



REROOTED

Resilient European rural outlooks:
opportunities for transformation,
empowerment and development

EU-Funded REROOTED Launches to Drive Innovation and Resilience in Europe's Rural Regions



From August 24–26 2026, the University of Copenhagen successfully hosted the kick-off meeting for REROOTED, an initiative funded by the European Union. The multi-day event brought together 37 researchers and local community stakeholders from seven participating countries to launch a 4.5-year collaborative journey focused on rural demographic shifts, structural development, and municipal resilience.

The conference established an open platform for local practitioners and academics to exchange insights into the shared social, economic, and environmental challenges facing rural regions across Europe.

A central highlight of the gathering was a site visit hosted by Lolland Municipality in southern Denmark. Partners toured the predominantly rural landscape, characterized by large-scale cereal production, to observe firsthand how the region is navigating complex demographic shifts.

Like many peripheral areas in Europe, Lolland has experienced decades of population decline, an aging demographic, and shifting labor demands. In response, the municipality has pioneered a dual development strategy centered on proactive growth and pragmatic adaptation:



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- **Growth & Investment:** Capitalizing on major infrastructure investments, such as the Fehmarn Belt Fixed Link connecting Denmark and Germany, to foster business development, green industry, international recruitment, and sustainable tourism.
- **Structural Adaptation:** Modernizing housing, public services, urban planning, and infrastructure to ensure long-term community resilience under changing demographic conditions.



The productive atmosphere of the kick-off conference has set a strong foundation for deep cross-border and cross-disciplinary cooperation over the next 4.5 years.

About REROOTED

REROOTED is a Horizon Europe project funded by the European Union. Bringing together researchers, policy experts, and local practitioners across seven countries, the initiative studies, develops, and implements innovative strategies for sustainable rural and regional transformation.

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