

Otevřené výzvy v evropském projektu



Jak moderní technologie pomáhají měnit venkov k lepšímu

Markéta Kollerová, Plan4all

Země živitelka, České Budějovice, 21.8.2025



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



CÍL: Udržitelný rozvoj venkovských a městských komunit

ZAMĚŘENÍ: Propojení politik, inovací a občanů pomocí technologií

PILOTNÍ REGIONY: 9 napříč Evropou

ČESKÁ ÚČAST:



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POLIRURAL *plus*

Co je PoliRuralPlus?

Partneři z 13 zemí – AI,
regionální rozvoj, plánování

Digitální nástroje: Advisor,
JackDaw, Vulture, MAA Tool,
MapWhiteboard, Atlas

Spojujeme výzkum,
technologie a praxi



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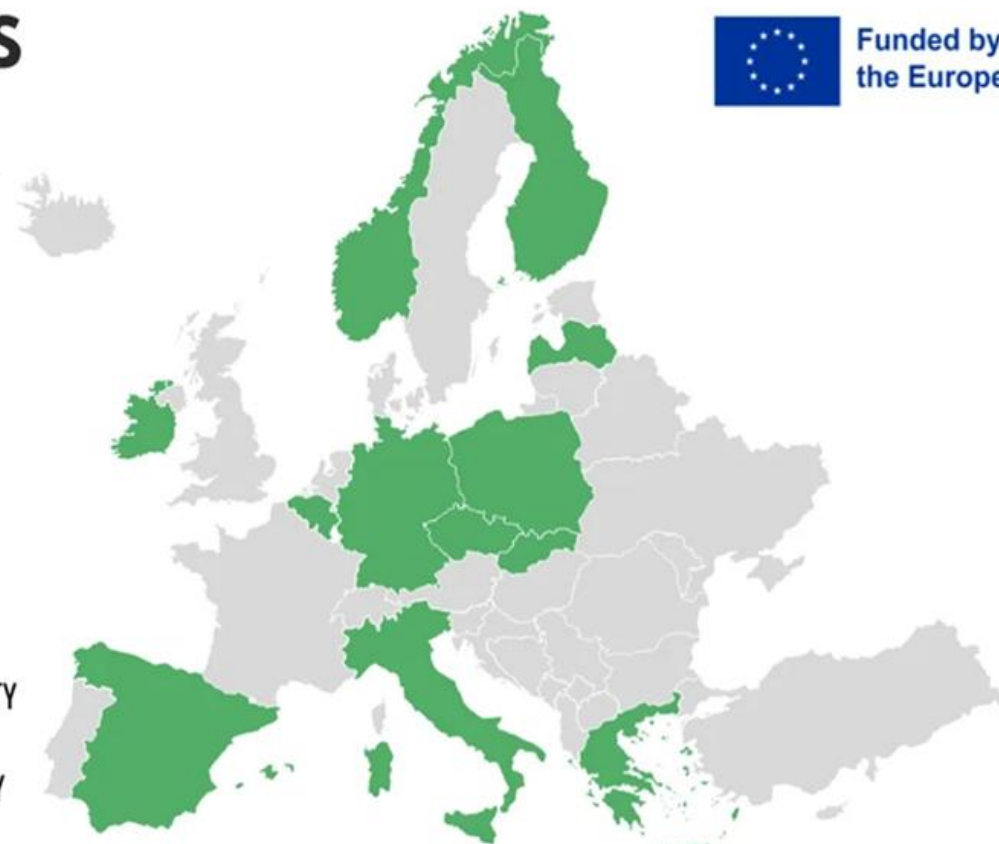


PROJECT PARTNERS

 CZECH TECHNICAL UNIVERSITY Higher Education Establishment	 MONAGHAN INTEGRATED DEVELOPMENT CLG Local Development Company
 THE NATIONAL MICROELECTRONICS APPLICATIONS CENTRE LTD Private for-profit entity	 SLOVAK UNIVERSITY AGRICULTURE Higher Education Establishment
 SLOVAK RURAL YOUTH PARLIAMENT Association	 AGRICULTURAL UNIVERSITY OF ATHENS Higher Education Establishment
 GAIA EPICHEIREIN Private for-profit entity	 NEUROPUBLIC Private for-profit entity
 TINADA Private for-profit entity	 MALLUSJOKI YOUTH ASSOCIATION Association
 SMART & LEAN HUB OY Private for-profit entity	 CZECH CENTRE FOR SCIENCE AND SOCIETY Research organisation
 PLAN4ALL Non-profit organisation	 DEGGENDORF INSTITUTE OF TECHNOLOGY Higher Education Establishment
 ASPLAN VIAK Private for-profit entity	 POZNAN SUPERCOMPUTING AND NETWORKING CENTER Research Organisation
 SOCIALINNOVLABS Research Organisation	 CREHAN, KUSANO & ASSOCIATES Private for-profit entity
 VIDZEME PLANNING REGION Public body	 ACROSSLIMITS LTD Higher Education Establishment



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Pilotní regiony

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 / 900 000 €

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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OPEN CALLS

OUTREACH CALL

seeks to uncover and support unique ideas that redefine rural-urban interactions, demonstrating a deep dive into regional intricacies and fostering grassroots innovations

9 proposals to be funded

receive up to

5 000 euros

Deadline: 2024-07-31 17:00 CEST

LEARN MORE

✉ opencalls@poliruralplus.eu

🌐 www.poliruralplus.eu

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OUTREACH CALL

6 podpořených projektů

Workshopy, sběr potřeb uživatelů

Databáze stakeholderů

Základ pro vývoj nástrojů



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OUTREACH CALL

Region	Projekt	Organizace
IE	GREEN	McAdam Consulting Services Ltd
SK	DigiStake	CEDA
IT	DEMO	Cluster Srl
CZ	FarmTourist	Úhlava, o. p. s.
LV	EDQMS_VR	InnoMatrix Ltd.
MT	A_Fusion	The Veg Box Ltd



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MOBILISE CALL

Hackathony a ideathony –
podzim 2025

Tvorba prototypů lokálních
řešení

Zapojení škol, startupů, obcí



OPEN CALL

MOBILISE CALL Financial Support for Third Parties

targets initiatives that address rural-urban linkages, leveraging ICT tools developed within the project to drive sustainable growth and innovation.

9 proposals to be funded with

10 000 euros

per region

OPENS ON

January 31 2025

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MOBILISE CALL

Region	Projekt	Organizace
ES	AI4RURAL Ideathon	Itecam
CZ	DIPS	Úhlava, o. p. s.
LV	D2D	NovoFutura
IT	INCO	Virgolettare di Rocco Devito
MT	M-ATI	Malta Youth in Agriculture Foundation
FI	Go Mallusjoki!	Avoin Ry
GR	RURBAN Challenge	Open Farm P.C.





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**OPEN CALL**

DEVELOP CALL

targets applied, small-scale innovation projects that address specific rural-urban challenges in PoliRuralPlus pilot regions while contributing to the technical advancement of the project

up to **15** proposals to be funded with
up to **100 000 euros**
per project

OPENS ON
May 26 2025

LEARN MORE
 opencalls@poliruralplus.eu
 www.poliruralplus.eu

Financial Support
for Third Parties



DEVELOP CALL

Více než 100 návrhů z celé EU

Vývoj nových nástrojů nebo
rozšíření existujících

Start realizace: podzim/zima 2025

30-100 000 € na projekt



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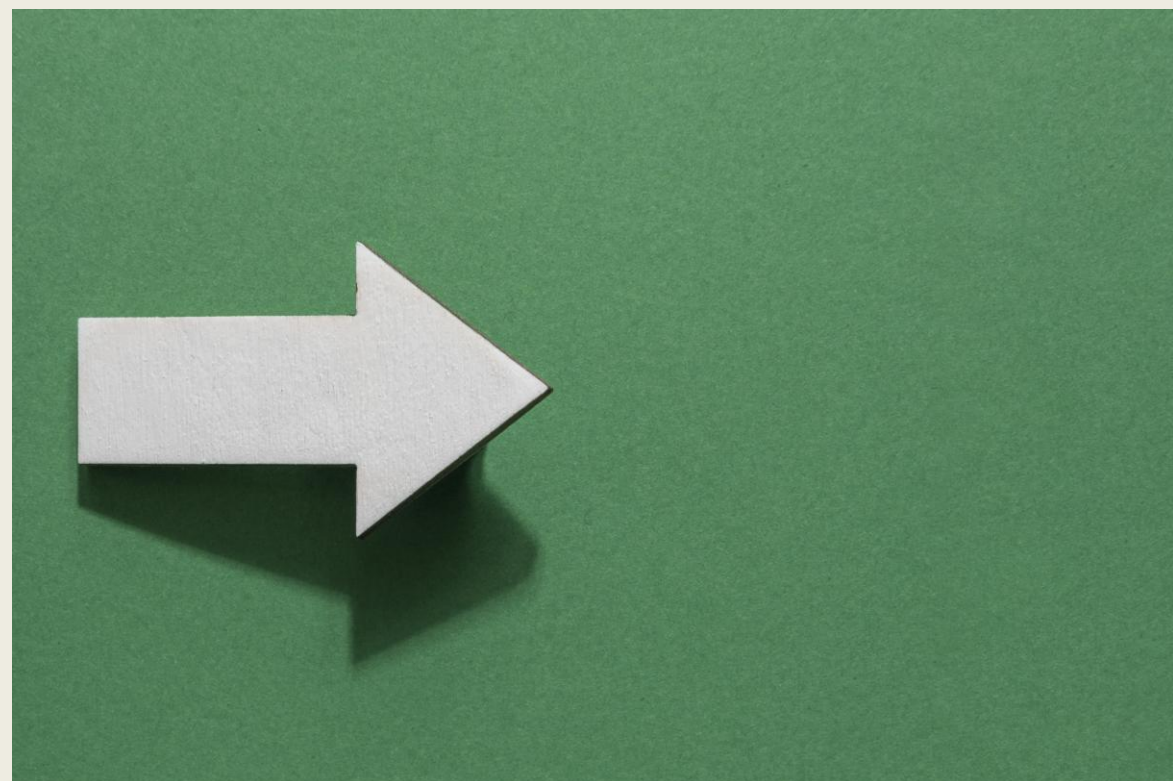
ENHANCE CALL

Příležitost pro nové partnery

Vyhlášení v září 2026

7-15 projektů až do 25 000 € / projekt

**Zaměření na posílení interakcí venkov–
město, testování stávajících řešení**



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JAK SE ZAPOJIT?

**Sledujte náš digitální hub:
poliruralplus.eu**

**Dotazy:
opencalls@poliruralplus.eu**



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PŘIHLÁŠENÍ

Elektronické podání přes digitální hub

PoliRuralPlus ➡ Open Calls

Formulář - administrativní data

Příloha - návrh projektu

HODNOCENÍ

Cíle spojené s danou výzvou

Dopady

Implementace



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Nové možnosti pro rozvoj venkovských oblastí za využití moderních technologií

Diskuse a otázky?

Děkuji za pozornost!

Markéta Kollerová

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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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