

Cultivating Rural Business Success

RUBIZMO and LIVERUR Final Event

7th October 2021

10am - 2:45pm

Online via Zoom

[Register here](#)

85% of Europe's land is covered by rural areas which are inhabited by 137 million people (2018 Eurostat report). Nevertheless a 2019 Eurostat report found that 22% of Europe's rural population is at risk of poverty and social exclusion. [RUBIZMO](#) and [LIVERUR](#) - two Horizon 2020 projects identified innovative ideas for rural jobs and growth! At their Final Event on the 7th of October their results and tools will be presented to policymakers, advisors and rural entrepreneurs, as well as to the interested public audience. The event presents the opportunity to discuss and plan for the large-scale replication of innovative business models supporting sustainable growth and job creation in European rural areas.

Hosted by the European Economic and Social Committee (EESC), Peter Schmidt, the President of the NAT Section will open the event. During the panel discussion "Policy in Practice - How to support Europe's rural entrepreneurs" founders of agricultural start-ups like Christine Hebert from Blue Lobster and Oana Maria Iliescu from Taina Vie will give insights in their secrets of success. Next to those experts in the field Piroska Kálay (EESC), David Lamb (ENRD) and Emilija Stojmenova Duh (University of Ljubjana) will share their knowledge on rural development.

In the first workshop round the participants will be able to learn more about the different tools the projects developed like the [Virtual Library](#) featuring 38 business cases, the [Transformation Support Tool](#) and the [RAIN concept](#). In a second workshop round it's all about Cross-Regional Learning. Here best practices of how each region/partner facilitated rural innovation will be promoted and practical examples identified throughout the two projects will be featured.

For more information about the projects and the Final Event please contact:

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READ ON: Agenda and information about key-note speakers



AGENDA of Final Event

10:00- 10:10	WELCOME ADDRESS	<ul style="list-style-type: none"> • Peter Schmidt <i>President of the NAT Section of the European Economic and Social Committee</i>
10:10- 10:25	INTRODUCTION Rural business in the EU Green deal and Rural Vision	<ul style="list-style-type: none"> • Alexia Rouby <i>Research and Innovation Unit, Directorate-General for Agriculture and Rural Development, European Commission</i>
10:25- 10:40	PROJECT PRESENTATION: RUBIZMO & LIVERUR Collaboration and Innovation - Unlocking rural potential in Europe	<ul style="list-style-type: none"> • Justin Casimir <i>RUBIZMO project coordinator</i> • David Heiser <i>LIVERUR project coordinator</i>
10:40- 11:40	PANEL DISCUSSION Policy in Practice - How to support Europe's rural entrepreneurs? <i>Moderated by Justin Casimir, RISE & RUBIZMO project coordinator</i>	<ul style="list-style-type: none"> • Piroska Kálay <i>Member of the European Economic and Social Committee</i> • David Lamb <i>Team Leader, European Network for Rural Development - ENRD</i> • Christine Hebert <i>Founder of Blue Lobster</i> • Oana Maria Iliescu <i>Founder of Taina Vie</i> • Emilija Stojmenova Duh <i>University of Ljubljana, LIVERUR</i>
11:40- 12:00	BREAK	
12:00- 13:00	WORKSHOP 1 IN BREAK OUT ROOMS <ul style="list-style-type: none"> • Virtual Library, RUBIZMO • Transformation Support Tool, RUBIZMO • Cooperation Toolkit, RUBIZMO • Academy Tool, RUBIZMO • RAIN: Concept, Platform and Tools, LIVERUR <i>Moderated by: David Heiser, LIVERUR project coordinator</i>	<ul style="list-style-type: none"> • Alexandra Chimona <i>Senior Project Manager, iED - Institute of Entrepreneurship Development</i> • Klaus Wagner <i>Head of Department Mountain Areas Research and Regional Development, BAB - Federal Institute of Agricultural Economics, Rural and Mountain Research</i>
13:00- 13:45	BREAK	
13:45- 14:45	WORKSHOP 2 Cross-Regional Learning: Best practices of how each region/partner facilitated rural innovation etc. Session divided according to three regions	<ul style="list-style-type: none"> • Moderated by: Thomas Norrby <i>Collaborative Manager for the Area of Rural Development at the Department of Urban and Rural Development, SLU - Swedish University of Agricultural Sciences, RUBIZMO</i>



Keynote Speakers

Peter Schmidt

President of the NAT Section of the European Economic and Social Committee - Welcome Address

Since 2014 Peter Schmidt is a member of the European Economic and Social Committee and since 2018 the president of the NAT Section. The section deals with Agriculture, Rural Development and the Environment and is responsible for a broad range of issues, like the common agricultural policy (CAP), food sustainability, environmental protection, circular economy, the implementation for the UN Sustainable Development Goals (SDGs) and climate change.

Alexia Rouby

Research and Innovation Unit, Directorate-General for Agriculture and Rural Development, European Commission - Introduction

Alexia Rouby is an agro-economist with 18 years of experience in network coordination, policy analysis, project development and management and since 2014 Research Programme Officer at the European Commission. Within the Agriculture and Rural Development department of the European Commission, in the research and innovation unit she manages Horizon 2020 projects dealing with agriculture and rural development, rural resilience, urban farming and largescale initiatives to accelerate the transition to agroecology.

Justin Casimir

RUBIZMO project coordinator - Project Presentation & Moderator of Panel Discussion

As a project coordinator at the Department for Agriculture and Food at [RISE](#) - the Research Institutes of Sweden, Justin Casimir deals with topics including renewable energy and energy efficiency in agriculture, rural development and sustainable development. Since its start in 2018 he coordinates the [RUBIZMO](#) project.

David Heiser

LIVERUR project coordinator - Project Presentation & Moderator of Workshop 1

David Heiser is the Head of the international project office at the Catholic University of Murcia - [UCAM](#), Spain and currently coordinates the H2020 projects [LIVERUR](#) and [Smartlagoon](#). Additionally, he's responsible for UCAM's project management team and the training and capacity building of researchers and administrative personnel.

Piroska Kálay

[European Economic and Social Committee](#) - Panel Discussion

Since 2015 the advisor on international affairs, legal advisor and expert Piroska Kálay is a member of the [European Economic and Social Committee](#). At the Section for Agriculture, Rural Development and the Environment as well as the Section for Employment, Social Affairs and Citizenship she represents the Trade Union of Agriculture, Forestry, Food and Water Supply Workers in Hungary ([Medosz](#)). Her work focuses in particular on environmental protection and the territorial development of rural areas.



David Lamb

European Network for Rural Development (ENRD) - Panel Discussion

Since 2014 David Lamb has been working for the European Network for Rural Development Contact Point based in Brussels, leading the work on developing the relationship between the National Rural Networks across the 28 Member States of the EU in their delivery of Rural Development Policy. He studied English and French in Aberdeen and Lausanne, has an MSC in International Food Marketing and looks back on over 20 years of experience in food & drink manufacturing and marketing and developed the Think Local programme for the Scottish Government.

Christine Hebert

Founder of [Blue Lobster](#) - Panel Discussion

In August 2018 she founded the start-up [Blue Lobster](#) - an online platform dedicated to directly connect sustainable fishermen with their customers. The entrepreneur has a master's degree in environmental and Natural Resource Economics and worked at different companies as data analyst and editor till she founded Blue Lobster together with her colleague Nima Tisdall.

Oana Maria Iliescu

Founder of [Taina Vie](#) - Panel Discussion

In 2010 Oana Maria Iliescu together with her husband Dragos founded [Taina Vie](#), near Iasi, Romania. They produce organic honey and honey products and at the same time offer traditional ceramics as well as touristic activities like e-bike tours and workshops. The start-up received regional funding and in 2019 they won the RUBIZMO Rural Business Innovation Award.

Emilija Stojmenova Duh

University of Ljubljana (LIVERUR) - Panel Discussion

Next to being an assistant professor at the Faculty of Electrical Engineering at the University of Ljubljana, Emilija Stojmenova is head of the public, private, people partnership digital innovation hub 4P DIH, whose main aim is to provide services to grow digital competencies, share digital experience and support the government to adapt regulations to foster entrepreneurship. She is also the founder and coordinator of the FabLab network in Slovenia - a technical prototyping platform for innovation and invention. She collaborates with the European Commission and was part of many European Research projects like Liverur.

Alexandra Chimona

Senior Project Manager, [iED](#) - Institute of Entrepreneurship Development - Workshop I

Since 2019 Senior Project Manager at the [iED](#) - Institute of Entrepreneurship Development - mainly occupied with the overall implementation, monitoring, financial management & dissemination as well as proposal writing. Before that she studied International Economics Relations and has experience on project management, as she has been coordinating projects under the H2020, ENI CBC MED, Interreg MED, REC and Erasmus+ programmes.



Klaus Wagner

Head of Department Mountain Areas Research and Regional Development, BAB - Federal Institute of Agricultural Economics, Rural and Mountain Research - Workshop I

Since 2019 Klaus Wagner is the Head of Department of Mountain Research and Regional Development at the Federal Institute of Agricultural Economics, Rural and Mountain Research, Vienna/AT. The main fields of his work are EU Structural Funds and Research Projects, Rural Development, Multifunctionality, Evaluation and Regional Analysis. Additionally, he is participant of the subcommittees of the Austrian Conference on Spatial Planning (ÖROK) and diverse working groups focusing on regional statistics and/or economies.

Thomas Norrby

Collaborative Manager for the Area of Rural Development at the Department of Urban and Rural Development, SLU - Swedish University of Agricultural Sciences, RUBIZMO - Workshop II

The focus of the trained agronomist lies on economics and sustainable local development. At SLU Thomas Norrby works as senior extensionist and teacher in rural development and at the same time the expert in rural entrepreneurship is an active member of the steering committee of the Swedish National Rural Development Network, as well as the Working Group on Smart Villages.

