



Introduction to the workshop & the state-of-play of the Smart Rural 21 Project

Edina Ocsko, Project Coordinator (E40 Group)

3rd Regional Workshop, 27 January 2022

Kicking it off!

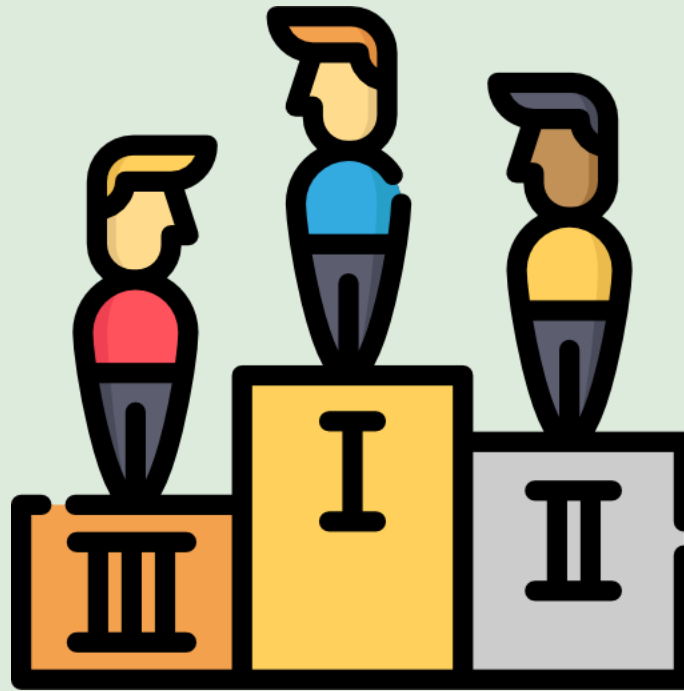
- Welcome!
- This meeting is being recorded
- Sli.do: 151 555
- Chat – Raise hand

...but best if you speak up

- Covid is still standing in our way...

... but keep going!





Ostana Quizz

Sli.do: 151 555

Objective of today



To discuss

- How to **make Smart Villages happen**
- What local people, local communities and policymakers **can (or could?) do** to make it happen
- How to advance **smart mobility** in rural communities

Timing	Agenda item
Smart Rural 21 project – Smart Approaches (9.30 – 11.15)	
9.30-9.50	Introduction to the workshop & recent developments in the SR21 project, <i>Edina Ocsko, E40</i>
9.50-10.20	Presentations of Smart Rural 21 villages: Raudanmaa (Finland) – <i>Mirka Huhtanen</i> , Kythera (Greece) – <i>Aikaterini Kasimati</i> , Stanz (Austria) – <i>Rainer Rosegger</i> , Hilvarenbeek (Netherlands) – <i>Wiet van Meel</i>
10.20-10.50	Working groups: Stakeholder engagement in Smart Villages actions <ul style="list-style-type: none"> Workshop 1: Engaging local community members and businesses (inc. rural businesses) Workshop 2: Engaging farmers and other rural businesses (inc. smart agriculture) Workshop 3: Engaging local community members in local energy community
10.50-11.00	Coffee Break
11.00-11.15	Feedback from the workshop sessions: Practical ways to overcome challenges
Public infrastructure & architecture – Ostana in focus (11.15- 12.30) <i>IT-EN Interpretation available</i>	
11.15 - 11.25	How Smart Rural 21 supported Ostana, <i>Simone D’Antonio (Smart Rural 21, National expert)</i>
11.25 – 11.40	The Smart Approach of Ostana, <i>Enrica Alberti & Laura Cantarella, Viso a Viso - Ostana</i>
11.40 – 12.00	Architecture and social innovation in Ostana, <i>Professor Antonio De Rossi</i>
12.00 – 12.30	<i>Q&A and discussion</i>
12.30-13.15	Lunch break
Supporting Smart Villages (13.15 – 14.30) <i>IT-EN Interpretation available</i>	
13.15-13.25	Supporting the Smart Villages concept in Italy, <i>Mara Lai, CREA</i>
13.25 -13.35	Strategies for villages in mountainous areas in Italy, <i>Roberto Colombero & Marco Bussone, UNCEM</i>
13.35 -13.45	Supporting rural communities through regional strategies, <i>Chiara Musolino, Piedmont Region</i>
13.45-14.00	The relevance of Smart Villages in rural communities, <i>Silvia Rovere, Mayor of Ostana</i>
14.00 -14.30	<i>Panel discussion with policy representatives from all levels: national, regional, local</i>
14.30-14.45	Coffee break
Smart mobility (14.45 –16.00)	
14.45 -14.55	Supporting Smart Villages & Mobility, <i>Alexandre Martin, DG AGRI (Long Term Rural Vision)</i>
14.55-15.05	Supporting e-mobility in Ostana, <i>Marco Volonta, Smart Rural 21 specialist expert</i>
15.05-15.15	Experiment with flexible neighbourhood transportation in Hilvarenbeek, <i>Ruud Groenendijk, Hilvarenbeek</i>
15.15-15.30	Lessons from the SMARTA project, <i>Andrea Lorenzini, MemEx</i>
15.30-16.00	Panel discussion on Smart Mobility

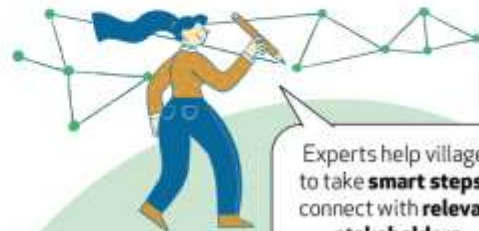
Agenda



JOURNEY TO BECOME A SMART VILLAGE



Smart Rural Areas
in the 21st Century



FIND OUT WHAT'S
HAPPENING IN YOUR
COUNTRY!

www.smartrural21.eu/countries

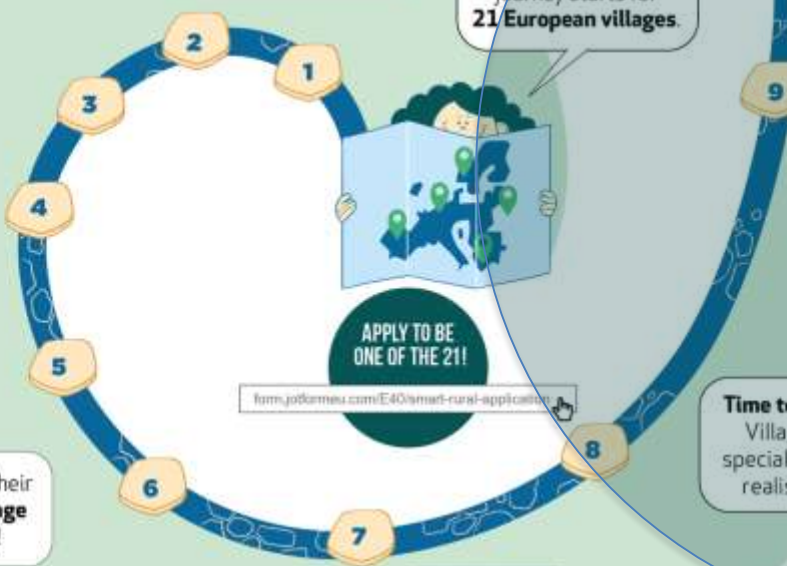
Experts help villages
to take **smart steps** &
connect with **relevant
stakeholders**.

The smart village
journey starts for
21 European villages.

COME TO A
REGIONAL WORKSHOP OR
THE FINAL CONFERENCE
TO DISCOVER PROJECT
OUTCOMES!
IN 2021-2022

APPLY TO VISIT
A PARTICIPANT
VILLAGE!

On the road!
Villages visit others
to get inspiration.



APPLY TO BE
ONE OF THE 21!

form.jdform.eu/E40/smart-rural-application

Time to take action!
Villages receive
specialist support to
realise projects.

Villages learn from their
peers at **Smart Village
Academy** events!

CHECK OUT THE
SMART SOLUTIONS
DATABASE!

www.smartrural21.eu/smartolutions



SMART VILLAGE
STRATEGY

Let's set up
our strategy!

FIND TOOLS TO
DEVELOP YOUR
OWN STRATEGY!

www.smartrural21.eu/roadmap

ROADMAP TO BECOME A SMART VILLAGE

- 1 INITIATION
- 2 CONTEXT & STAKEHOLDER MAPPING
- 3 CREATE LOCAL SUPPORT GROUP
- 4 IDENTIFY CHALLENGES & NEEDS
- 5 IDENTIFY ASSETS & OPPORTUNITIES
- 6 IDENTIFY POSSIBLE SOLUTIONS
- 7 SMART VILLAGE STRATEGY
- 8 ACTION PLANNING
- 9 GENERATE ACTIONS & FINANCING

JOURNEY OF THE
17 PARTICIPANT VILLAGES

FOLLOW & USE
PROJECT OUTCOMES

Guidebook on How to Become a Smart Village



- What we learned about Smart Villages
- Lessons from working with Smart Rural 21 villages
- **Target:** rural communities
- **Guiding lines:** where to find more information, ‘tricks & tips’, facts and data
- Translated into **EU languages**

Preparatory Action on Smart Rural Areas in the 21st Century



Why? Putting it simply, because you might start using some digital technology without any real impact on the local community, and Smart Villages – at the end of the day – are all about the local people.

Some Smart Rural 21 Villages agreed to develop smart digital solutions. However, in some communities the initial idea had to be carefully rethought. This is particularly the case for e-health and e-care solutions, especially for elderly people. Developing smart e-health applications is not necessarily the right and only way of solving smartly the challenge of caring of elderly people. Such tools need carefully prior planning and capacity-building to be able to decide whether e-health tools are worth investing in. Smart Rural partner empirica, has developed such planning process with three of the Smart Rural 21 villages (Dingel, Solzstedt and Penela).

 So before you embark on developing something ‘digital’ and trendy, you always need to consider why and for who you are doing it, and what is the likely (societal) change that it will bring to the local community.

 There has been a long debate on whether to limit ‘smart’ to ‘digital’ in the context of Smart Villages – similarly to the approach followed by Smart Cities. The consensus has been that innovation should not simply be limited to ‘digital’ issues. Firstly, many rural areas are suffering from the ‘digital divide’ (insufficient access to fast broadband) and focusing on digital could further widen the gap between more advanced and lagging areas. Secondly, it has been stressed, that – based on past experience – digital technology is a key but not necessarily the only way to become smart. The Flor Project on Smart Eco-social Villages argued that “Digitalisation is a tool but not an end in itself. The usage of digital technologies is not what defines a Smart Village, nor is digital technology the only way to achieve development objectives. It is clear that solutions also use a wide range of non-digital tools.” The ENRD’s Smart Villages Thematic Group came to similar conclusions.

The Smart Villages definition states that Smart Villages “use innovative solutions [...], **in particular by mobilising solutions offered by digital technologies**”. “In particular” means that digital technologies are important means but not the exclusive ways to become smart. It has to be noted, that some Member States might come up with different definitions (e.g. with more focus on the digital aspect).

The participatory approach and the impact of smart solutions on rural society is a key requirement for Smart Villages. When innovative solutions impact on the local society and/or when new participatory processes (social practices) are generated in a community, we talk about ‘social innovations’.

Smart Villages often happen at the interface of social and technological innovation, i.e. ensuring that digital/ technological innovation also triggers social change. As we will see under smart solutions (section 3.1), such examples included the use new technologies to improve interactions within local communities (e.g. e-cars and car-sharing, e-governance, e-health, community platforms, etc.).

 **TRICS & TIPS: HOW TO START INNOVATION?**

- ✓ Innovation always needs to start from a need – an urge to address a specific challenge of the local community/ rural area. Think about the specific problems and challenges that your community needs to address.
- ✓ Finding the right innovation needs a lot of exploration, talking to specialists, researchers and other villages.
- ✓ Innovation needs a lot of experimentation and might – by definition – involve failure in some cases.

Project led by:  Funded by:  European Commission

7

Policy findings



- Policy analysis report – (led by IfLS) – **available soon**
- Policy case studies
 - ✓ Territoire Intelligent - Call for Projects (2019-2021), Wallonia
 - ✓ Supporting Smart Villages through regional policy, Czechia
 - ✓ Smart Villages training programme in LEADER, Estonia
 - ✓ Territoires intelligents et durables (2021), France Bourgogne-Franche-Comté
 - ✓ Innovation camps to build Smart Villages capacity, Finland

Preparatory Action on
Smart Rural Areas in the 21st Century



Policy Analysis – Task 4.2: Assess options for
future actions
(Desk research)

Contract Reference Number: AGRI-2019-409

Sarah Peter & Simone Sterly, Institute for Rural Development Research (IfLS)
Edina Ocsko, E40 Group
17/12/2021



Smart Rural 21 Villages

- Raudanmaa (FI), *Mirka Huhtanen*
- Kythera (GR), *Katerina Kassimati*
- Stanz (AT), *Rainer Rosegger*
- Hivarenbeek (NL), *Wiet van Meel*