

Bringing Rural Thrive to Life Across the SIMSES

ALL SIMSES

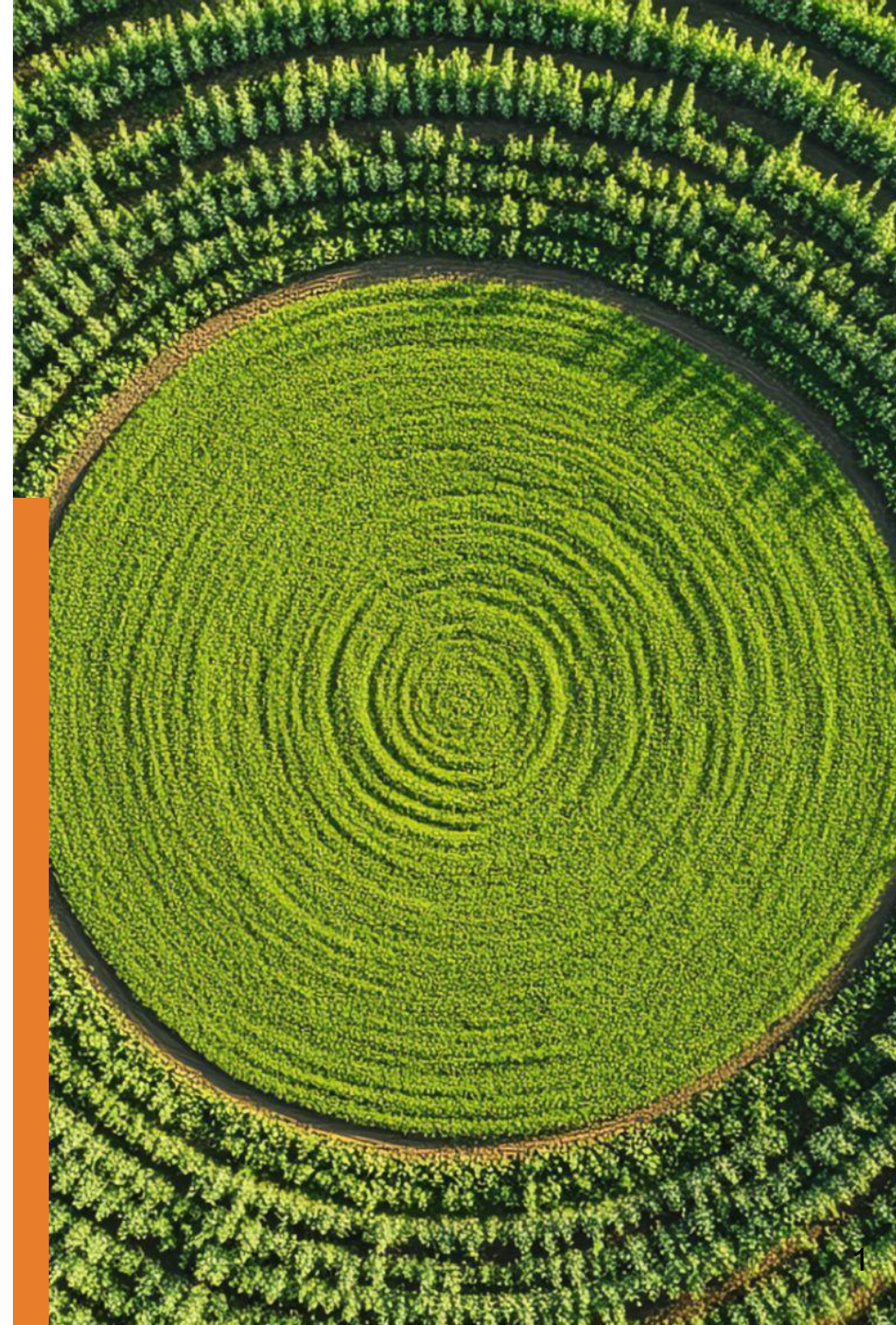
Launch event – Online
1st September, 2026



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SIMSES 1 MONTEFELTRO Thrive Campaign Strategy

Prof. Michele Piersantini
Istituto A. Cecchi Pesaro

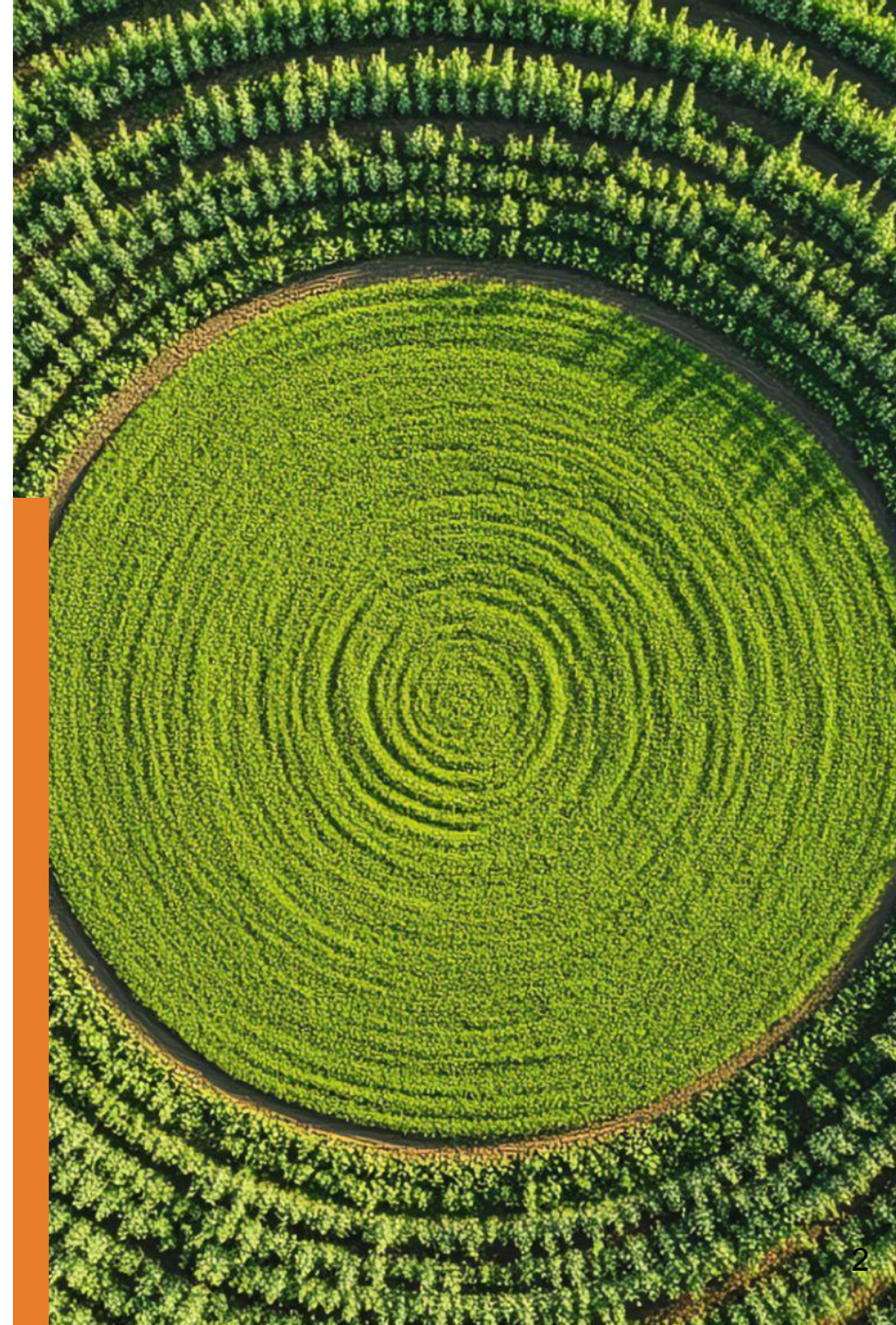
Rural Thrive 50 Webinar
1st September 2026



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THE CHALLENGE:

- Depopulation & ageing of rural communities
- Low and unstable agricultural incomes
- Limited generational renewal in farming
- Climate change & increasing production risks
- Fragmented agricultural production
- Limited connections between farmers, processors and markets
- Limited access to innovation, research and technical knowledge
- Growing economic and social vulnerability of rural areas

THE ECONOMIC BACKBONE

- Agriculture & farming
- Livestock
- Agri-food businesses
- Small rural enterprises
- Agricultural education & training
- Local processing and transformation
- Rural tourism & territorial services



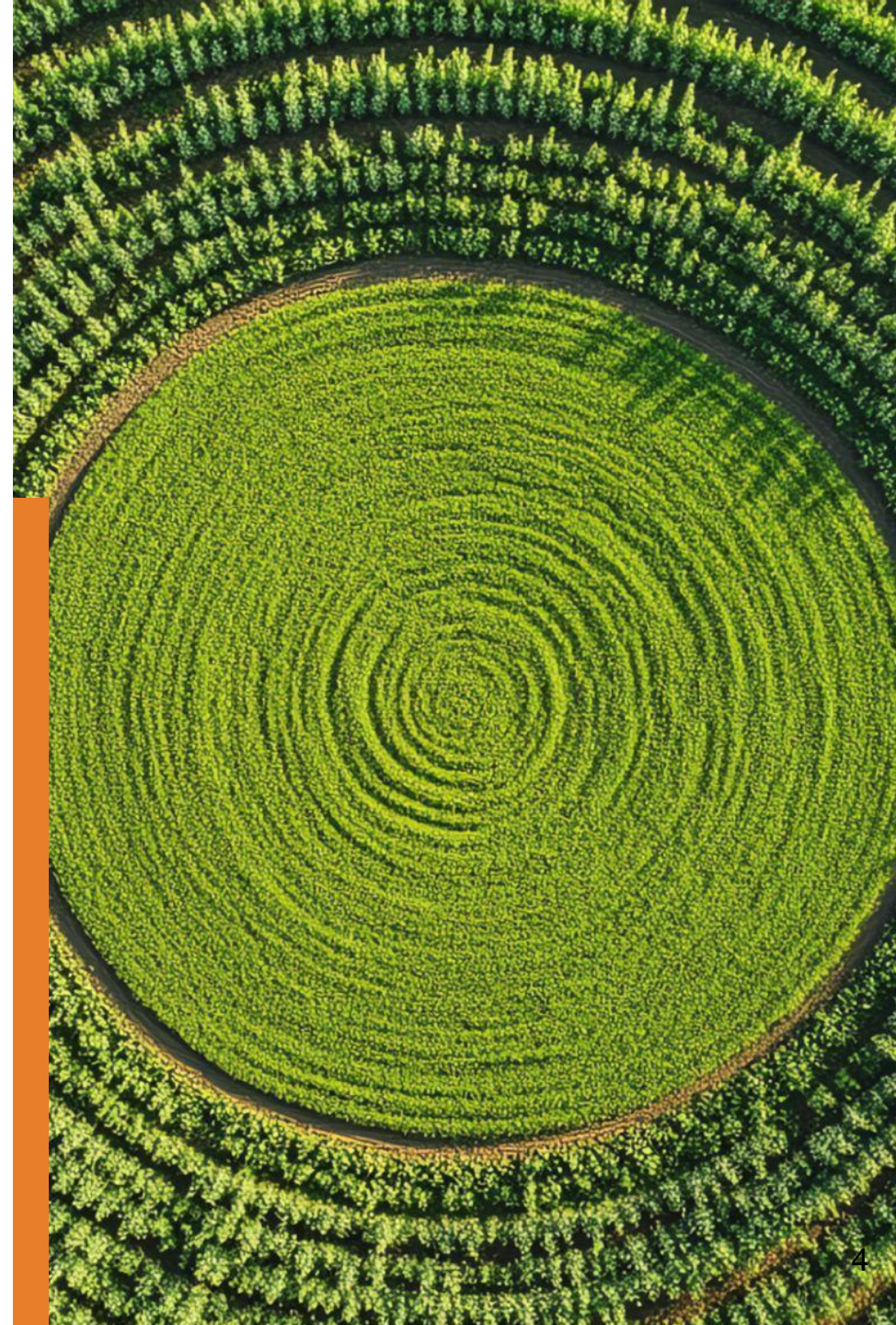
RURALITIES - CLIMATE SMART, ECOSYSTEM-ENHANCING AND KNOWLEDGE-BASED RURAL EXPERTISE AND TRAINING CENTRES



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OUR RESPONSE AND GOAL

SIMSES 1 MONTEFELTRO CAMPAIGN AIMS AND TEAM

- **CONNECT:** strengthen cooperation between farmers, schools, enterprises, institutions and technical experts
- **INNOVATE:** develop safflower as a new sustainable agricultural value chain
- **TRAIN:** involve students, farmers and rural stakeholders in practical and technical activities
- **EMPOWER:** provide knowledge, expertise and networking opportunities to rural actors
- **AMPLIFY:** communicate the Living Lab experience through local media, institutions, social media and RURALITIES channels
- **BUILD:** connect cultivation, transformation and market opportunities to support more resilient rural incomes

Rural Thrive Campaign structure

Research and Reports Dissemination

- **Share knowledge:** disseminate research findings, technical reports and field results through the SIMSES 1 stakeholder network.
- **Engage stakeholders:** involve farmers, technical experts, enterprises, institutions and educational organisations in sharing and discussing the results.
- **Support evidence-based decisions:** use the collected data and research outcomes to support future decisions on safflower cultivation, processing and value-chain development.
- **Transfer knowledge:** make the results accessible to stakeholders to facilitate the replication of successful practices and strengthen cooperation within the rural innovation ecosystem.



Rural Thrive Campaign structure

SOCIAL MEDIA CAMPAIGN – FOLLOWING THE SAFFLOWER CROP

- **Build trust:** communicate the safflower experimentation transparently to overcome farmers' natural caution towards new agricultural projects.
- **Show the process:** document the complete cultivation cycle through regular social media updates, from sowing and field management to flowering, harvesting and production results.
- **Share evidence:** present practical results, challenges and solutions experienced during the experimentation.
- **Reach farmers:** use social media as a direct and accessible communication channel to engage local farmers and encourage their interest in safflower cultivation.
- **Create participation:** stimulate dialogue with farmers and rural stakeholders around the potential of safflower as a crop diversification and income opportunity

https://www.facebook.com/permalink.php?story_fbid=pfbid0UaJWyKrZZQz3T37abj5BrCM5yxaUauwv7r8yNhETVt82h6rzFEW5EGCq8YUoyKCCI&id=100039454885394

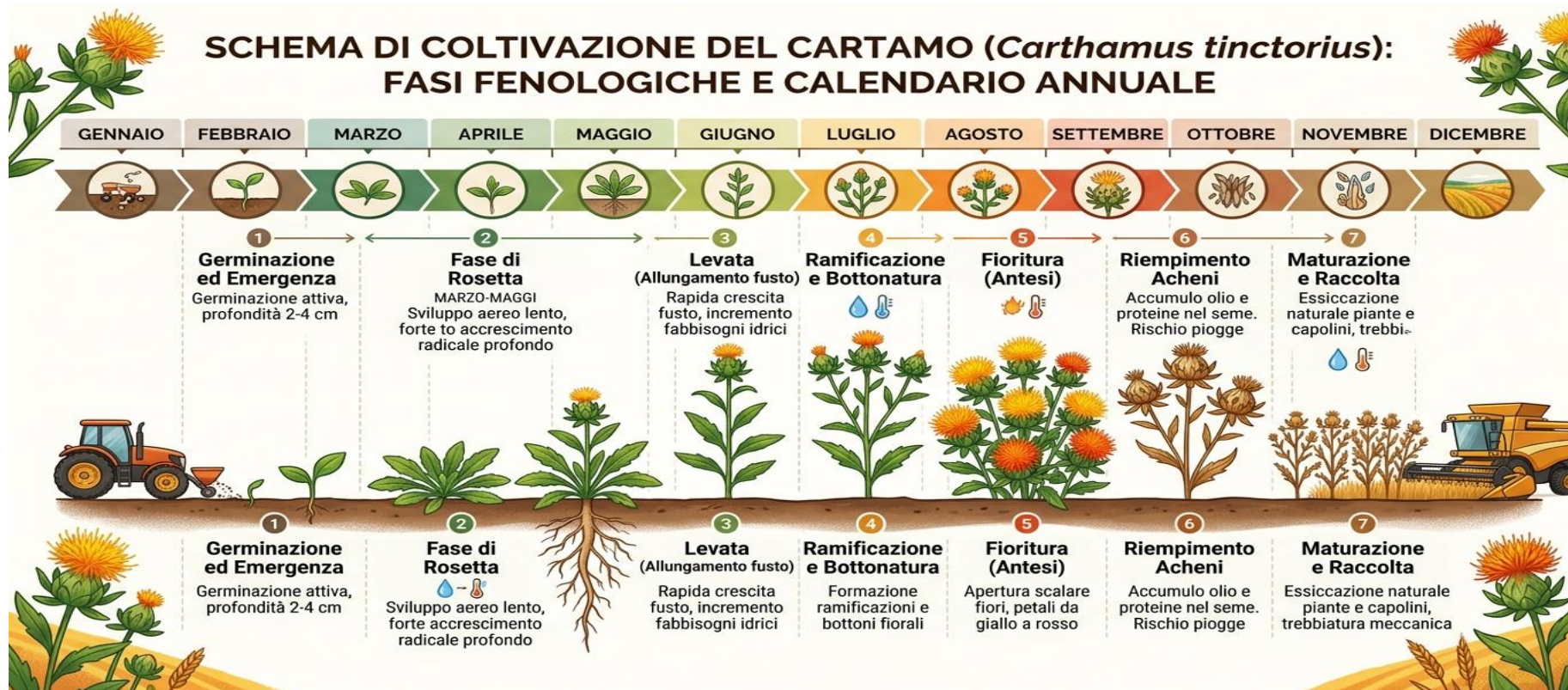


Rural Thrive Campaign structure

Local Fair e Congresses

Participation in fairs and congresses: present the safflower cultivation process and the development of the value chain through participation in agricultural fairs, conferences and sectoral events. These activities will highlight not only the technical and productive aspects, but also the economic and social potential of safflower for rural development, diversification of agricultural incomes and the creation of new local opportunities.





This infographic details the communication strategy for engaging stakeholders and the production chain of Safflower, strategically aligned with the natural lifecycle stages shown in the reference image. The campaign mirrors the plant's biological development across eight distinct phases

Thank you

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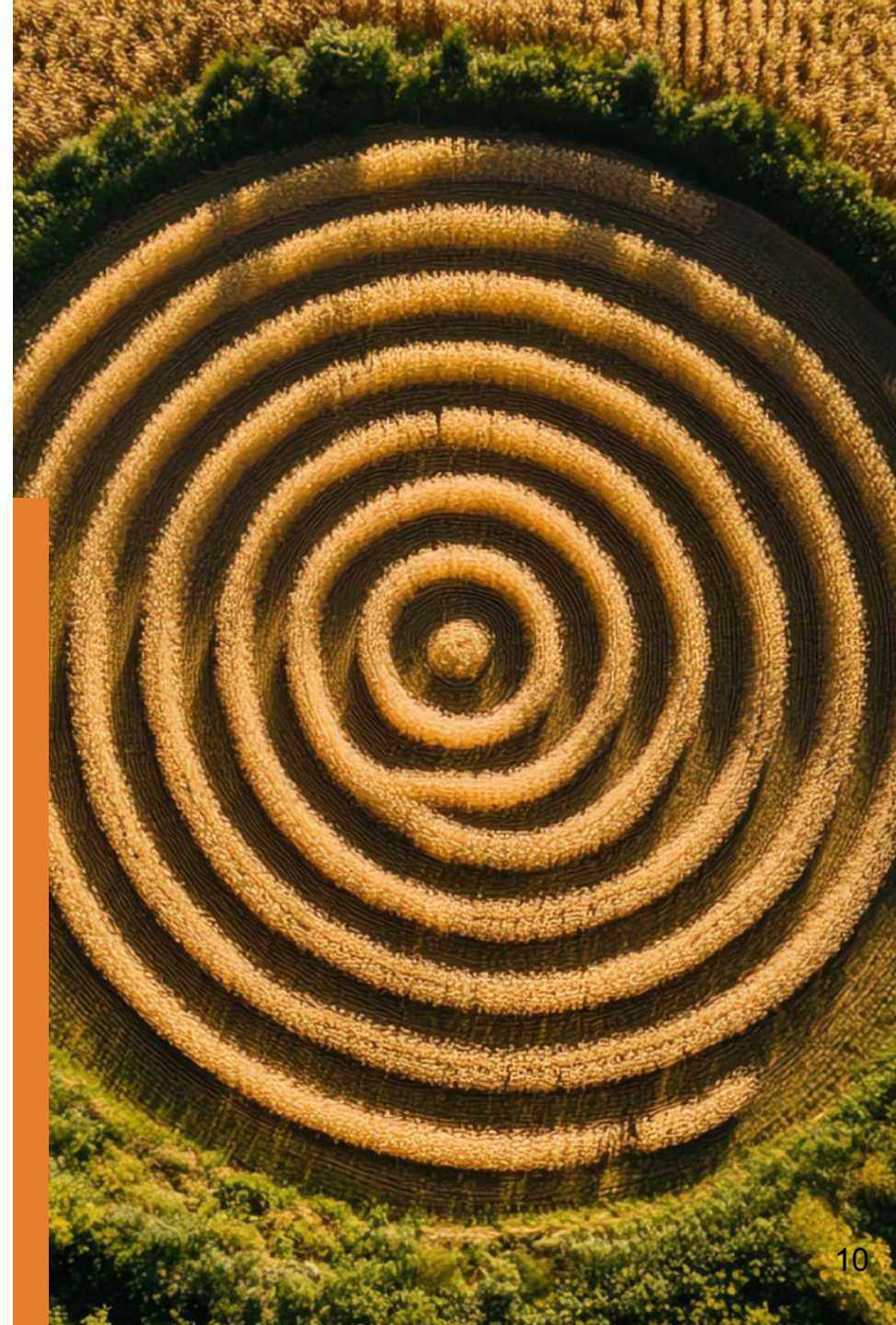
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SIMSES 2

Seven Municipalities Plateau

Thrive Campaign Strategy

Viola Gaudiano
Project Developer

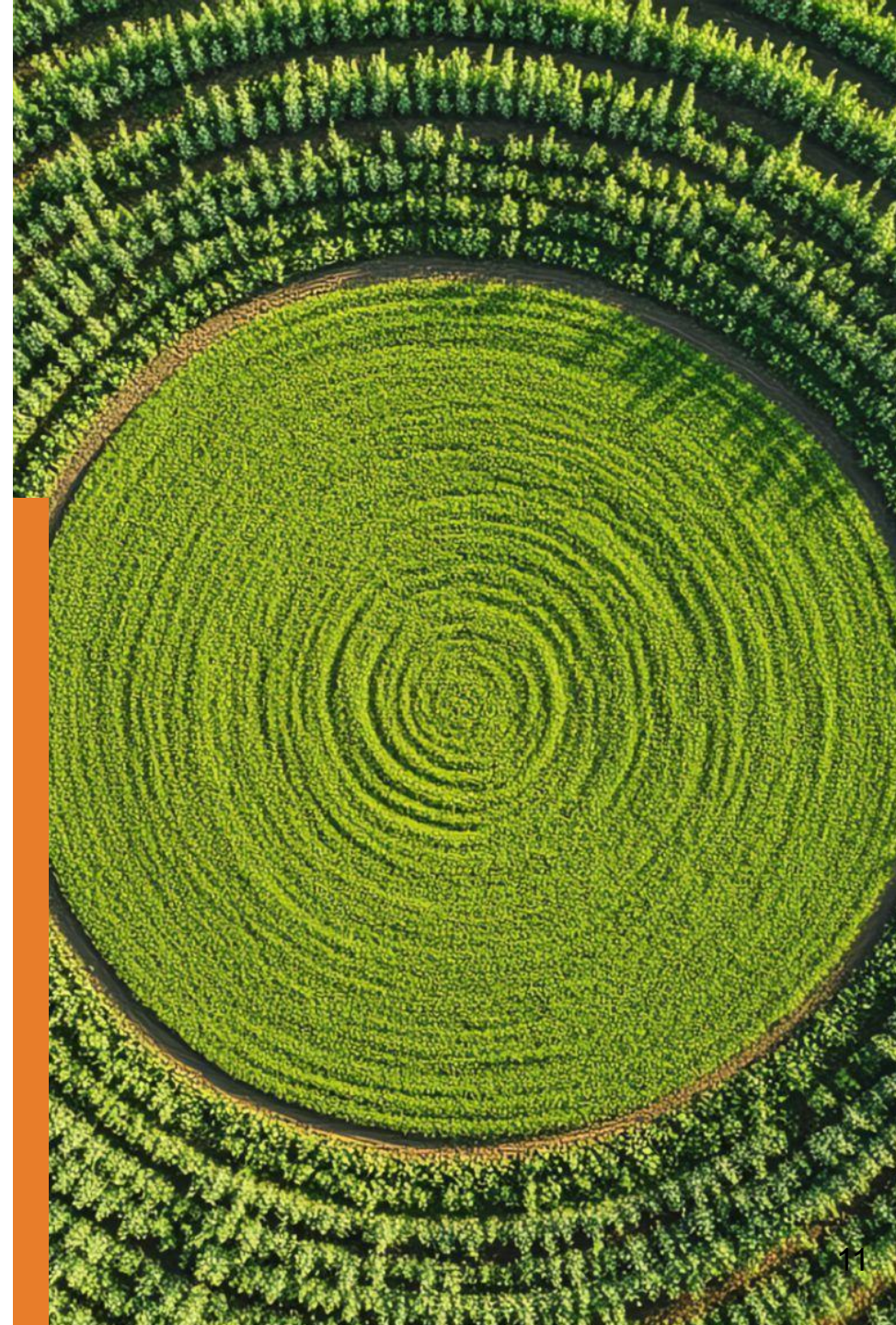
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SIMSES 2 - Seven Municipalities Plateau



LOCAL STAKEHOLDERS

-  **UNIONE MONTANA SPETTABILE REGGENZA DEI 7 COMUNI**
-  **DMO 7 COMUNI**
-  **ITS ACADEMY TOURISM VENETO**
-  **RIGONI STERN HIGH SCHOOL**



PROJECT PARTNERS

-  **FONDAZIONE HOMO VIATOR**
ROMEA STRATA
-  **LAG MONTAGNA VICENTINA**





November 2026
ONSITE WORKSHOP



ONSITE WORKSHOP

to present and discuss the results of a survey that has been run through the stakeholders for almost **10 months** collecting needs, challenges, potential synergies.



STAKEHOLDERS ENGAGEMENT
SHARING • DISCUSSION • CO-CREATION



January - February 2027
ONLINE WEBINAR SERIES



ONLINE WEBINAR SERIES

on how to communicate rural areas and their touristic value with a special attention to slow tourism.



3 PILLS
of 40 minutes
each



**WITH COMMUNICATIONS
EXPERTS**



**ONLINE
AND INTERACTIVE**

Sign up to our **local newsletter** by writing to
Giulia → progettazione@montagnavicentina.com

Follow us on LinkedIn to not miss any news!

@RomeaStrata

@GALMontagnaVicentina

Thank you

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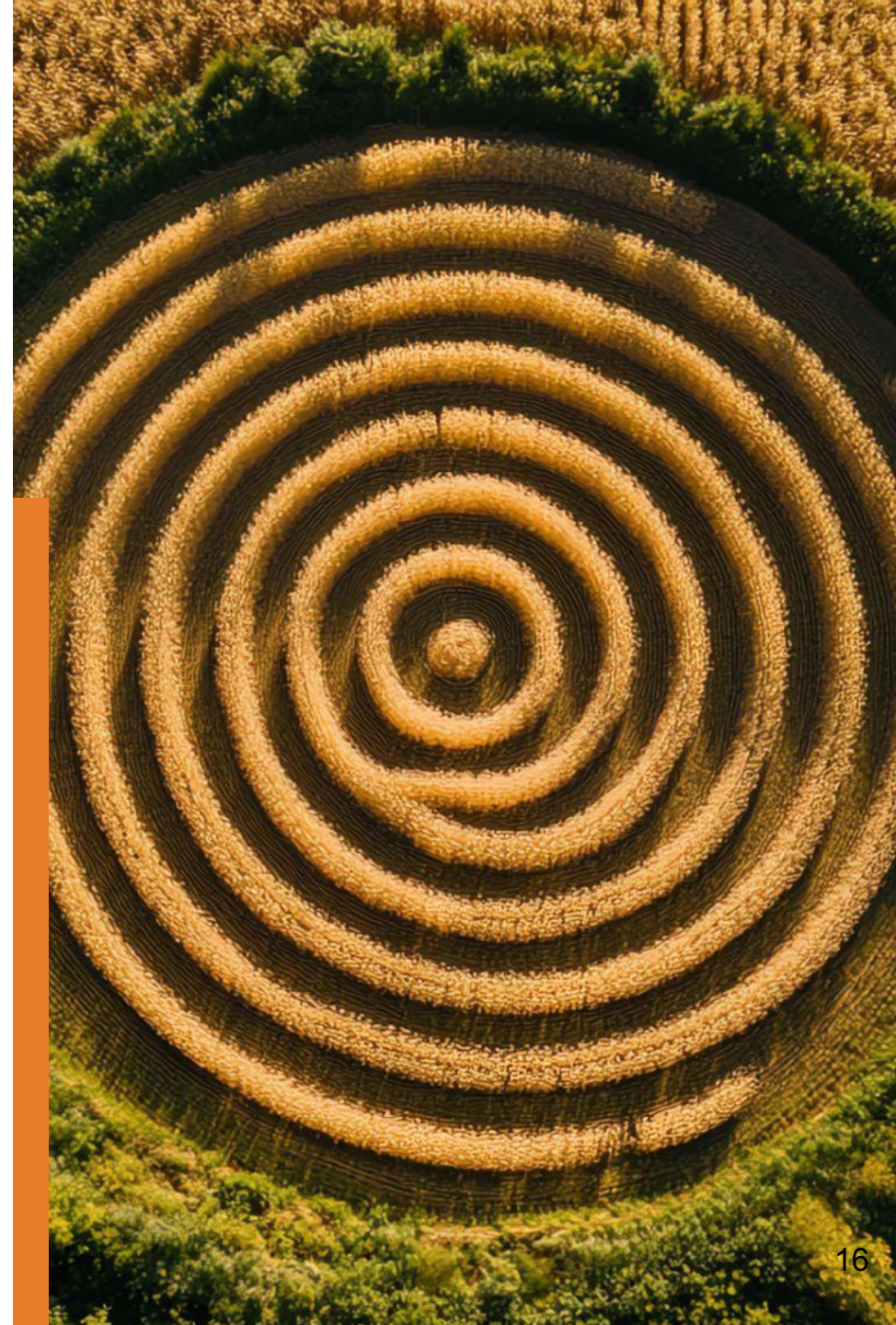
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HITRANS SIMSES 3

(Highland & Islands Transport Partnership)

Katy Beasley

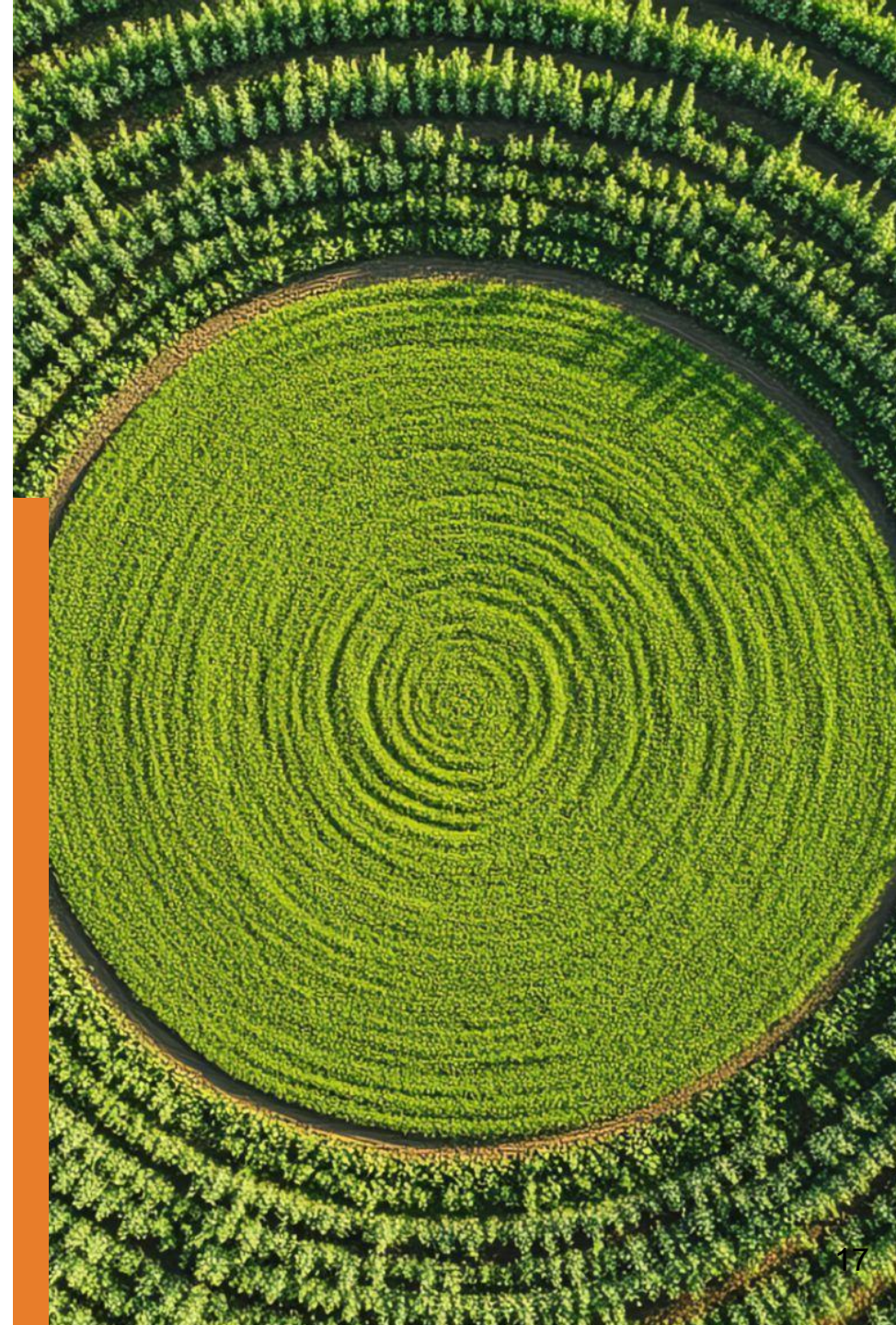
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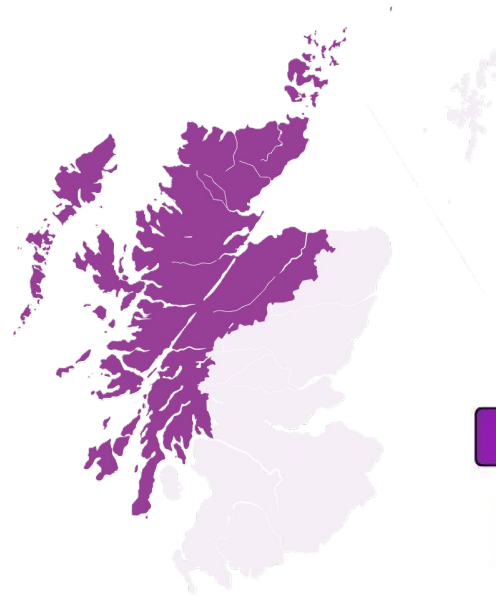
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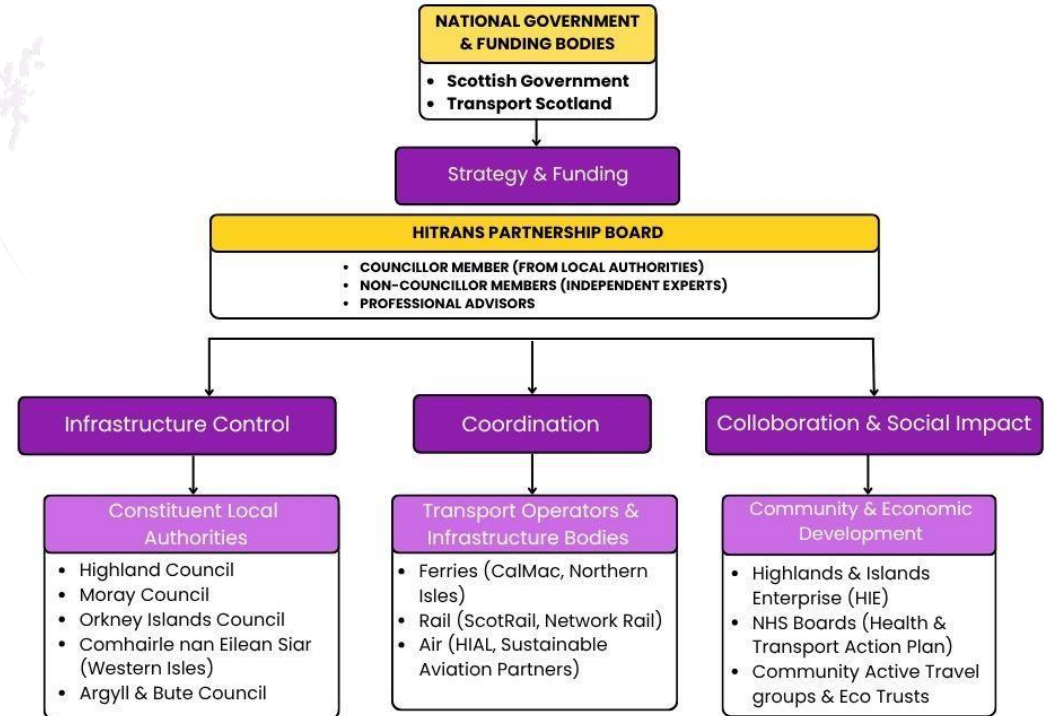
About HITRANS

Highlands & Islands Transport Partnership

- Regional Transport Partnership in Scotland
- Work with 5 Local Authorities
- Transport expertise
- Diverse area containing islands, remote mainland, rural and urban areas



HITRANS Organisational Structure



HITRANS and RURALITIES

Activities

- Pilot study in the Orkney islands
- Journey mapping research
- Transport solution modelling
- Demonstration events
- Replicate the research in other areas
- Engage more stakeholders
- Provide the most effective transport solutions for diverse rural areas
- Feed into strategic planning
- Maintaining our pristine environment



HITRANS and RURALITIES

Stakeholders

LOCAL

- Community involvement
- Practical local workshops
- Skills sessions



REGIONAL

- Shared mobility platform
- Network peer-to-peer learning
- Demonstration events in other island areas





Timeline

Sep 2026

Social media campaign
“Transport and rural futures”
On X @HITRANS_RTP

Late 2026

Research analysis
Report to board
Newsletter release

2027

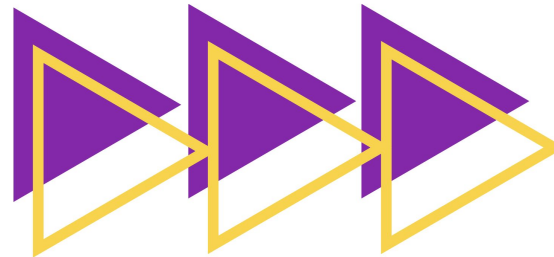
Expertise and training hub
Build upon, showcase,
best practices

Mid 2027

Demo event in an
island setting with
our partner university

Late 2027

Mobility Hub launch
Orkney Islands



Follow our social channel and campaign for more details to get involved, see our showcase and analysis that will determine where our hub location

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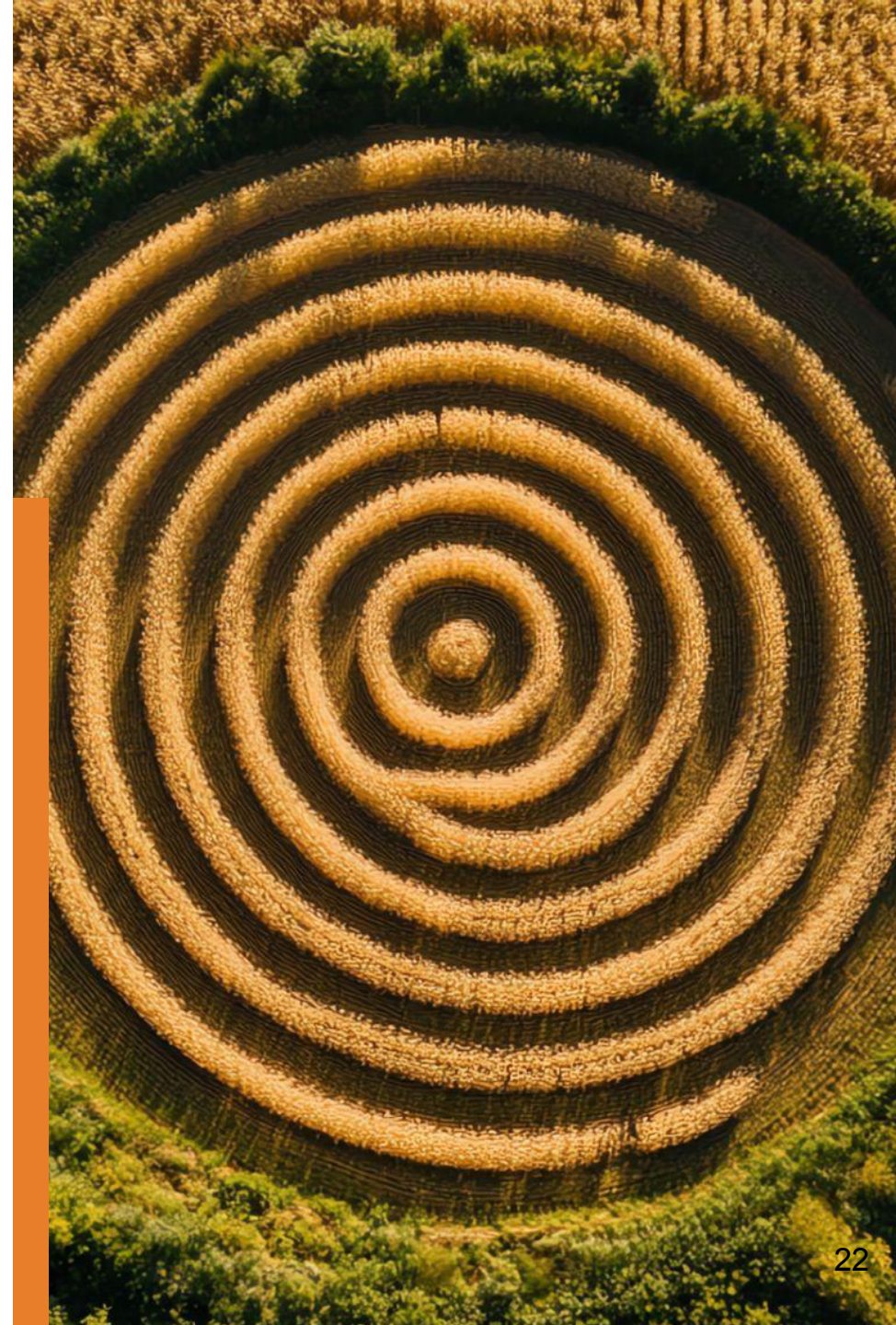
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SIMSES 4 - Posavje, SLOVENIA

Špela Sečnik, MA
Regional Development Agency Posavje

RURAL THRIVE 2050 Launch Webinar
September 1st 2026



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About SIMSES



SIMSES 4 in Posavje is a vibrant rural innovation ecosystem where orchards, communities, and smart solutions grow side by side to shape a more resilient future.

4 partners:

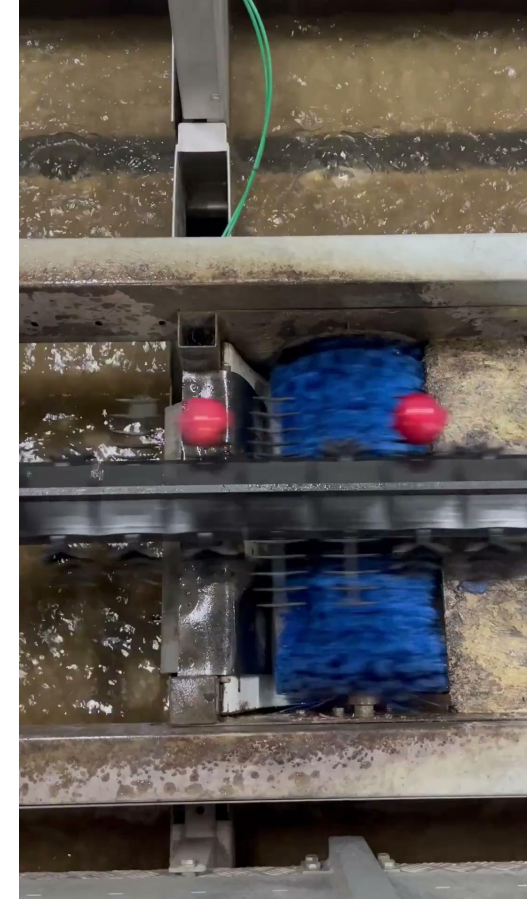
- RDA Posavje
- EVROSAD
- TD Senovo (Senovo Tourist Association)
- National Institute of Chemistry



LIVING LAB - EVROSAD



Living Lab Posavje is a collaborative rural innovation hub rooted in Evrosad's orchards, where sustainable ideas are tested, refined, and brought to life with the community.



EXPERTISE and TRAINING CENTRE



(F)LAG Posavje, together with PONI Posavje's entrepreneurial support, strengthen rural innovation by connecting communities, local producers, fisheries, and new businesses into a dynamic, resilient regional ecosystem.

- Innovation hub for rural Posavje.
- Skills & mentoring for local actors.
- Co-creation & pilots across sectors.
- Local voices shaping Rural Thrive 2050.
- Evidence for EU policy from Posavje's practices.

Activities:

Stories of Posavje: October – December 2026

- posted online

Training Centre activation: March - June 2027



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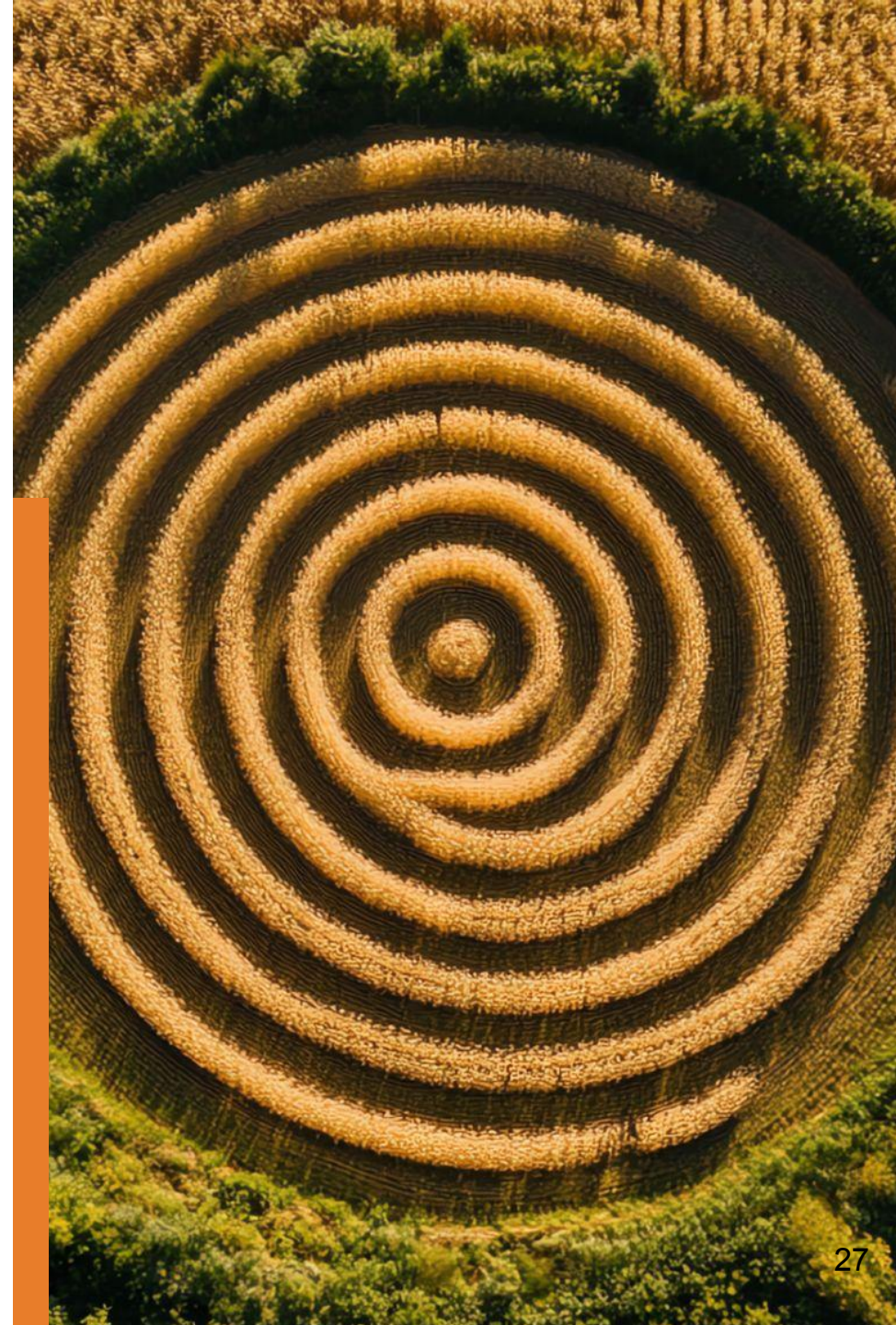
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Asturias' Rural Thrive Campaign Strategy SIMSES 5

Cristina Viera Bardón, PhD
ASINCAR

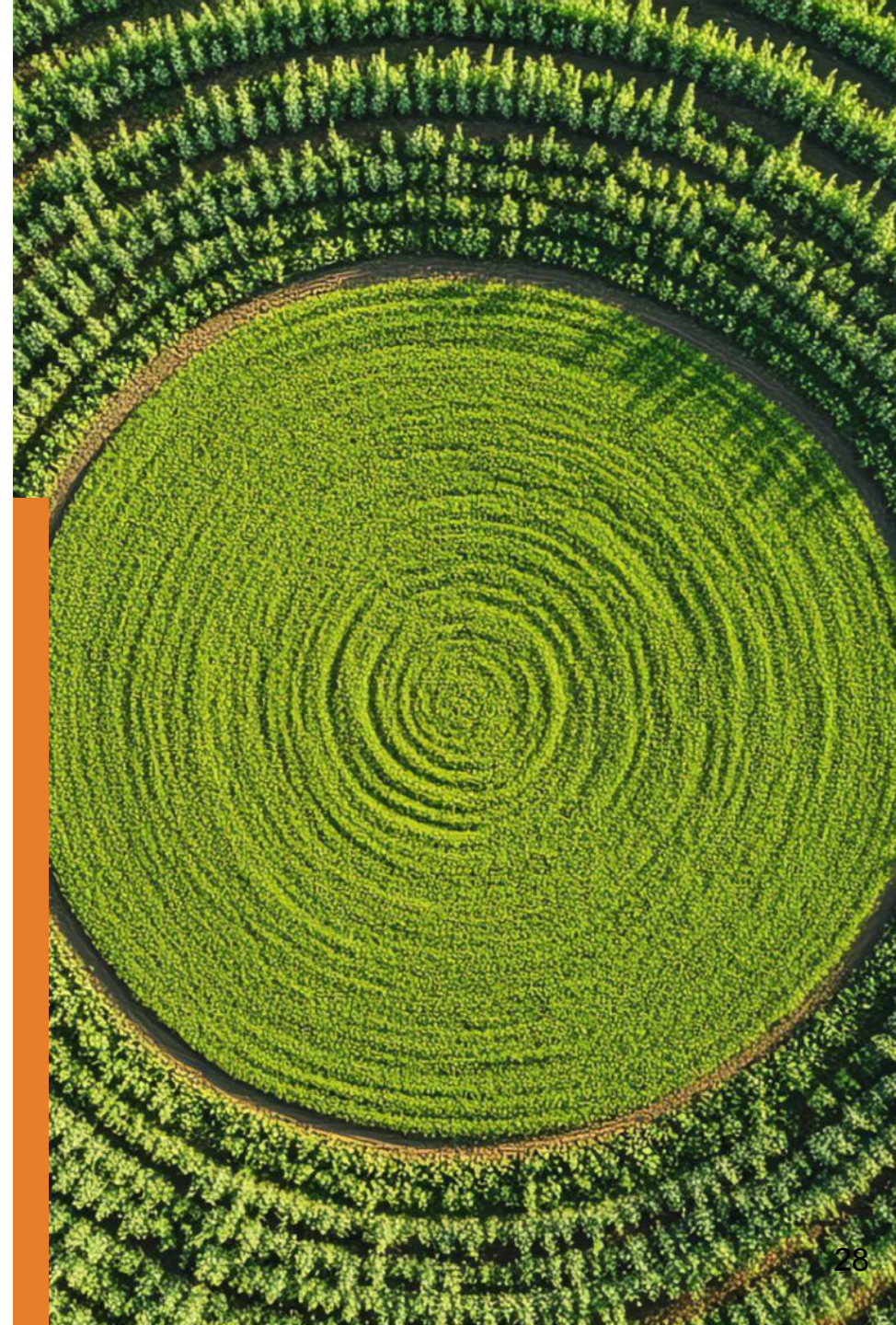
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01 Asturias: understanding the rural landscape and the Team behind It



A rural territory facing depopulation, limited opportunities and geographical isolation

THE CHALLENGE:

- Depopulation & ageing
- Limited employment opportunities
- Digitalisation gaps
- Geographical isolation

THE ECONOMIC BACKBONE

- Agriculture
- Livestock
- Agri-food businesses

OUR RESPONSE – Rural Thrive Campaign aims and team

- **Amplify:** reach rural communities through multiple media channels
- **Include:** give visibility to women, migrants and other underrepresented groups
- **Empower:** provide digital skills, webinars and events for rural agri-food SMEs



Our goal is not only to communicate about rural Asturias, but to empower the people and businesses shaping its future



Rural Thrive Campaign structure



Encuentro astureuropeo para mejorar la vida en el medio rural

El proyecto «Ruralities» impulsa el desarrollo de sectores como turismo o agroganadería

Asturias ha sido punto de encuentro de los socios europeos del proyecto «Ruralities», una iniciativa que busca impulsar el desarrollo sostenible de las regiones rurales de Europa mediante la mejora de sectores clave como el transporte, el turismo, la agricultura o la ganadería. En el proyecto han participado Asincar, Reader, CTIC y Grupo DEX, cuatro entidades asturianas que colaboran para alcanzar los objetivos generales del proyecto y contribuir a potenciar el tejido rural asturiano. El encuentro, organizado por estas entidades ha reunido a representantes de distintas entidades europeas para repasar las acciones realizadas desde el inicio del proyecto en 2022 y definir la hoja de ruta que guiará su desarrollo en los próximos años. Durante las dos jornadas, se han realizado distintas actividades poniendo siempre el foco en la promoción del medio rural asturiano, así como distintas iniciativas que lo sustentan. Además, los participantes han visitado las instalaciones de Asincar en Noreña y el espacio RuralTech de CTIC en Peón.



Visita de los socios europeos de Ruralities a Asincar, en Noreña.

Social media

Multiphase campaign (Sep 2026 – Mar 2027): Combining social media, traditional media and partner communication channels to reach audiences across generations, from younger people to adults.

Led by Grupo Dex & ASINCAR:

Core message: Promote rural life, showcase innovation and highlight the opportunities offered by Asturias' rural areas.

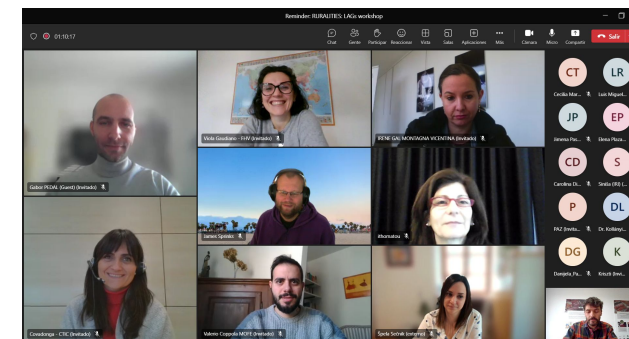


Events

Promoting rural areas: organise two events to showcase opportunities and support rural development.

October- READER: Event linked to International Rural Women's Day, highlighting women's role in rural areas.

November-CTIC Event at CTIC facilities, focused on digitalisation and innovation in rural areas.



Webinars

Online access to knowledge: Webinars, making key information and insights accessible to a wider rural audience.

October – READER: Webinar focused on migrant integration in rural communities.

February – ASINCAR: Webinar aligned with the launch of the new regional funding calendar, focusing on how to finance and carry out R&D&I in the rural agri-food sector.

01 Summary of the campaign



Target audience:

- Agrifood enterprises located in rural areas
- Rural population
- Asturias citizens

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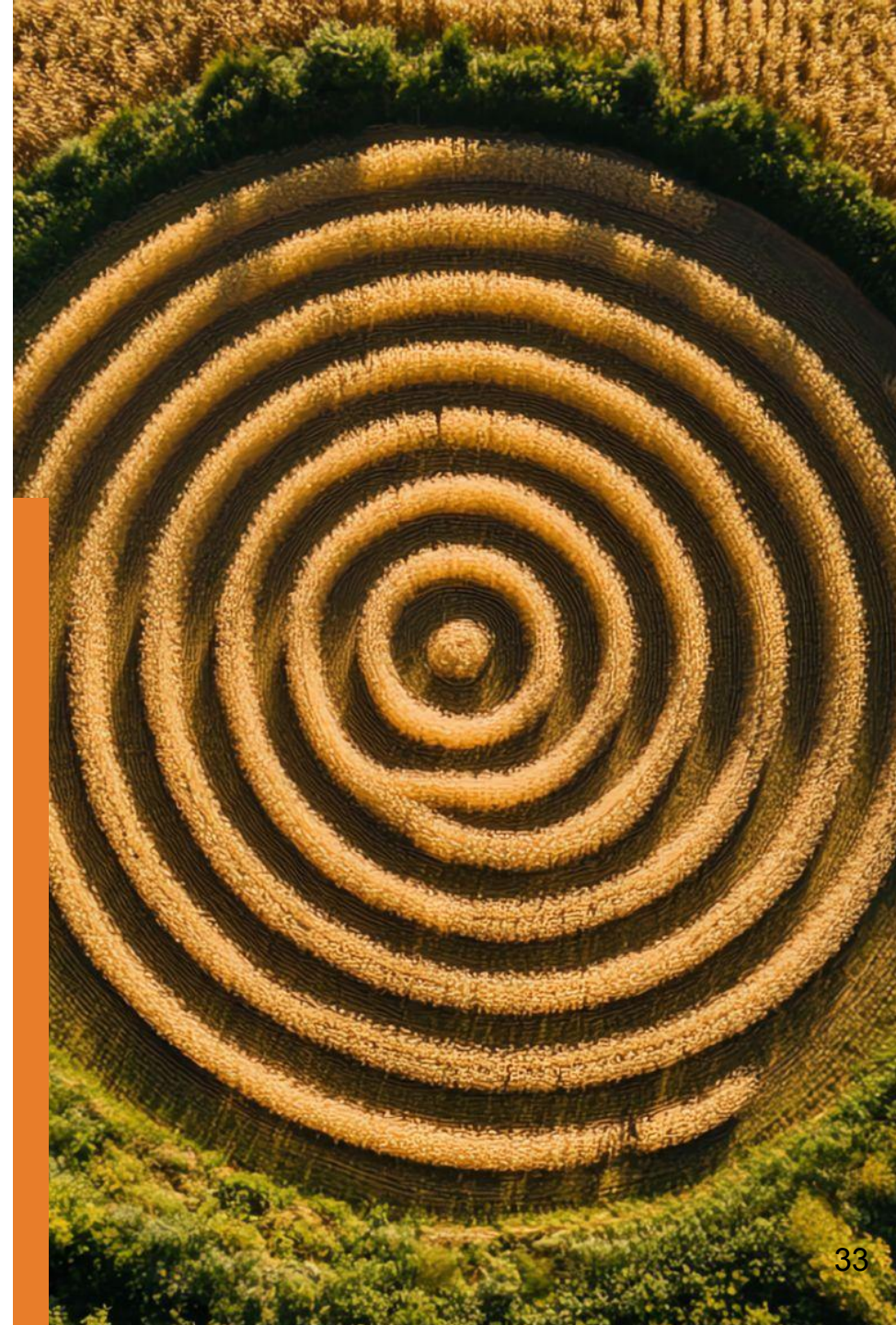
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RURAL THRIVE 2050

SIMSES 6 Romania

Diana - Elena Creangă
Rural Development Research Platform (RDRP)

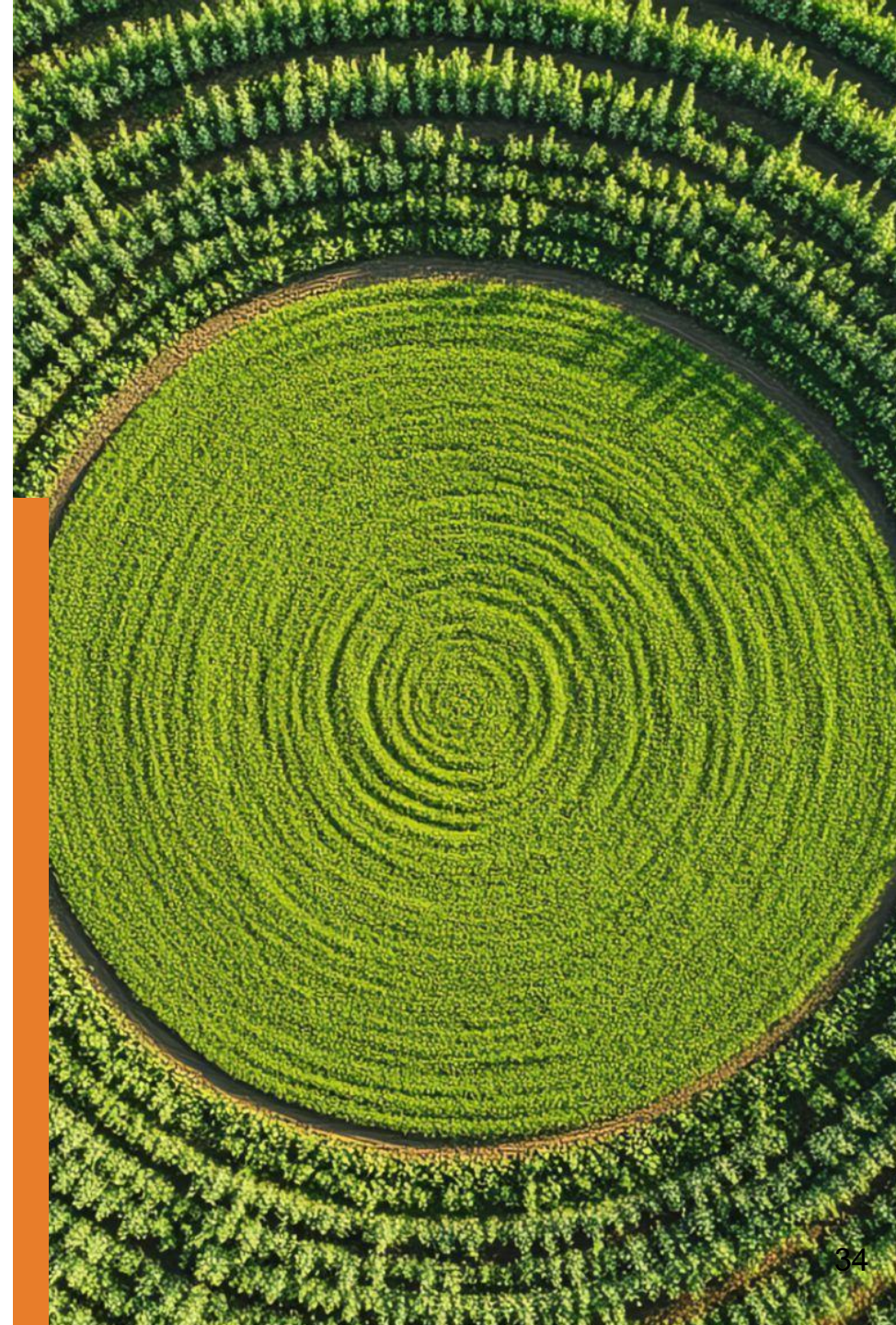
Rural Thrive 2050 Launch
1 September 2026



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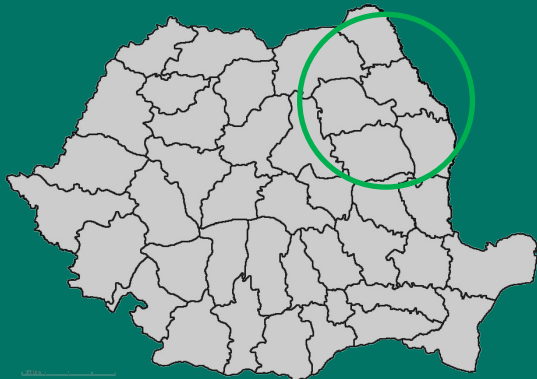
North-East Romania

Our territory

Siret-Moldova LAG

North-East Development Region

A rural territory connecting local authorities, farmers, entrepreneurs, schools and community organisations.



Four partners, complementary roles

RDRP — local coordination and communication, stakeholder engagement

UNIVI — science, education and youth

Siret-Moldova LAG — territorial mobilisation

YXS Avalana — innovation brokerage and business support



Three campaign priorities



Rural innovation

Entrepreneurship, local initiatives and business support opportunities.



Youth & futures

Students, skills and young entrepreneurs shaping rural futures.



Funding pathways

Dialogue on priorities, funding and cooperation across the territory.

Local voices. Practical

Five actions

1. Campaign launch & mapping
2. Local innovation dialogue
3. Brokerage webinar
4. Rural Voices storytelling
5. Final local showcase

Who can join — and how

Who: local authorities, entrepreneurs, farmers and producers, schools and students, community organisations.

How: join a dialogue; attend the webinar; nominate a rural story; share practical experience; amplify the campaign through your networks.



When to join

Campaign timeline

Confirmed launch date and proposed working dates; local dates will be confirmed through SIMSES 6 partner channels.

01	02	03
Campaign launch	Stakeholder mapping	Local dialogue
1 September 2026 — confirmed	1–18 September 2026 — proposed	22 October 2026 — proposed
04	05	06
Brokerage webinar	Rural Voices	Final showcase
19 November 2026 — proposed	10 Dec 2026–28 Jan 2027 — proposed	18 February 2027 — proposed

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