

# Otevřené výzvy v evropském projektu



## Jak moderní technologie pomáhají měnit venkov k lepšímu

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Země živitelka, České Budějovice, 21.8.2025



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**CÍL: Udržitelný rozvoj venkovských a městských komunit**

**ZAMĚŘENÍ: Propojení politik, inovací a občanů pomocí technologií**

**PILOTNÍ REGIONY: 9 napříč Evropou**

**ČESKÁ ÚČAST:**



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# POLIRURAL *plus*

## Co je PoliRuralPlus?

Partneři z 13 zemí – AI,  
regionální rozvoj, plánování

Digitální nástroje: Advisor,  
JackDaw, Vulture, MAA Tool,  
MapWhiteboard, Atlas

Spojujeme výzkum,  
technologie a praxi



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### PROJECT PARTNERS

|                                                                                                                                                                           |                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  CZECH TECHNICAL UNIVERSITY<br>Higher Education Establishment                          |  MONAGHAN INTEGRATED DEVELOPMENT<br>CLG Local Development Company       |
|  THE NATIONAL MICROELECTRONICS<br>APPLICATIONS CENTRE LTD<br>Private for-profit entity |  SLOVAK UNIVERSITY AGRICULTURE<br>Higher Education Establishment        |
|  SLOVAK RURAL YOUTH PARLIAMENT<br>Association                                        |  AGRICULTURAL UNIVERSITY OF ATHENS<br>Higher Education Establishment  |
|  GAIA EPICHEIREIN<br>Private for-profit entity                                       |  NEUROPUBLIC<br>Private for-profit entity                             |
|  TINADA<br>Private for-profit entity                                                 |  MALLUSJOKI YOUTH ASSOCIATION<br>Association                          |
|  SMART & LEAN HUB OY<br>Private for-profit entity                                    |  CZECH CENTRE FOR SCIENCE AND SOCIETY<br>Research organisation        |
|  PLAN4ALL<br>Non-profit organisation                                                 |  DEGGENDORF INSTITUTE OF TECHNOLOGY<br>Higher Education Establishment |
|  ASPLAN VIAK<br>Private for-profit entity                                            |  POZNAN SUPERCOMPUTING AND NETWORKING CENTER<br>Research Organisation |
|  SOCIALINNOVLABS<br>Research Organisation                                            |  CREHAN, KUSANO & ASSOCIATES<br>Private for-profit entity             |
|  VIDZEME PLANNING REGION<br>Public body                                              |  ACROSSLIMITS LTD<br>Higher Education Establishment                   |



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# POLIRURAL *plus*

## Pilotní regiony

**Irsko:** Lepší propojení  
venkovských a městských oblastí

**Itálie:** Krátké dodavatelské  
řetězce a zdravý životní styl

**Česko-bavorské příhraničí:**  
Inovační síť na podporu  
regionálního rozvoje

**Španělsko:** Kulturní dědictví a  
ekonomický rozvoj

**Malta:** Digitální transformace a  
rozvoj podnikání



**Lotyšsko:** Monitoring  
rozvoje regionu

**Finsko:** Ekosystém  
kulturních událostí v  
místních komunitách

**Slovensko:** Revitalizace  
venkovských oblastí

**Řecko:** Školení zem.  
technologií a podpora  
agroturistiky



# POLIRURAL<sub>plus</sub>

## Otevřené výzvy / Open Calls / 900 000 €

### Outreach

Podpora  
inovativních  
nápadů

**červen 2024**

9 projektů  
5 000€

### Mobilise

Využití AI k  
vylepšení  
spolupráce  
venkov-město

**leden 2025**

9 projektů  
10 000€

### Develop

Podpora nových  
přístupů k  
interakci  
venkov-město

**květen 2025**

5-15 projektů  
30-100 000€

### Enhance

Zlepšení  
stávajících  
modelů interakce  
venkov-město

**září 2025**

7-15 projektů  
25 000€



# POLIRURAL *plus*



## OPEN CALLS

### OUTREACH CALL

seeks to uncover and support unique ideas that redefine rural-urban interactions, demonstrating a deep dive into regional intricacies and fostering grassroots innovations

**9** proposals to be funded

receive up to

**5 000 euros**

**Deadline: 2024-07-31 17:00 CEST**

LEARN MORE

✉ [opencalls@poliruralplus.eu](mailto:opencalls@poliruralplus.eu)

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

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## OUTREACH CALL

6 podpořených projektů

Workshopy, sběr potřeb uživatelů

Databáze stakeholderů

Základ pro vývoj nástrojů



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## OUTREACH CALL

| Region | Projekt     | Organizace                     |
|--------|-------------|--------------------------------|
| IE     | GREEN       | McAdam Consulting Services Ltd |
| SK     | DigiStake   | CEDA                           |
| IT     | DEMO        | Cluster Srl                    |
| CZ     | FarmTourist | Úhlava, o. p. s.               |
| LV     | EDQMS_VR    | InnoMatrix Ltd.                |
| MT     | A_Fusion    | The Veg Box Ltd                |



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## MOBILISE CALL

Hackathony a ideathony –  
podzim 2025

Tvorba prototypů lokálních  
řešení

Zapojení škol, startupů, obcí



## OPEN CALL

**MOBILISE CALL** Financial Support for Third Parties

targets initiatives that address rural-urban linkages,  
leveraging ICT tools developed within the project to  
drive sustainable growth and innovation.

**9** proposals to be funded with

**10 000 euros**

per region

OPENS ON

**January 31 2025**

LEARN MORE

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## MOBILISE CALL

| Region | Projekt           | Organizace                            |
|--------|-------------------|---------------------------------------|
| ES     | AI4RURAL Ideathon | Itecam                                |
| CZ     | DIPS              | Úhlava, o. p. s.                      |
| LV     | D2D               | NovoFutura                            |
| IT     | INCO              | Virgolettare di Rocco Devito          |
| MT     | M-ATI             | Malta Youth in Agriculture Foundation |
| FI     | Go Mallusjoki!    | Avoin Ry                              |
| GR     | RURBAN Challenge  | Open Farm P.C.                        |





# POLIRURAL *plus*

**OPEN CALL**

**DEVELOP CALL**

targets applied, small-scale innovation projects that address specific rural-urban challenges in PoliRuralPlus pilot regions while contributing to the technical advancement of the project

up to **15** proposals to be funded with  
up to **100 000 euros**  
per project

**OPENS ON**  
**May 26 2025**

**LEARN MORE**  
 [opencalls@poliruralplus.eu](mailto:opencalls@poliruralplus.eu)  
 [www.poliruralplus.eu](http://www.poliruralplus.eu)

Financial Support  
for Third Parties



## DEVELOP CALL

Více než 100 návrhů z celé EU

Vývoj nových nástrojů nebo  
rozšíření existujících

Start realizace: podzim/zima 2025

30-100 000 € na projekt



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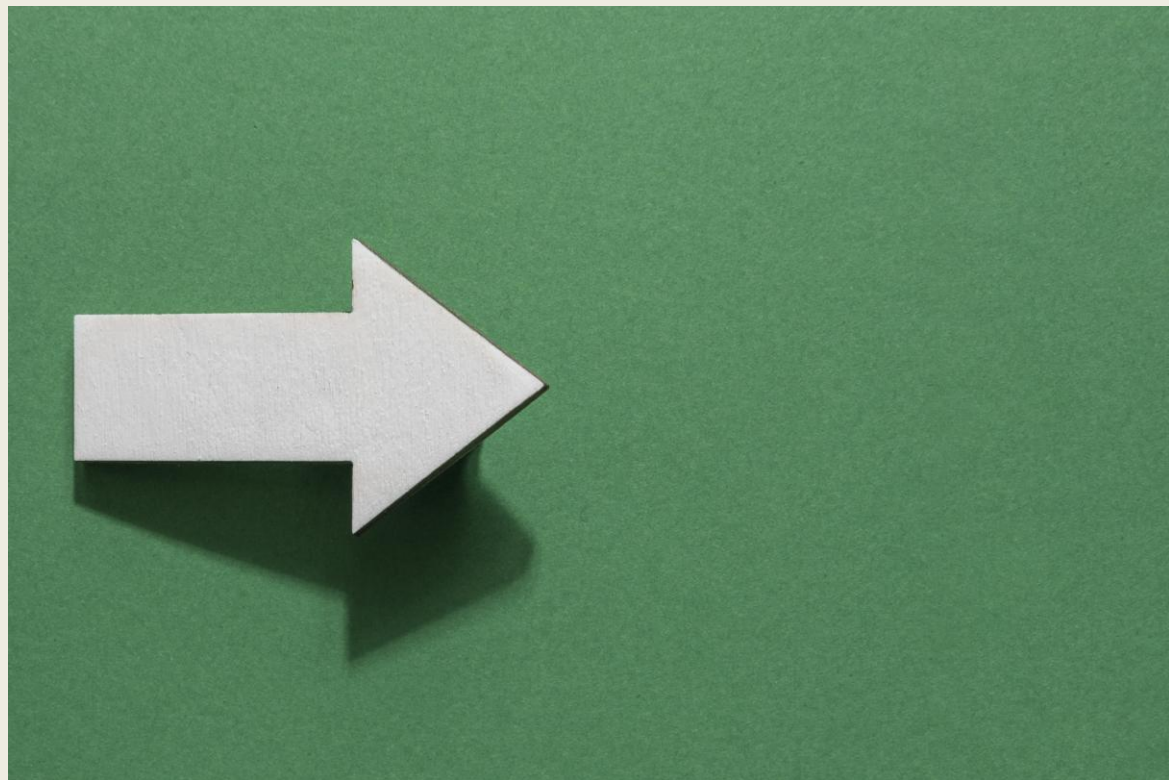
## ENHANCE CALL

**Příležitost pro nové partnery**

**Vyhlášení v září 2025**

**7-15 projektů až do 25 000 € / projekt**

**Zaměření na posílení interakcí venkov–  
město, testování stávajících řešení**



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**JAK SE ZAPOJIT?**

**Sledujte náš digitální hub:  
[poliruralplus.eu](https://poliruralplus.eu)**

**Dotazy:  
[opencalls@poliruralplus.eu](mailto:opencalls@poliruralplus.eu)**



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## PŘIHLÁŠENÍ

Elektronické podání přes digitální hub

PoliRuralPlus ➡ Open Calls

Formulář - administrativní data

Příloha - návrh projektu

## HODNOCENÍ

Cíle spojené s danou výzvou

Dopady

Implementace



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**Nové možnosti pro rozvoj venkovských oblastí za využití moderních technologií**

**Diskuse a otázky?**

**Děkuji za pozornost!**

**Markéta Kollerová**

marketa.kollerova@plan4all.eu



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## Disclaimer

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Name of the project:

Fostering Sustainable, Balanced, Equitable, Place-based and Inclusive Development of Rural-Urban Communities' Using Specific Spatial Enhanced Attractiveness Mapping ToolBox

Thank You for Your Attention



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