



PREPARATORY ACTION ON
Smart Rural Areas
in the 21st Century



Data use and management to improve rural services

Smart Rural Academy, 23.02.2021
Bernard Dubuisson - Profondeville, BE

Agenda

Intro.

Part 1. Which data do you deal with?

Part 2. How do you deal with data?

Part 3. Open data to help public policy

Part 4. Which support do you need?



Intro



PROFONDEVILLE

- Wallonia, Belgium - French-speaking
- 6 villages along the Meuse river
- Population 12.500
- 50km², 50% farm lands, 27% forests
- ...



Is Profondeville Smart? Not yet...

- Many computers in the local administration, but little vision on the global picture and the road ahead
- New leading team in 2018 > interest growth & new skills for digital innovation
- Help from a transcommunal development agency (BEP)



Our smart strategy involves data

- Sentinel trucks
- Mobility sensors
- ...

Actions we planned

1. Basic data training

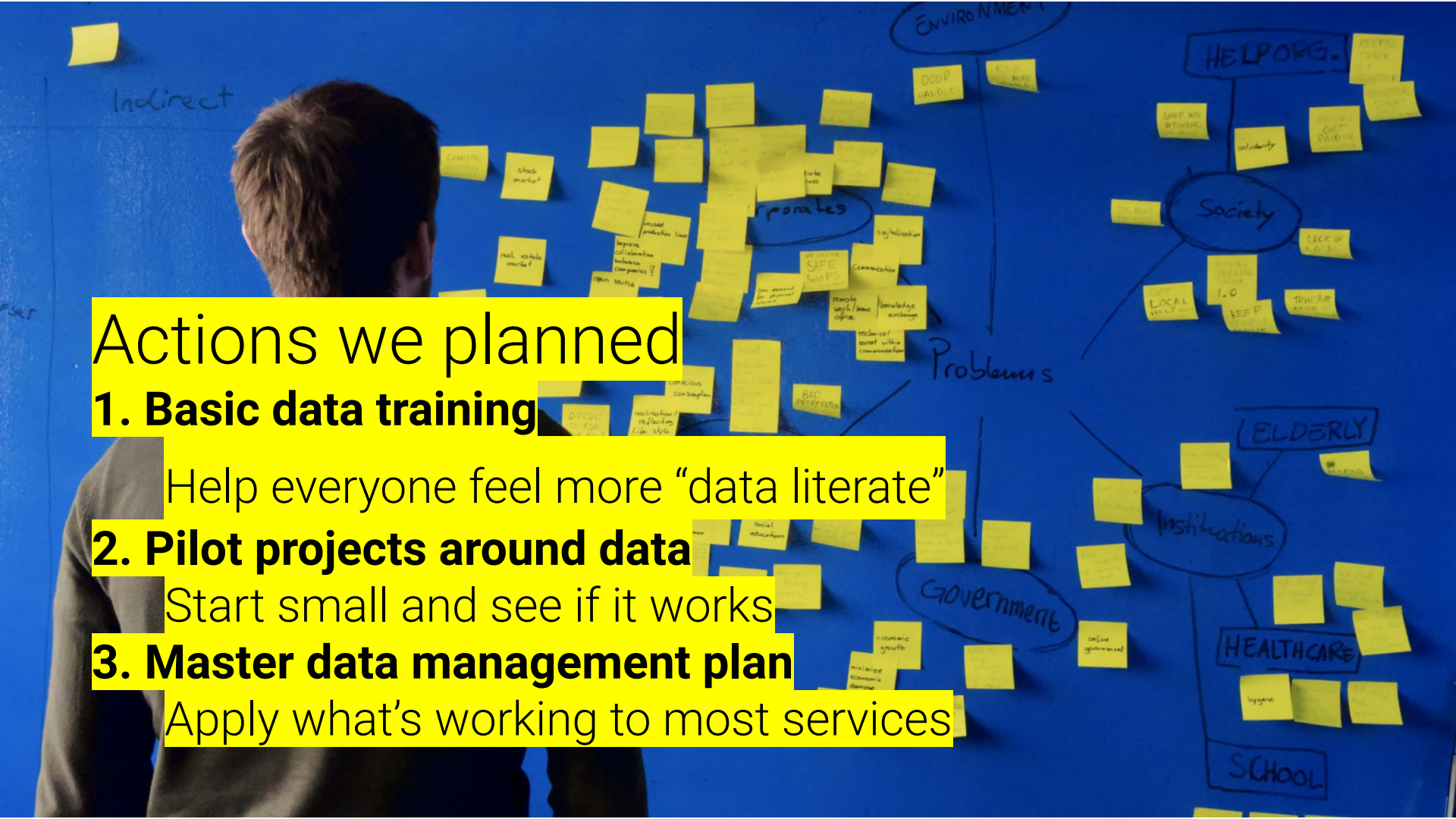
Help everyone feel more “data literate”

2. Pilot projects around data

Start small and see if it works

3. Master data management plan

Apply what's working to most services



Part 1. Which data do you deal with?

A top-down view of a wooden desk. On the right is a silver laptop with a black keyboard. To its left is a blue notepad with white numbers and symbols scattered on it. A black pen lies on the desk below the notepad. A semi-transparent blue box with white text is overlaid on the left side of the image.

Question :

Do you deal with data?



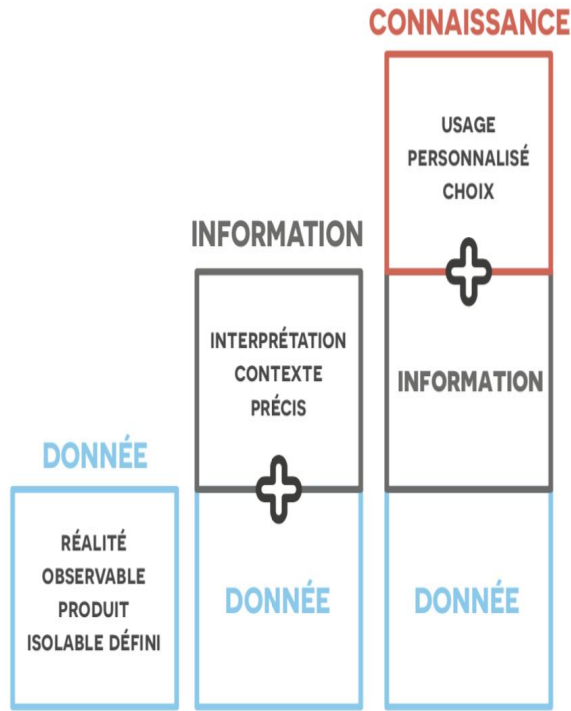
We've all been dealing with data for a long time

- > Budget
- > Population register
- > But also ...

Location of bus-stops, benches, accessible facilities, public restrooms, tourist attractions, trashcans, classified buildings and trees, sources of drinkable water, etc.

Reports on waste collection, weather, air quality, traffic, energy consumption, crop growth, health, income & poverty, etc.

Activity of bus rides, visitors, hikers, farmers, etc.



Data is the elementary description of a reality. It comes from an observation or a measurement. It is a defined and isolable element made up of commonly accepted rules or categories (measurement, classification, etc.). **Information** is the result of the interpretation of the data by a person. This is data interpreted in a specific context.

Origins of data
Self gathered
Sensors
Cameras
Mobile Apps
Third Party
User-generated



Special types of data :

Personal data

Geographical data

Suspeitos
198,353



Amostras
235,87

What to do with your data :
Data Visualisation
Data Analytics & Big Data
Artificial Intelligence

Part 2.

**How do you deal
with data?**

Question

**How do you deal with data,
do you have a management
procedure?**

Many questions :

1. How is data stored ?

Spreadsheet - Database - Software - Ledger - Other

2. How often is new data added to the collection?

Hourly - Daily - Weekly - Monthly - Yearly - Other

3. How is data collected and added ?

Automatically - Manually

4. Is there a written procedure to manage your data?

Yes - No

5. How long do you keep your data?

6. How do you keep your data safe ?

From theft, alteration, loss ...



Data management is all about the process

You need adequate procedures to keep your data relevant
The complexity of these procedures may vary greatly

Why a process is important

Keep data freshness and quality

Keep data safe and unaltered

Manage data over time and people

Keep the data relevant





Things to consider in elaborating the process

Security Legal aspects **Availability** Ease
of use **Integrity & Quality** Technology &
Infrastructure **Culture** Citizen inclusion
Sustainability

Part 3. Open data to help public policy



Question :

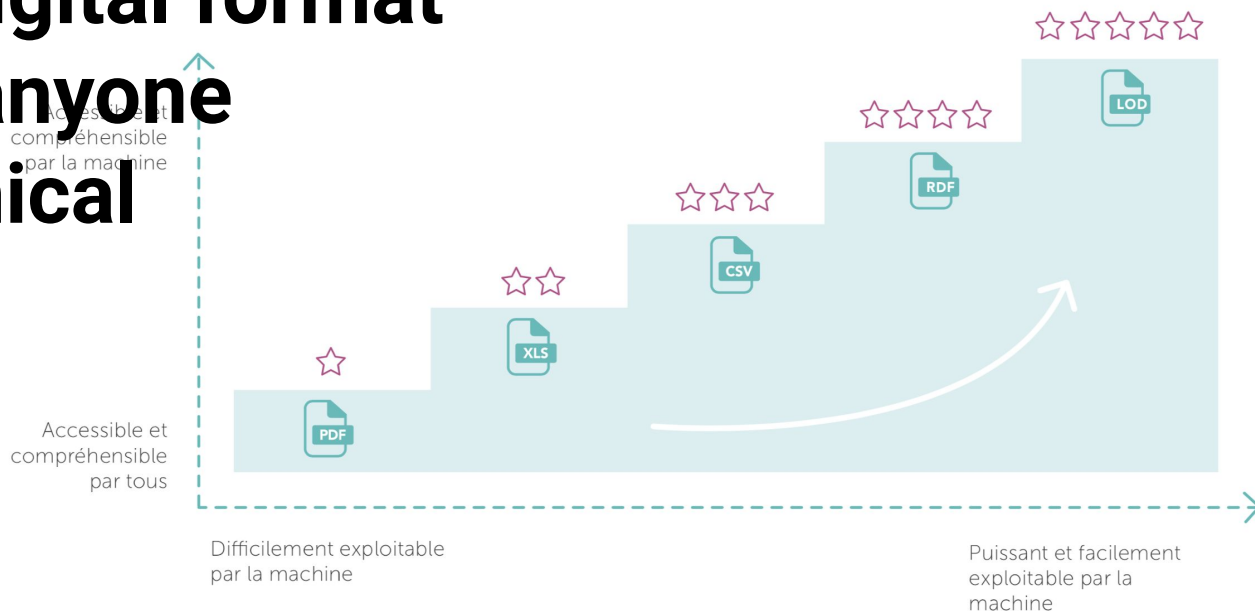
What are the topics in which open data provided could help the discussion about your community issues?



Environment, population, economy, tourism, ...
Sharing data can help policy on these issues

Open data means :
**Non-personal data of public administrations
available in digital format
for reuse by anyone
without technical
restriction**

(Graphique inspiré du modèle 5 étoiles de Tim Berners-Lee)¹³⁰



Purposes of open data :

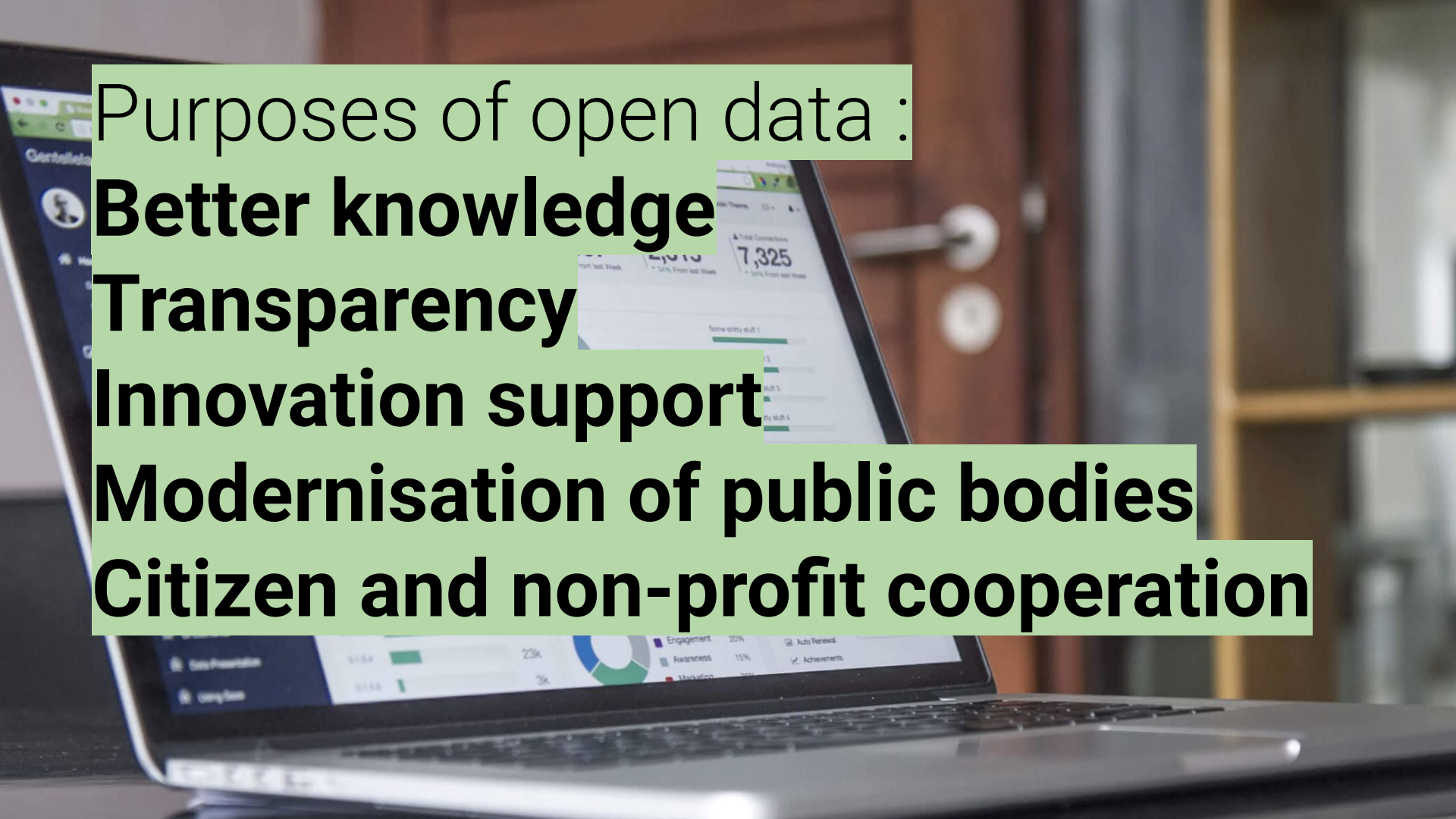
Better knowledge

Transparency

Innovation support

Modernisation of public bodies

Citizen and non-profit cooperation



Users of open data :

Citizen movements

Businesses, startups

Analysts, journalists, infographists

Other public bodies and agents

Research centers, universities

Non-profit sector

Part 4. Which support do you need?

A photograph of two young girls with blonde hair sitting on stone steps. The girl on the left is wearing glasses and an orange shirt, holding a yellow pencil and looking down at a document. The girl on the right is wearing a dark patterned shirt and is also looking at the document. The background consists of weathered stone steps.

Possibilities ?
Basic training
**Advanced training &
coaching**
Strategy development
Technical support



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Thank you !

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Sources :
Smart City Institute, BEP, Commune de Profondeville, unsplash.com