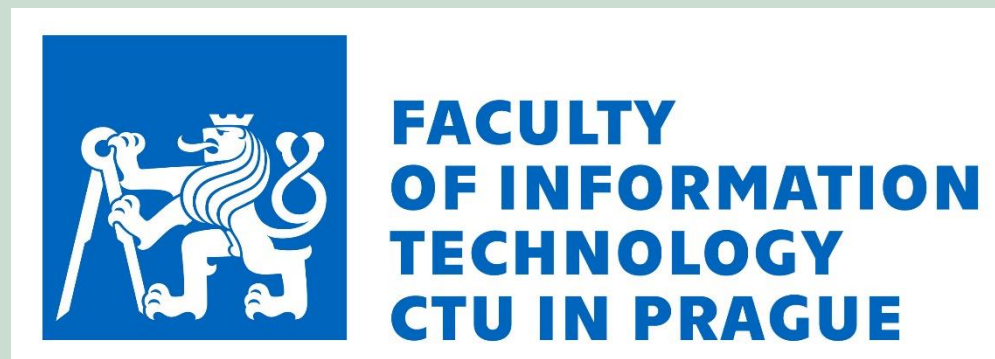




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**Zvýšení atraktivity
venkovských regionů napříč
Evropou (nejen) za využití
moderních technologií a umělé
intelligence v evropském
projektu PoliRuralPlus**



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101136910

Země Živitelka, České Budějovice, 22.8.2024



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**FACULTY
OF INFORMATION
TECHNOLOGY
CTU IN PRAGUE**



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**Fostering Sustainable, Balanced,
Equitable, Place-based and
Inclusive Development of Rural-
Urban Communities' Using
Specific Spatial Enhanced
Attractiveness Mapping ToolBox**

**Podporuje udržitelný, vyvážený,
spravedlivý, místně orientovaný
a inkluzivní rozvoj venkovských
a městských komunit a přitom
využívá specifický nástroj pro
mapování atraktivity**

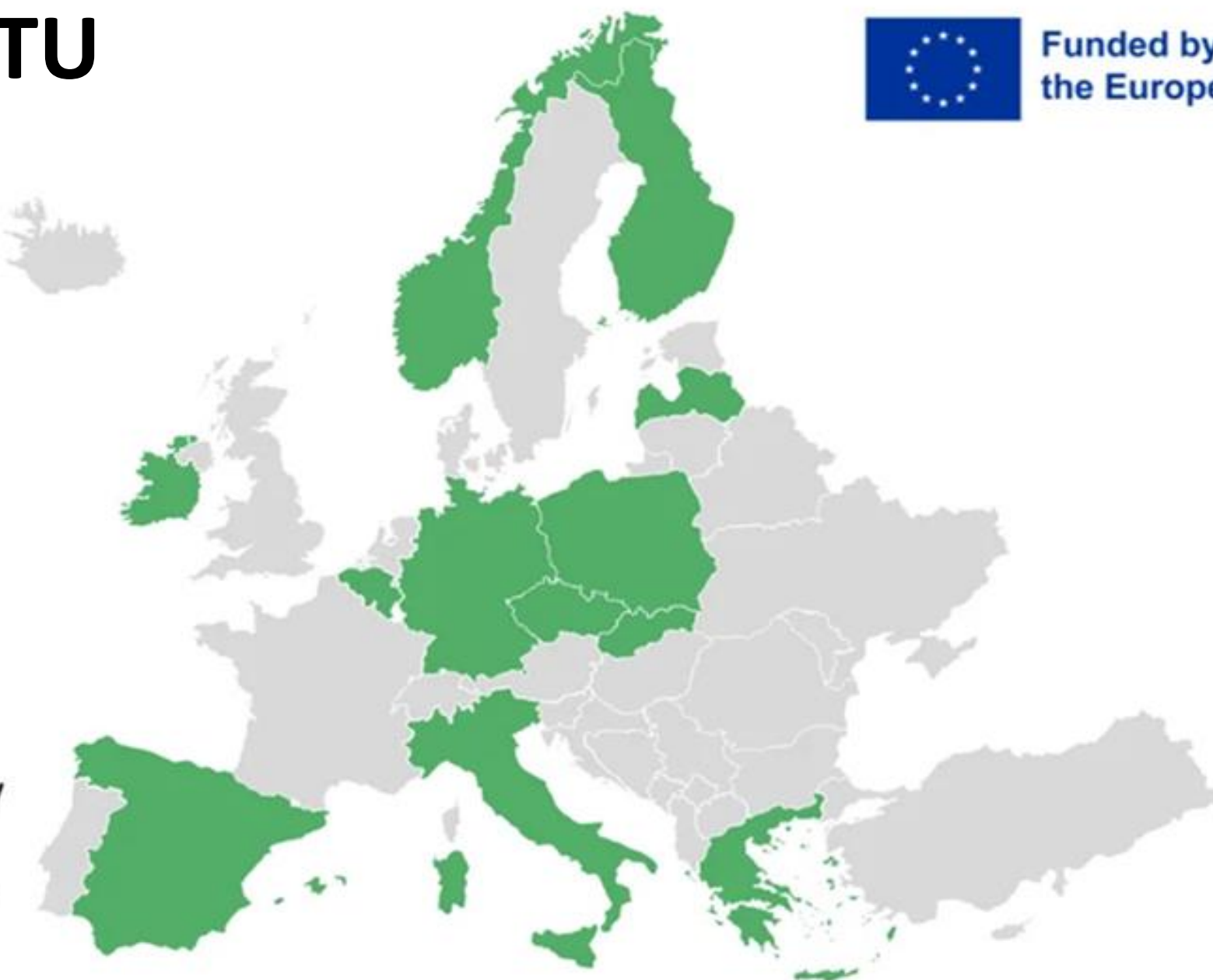


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PARTNEŘI PROJEKTU

-  **CZECH TECHNICAL UNIVERSITY**
Higher Education Establishment
-  **THE NATIONAL MICROELECTRONICS APPLICATIONS CENTRE LTD**
Private for-profit entity
-  **SLOVAK RURAL YOUTH PARLIAMENT**
Association
-  **GAIA EPICHEIREIN**
Private for-profit entity
-  **TINADA**
Private for-profit entity
-  **SMART & LEAN HUB OY**
Private for-profit entity
-  **PLAN4ALL**
Non-profit organisation
-  **ASPLAN VIAK**
Private for-profit entity
-  **SOCIALINNOLABS**
Research Organisation
-  **VIDZEME PLANNING REGION**
Public body

-  **MONAGHAN INTEGRATED DEVELOPMENT CLG** Local Development Company
-  **SLOVAK UNIVERSITY AGRICULTURE**
Higher Education Establishment
-  **AGRICULTURAL UNIVERSITY OF ATHENS**
Higher Education Establishment
-  **NEUROPUBLIC**
Private for-profit entity
-  **MALLUSJOKI YOUTH ASSOCIATION**
Association
-  **CZECH CENTRE FOR SCIENCE AND SOCIETY**
Research organisation
-  **DEGGENDORF INSTITUTE OF TECHNOLOGY**
Higher Education Establishment
-  **POZNAN SUPERCOMPUTING AND NETWORKING CENTER**
Research Organisation
-  **CREHAN, KUSANO & ASSOCIATES**
Private for-profit entity
-  **ACROSSLIMITS LTD**
Higher Education Establishment





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Hlavní cíl projektu?

Podpora rozvoje venkovských a městských komunit v Evropě

Jak a čím?

Umělá inteligence (AI), strojové učení (ML), geografické informační systémy (GIS) a internet věcí (IoT).



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Fostering Sustainable, Balanced, Equitable, Place-based and Inclusive Development of Rural-Urban Communities' Using Specific Spatial Enhanced Attractiveness Mapping ToolBox

PoliRuralPlus builds on the successful results that the preceeding PoliRural project provided for rural regions. In PoliRuralPlus, we want to address the research agenda established by PoliRural and broaden our foresight, planning and development scope to regions that include both urban and rural areas, and anything in between.



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Blog

Topics

[All](#)[Meetings](#)[Hackathons](#)[Rural pilots](#)[Technical pilots](#)[Open Calls](#)[Capacity building](#)

Innovation platform - Mallusjoki Summer Festival

A innovation platform for the Rural Event Industry

24 Jul 2024 • Mallusjoki Youth Association and Smart & Lean Hub Oy

This year, the Mallusjoki Summer Festival - Takinkääntöviikko - is being used as an innovation platform for the Rural Event Industry. The platform provides a test-bed for real-life experiments and a r



PoliRural Plus strategic meeting in Brussels on the use of advanced technologies to strengthen regional planning and development

Runar Bergheim (AV), Patrick Crehan (CKA), John J. O'Flaherty (MAC) Daniel Molina (SINNO) and Karel Charvat (CCSS)

19 Jun 2024 • Sarka Horakova: Czech Center for Science and Society

Last week in Brussels, the PoliRuralPlus project meeting convened key stakeholders to deliberate on the integration of Artificial Intelligence (AI) and Large Language Models (LLMs) into the Regional



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Open Calls

Within the framework of the PoliRuralPlus project, a series of four open calls are anticipated. These calls are designed to attract and fund innovative proposals that align with the project's overarching aims. The primary objective of these calls is to extend the impact of the PoliRuralPlus initiative, exploring new methodologies, technologies, and strategies for rural-urban development.

The calls aim to:

- Encourage innovative approaches to rural development that can be replicated or scaled across different regions.
- Promote collaboration among stakeholders from various sectors, including technology, agriculture, and regional planning, to address rural challenges in a holistic manner.
- Generate insights and solutions that can inform policy and practice, contributing to the broader objectives of balanced rural-urban development.

Maximum support for one organisation across all calls can be 60.000 Euro.

OUTREACH CALL

**OPENING DATE:
JUNE 3 2024**

MOBILISE CALL

**EXPECTED
OPENING DATE:
JANUARY 2025**

DEVELOP CALL

**EXPECTED
OPENING DATE:
MAY 2025**

ENHANCE CALL

**EXPECTED
OPENING DATE:
MAY 2025**

OUTREACH CALL

Objective: foster grassroots innovation in rural-urban interactions; to uncover and support unique ideas that redefine rural-urban interactions, demonstrating a deep dive into regional intricacies and fostering grassroots innovations.



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Maps



Create own map

Use the web map application to publish spatial data sets and compose thematic maps.

Browse existing datasets and maps created by others.

[Open map](#)

Map of open land use dataset

Open Land Use Map is a composite map that is intended to create detailed land-use maps of various regions based on certain pan-European datasets such as CORINE Landcover, UrbanAtlas enriched by available regional data.

[Open map](#)

Innovation potential in Czech-Bavarian regions

The model for assessing the territory's attractiveness in terms of innovation potential along the Czech-Bavarian border is underway. This territory represents a very large rural and mountainous area in Central Europe. Moreover, its individual parts are considered marginal regions in both the Czech Republic and Germany.

The current results are presented using a cross-border heat map (Figure RAE4), in which green areas indicate places with strong innovation potential and red regions indicate weak innovation potential.

[Open map](#)

Czech water bodies and rivers

Map composition containing water bodies (rivers, lakes and their 25, 50 and 100 m zones), water reservoirs and water resource protection zones.

[Open map](#)

Erosion in Czechia

Map composition containing layers for DZES 5 filling, drainage lines and source erosion.

[Open map](#)

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**Multi-Actor Approach
Tool**

Atlas of Best practices

MapWhiteboard

Technická řešení

AI/LLM

**Rural Attractiveness
Explorer**

**PoliRuralPlus Digital
Innovation Hub**

Policy Options Explorer



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Výzvy v regionech:

Administrativní roztříštěnost

Nerovnost a neefektivita v koordinaci veřejných služeb

Cíle:

Zvýšení atraktivity venkovských regionů

Podpora spolupráce mezi venkovskými a městskými oblastmi

Využití moderních technologií pro zlepšení kvality života



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Konkrétní výstupy:

Zlepšit způsob řízení a podpořit integrované strategie rozvoje venkova a měst, např. prostřednictvím regionálních akčních plánů

Zlepšit přístup ke službám

Vybudovat inovační síť

Podpořit rozhodování na regionální úrovni tak, aby bylo založené na datech, jejich analýzách



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9 pilotních regionů



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Funded by
the European Union

9

rural pilots in
9 countries





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Pilotní regiony a jejich zaměření

Irsko: Lepší propojení
venkovských a městských oblastí

Itálie: Krátké dodavatelské
řetězce a zdravý životní styl

Česko-bavorské příhraničí:
Inovační síť na podporu
regionálního rozvoje

Španělsko: Kulturní dědictví a
ekonomický rozvoj

Malta: Digitální transformace a
rozvoj podnikání



Lotyšsko: Monitoring
rozvoje regionu

Finsko: Ekosystém
kulturních událostí v
místních komunitách

Slovensko: Revitalizace
venkovských oblastí

Řecko: Školení zem.
technologií a podpora
agroturistiky



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Otevřené výzvy – Open Calls

Outreach

Podpora
inovativních
nápadů
červen 2024

**9 projektů
5 000€**

Mobilise

Využití AI k
vylepšení
spolupráce
venkov-město
leden 2025

**9 projektů
10 000€**

Develop

Podpora nových
přístupů k
interakci venkov-
město
květen 2025

**5-15 projektů
30-100 000€**

Enhance

Zlepšení
stávajících
modelů interakce
venkov-město
květen 2025

**7-15 projektů
25 000€**



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Přihlášení:

- Elektronické podání přes webový portál PoliRuralPlus ➡ Open Calls
- Formulář - administrativní data
- Příloha - návrh projektu

Hodnotící kritéria:

- Cíle spojené s danou výzvou
- Dopady
- Implementace



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Česká účast v projektu

Spolupráce v rámci Otevřených výzev (Open Calls)



získání finančního příspěvku pro lokální projekty



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PoliRuralPlus = nové možnosti pro rozvoj venkovských oblastí za využití moderních technologií

Diskuse a otázky?

Děkuji za pozornost.

Markéta Kollerová
marketa.kollerova@plan4all.eu



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Disclaimer

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Name of the project:

Fostering Sustainable, Balanced, Equitable, Place-based and Inclusive Development of Rural-Urban Communities' Using Specific Spatial Enhanced Attractiveness Mapping ToolBox

Thank You for Your Attention



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