

Innovation and entrepreneurship in rural areas: the Startup Village Forum initiative

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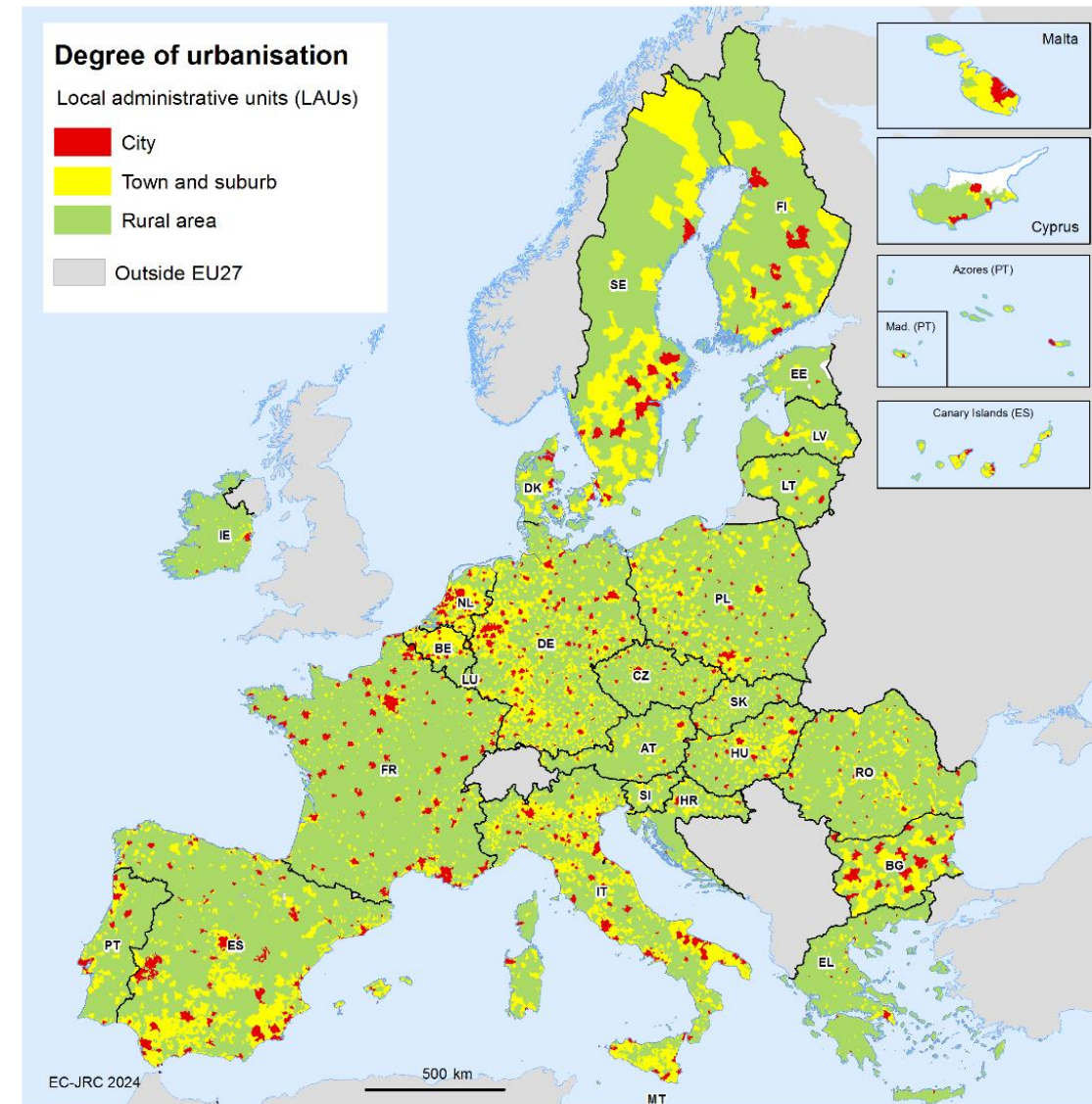
RURACTIVE online Forum
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Rationale & policy framework

- Rural areas comprise over **76% of the EU's territory** and over 25% of its population
- **Challenging demographic trends** and urban-rural gaps
- → geographies of discontent

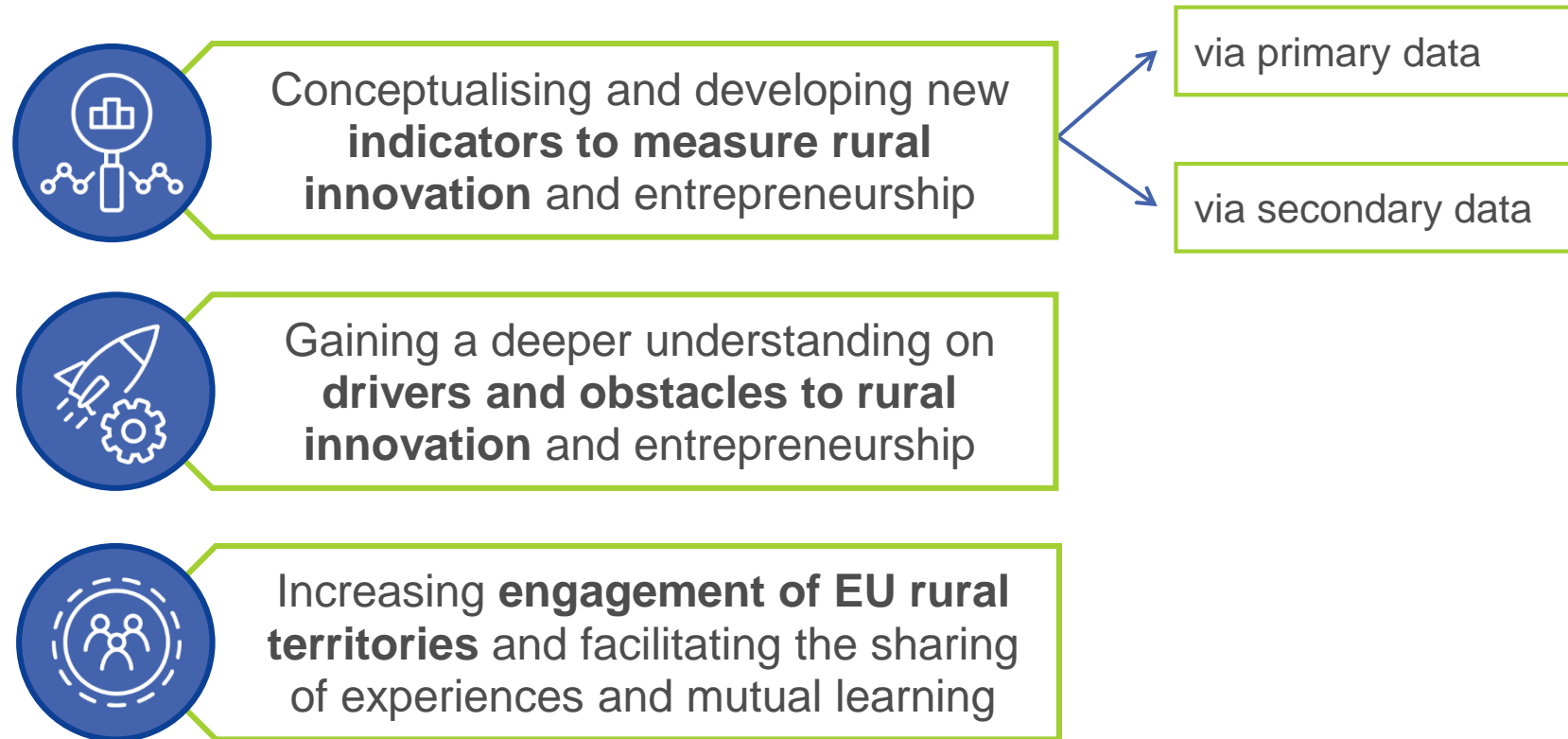
- **Long-Term Vision for EU's Rural Areas**
- **New European Innovation Agenda**

- **Startup Village Forum initiative**



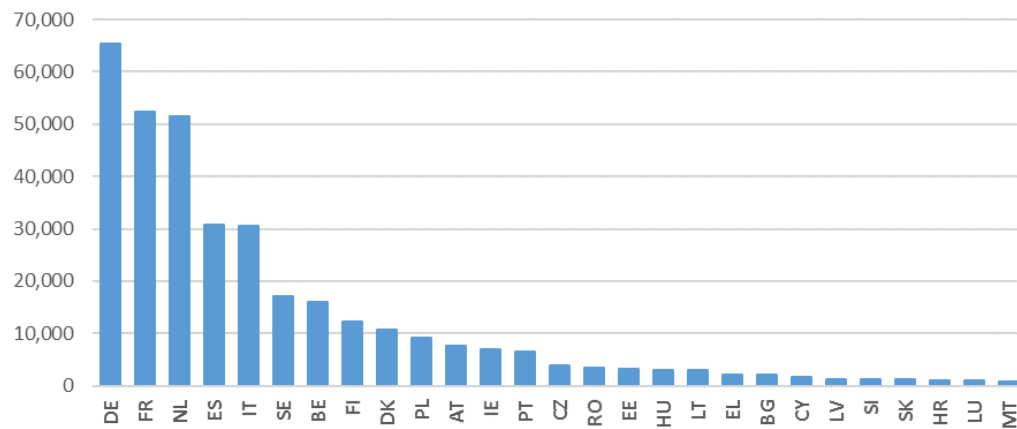
Source: European Commission - JRC, 2024

JRC work on innovation and entrepreneurship in rural areas

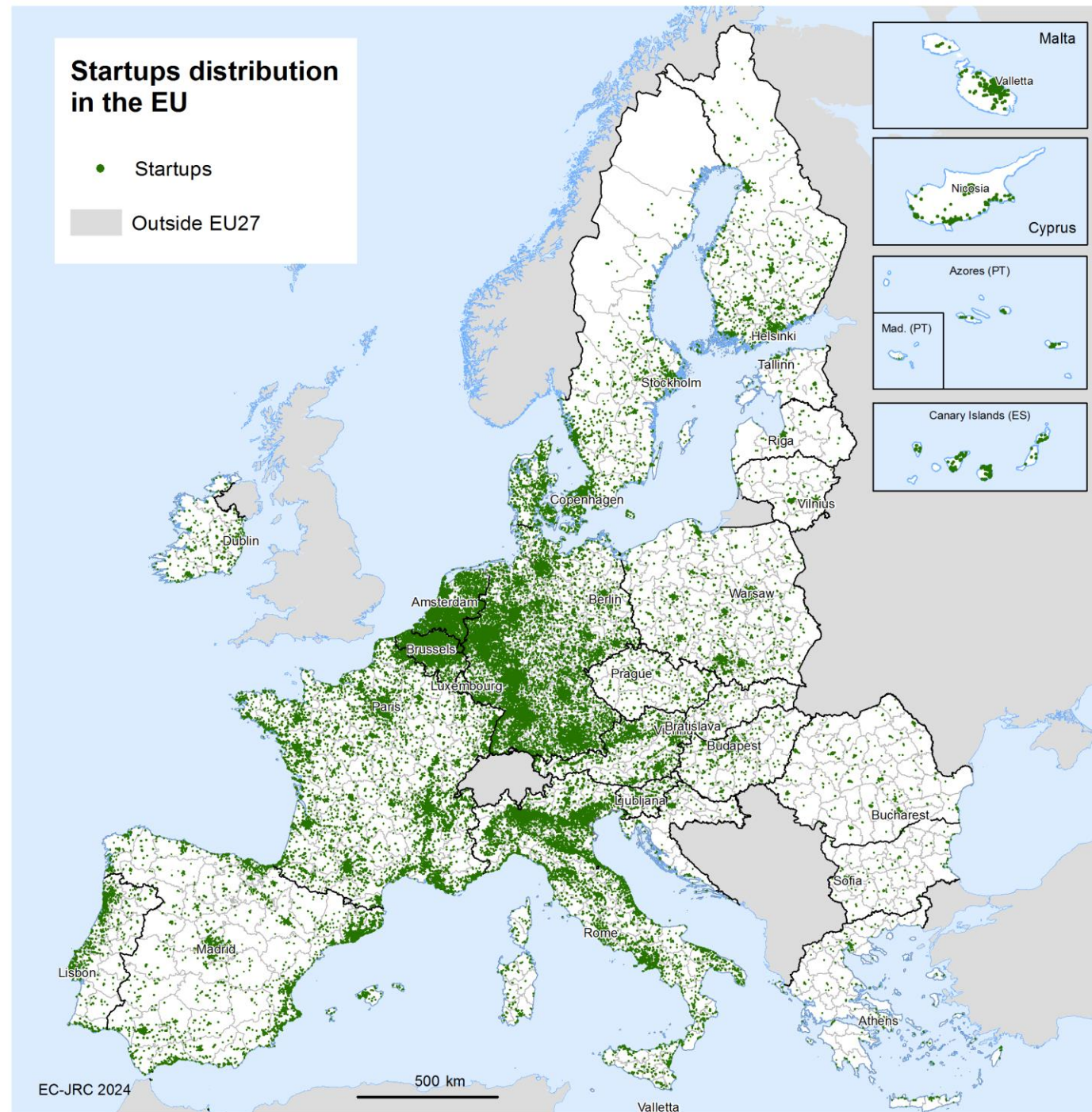


Startups in the EU

Number of startups in EU countries, 2024

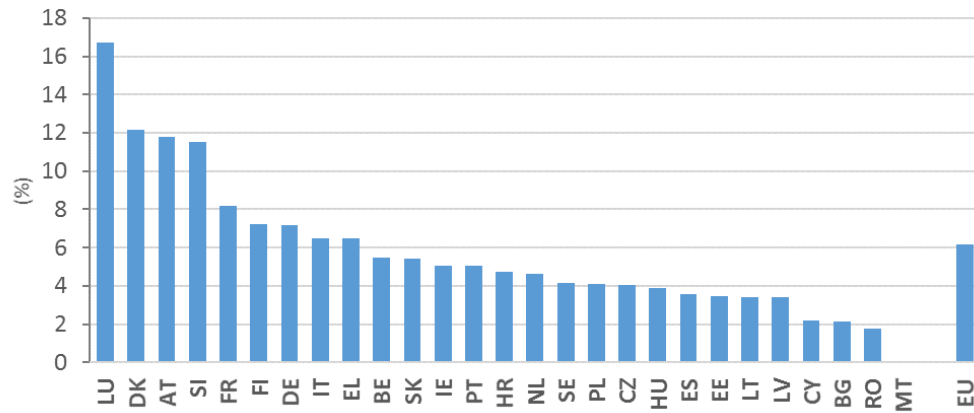


Source: EC-JRC, based on Dealroom.co data

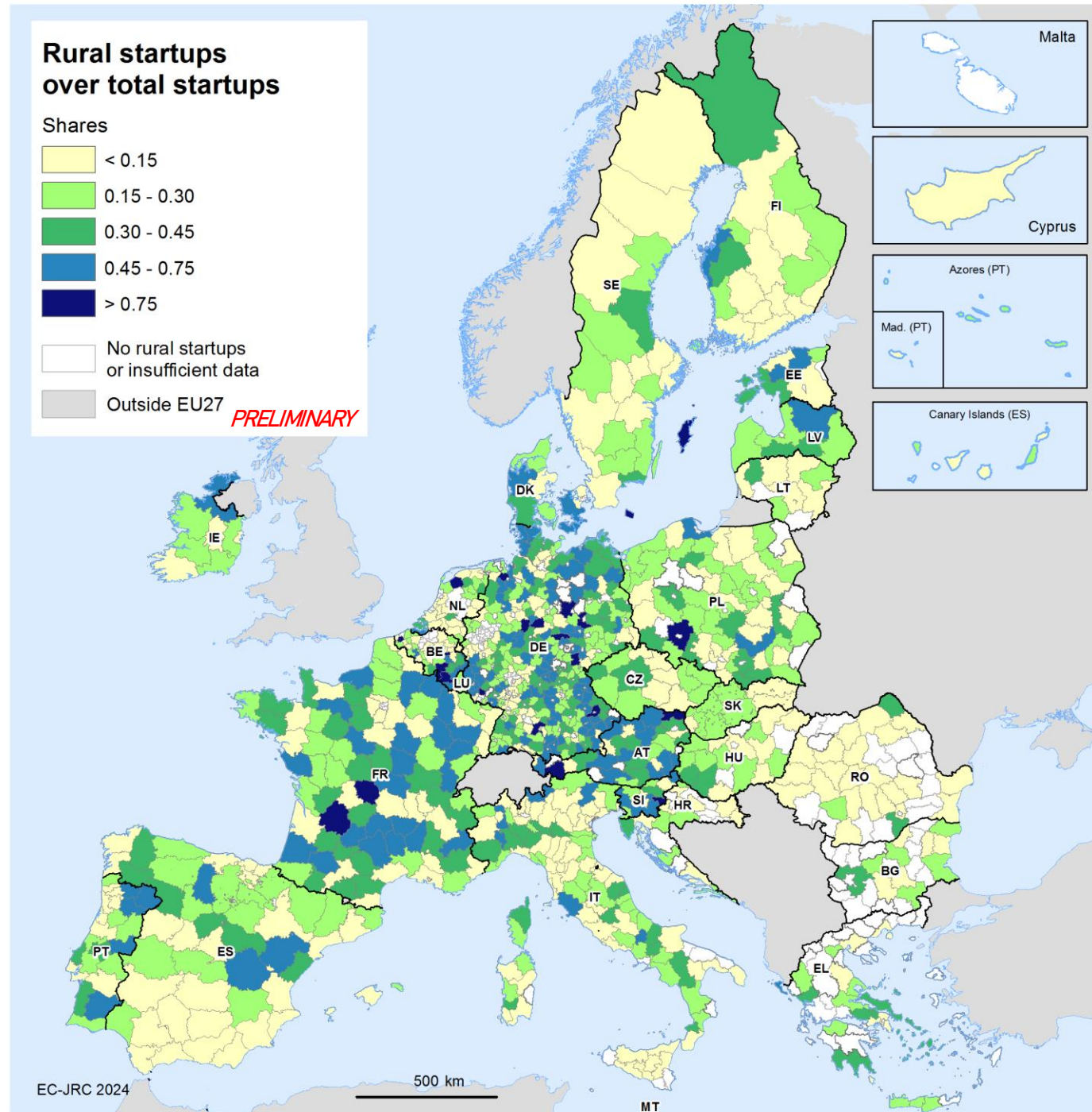


Rural startup density

Share of startups in rural areas, 2024



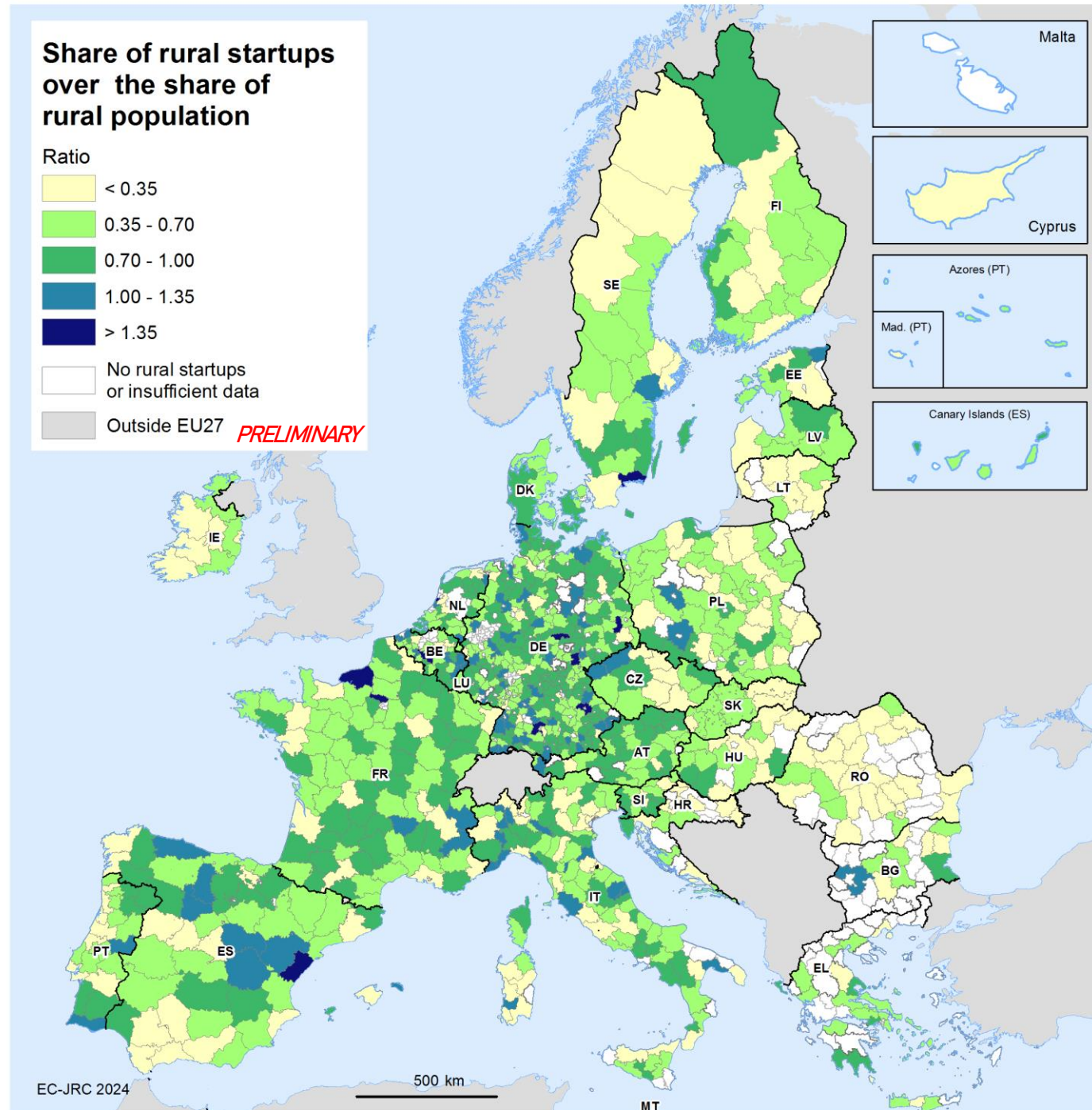
Source: EC-JRC, based on Dealroom.co data



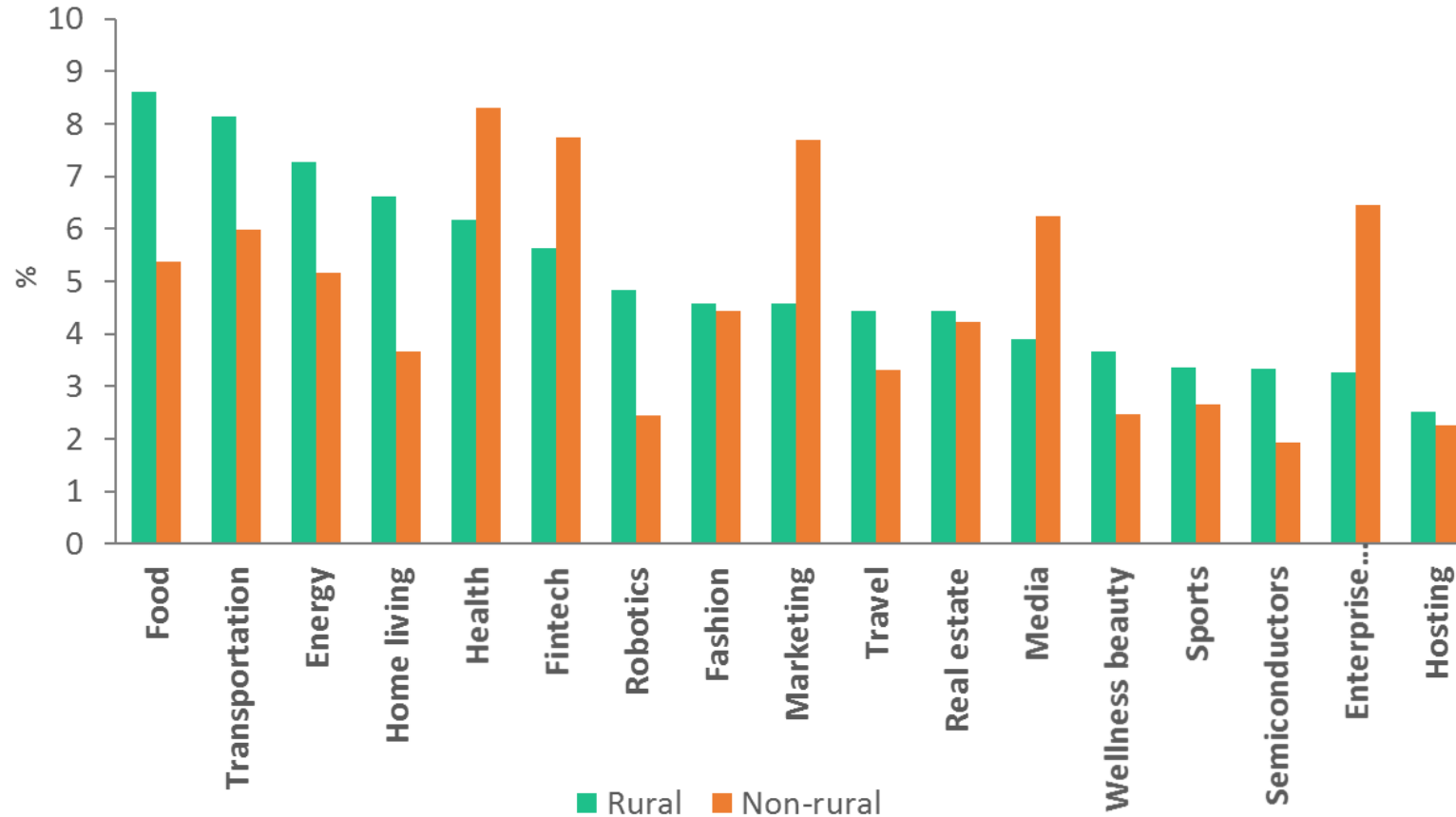
Density of rural startups to rural population

Country	Rural startups over total startups	Rural population over total population	Ratio
LU	16.7%	32.5%	0.51
NL	4.6%	10.3%	0.45
BE	5.5%	13.5%	0.41
IT	6.5%	17.2%	0.38
DK	12.2%	33.0%	0.37
DE	7.2%	22.7%	0.32
AT	11.8%	38.0%	0.31
ES	3.6%	13.3%	0.27
FI	7.2%	27.3%	0.26
SI	11.5%	44.7%	0.26
FR	8.2%	32.9%	0.25
EU27	6.2%	25.7%	0.24
SE	4.2%	19.5%	0.21
EL	6.5%	31.7%	0.20
PT	5.0%	24.6%	0.20
HR	4.7%	35.2%	0.13
SK	5.4%	42.0%	0.13
HU	3.9%	30.6%	0.13
CY	2.2%	18.8%	0.12
CZ	4.1%	35.6%	0.11
IE	5.1%	44.3%	0.11
PL	4.1%	35.9%	0.11
LV	3.4%	34.3%	0.10
EE	3.5%	36.0%	0.10
BG	2.1%	22.7%	0.09
LT	3.4%	41.7%	0.08
RO	1.8%	38.9%	0.05
MT	0.0%	2.5%	0.00

Source: EC-JRC, based on Dealroom.co and Eurostat data



Startups distribution by sector



Source: EC-JRC, based on Dealroom.co data

What's next?

- Development of a EU-wide **survey to map business innovation** patterns and characteristics in rural vs urban areas
- Conceptualization and downscaling of **indicators to measure rural innovation** and entrepreneurship
- Study on the relationship between **regional specialisation and startup emergence** in rural areas
- Study on the **geography and impact of venture capital** on entrepreneurial performance in rural areas
- Analysis of the **role of crowdfunding in rural businesses** and complementarities with traditional investment channels
- Analysis of regional **skill portfolios, industrial dynamics and growth potential** in rural areas

Stay tuned!

<https://startup-forum.rural-vision.europa.eu>




An official website of the European Union How do you know?

European Union

European Startup Village Forum

Overview About

Home > Startup Villages




Research and innovation play a key role in tackling challenges and reap opportunities for wellbeing and growth in rural territories.

The European Startup Village Forum facilitates the exchange of knowledge and expertise on how to **promote startup-driven innovation in rural areas**.

This initiative is part of the European Commission's long-term vision for the EU's Rural Areas, which includes a specific flagship action on research and innovation for rural communities.

What is a startup village? +

What are the enabling conditions of a startup village? +



Discover more

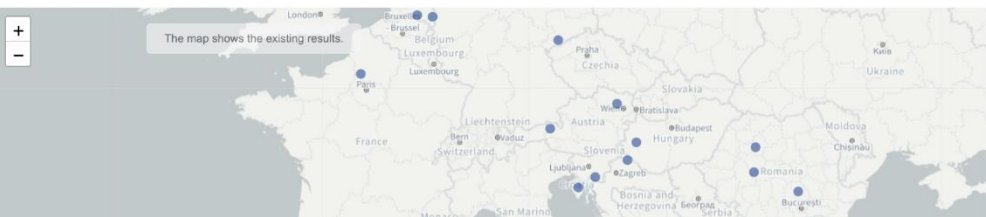
Startup Village Mapping

Express your interest and join the discussion on innovation and entrepreneurship in EU rural areas!

Understanding how innovative entrepreneurship operates in rural areas is crucial for defining and implementing effective public and private sector initiatives. Join the Startup Village community by filling in the questionnaire. Share your experiences and insights with other EU rural communities interested in fostering innovation and entrepreneurship in their territories.

The information displayed in the mapping tool is the sole responsibility of the local entity that has provided it. The European Commission does not verify the accuracy of the information provided. Therefore, being included in the map cannot be understood as any sort of official endorsement by the European Commission of the Startup Village status.

[Go to survey](#)



The map shows the existing results.

Thank you

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