

# Final Event of the Smart Rural 21 Project

17<sup>th</sup> October – 18<sup>th</sup> October 2022

Sopot, Poland



## How to co-design e-services with rural communities

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Lessons learned from the Smart Rural 21 project

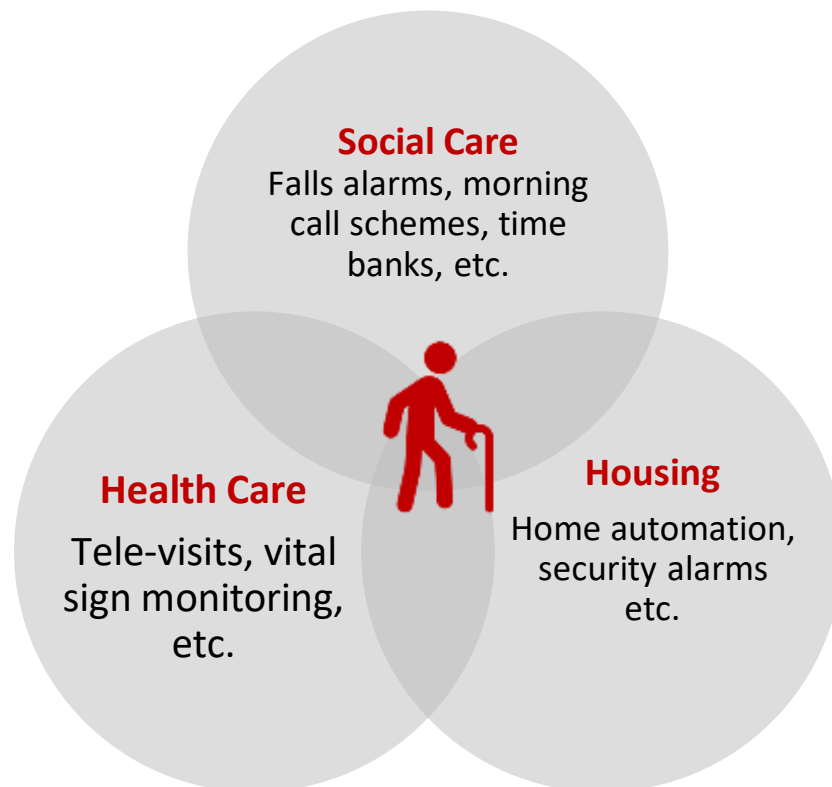
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empirica

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# Point of departure

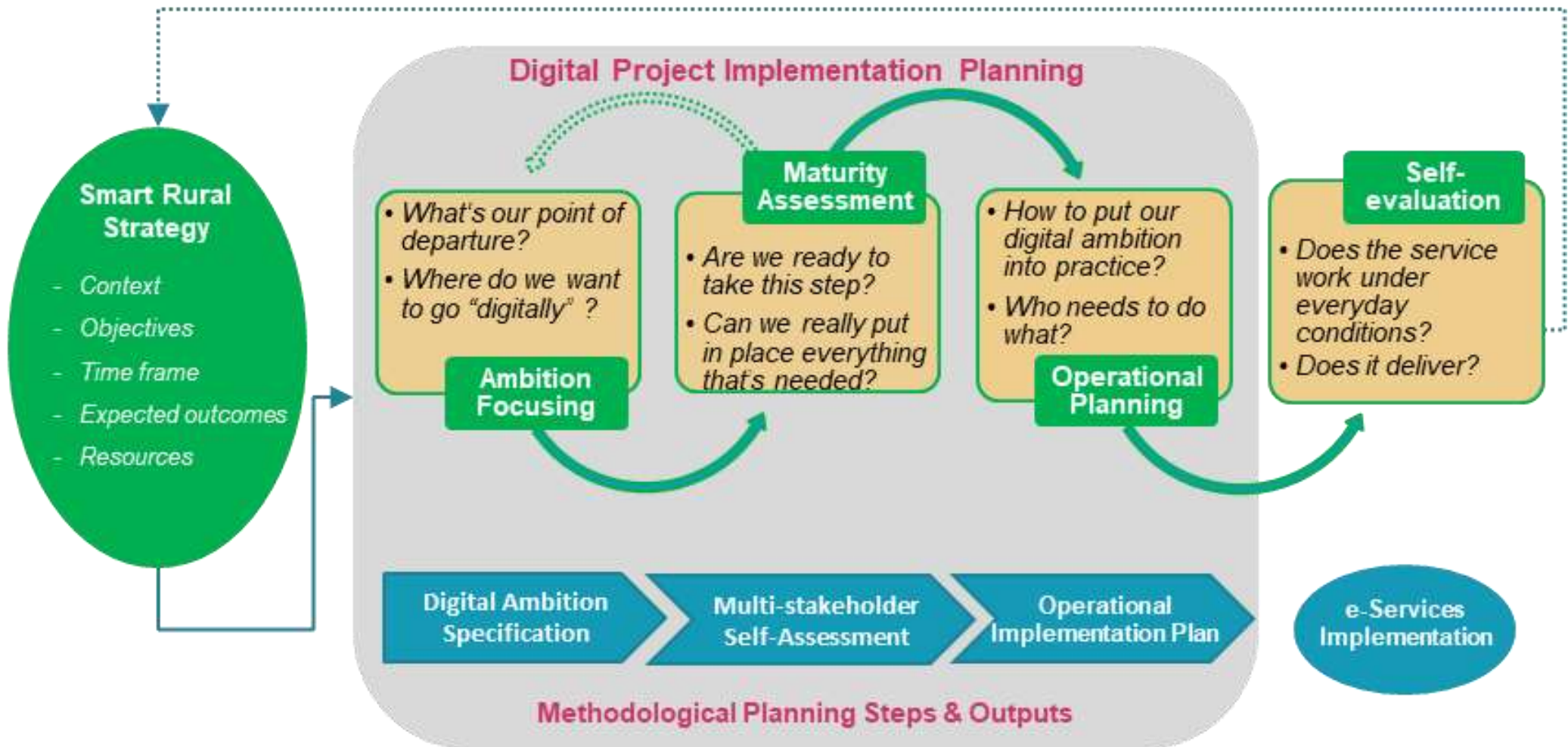
- Population ageing & composition
- Demand for health care & social support
- Lack of access to existing health care services



... but

- ✓ The 'digital' alone is often not enough to solve the problem
- ✓ Building a digital support service should be seen as a 'journey' and not just as the acquisition of a 'digital tool'.

# How to put ideas into practice ?



# Some lessons learned

- 'Going digital' is not always a 'cheap route'; especially more sophisticated e-services tend to require a certain scale to be economically sustainable
- Bottom-up projects often struggle with resources and long-term commitment of volunteer stakeholders to sustain digital services after the initial euphoria
- Digital solutions tend to be strongly context-bound and not simply replicable one-to-one



*Digital service innovation tends to require more than just a 'digital tool' but can be worth the effort !*