



# NEXRUR

## Next Generation Sustainable Business Models and Monitoring for Rural Resilience and Innovation



# WHAT IS NEXRUR?

NEXRUR is an EU-funded project and its goal is to accelerate the development and adoption of new sustainable business models that support local economies and communities and protect and restore nature and resources.



Duration:  
4 years



15  
European  
use cases



20 partners  
from Europe  
and 11  
partners  
from China



Coordinator:  
ATB - Leibniz-  
Institut für  
Agrartechnik und  
Bioökonomie

## Our main objective

Investigate the innovation dynamics and strategies for change in rural areas, enabling farmers and their communities to develop and upscale new sustainable business models and monitor their economic, social and environmental impact on rural resilience.

## A Europe - China partnership



NEXRUR brings  
together  
partners

20 partners  
9 European  
countries



11 associated partners  
from China

The partnership includes research organisations, universities, associations, and businesses working together to strengthen rural resilience through shared knowledge and cooperation.

Key stakeholders involved include **consumers, farmers, local entrepreneurs, industry, landowners**, and various other stakeholder groups, like local authorities and non-profits.



# WHY IS NEXRUR NECESSARY?

Rural areas and agriculture are facing major economic, social and environmental challenges regarding climate change, biodiversity loss and water supply.

As a consequence, there is a need for new or improved innovative business and production models in rural areas that tackle these challenges and have impact on sustainability.



In this context, NEXRUR is supporting farmers and communities in rural areas co-design and co-create sustainable business models through a network of established community-led cases in Europe and China.

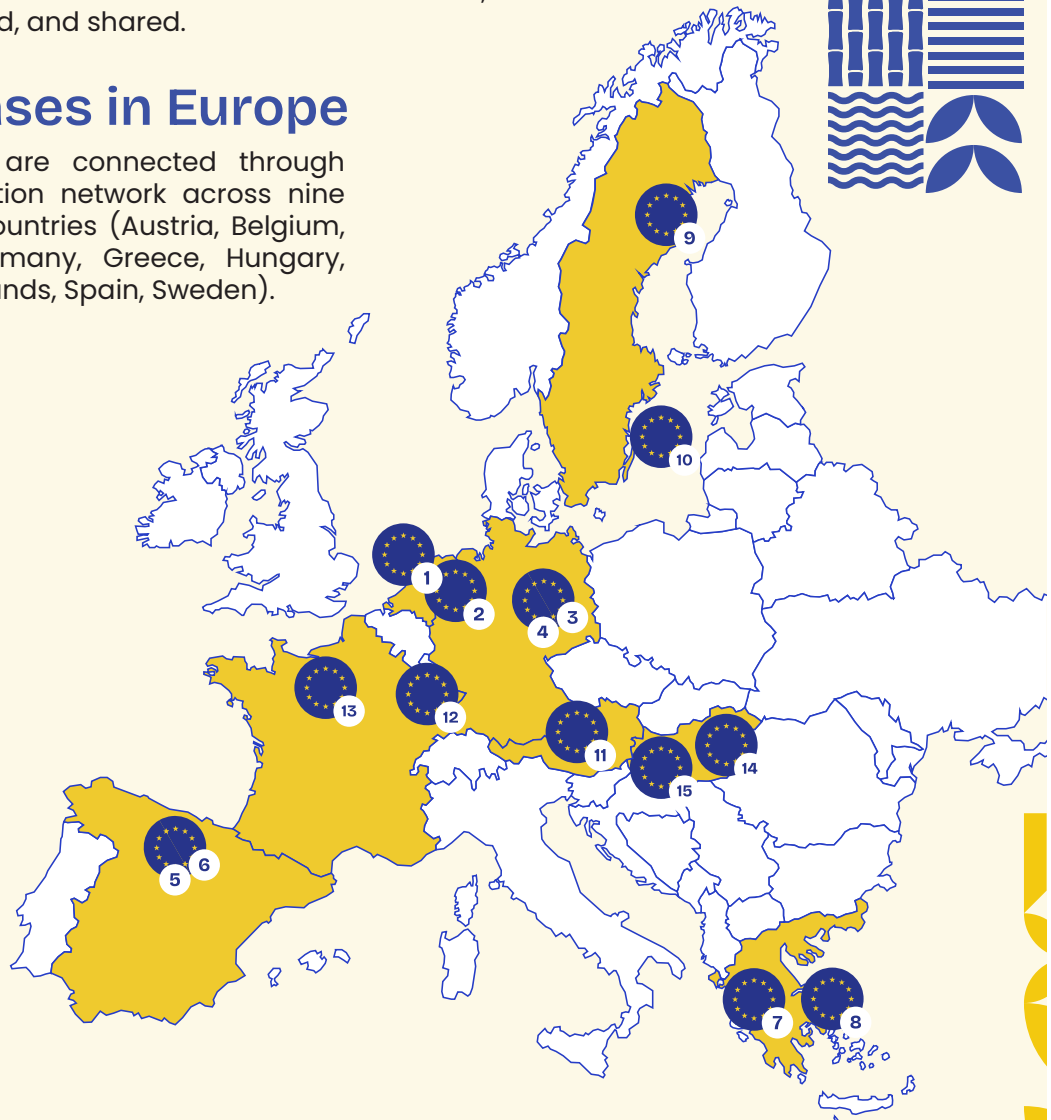
By combining knowledge, practice, and international cooperation, NEXRUR aims to strengthen rural resilience, generating more jobs, better services, improved access to healthy food, and greater value for agriculture.


# WHERE NEXRUR WORKS: USE CASES ACROSS EUROPE

At the heart of NEXRUR are rural use cases (15 in the EU) where innovation can be studied, strengthened, and shared.

## Use cases in Europe

Use cases are connected through and innovation network across nine European countries (Austria, Belgium, France, Germany, Greece, Hungary, The Netherlands, Spain, Sweden).





## International cooperation and real-world use cases

NEXRUR use cases are focusing on key fields such as **paludiculture, natural fibres, agroforestry, biogas, aquaculture, fruit cultivation, and short-rotation coppice.**

The project is designing business models that will be scalable across various key specific contexts, through a systematic approach that tests and validates upscaling and scaling-out strategies and methods in diverse community cases.

The cases encompass a diversity of pedoclimatic zones, value chains, different socioeconomic and organisational structures, business models in different innovation stages and levels of community-ledness, and social and environmental aspects (based on circularity, innovative, environmental aspects and inclusion of vulnerable groups).





## EXPECTED IMPACTS

NEXRUR contributes to the transition towards **resilient rural communities** by accelerating the development and adoption of **innovative, inclusive and sustainable business and production models** in rural areas.

## FUTURE IMPACTS

# 01

### Successful community-led business models

NEXRUR will develop tested and improved pathways, strategies for upscaling and outscaling, monitoring tools and policy recommendations for successful community-led business model development.





## 02

### Boosted rural resilience

The project will foster the uptake of next generation community-led business models to boost rural resilience.

## 03

### Rural development

Economic profit and competitiveness drawing on social and environmental benefits will be key to improve farmers' position in value chain and create new jobs in rural areas.



# STAY CONNECTED

Follow NEXRUR to:



Discover stories from rural communities



Explore tools and guidance for innovation



Participate in events and discussions



[@nextrur.bsky.social](https://nextrur.bsky.social)



[nexrur.eu](https://nexrur.eu)



[@nextrur-project](https://www.linkedin.com/company/nextrur-project)

## Coordination

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