



RURALITIC

RURAL REVIVAL,
A LIFE IN THE INSPIRATIONAL
COUNTRYSIDE

PRESS KIT

Rethinking rurality in a changing world

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What is RURALITIC about?

EU-funded project that aims to redefine rurality by addressing emerging **REALITIES**, **CHALLENGES**, and **TRANSITIONS**, shaping science-based policies for sustainable, inclusive rural territories in Europe.



- **Project Duration:** January 2025 – December 2028
- **Budget:** 6 494 227 €
- **Coordination:** Led by **INRAE** (French National Research Institute for Agriculture, Food, and Environment).
- **Team:** Comprises **16 partners** from **10 European countries** including France, Belgium, Denmark, Poland, Scotland, Sweden, Austria, Netherlands, Portugal, and Spain.
- **Beyond Europe:** RURALITIC will help understand the impact of free-trade agreements in Europe and South America.

Why is it relevant?

RURALITIC understands the shifting rural landscape amidst **ECOLOGICAL**, **DIGITAL**, and **SOCIODEMOGRAPHIC** transitions, recognising the need to tackle inequalities while embracing new opportunities, and evolving frameworks to better reflect rural realities.

- Nearly **80% of the EU's territory is rural**, home to around 30% of the population, mostly ageing.
- Rural diversification is creating **tensions** over social inequality, agriculture, and land management models.
- Feelings of **abandonment and political resentment** often arise in rural areas.
- Rural areas play a key role in building a **sustainable, circular, and technology-driven economy**.
- Despite 30 years of rural typologies, important **social dimensions are often overlooked**, an issue exposed by the Covid pandemic and ongoing transitions.
- The Covid crisis highlighted how rural areas shape **economic, cultural, and leisure experiences** for both residents and visitors.



The team behind



Picture at the Kick off Meeting in Dijon, France, February 2025

The RURALITIC project gathers **public and private organisations**, including universities, research institutions, and groups from rural and farming sectors, combining expertise in sociology, geography, economics, and demography.

16 organisations from **10** countries

INRAE

ined

université
Lumière
LYON 2

Arctic

L'INSTITUT
agro

TU Delft

CHAMBER'S
DIVERSITY
HUB

IRWIR PAN

U.PORTO

HERO

RUC
Roskilde University

UPPSALA
UNIVERSITET

A

University of
Strathclyde
Glasgow

University for
Continuing
Education Krams
BRUNNEN

Our science adventure

As a multidisciplinary team, RURALITIC mixes **SOCIAL SCIENCES**: statistics, econometrics, ethnography, archival research, cartography, textual analysis, experimental economics, and forecasting.

1. Redefining rural areas – After COVID 19 and long-term transitions

Developing a theoretical model that integrates physical and social space, mobility and flows, while implementing a data-gathering strategy to capture their evolving dynamics.

2. Understanding and adapting markets - Public policies and private initiatives

Analysing the factors driving attractiveness, markets, and public policies, while assessing different types of rural areas, evaluating public policies, piloting initiatives for farmers to drive positive change, and creating a library of initiatives to support rural revitalisation.

3. Producing scenarios for each type of rural area

Developing future scenarios and positive narratives while producing spatial projections to identify potential specialisations across Europe's rural areas.



An impact beyond Europe

RURALITIC promotes a **SUSTAINABLE, EQUITABLE RURAL DEVELOPMENT** and help policy makers understand the impact of free-trade agreements in Europe and South America.

Our expected results:

- A graphical **map of the European rural social landscape**.
- A **new European database** with key indicators and typologies.
- A statistical **study of 40-60 rural sites in 4 countries**, focused on current rural issues.
- Collection of over **100 theses on rural ethnographic research** and 13 new cases across 6 countries (11 in Europe, 2 in Argentina).
- An **interactive tool to track mobility and migration** across 8 European countries.



More expected results

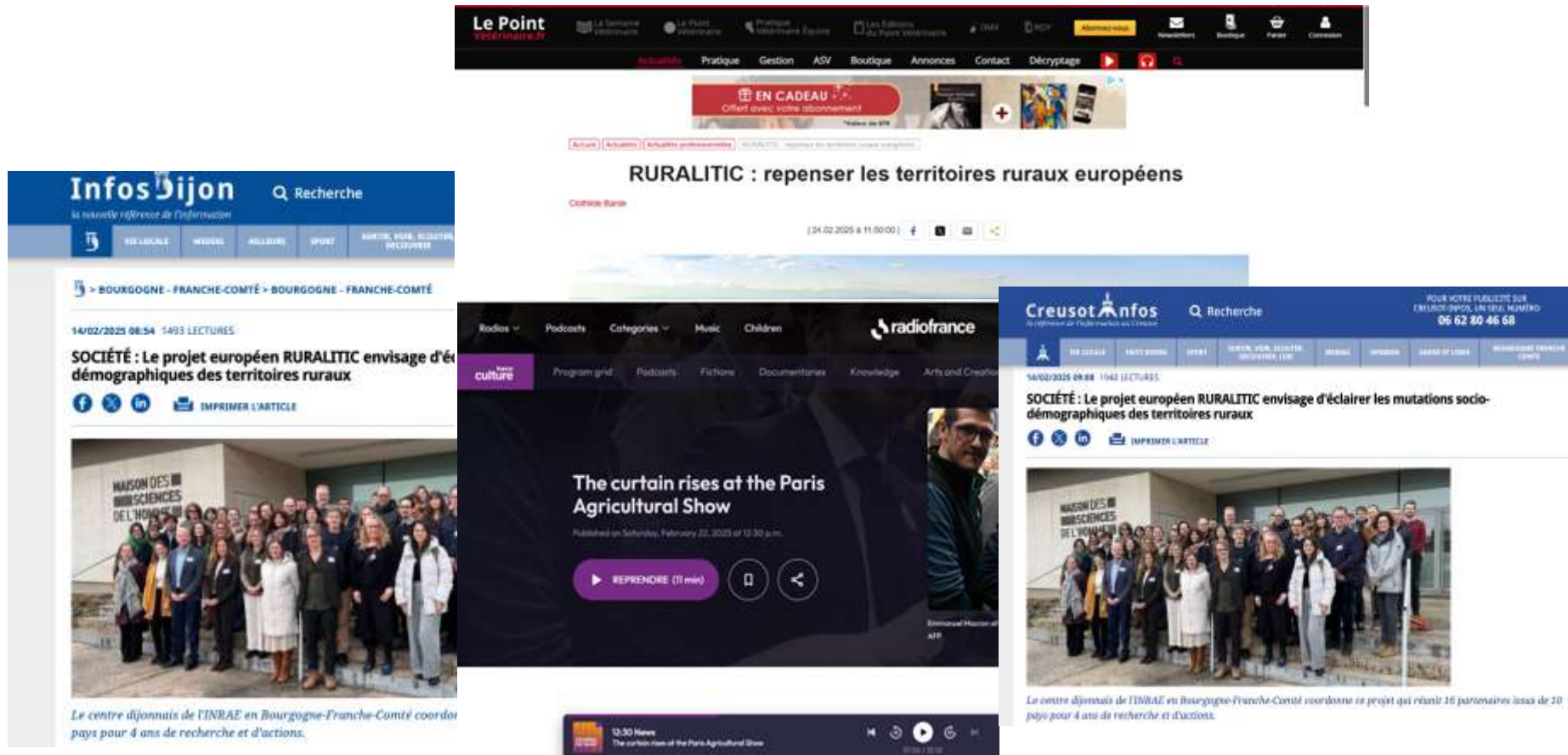
- **Municipal-level indicators** comparing data before and after the COVID-19 crisis.
- **Public expenditure models** based on city size and density.
- A database with over **300 rural development initiatives**.
- **4 rural transformation initiatives tested** in the field.
- **Training for 1,500 agricultural advisors**.
- **Two future scenarios** for selected rural areas.
- **Econometric models** for different rural types.



RURALITIC on the news

They talk about us:

- Public.
- InfosDijon
- CreusotInfos
- RadioFrance
- Le Point
- RCF Radio
- La Vanguardia
- Ministry of Agriculture and Food Sovereignty in France



For any press requests, please contact us at info@ruralitic.eu, visit our website and social media channels!



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