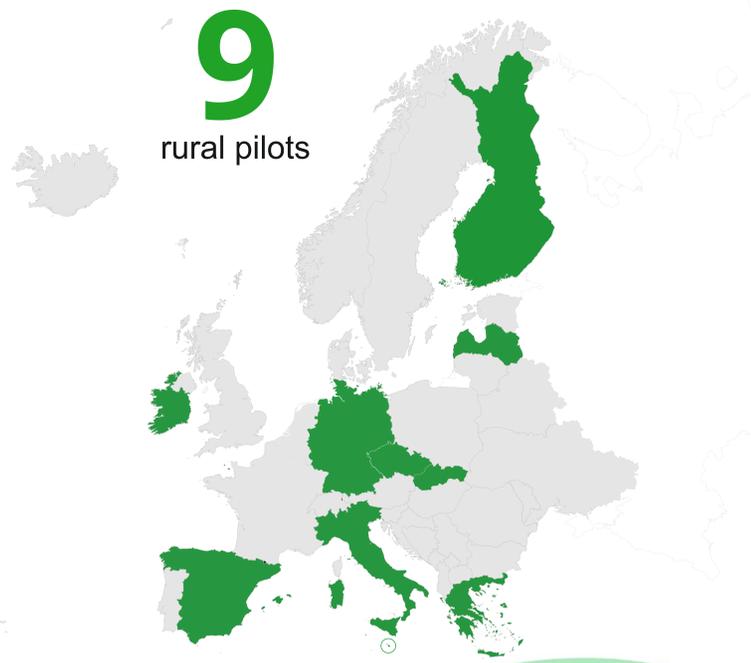# POLIRURAL plus

poliruralplus.eu

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

Advancing Sustainable and Inclusive Rural-Urban Development

PoliRuralPlus project deploys a sophisticated suite of digital tools, including Artificial Intelligence, Geographic Information Systems, Internet of Things, and advanced data analytics.

The project's core mission is to tackle prevalent issues such as administrative fragmentation, inequality, and inefficiencies in public service coordination, fostering an environment of enhanced cooperation and equal opportunities across rural and urban divides.

Central to PoliRuralPlus are **9 pilot projects** that serve as proving grounds for an EU-wide integrated approach to territorial planning and action foresight. PoliRuralPlus ambitiously expands its scope to include the urban dimension, thus embracing a broader perspective on development.

9
rural pilots

Pilot 1. Ireland
Exploring the potential for greater linkages between Urban and Rural areas in our territory

Pilot 2. Slovakia
Vision for more attractive rural areas

Pilot 3. Greece
Training for sustainable agritech technologies and Promotional Services for agritourism

Pilot 4. Italy
The short supply chain as a link between rural and urban

Pilot 5. Finland
Building the Rural Event Industry Ecosystem to support meaningful mission of the community and a possibility to impact the future of the village

Pilot 6. Czechia-Germany
Enhancing regional development and innovation in rural and border areas

Pilot 7. Spain
Rural-urban synergies & cultural heritage

Pilot 8. Latvia
Monitoring framework for the development of the Vidzeme Planning Region

Pilot 9. Malta
Digital transformation and Entrepreneurial capacity building in the rural areas of Malta and Gozo

Within the framework of the PoliRuralPlus project, a series OPEN CALLS are anticipated

OUTREACH | MOBILISE | DEVELOP | ENHANCE

The Open Call invites stakeholders to explore how GeoAI can strengthen Earth Intelligence, offering advanced solutions for spatial analysis, public service optimization, and integrated development strategies. By leveraging this synergy, PoliRuralPlus aims to support resilient regional growth, aligned with the European Green Deal and long-term EU development goals.

FACULTY OF INFORMATION TECHNOLOGY CTU IN PRAGUE

Monaghan Integrated Development

MAC

SPU Slovenská poľnohospodárska univerzita v Nitre

VEDECKÝ PARLAMENT MLADÝCH NA SLOVENSKU SLOVAK RURAL YOUTH PARLIAMENT

100+ ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ AGRICULTURAL UNIVERSITY OF ATHENS

gaia EPICHEIREIN

NEUROPUBLIC

TINADA

Mallusjoen Nuorisoseura

Smart & Lean

CCSS

Plan4all

TECHNISCHE HOCHSCHULE DEGGENDORF THD

asplan viak

PSNC

SOCIAL INNOLABS Fundación de Espacios Sociales de Innovación

CKA innovation foresight change

VIDZEME THE ONLY WAY IS UP!

acrosslimits

TECHNOLOGY CENTRE PRAGUE

Featuring: PoliRuralPlus PROJECT
Interview with Karel Charvát (Czech Centre for Science and Society)

PoliRuralPlus is an EU-funded project that builds upon and extends the achievements of its predecessor, H2020 PoliRural. It deepens the exploration of rural–urban interconnectivity and addresses long-standing challenges such as administrative fragmentation, spatial inequality, and inefficiencies in public service coordination. By deploying a comprehensive suite of advanced digital solutions—including Artificial Intelligence (AI), Geographic Information Systems (GIS), Internet of Things (IoT), advanced data analytics, and GeoAI tools—PoliRuralPlus seeks to harmonise governance, spatial planning, and service delivery across rural, peri-urban, and urban territories.

PoliRuralPlus Workshop; Source PoliRuralPlus

What is your role in the project?
The Czech Centre for Science and Society (CCSS) serves as the main technical coordinator of the project. CCSS leads the technical implementation, ensuring integration of advanced digital tools such as AI, GIS, IoT, and GeoAI across all pilot regions. It also supports data management, methodological alignment, and stakeholder engagement, building on its experience from the H2020 PoliRural project.

Plan4all z.s. plays an important role in facilitating open calls for third parties that support innovation uptake across Europe. In parallel, it leads the Czech–Bavarian cross-border pilot, which tests PoliRuralPlus tools and methods to strengthen rural–urban linkages, stakeholder collaboration, and digital foresight for regional development.

Could you highlight the results achieved so far?
Together with other project partners, CCSS has advanced the project's digital and analytical framework into the Spatial Enhanced Attractiveness Mapping Toolbox. This collaboration has ensured smooth data exchange, interoperability, and technical alignment across all pilot regions. Our key results include: a Jackdaw GeoAI platform for advanced territorial analysis and visualisation, a shared digital ecosystem connecting satellite, LPIS, and IoT datasets with policy and planning tools, data harmonisation and foresight processes supporting nine European pilot regions or an Action-Foresight framework, linking innovative digital tools with evidence-based policymaking. We are also introducing new view on future Agriculture Knowledge Information System (AKIS).

Through the JackDaw AI-assisted spatial analytics platform, the Regional Foresight and Action Planning Tool, and open data portals such as the Rural Attractiveness GeoHub (GEORAG), the project enables evidence-based policymaking, participatory governance, and effective monitoring of rural–urban development. By integrating FAIR-compliant data spaces, satellite and IoT data, and AI-driven analytics, these tools transform complex territorial information into actionable insights, supporting more inclusive, sustainable, and balanced regional growth across Europe.

What would you recommend to those interested in participating in Horizon projects, and what barriers (if any) have you encountered?
We recommend building strong, complementary partnerships and defining clear roles early in the proposal process. Understanding EU priorities and dedicating time to quality proposal preparation are key to success. The main barriers we've faced include administrative complexity, differences in partners' capacities, and coordination across multidisciplinary teams. Technical challenges such as data interoperability can also arise but are manageable through good communication and planning.

Despite these hurdles, Horizon projects offer great opportunities for innovation, collaboration, and long-term European impact.

Is there an advantage having the Czech coordinator (CTU)?
Yes, Czech Technical University in Prague (Faculty of Information Technology) brings strong technical expertise, proven EU project experience, and leadership in AI, data analytics, and digital innovation. Its coordination ensures high-quality results, efficient teamwork, and a solid foundation for achieving PoliRuralPlus objectives across all partners.

https://www.poliruralplus.eu/