

Launching Rural Thrive 2050

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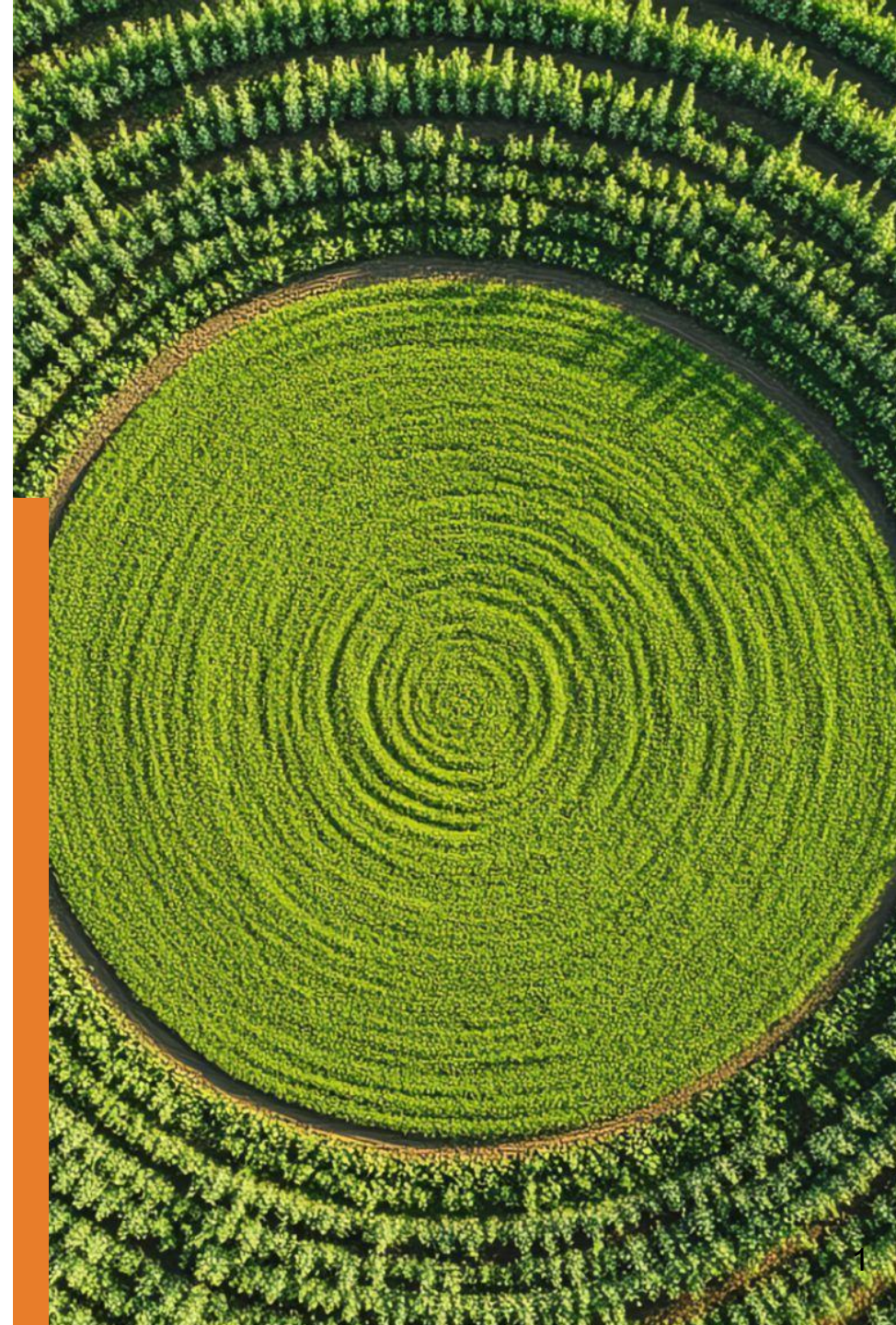
Launch event – Online
1st September, 2026



This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement no 101060876. UK participants in Horizon Europe Project RURALITIES are supported by UKRI grant numbers: 10051963 The Highlands and Islands Transport Partnership and 10050988 Earthwatch Europe.



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Why Rural Thrive 2050?



Rural areas are not territories left behind.

They are places of:

- INNOVATION: New ideas, businesses, technologies and approaches.
- RESILIENCE: Communities adapting to climate, economic and social change.
- KNOWLEDGE: Local, traditional, scientific and practical knowledge.
- COMMUNITY: People creating solutions together.
- OPPORTUNITY: Places where young people, entrepreneurs and innovators can build their future.

Rural Thrive 2050 exists to make these realities more visible, connected and influential.

What is Rural Thrive 2050?



An international EU–AU campaign for stronger rural futures

Rural Thrive connects:

- PEOPLE: Rural communities, innovators, educators, researchers, young people and local leaders.
- PROJECTS & ORGANISATIONS: EU-funded projects, NGOs, universities, SMEs, networks and rural initiatives.
- TERRITORIES: The six RURALITIES SIMSES and rural territories across Europe and partner regions in Africa.

We want to:

- CONNECT people, projects and territories
- SHARE stories, knowledge and solutions
- ACTIVATE communities and organisations
- INFLUENCE rural policy and public debate

Our Vision



To make rural innovation visible, participatory, desirable and politically influential.

We want rural territories to be recognised as:

- CLIMATE-SMART: Responding to climate challenges and building resilience.
- INNOVATIVE: Testing new ideas, technologies, businesses and ways of working.
- INCLUSIVE: Creating opportunities for different groups and generations.
- CONNECTED: Connecting people, knowledge, services and territories.
- KNOWLEDGE-DRIVEN: Combining research, local experience and practical knowledge.
- SOCIALLY VIBRANT: Places where people can live, work, participate and thrive.

LOCAL VOICES → SHARED RURAL FUTURES

Campaign Narrative



Every territory has its own:

- PEOPLE
- CHALLENGES
- KNOWLEDGE
- CULTURE
- SOLUTIONS
- STORIES

Rural Thrive brings these voices together to:

- MAKE LOCAL INNOVATION VISIBLE: Show what is already happening in rural territories.
- INSPIRE OTHERS: Share solutions, experiences and good practices.
- CONNECT TERRITORIES: Create opportunities for mutual learning across Europe and Africa.
- STRENGTHEN THE RURAL VOICE: Connect local realities with wider public and policy discussions.

Many territories. Many voices. One shared rural future.

What will happen during the campaign?

STORIES

Rural Thrive Stories

Real people • Real places • Real change

CONVERSATIONS

Rural Futures Dialogues

Webinars • Discussions • Knowledge exchange

VOICES

Podcasts & Interviews

Innovators • Youth • Women • Communities • Policymakers

ACTION

Living Labs & Local Activities

Open days • Demonstrations • Workshops • Events

KNOWLEDGE

Resources & Policy Content

Explainers • Practice examples • Policy messages

AMPLIFICATION

Cross-project collaboration

Share • Connect • Repost • Promote • Collaborate

The Campaign Journey



MAY–AUGUST 2026

SEPTEMBER 2026

OCTOBER 2026– FEBRUARY 2027

MARCH 2027

BUILD THE MOVEMENT

OFFICIAL LAUNCH

TERRITORIAL ACTIVATION

LEGACY

Supporter Open Call
Supporter onboarding
Teaser communication
Early engagement

Campaign launch
First Supporters introduced
SIMSES activities presented

Stories
Living Labs
Local events
Webinars
Schools & communities
Media activities

Impact report
Stories archive
Evidence and recommendations
Final Event

Bring your voice to Rural Thrive



You can contribute by:

SHARE

A rural story, innovation, person or community experience.

JOIN

A webinar, dialogue, interview, podcast or campaign activity.

SHOWCASE

A project, publication, tool, Living Lab or good practice.

ORGANISE

A local event, workshop, demonstration or community activity.

CREATE

Suggest a new idea for collaboration.

AMPLIFY

Share campaign content and cross-promote relevant activities with your network and community.

There is no one-size-fits-all contribution.
Small contributions can create big connections.

Thank you

LinkedIn: Project Ruralities

Instagram: @Ruralities52

Facebook: @Ruralities Project

X: @Ruralities52

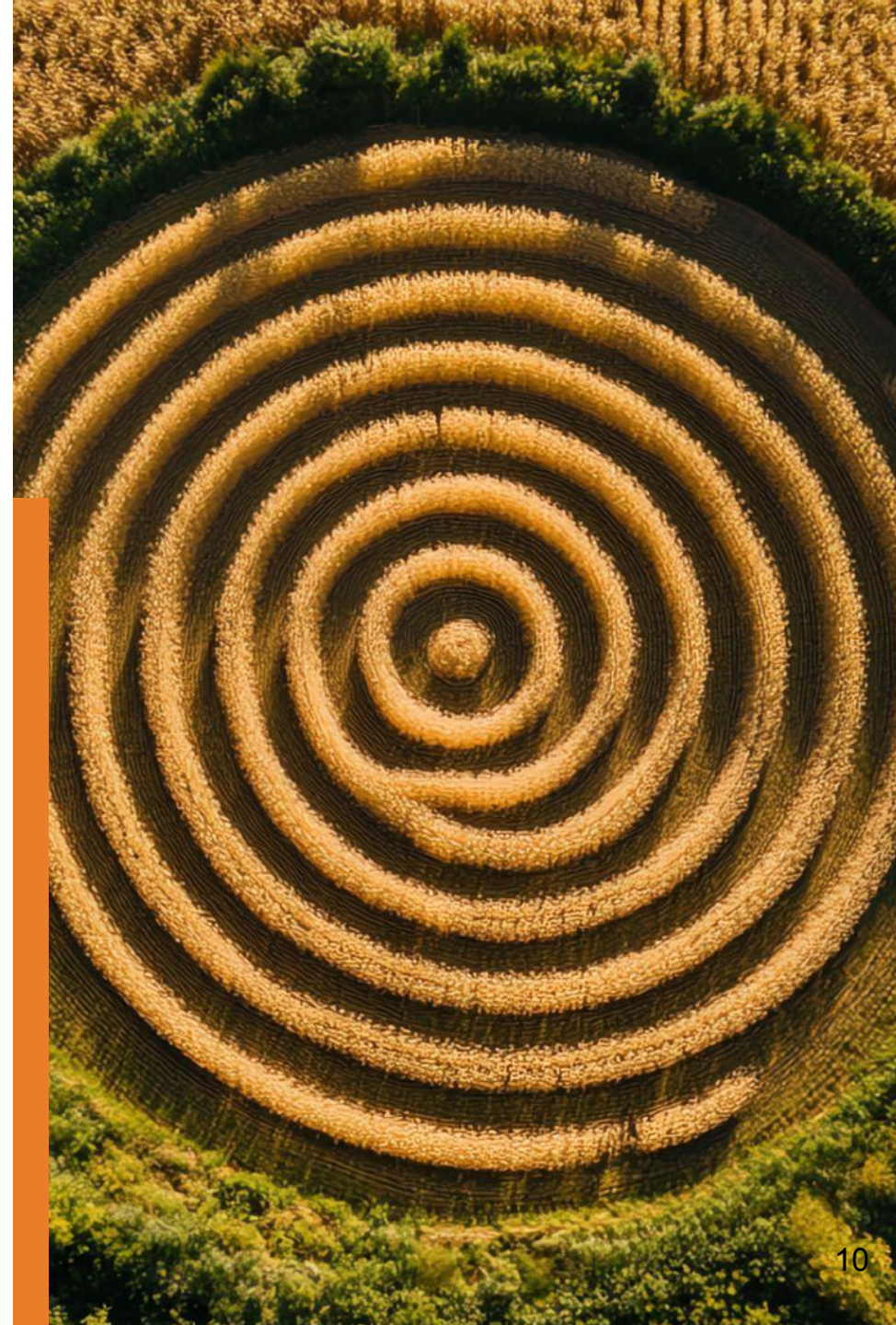
www.ruralities-project.eu



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

49 Partners across Europe and Africa

Ruralities Consortium



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