

Ruralities Living Lab

For Resilient Rural Communities

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Why Ruralities Living Lab Exemplifies the SET Vision

Social Entrepreneurs in Tourism (SET) Competition · 2026 -
<https://socialtourismcompetition.com/>

Ruralities Living Lab Advancing the SET Mission



Social Innovation / Inclusive Growth

A venture that drives measurable positive change via tourism, Reaching communities and people left behind by mainstream tourism



Replication Model

A scalable framework others can adopt and adapt to grow and prosper



SDG Alignment – Impact anchored in the UN Sustainable Development Goals, particularly:

SDG 8 – Decent Work & Economic Growth — the venture's core driver. The PWA, ECO Seal, corridors, and micro-credentials all exist to create sustainable livelihoods in rural territories and reduce the economic pressure pushing people to leave

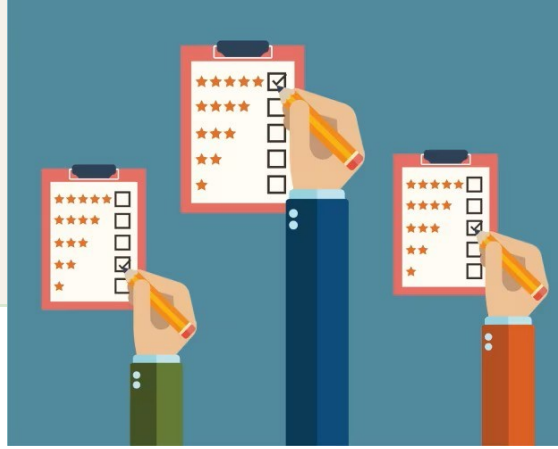
SDG 11 – Sustainable Cities & Communities — addresses resilience of less-visited destinations; the Living Lab model strengthens the fabric of rural communities facing depopulation and outmigration

SDG 17 – Partnerships for the Goals — the multi-actor multiple-helix structure (SMEs, DMOs, BSOs, academia, NGOs, public authorities across 11 member states) is itself an embodiment of Global Goal 17, and the venture explicitly leverages Horizon, SMP COSME, Erasmus+, LIFE, Interreg partnerships

SDG 12 (responsible consumption via sustainability self-assessments and local sourcing) and

SDG 14/15 (nature-based tourism models that incentivize biodiversity conservation)

Why Ruralities Living Lab Belongs in SET



Social Innovation: ✓ Community-governed Living Lab methodology

Community Benefit: ✓ Tourism revenue retained locally

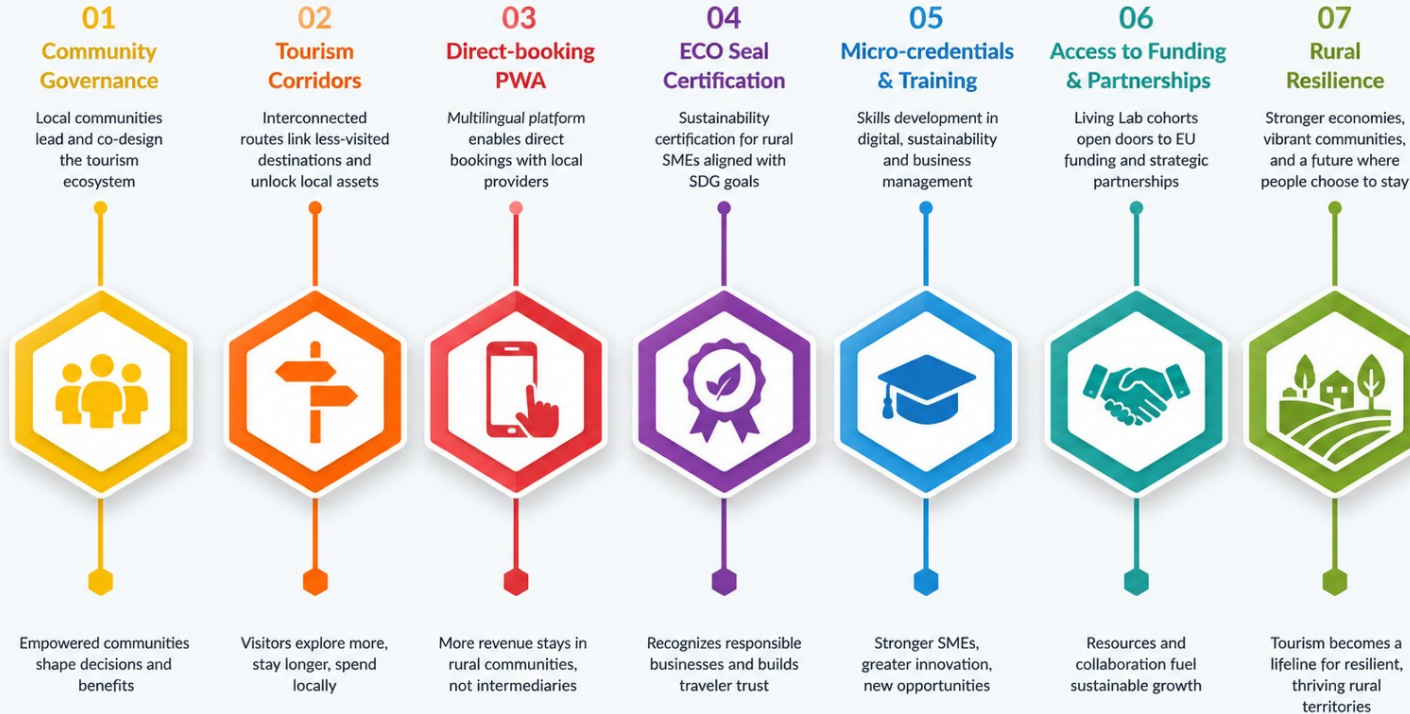
Inclusive Growth: ✓ Supports SMEs, DMOs, Public Bodies, rural entrepreneurs

Sustainability: ✓ SDGs 8, 11, 12, 14, 15, 17

Replication: ✓ Pan-European framework across 11 Member States

Why SET?

Seven interconnected elements that create lasting social impact



From tourism that becomes the mechanism—not the objective — to rural resilience

Evidence of Structural Change



Community-governed Corridors



Direct-booking PWA



ECO Seal



Micro-credentials via e-learning



Living Lab Governance

Together these components create permanent community capacity—not simply tourism promotion.

The Ruralities Living Lab Difference

Transforming tourism from an economic sector into a governance model for global sustainable tourism and rural resilience

The Ruralities Living Lab venture drives measurable social impact through tourism and SDG alignment, with emphasis on inclusive economic growth, community benefit, and innovation.

It redirects tourism value back into communities facing outmigration, demographic decline, and invisibility within the greater tourism sector — with its diversified model of community-governed corridors, a direct-booking PWA, ECO Seal certification, and micro-credentials — creating the structural, SDG-aligned change SET recognizes.

Operating across eleven European member states, Ruralities Living Lab Resilience for Rural Communities demonstrates a tested governance model capable of strengthening entrepreneurship, retaining tourism value and supporting the EU's Right to Stay strategy.

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Tourism as a Platform for Rural Resilience
Supporting Alignment with the Social Entrepreneurs in Tourism
(SET) Competition

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