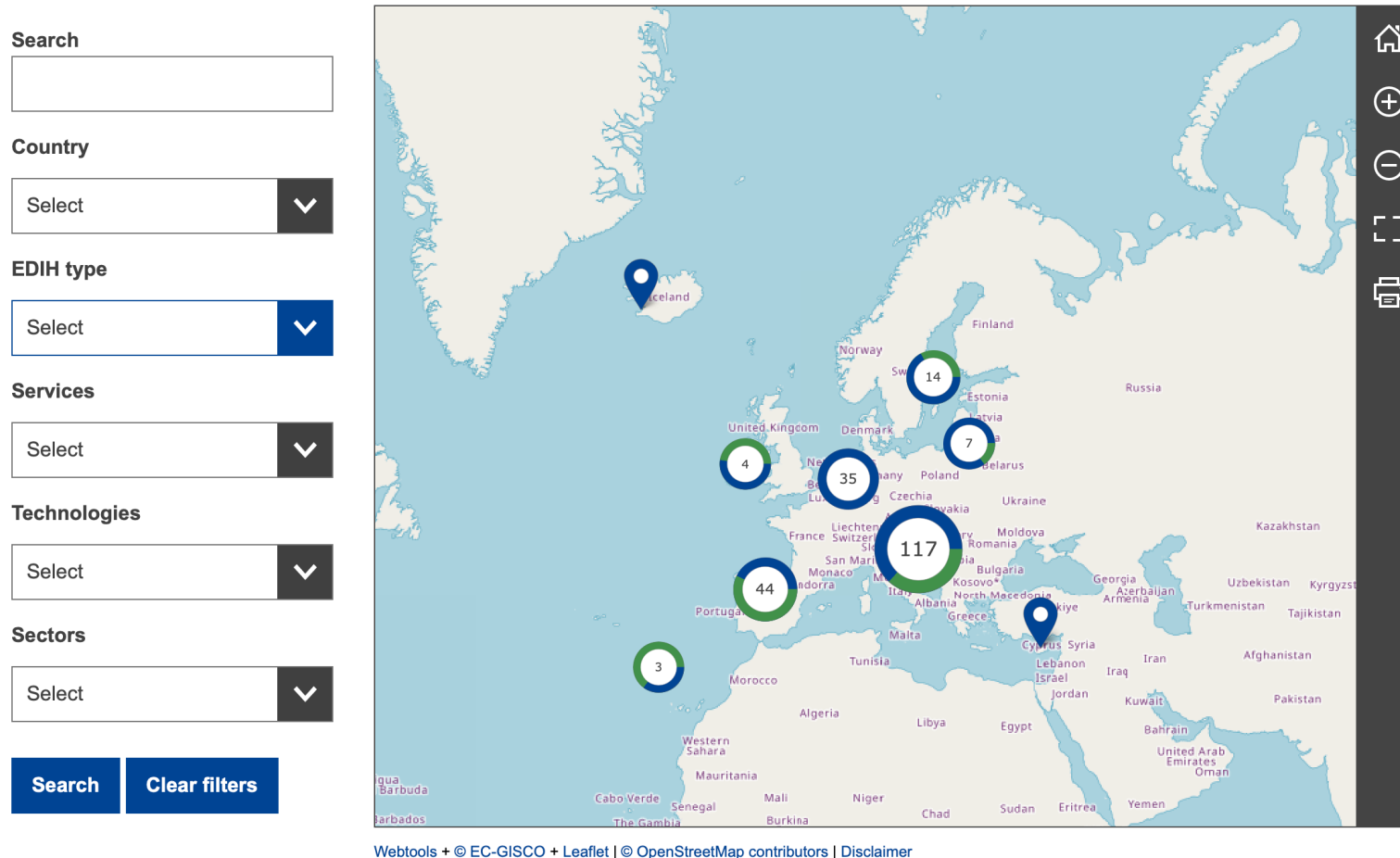


Funded by  
the European Union  
NextGenerationEU



CZECH  
RECOVERY PLAN

# EDIHs create a unique Network For AI Uptake



**May 2025:**

168 EDIHs funded by Digital Europe program Member states of the EU

86 Seals of Excellence funded by Member states only

**2026 – 2028**

EDIHs to prepare for sustainability launch as ONE STOP SHOPS



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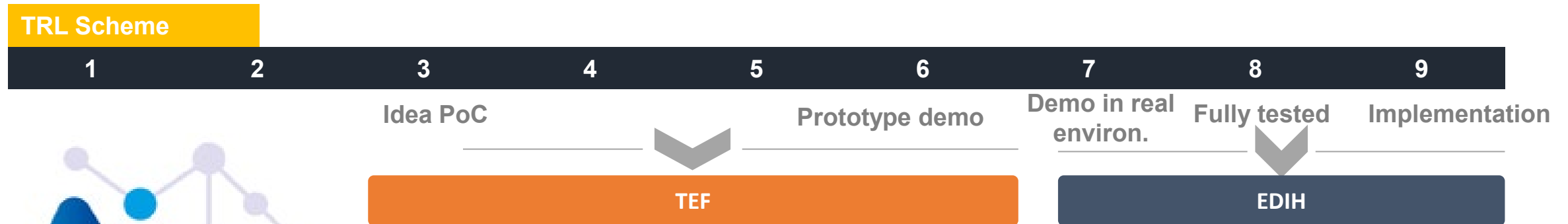


CZECH  
RECOVERY PLAN

# Testing and Experimentation Facility For AI



The TRL level set the proper scheme to be applied in specific case:



# VITISPECTOR





# PoliRuralPlus



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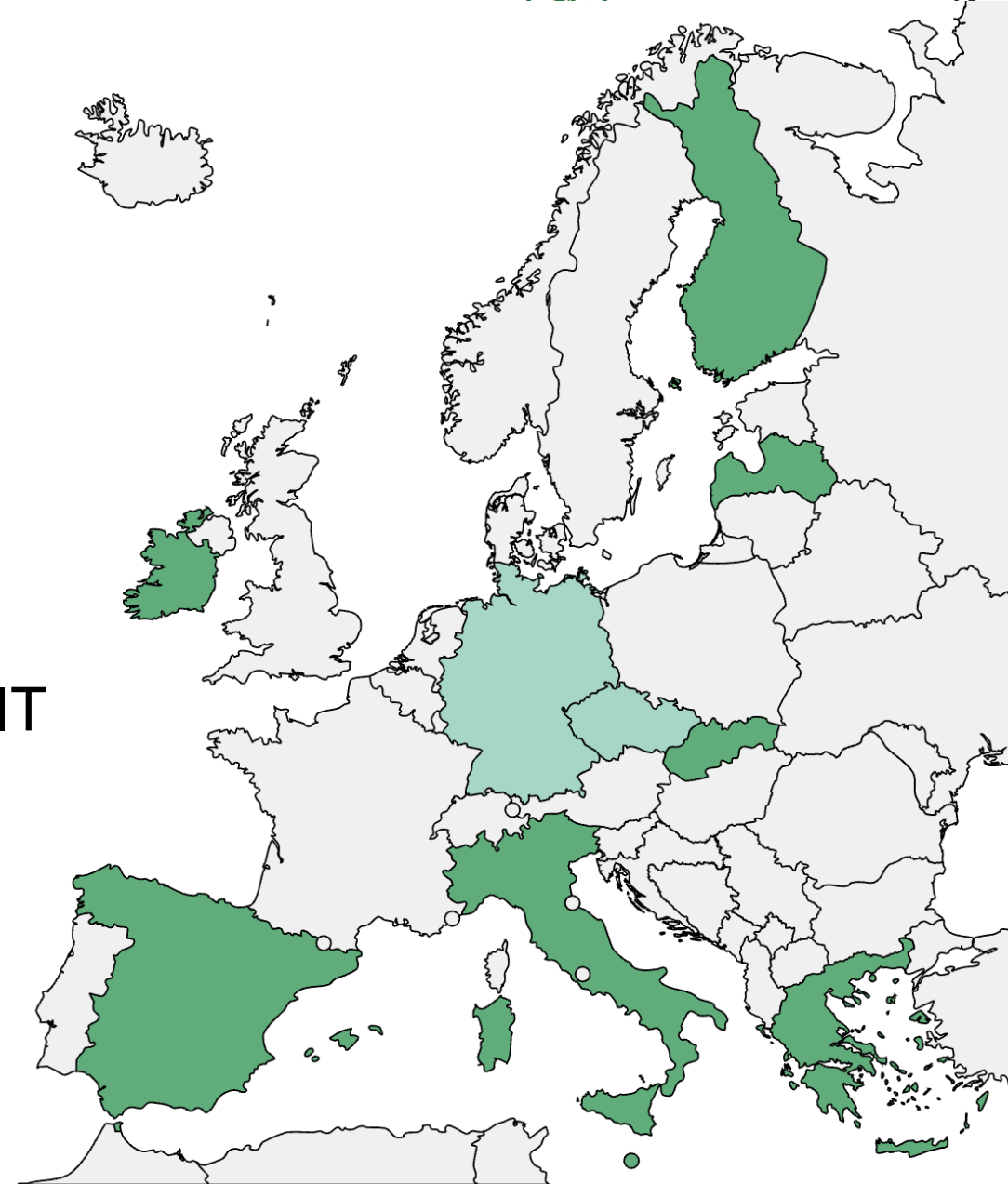


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# 9 pilot regions

1. **County Monaghan, Ireland:** MID, MAC
2. **Slovakia:** SUA, SRY
3. **Central Greece:** AUA, GAI, NPU
4. **Apulia, Italy:** TIN
5. **Mallusjoki, Finland:** MYA, SML
6. **Czech-Bavarian border region:** P4A, DIT
7. **Castilla-La Mancha, Spain:** SINNO
8. **Vidzeme, Latvia:** VPR
9. **Malta:** AL

[www.poliruralplus.eu](http://www.poliruralplus.eu)



# Vision for the project

PoliRuralPlus demonstrates that rural-urban linkages are essential for achieving integrated regional development.

By combining digital tools, inclusive governance, and local innovation, the project is addressing unique regional challenges while contributing to climate resilience and sustainable growth across Europe.

Each pilot serves as a model for scalable, tailored approaches, showcasing how collaboration and integration can unlock the potential of European regions.

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# Key layers of the vision

**Social:** The project prioritizes inclusive governance and integrated planning to align rural and urban stakeholders.

**Technical:** PoliRuralPlus is developing advanced digital tools that enhance rural-urban linkages and support integrated regional development.

**Overarching:** At the heart of PoliRuralPlus is the belief that rural-urban linkages can address the local impacts of global challenges, for example climate change, fostering resilience and sustainable growth.

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# Vision - Social Level

**Addressing Practical Needs:** The Regional Action Plans (RAPs) are tackling local challenges such as youth migration, digital gaps, and economic diversification while promoting rural-urban cooperation.

**Orchestrating Collaboration:** Multi-stakeholder processes ensure that regional action plans are aligned with practical realities. In Latvia, citizen engagement programs actively include rural populations in shaping energy and farming models.

**Capacity Building:** Training and educational efforts are key to building resilience. For example, Greece emphasizes agritech training for farmers and promotes agritourism to diversify rural economies.

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# Vision - Technical Level

**Digital Tools for Rural-Urban Collaboration:** Tools such as the Multi-Actor Approach Tool (MAATool) facilitate stakeholder engagement, knowledge sharing, and co-creation of Regional Action Plans (RAPs). For example, in Slovakia, the Digital Innovation Hub will help modernize agriculture and improve policy engagement.

**Pilot and Stakeholder Input:** Pilots and third parties act as active co-creators, ensuring tools like the PoliRuralPlus Dashboard are tailored to their needs. In Malta, digital transformation in agriculture involves rural youth and tech companies in designing IoT-based farming solutions.

**Integrative Innovation:** The tools support data-driven decision-making, such as monitoring circular economy adoption in Monaghan, Ireland, where resource-sharing and sustainable agriculture are central.

# Vision - Overarching Level

## Regional Strengths for Global Challenges:

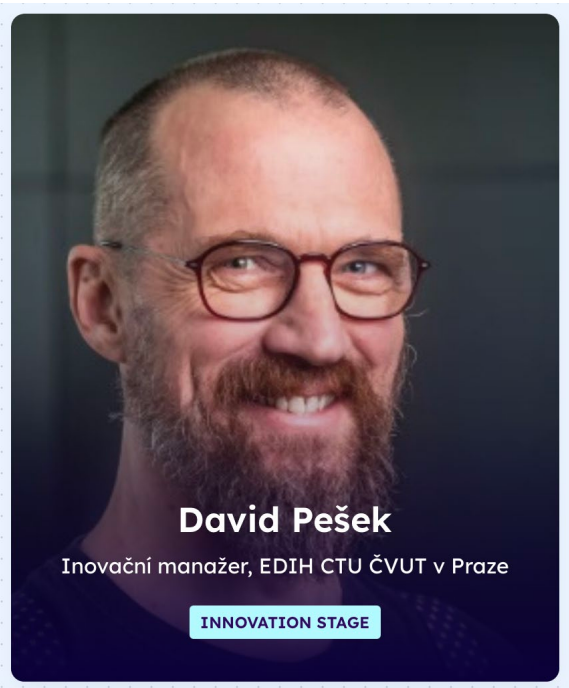
- Spain (Segobriga) leverages cultural heritage to revitalize its economy, creating tourism-based rural-urban synergies.
- Finland focuses on rural event tourism to strengthen economic opportunities, community identity, and connections with urban populations.

## Balancing Diversity and Integration

- Each region's unique strengths and challenges create tailored solutions. Malta bridges societal divides by empowering youth entrepreneurs and advancing circular economy practices to connect rural areas with urban innovation hubs.

## A Resilient Future

- The project aligns with EU priorities like the Green Deal and Long-Term Vision for Rural Areas (LTVRA), ensuring sustainable transitions. In Ireland, the circular economy fosters local resilience while advancing environmental goals.



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# Disclaimer

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