

Practice abstract 12

Author: PoliRural consortium

Design: SPI



PoliRural new entrants case studies

The rural economies in the 12 pilots of PoliRural are characterized by their own challenges and dynamics. To illustrate the diversity and complexity of the rural economies and success factors in the 12 PoliRural pilots, case studies on new entrants have been gathered over the last months.

The collected case studies on new entrants are available on the Atlas of the Best Practices, that can be found on the PoliRural Digital Innovation Hub (hub.polirural.eu). The Atlas of the Best Practices is a tool designed to present interesting stories and practices from PoliRural regions that are fully or partially transferable to other places or can serve as inspiration for stakeholders in the value chain. It is an interactive web-based tool that shares best-practice examples based on the experience of people who live and work in rural areas.

At present, the Atlas has over 50 case studies on newcomers to PoliRural pilot regions, that decided to move to the countryside or to small towns in these areas. Not all the new entrants are working in the agricultural sector: some work in the tourism sector, in services related to the circular and digital economy, in accommodation, leisure activities, arts and crafts, education, training and cultural heritage. Economic diversification of sources of income is also a common tendency identified in PoliRural new entrant case studies.

In each new entrant case study, challenges faced and success factors were identified to help increase the understanding of factors that lead to prosperous and sustainable economic activities in rural areas. Some case studies also feature opportunities for newcomers to move to rural areas in the context of the ongoing pandemic which has significantly accelerated pre-existing trends in remote work.

