



## Pathway to Eastern Europe Rural Living Labs as a Mean to Empower Youth at Local Level

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## Launching EU RURALITEast Project

We are thrilled to announce the launch of the **EU RURALITEast Project**—an initiative designed to foster sustainable professional growth and socio-economic development in rural areas across Eastern Europe.



## Description

The EU RURALITeast Project focuses on **building Living Labs** through a **learning-by-doing approach**. This methodology, structured under a **mutual learning scheme**, engages stakeholders from various sectors (private/public; education/entrepreneurial) and different levels of governance (local/regional/national/EU). Our ultimate goal? To equip young people with the expertise and tools necessary for sustainable professional growth, leading to tangible local impacts.

## Objective

- **Bridge the gap** between theories and project delivery realities.
- **Integrate green, digital, and sustainable business models** into capacity building activities.
- **Monitor and evaluate** immediate impacts and benefits.
- **Establish multi-level sectoral partnerships** for knowledge exchange.
- **Create innovative capacity building models** for sustainable entrepreneurship ecosystems.

## Geographical Scope

Primarily targeting **Eastern European Countries**, the project aims to harness the high potential of human and territorial resources in rural areas. **Western EU partners** will provide support and technical assistance, serving as best practices for knowledge transfer and sustainable entrepreneurship.

## Methodological Approach

The project adopts a dual approach:

- **Horizontal Approach:** Adapting training contents to local youth needs, addressing national frameworks for sustainable processes.
- **Vertical Approach:** Leveraging academic and consultancy expertise to develop educational methodologies and contents.



## Project Phases

1. **Mapping and Identification:** Identifying best practices, business sectors, and training materials.
2. **Concept Development of RURALITeast Living Labs:** Designing knowledge transfer and capacity building activities.
3. **Implementation and Development:** Executing capacity building activities and fostering sustainable rural ecosystems cooperation.



## Target Groups

1. Youth workers and aspiring entrepreneurs
2. Civil society organizations promoting rural traditions
3. Rural business stakeholders, crafts, artisans
4. Universities, researchers, local authorities, decision-makers

# PARTNERSHIP



**Cluster AgriFood Campania**

Italy



**ShumArt Assotiation**

Serbia



Banja Luka College

**Visoka skola banja luka  
college**

Bosnia and Herzegovina



**Confartigianato imprese  
salerno**

Italy



**Institute of  
Entrepreneurship  
Development**

Greece



**Metroresearch**

Albania



## Local Democracy Agency

Montenegro



## Centre for Economic and Rural Development

Bosnia and Herzegovina

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## Consulting and development partners

Albania

## Long-Term Sustainability

We aim for long-term sustainability by **integrating results into local living labs** and existing EU initiatives, ensuring continued accessibility and impact beyond the project's duration.

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## Communication Strategy

A robust dissemination and knowledge transfer plan will ensure widespread awareness and stakeholder engagement throughout the project lifecycle.

We are excited about the potential of EU RURALITEast to **empower rural communities** and drive sustainable development. **Stay tuned for updates and opportunities to get involved!**

[Learn more](#)



[www.ruraliteast.eu](http://www.ruraliteast.eu)



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