

LIVING LAB RESEARCH CONCEPT IN RURAL AREAS

EUROPEAN COMMISSION WEBINAR SERIES

BUILDING A PARTNERSHIP ON AGROECOLOGY LIVING
LABS AND RESEARCH INFRASTRUCTURES



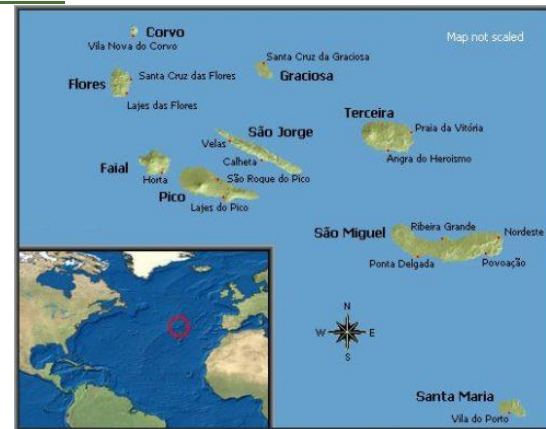
Azores Rural Living Lab

on meat and dairy quality and
sustainable production
(Portugal)



THE TERRITORIAL CONTEXT OF THE INITIATIVE

- **LIVERUR Pilot Region:**
Terceira Island
- **Square Km:**
402,2 km²
- **Population:**
55 833 inhabitants (245 766 total)
- **Political Region:**
Azores, Portugal
- **Rural Living Lab:**
TERINOV Agro Industry Living Lab: Rural Living Lab in quality and sustainable production



Azores rural areas
represent almost
80%
of the territory

Agricultural operations
represent
56%
of useable area

Agriculture occupies
a
8,5%
of Gross Add Value

THE ENVIRONMENTAL AND OTHER CHALLENGES THAT THE INITIATIVE AIMS TO TACKLE

Climate change – it affects heavy the islands.

Biodiversity - protect the **islands fragile ecosystems**.

Circular Economy - Organic production follows a circular economy system.

Low levels of **education** and the need to rejuvenate the agricultural population.

Farmers income – **added value** of organic production.

Digitalization and Technology.



Pictures Sources: Visit azores, SPEA and VacasFelizes

THE FARMING SYSTEMS IN THIS TERRITORY

- Mostly small family holdings
- Conversion towards a biological production system
- Main dairy products:
 - Milk to drink
 - Cheese
 - Butter
 - Powdered milk



Source: SDEA



THE LIVING LAB





HOW IT STARTED?



- **LIVERUR project**

- Multi-stakeholders'
- Multi-country
- Multi-discipline
- Rural Living Labs



- **Azores Region**




- New Agriculture Strategies
- Science and Technology Park
- Potential for Innovation in Dairy Sector

WHO IS INVOLVED?

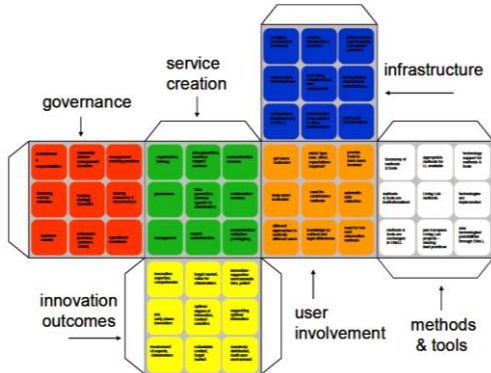
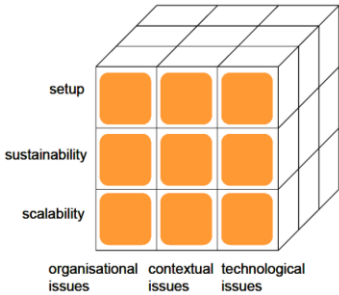
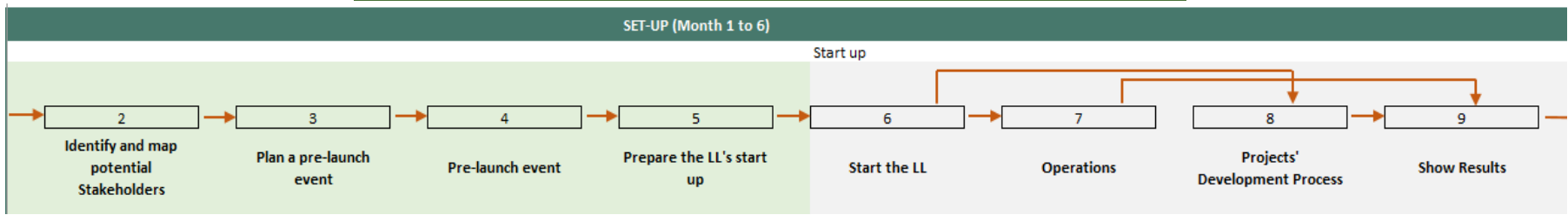


AZORES

Name of the area: Azores Archipelago
Name of the region: Terceira Island
Square km: 402,2 km²
Population: 55 833 people

 Environmental & Climate	Work done in improvement of quality systems of agricultural production and animal husbandry.	😊
	Vocational training in agriculture, animal husbandry and plant health and veterinary public hygiene.	😊
	Diversification.	😊
	Regional Science Center's dedicated to environment and working on awareness and training of Food Systems and Environment.	😊
	Sustainable milk production.	😊
	Conservation of protected areas.	😊
 Economic context	Oscillation and meteorological instability affecting agricultural crops and the food availability of the livestock sector.	😞
	Adoption of smart technologies to monitor the use resources (eg., water, chemicals).	😞
	Rural sector - one of the most important dynamos Economy, mainly based on agriculture (dairy farming) very productive.	😊
	Economic development has always been dependent on the exploitation of the region's natural assets. Challenges inherent in insularity, remoteness and territorial fragmentation.	😊
	Primary sector excels in process of value creation.	😊
	Shrinking pool of agricultural labor, high dependence on family labor - smallholdings.	😞
 Societal Context & Social Infrastructure	Development of agritech tools tailor-made for outermost rural contexts.	😊
	Agriculture, namely dairy, is the main regional source of income, followed by tourism.	😊
	Cultural and Creative Industries (CCIs).	😊
	Low levels of education and the need to rejuvenate the agricultural population.	😞
	Growth of tourism activity with great potential for interconnection with agriculture and rural identity through ecosystem services.	😊
		😊
 Rural technical infrastructure	TERINOV is the Azores Science and Technology Park dedicated to Agribusiness (since 2019).	😊
	Regional Science Centre's dedicated to environment and agriculture working on awareness and training of Food Systems and Environment.	😊
	Private and public infrastructure to support efficient production.	😊
		😊
		😊
		😊
 Legal & institutional framework	Strategy for the Development of Organic Agriculture presented by the Regional Government of the Azores.	😊
	POSEI framework for rural development and rural innovation	😊
	PRORURAL+	😊
	Regional policies promoting a strong science-based approach to agribusiness.	😊
		😊
		😊
 Food Security & Safety	High quality is the path to get added value.	😊
	Research and innovation that can reduce production costs by using more extensive and environmentally friendly systems.	😊
	Changing consumption habits at international level.	😊
	Attracting the private sector to the adoption and use of environmentally friendly systems.	😊
		😊
		😊

ACTIVITIES



Harmonization Cube
(Mulder et al., 2008)

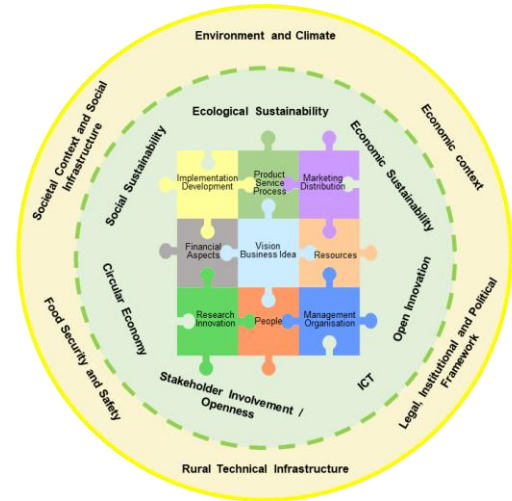
New Business Model Concept
(LIVERUR WP4.4)

LIVERUR Philosophy
+ Living Lab
+ Circular Economy
+ Rural Development



Common Elements on Living Labs
(ENoLL)

Most Relevant Aspects to Consider
(Mulder et al., 2008)



SUSTAINABILITY

- **During the Pilot**, the LIVERUR project supports the initiatives costs (15.000 euros).
- Since we are at the very beginning, our LL will start from scratch,
 - with the oficial Launch of the LL in september.
 - co-creation events in order to raise awareness and experience on the SMEs and Research Institutions about the potencial for Innovation of the LL.
 - The main objeotive is to get at least one company to test services or products within the LL facilities and create awareness on the potential of ICT



- **After the Pilot**, the LIVERUR project no longer supports the initiatives costs.
- The LL must find its way to ,
 - Projects applications
 - Fees charging
 - Crowdfunding



- Although the Azores Living Lab will be open to any agro product or service testing and validation in TERINOV infrastructure and facilities, the “Pilot under the Pilot” will be **Biological Dairy Production**.
- They are going to use the TERINOV Living Lab to design collaboratively a strategy for Biological Dairy, which includes the technology on biologic dairy handling, processing, preservation and bacteriology and a new business model for Biological Dairy Production.

BIOAZORICA

What's in it for the farmers?





BIOAZORICA - a cooperative at the service of men and nature

Bioazorica is a regional cooperative that aims to encourage the production and consumption of **organic products**, respecting the environment and, thereby, promoting nature conservation and biodiversity through integrated, sustainable and rational use of natural resources.



What do the farmers need?

- Innovation and Technology!
- Traditional and Scientific knowledge !
- Production costs vs efficiency and sustainability!
- New trends and consumption!
- Training and Qualification!
- Speak with one voice!



How they expect to get involved?

- Means and mechanisms of technological innovation!
- Synergies -Networking –Ecosystems!
- Social Awareness- Health - Environment - Local Economy;
- Healthy Commercialization - Common good - Image of the Azores;
- Product quality - Production - “Bio Açores” brand!



Which benefits do they expect to see or harvest?

- Greater appreciation of products and higher income;
- Increase employment - rejuvenation of agriculture;
- More quality and stability of life;
- Recognition as the country's only bio producers!



Concept of a Solidarity Economy.

Responsible consumption.

Social Cohesion.

Human valorization.

Promotion of sustainable local development !





AZORES

Can and must...

MAKE THE
DIFFERENCE!



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