



PROJECT

RUBIZMO

RUBIZMO will identify and promote opportunities for more diverse economic activities in rural areas that can bring about added value, job creation and a more sustainable use of resources. The project aims to stimulate investments into a range of rural economic sectors, with a particular focus on supporting the valorization of local assets, and exploitation of unused resources. RUBIZMO brings together 16 expert organizations from 11 countries, striking a balance between East-West, and North-South Europe, focusing on European countries with large rural populations. RISE coordinates this consortium in which ZABALA Innovation Consulting also participates. The project has been funded under H2020 and will last until April of 2021.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 773621

16

PARTNERS

36

MONTHS

€3.9 M

TOTAL COST

11

COUNTRIES



IN ONE CLICK

Coordinator	Programme	Period
RISE	HORIZON 2020	2018-2021
Sector	Web	
Rural	http://altfinator.eu/	

01

The Challenge

The **objective** of RUBIZMO will be to **stimulate** the large-scale deployment of successful, **localized** and innovative business models in the food sector, bio-based value chains and eco-system services. By making new linkages among sectors, businesses, producers, consumers, and markets, **RUBIZMO will create** shared values among local communities and help to increase rural resilience through diversification.

02

The Solution

RUBIZMO will identify 50 successful business cases and 20 new business models and explore conditions for replication to develop four practical, user-oriented **tools**:

- A **virtual library** of business cases,
- **Guidelines** on creating favorable conditions for the deployment of innovative business model
- A toolkit for clustering and network **development** in rural areas;
- A **transformation support tool**, to help individual entrepreneurs understand which business models are best adapted to their situation, and how to go about implementing change.

03

Impacts

The **main expected** impacts of RUBIZMO will be: To **develop** improved tools for entrepreneurship in rural areas, **to improve** knowledge of business models emerging in rural areas, **to increase** the potential for rural economic diversification, **added value** and **job creation** in a variety of rural areas, making rural economies and societies more resilient to global changes and to improve the delivery of ecosystem services resulting from innovative forms of valorization.