

PRESS RELEASE

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RURALITIES launches flagship campaign, Rural Thrive 2050, to promote climate-smart innovation in Europe and Africa

On 1st September 2026, the RURALITIES project will officially launch **Rural Thrive 2050**, a flagship campaign that will bring together projects, organisations and communities across Europe and Africa to promote stronger and more sustainable rural innovations.

The 6-month campaign will focus on promoting rural innovation through the six elected simplified rural socio-ecological systems (SIMSES), which include: agri-tech, circular and bioeconomy, renewable energy, sustainable tourism, social and inclusive innovation, and digital connectivity.

These themes align with the broader EU 2030 and 2050 agendas for sustainable development and with **a long-term Vision for the EU's Rural Areas**. A vision that calls for locally designed responses and solutions corresponding to each territory's specific needs and possibilities.

The launch will gather the RURALITIES consortium, EU representatives, the first batch of the **RuralThrive50 Supporters**, organisations and projects working across rural development, research, innovation, business, civil society and policymaking.

For participants, the launch webinar will offer an opportunity to discover the vision behind RuralThrive 2050 and understand how they can become part of the movement. It will introduce the campaign and its connection to the RURALITIES project, and showcase the role of the project's six SIMSES areas and their planned activities in different rural territories.

The order of events will also introduce all projects and organisations that have shown interest in joining the Rural Thrive Supporter community and share how these supporters with different areas of expertise can contribute to the campaign.

By being a supporter, applicants will share rural stories and experiences to support communication activities, knowledge exchange, events and other collaborative initiatives. They will play an important role in helping the campaign grow and reach rural communities across Europe and Africa.

The launch will also provide a first look at how Rural Thrive 2050 will be implemented in different RURALITIES territories - Romania, Slovenia, UK, Italy, Scotland, Spain, Nigeria, Egypt, Morocco, Uganda and Togo.

Participants will have the opportunity to discover the range of activities being developed locally and see how different rural communities and organisations can contribute to a shared international campaign while maintaining a strong connection to their own local realities.

While the first supporters cohort will be introduced during the September launch, the campaign will continue to welcome new organisations throughout its implementation, creating opportunities for more voices and experiences to join the movement.

By the end of the launch webinar, participants will have a clearer understanding of the Rural Thrive 2050 vision, the opportunities available to contribute and the activities planned for the campaign.

Join the Movement

Organisations interested in becoming Rural Thrive Supporters or learning more about the campaign are invited to visit:

Learn more about the campaign: <https://www.ruralities-project.eu/join-the-movement/>

Apply to the supporters Open Call: <https://www.ruralities-project.eu/open-call/>

About the RURALITIES project

RURALITIES is a Horizon Europe project that supports rural regeneration by fostering innovation, entrepreneurship, sustainability and community engagement across Europe and partner countries. Through its six Systemic Innovation Model Sites (SIMSES), the project develops and demonstrates innovative approaches that strengthen rural communities while contributing to Europe's green and digital transitions.

Learn more: <https://www.ruralities-project.eu/>

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