

NEXRUR PROJECT LAUNCHED TO FOSTER SUSTAINABLE BUSINESS MODELS FOR RURAL RESILIENCE ACROSS THE EU AND CHINA

10 October 2025, Xiamen (China) - The NEXRUR project kicked-off today in Xiamen, China, with a European launch to follow in Potsdam, Germany, on 22 October 2025. With this start, the project embarks on its mission to foster next-generation innovative and sustainable business models in rural areas across Europe and China, built on a shared vision of community-led entrepreneurship.

Rural areas and agriculture as well as aquaculture are facing major economic, social and environmental challenges regarding climate change, loss of biodiversity and water supply. Consequently, there is a need for new or improved innovative business and production models in rural areas that tackle these challenges and have an impact on sustainability.

NEXRUR's main objective is to investigate the innovation dynamics and strategies for change in rural areas, through international cooperation between the EU and China, enabling farmers and their communities to develop, select and upscale new or improved sustainable business models and monitor their economic, social and environmental impact on rural resilience.

“With NEXRUR, we share knowledge and best practices between Europe and China to support farmers and communities in rural areas co-design and co-create sustainable business models through a network of established community-led cases. By combining knowledge, practice, and international cooperation, we aim to strengthen rural resilience, generating more jobs, better services, improved access to healthy food, and greater value for agriculture.” – **Philipp Grundmann, NEXRUR Project Coordinator from ATB**

NEXRUR will generate new knowledge on community-led agricultural business models, bringing together conceptual with practical research, contributing to the generation of a knowledge base and facilitating co-design and co-innovation in a network of **22 diverse community cases** (15 in the EU and 7 in China) and **7 selected start-up cases** (5 in the EU and 2 in China).

Besides, NEXRUR will verify the social and environmental performance of community-led aqua- and agricultural businesses in different contexts, agri-food value chains, pedoclimatic zones and socioeconomic and environmental conditions in the EU and China.



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NEXRUR's results will showcase a summary of tested and improved pathways, strategies, tools and policy recommendations for the successful community-led businesses model development. Both the new knowledge generated and a monitoring framework for aqua- and agricultural businesses, will be widely disseminated in the EU, China and beyond, inspiring the uptake of innovative production activities able to increase the prosperity of farmers.

NEXRUR officially started activities on **1 October 2025** and **will run for 4 years**. The project consortium, coordinated by [Leibniz-Institut für Agrartechnik und Bioökonomie e.V.](#) (ATB, Germany), connects 21 partners from Europe: [Humboldt-Universität zu Berlin](#) (UBER, Germany), [Stichting Wageningen Research](#) (WR, Netherlands), [Universidad de Burgos](#) (UBU, Spain), [Collaborating Centre on Sustainable Consumption and Production](#) gGmbH (CSCP, Germany), [RISE Research Institutes of Sweden AB](#) (RISE, Sweden), [Sveriges lantbruksuniversitet](#) (SLU, Sweden), [Greenovate! Europe](#) (G!E, Belgium), [Bundesanstalt für Agrarwirtschaft und Beraubauernfragen](#) (BAB, Austria), [Fundación Centro Europeo de Empresas e Innovación de Murcia](#) (CEEIM, Spain), [Cluster Viooikonomias kai Perivallontos Dytikis Makedonias](#) (CLUBE, Greece), [Fundación Universitaria San Antonio](#) (UCAM, Spain), [Association Européenne Leader pour le Développement Rural](#) (ELARD, Belgium), [GreenFlex](#) (France), [Maavár Akvakultúra Technológiái és Innovációs Platform Favesület](#) (HUNATIP, Hungary), [Zabala Innovation Consulting S.A.](#) (Spain), [Coöperatie Stadslandbouw Oosterveld U.A.](#) (Netherlands), [Verein für Landschaftspflege Potsdamer Kulturlandschaft e.V.](#) (LPVPO, Germany), [Landschaftspflegeverband Prignitz Ruppiner Land e.V.](#) (LPVPR, Germany), [Asociación de Productores de Ganado Criado a Pasto](#) (DeYerba, Spain).

The 9 partners from China are [Institute of Urban Environment, Chinese Academy of Sciences](#); [Ninabo University](#); [Zhejiang Gongshang University](#); [Research Center for Eco-Environmental Sciences, Chinese Academy of Sciences \(RCEES\)](#); [Institute of Agricultural Economics and Development, Chinese Academy of Agricultural Sciences \(CAAS\)](#); [Zhejiang University](#); [Yanzhou University](#); [Zhejiang Academy of Agricultural Sciences](#); [Shandong Academy of Agricultural Sciences](#).

You can keep up with project progress on the [LinkedIn page](#) and on the project [website](#).

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Project information

- Grant Agreement ID: 101181273
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- Full name: NEXT GENERATION SUSTAINABLE BUSINESS MODELS AND MONITORING FOR RURAL RESILIENCE AND INNOVATION
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