

EXPERIENCE OF WORKING WITH THE SMART RURAL 21 VILLAGES



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17 October 2022, Gdansk - Sopot

THE SMART RURAL 21 PROJECT

Newly selected villages

- Alsunga (Latvia)
- Ansó (Spain)
- Babina Greda (Croatia)
- Ostana (Italy)
- Penela (Portugal)
- Profondeville (Belgium)
- Remetea (Romania)
- Šentviška Gora (Slovenia)
- Sollstedt (Germany)
- Stanz im Mürztal (Austria)
- Tomaszyn (Poland)
- Torup (Denmark)
- Uppony (Hungary)
- Virtsu (Estonia)
- Vuollerim (Sweden)

Pre-selected villages

- Mukařov (Czechia)
- Dingle (Ireland)
- Mouans-Sartoux (France)
- Kythera (Greece)
- Raudanmaa (Finland)

villages selected

foreseen



21 selected villages



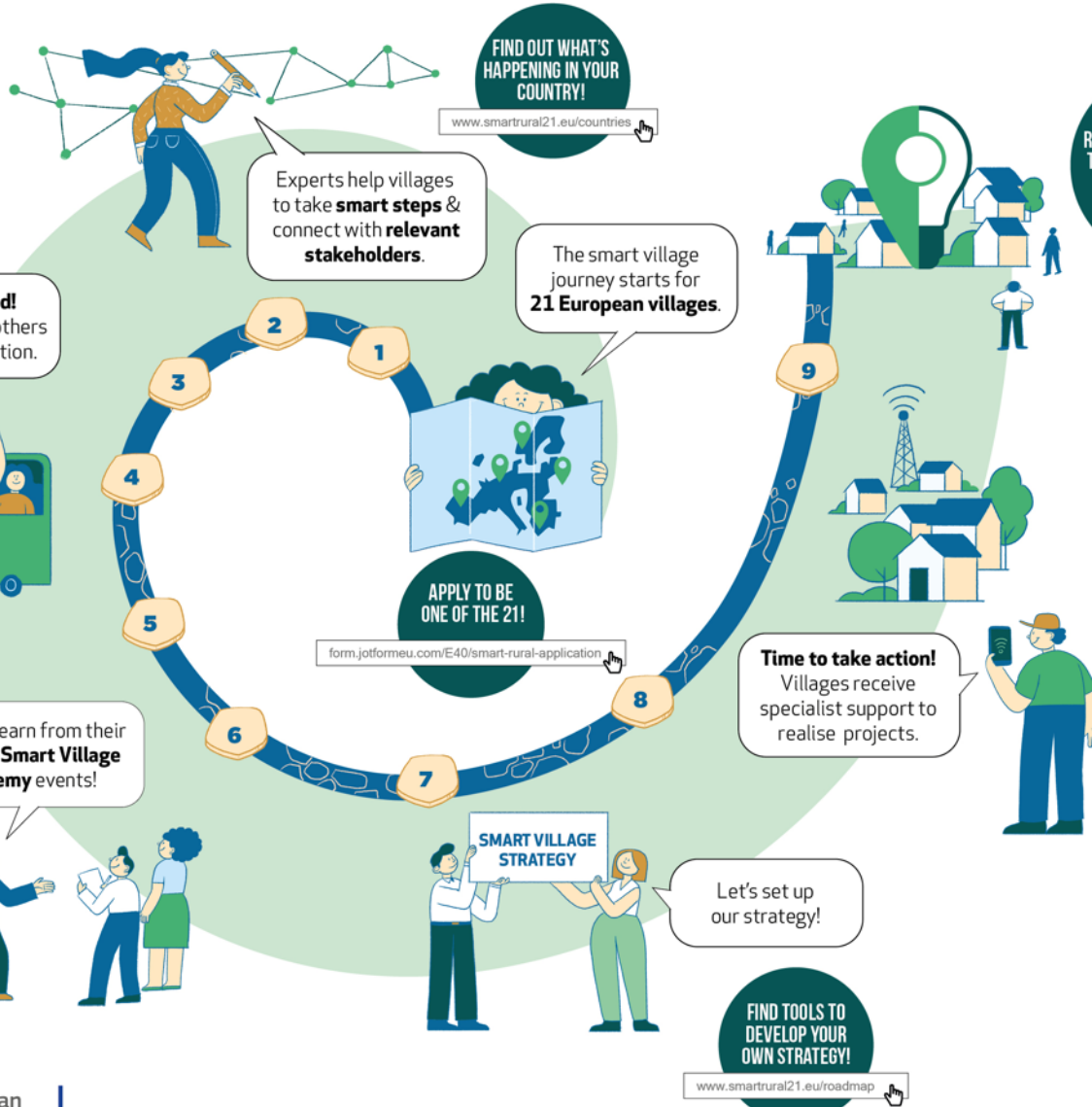
Approx. 200 Come Along! villages





Smart Rural Areas
in the 21st Century

JOURNEY TO BECOME A SMART VILLAGE



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.

APPLY TO BE
ONE OF THE 21!

form.jotformeu.com/E40/smart-rural-application

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

Let's set up
our strategy!

FIND TOOLS TO
DEVELOP YOUR
OWN STRATEGY!

www.smartrural21.eu/roadmap

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.

CHECK OUT THE
SMART SOLUTIONS
DATABASE!

www.smartrural21.eu/smartsolutions

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

- ### ROADMAP TO BECOME A SMART VILLAGE
- INITIATION
 - CONTEXT & STAKEHOLDER MAPPING
 - CREATE LOCAL SUPPORT GROUP
 - IDENTIFY CHALLENGES & NEEDS
 - IDENTIFY ASSETS & OPPORTUNITIES
 - IDENTIFY POSSIBLE SOLUTIONS
 - SMART VILLAGE STRATEGY
 - ACTION PLANNING
 - GENERATE ACTIONS & FINANCING

- JOURNEY OF THE 17 PARTICIPANT VILLAGES
- FOLLOW & USE PROJECT OUTCOMES

Village models

- Model 1A: Relatively dominant position of elected mayors / deputy mayors and his/her team
- Model 1B: Elected mayors / deputy mayors & strong community engagement
- Model 2A: Strong (nonelected) local leaders/ leading local figures with dominant position
- Model 2B: Strong (nonelected) local leaders/ leading local figures & strong collaboration with ('buy-in' from) community
- Model 2C: Local professional/ individual or specialist organisation driving the process
- Model 3: Self-organised local governance bodies (village association, 'ting'...)

SMART VILLAGE STRATEGY DEVELOPMENT

What is a strategy?

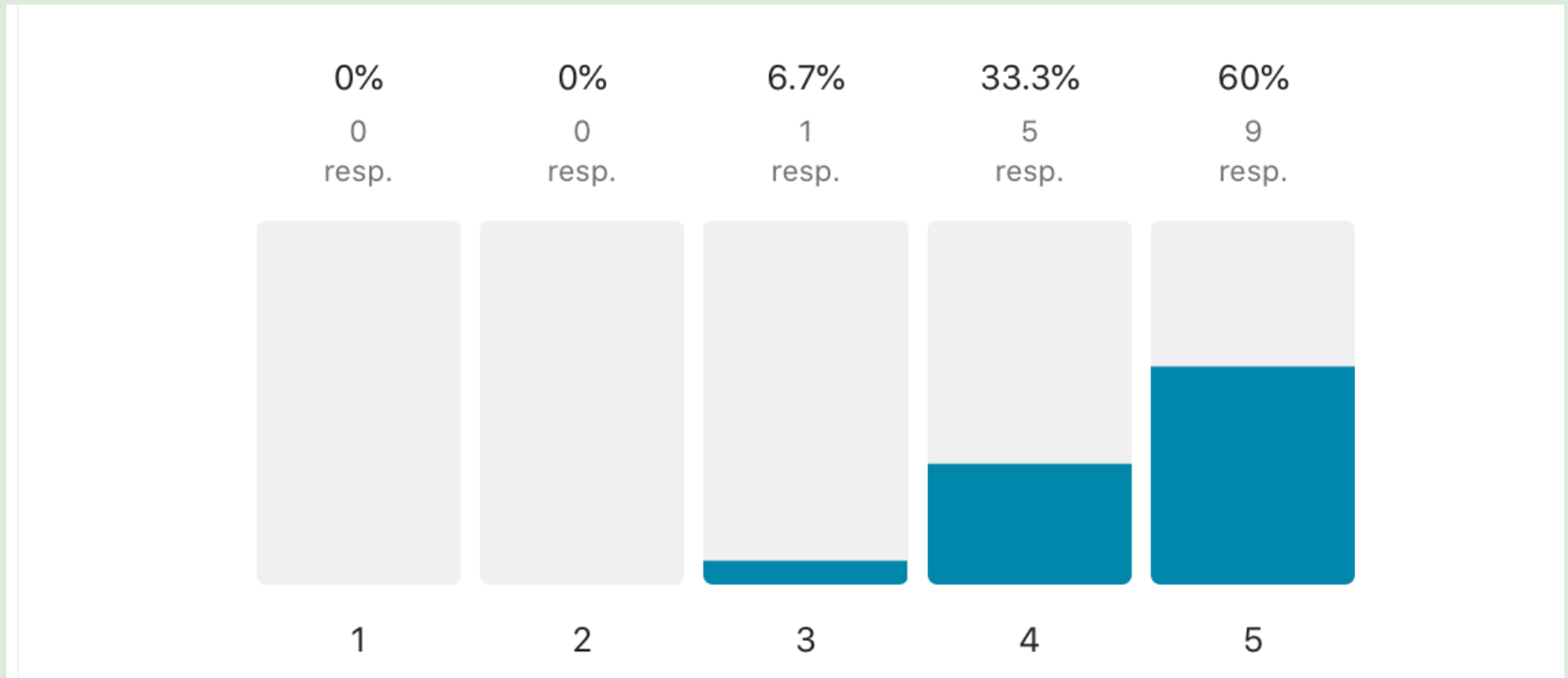


Smart Village Strategy Template

The smart village strategy template is a tool to help local communities to develop a local development strategy that is adapted to the 'smart village' concept. The template aims to help creating a vision and a development path for the village in the medium to long term. ...

[Read more](#)

How useful developing a strategy has been?

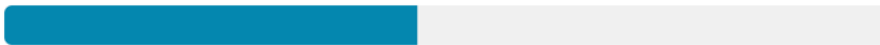


- Get focus, get direction, structure ideas, establish priorities, look forward
- Gather different groups

Note: some interviews still to be completed.

How far your community members know about the strategy?

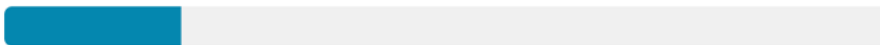
Some community members know about the strategy 7 resp. 46.7%



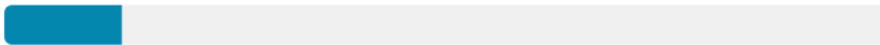
Few community members know about the strategy 3 resp. 20%



Mostly the local coordinating team knows about the strategy 3 resp. 20%



Many community members know about the strategy 2 resp. 13.3%



“We communicated it – it’s not so near to everyday life of people. They focus on the actions.”

“The fact that there is strategy many know, but they don’t know what is inside.”

“People don’t like long papers.”

✓ 5g

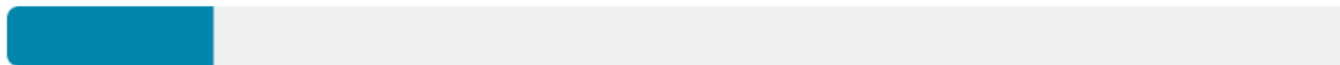
How far the strategy helped you to structure your (smart) ideas?

13 out of 16 people answered this question

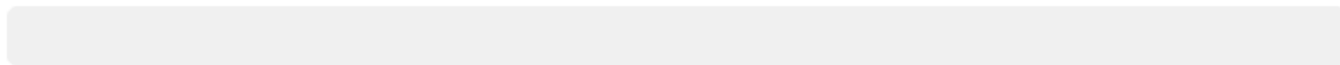
Very much so 11 resp. 84.6%



To some extent 2 resp. 15.4%



Not really 0 resp. 0%



Preliminary finding.

✓ 5h

How far the strategy helped you to formulate a long-term vision for your community?

13 out of 16 people answered this question

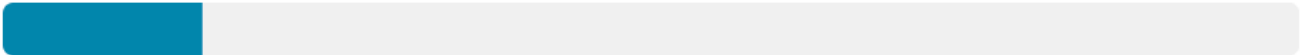
Very much so 8 resp. 61.5%



To some extent 3 resp. 23.1%

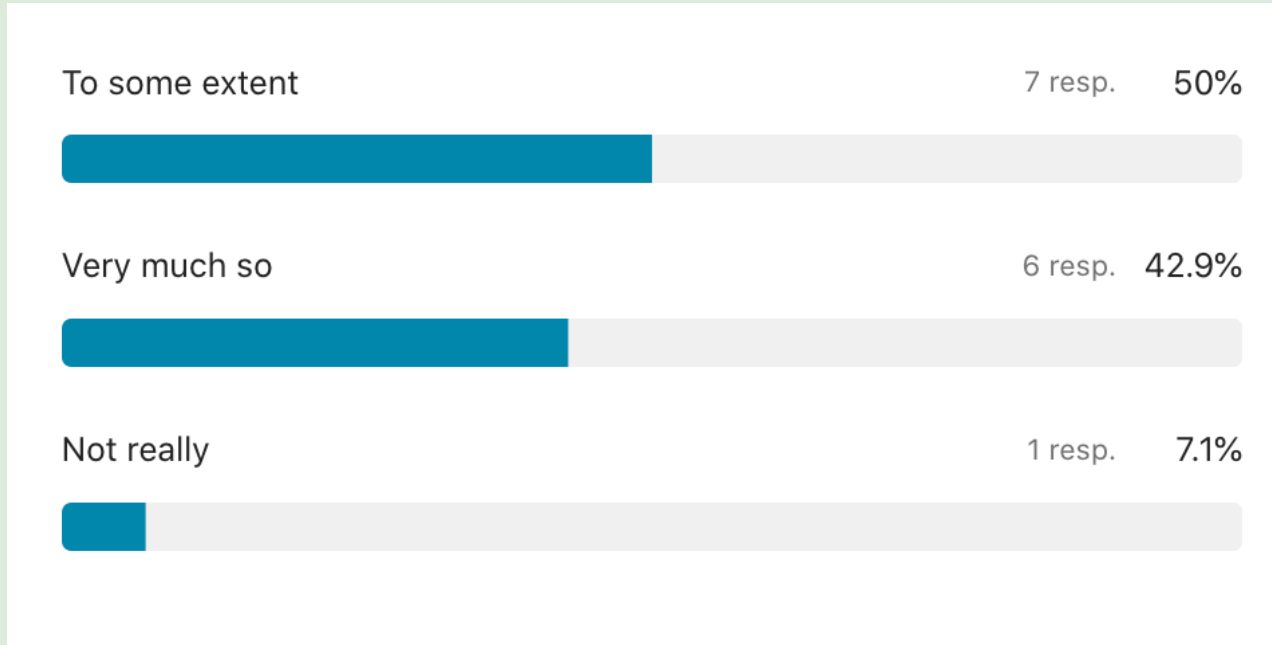


Not really 2 resp. 15.4%



Preliminary findings (work in progress!)

How far the strategy helped to communicate externally?



“SV status gives more credibility to what we do.”

“It helped a lot at the national level, we are now in the national SV programme.”

“Through this strategy they recognise us more as a partner.”

Preliminary findings (work in progress!)

✓ 5k

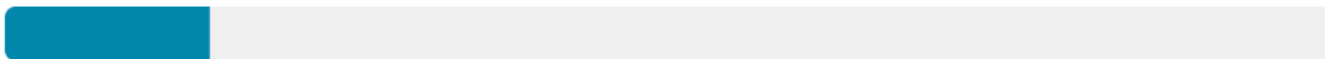
How far the strategy (or the smart rural process in general) helped you to apply for and/or obtain new funding for your smart actions?

13 out of 16 people answered this question

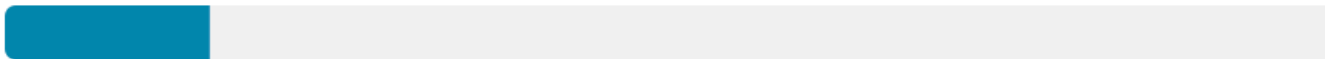
To some extent 9 resp. 69.2%



Not really 2 resp. 15.4%

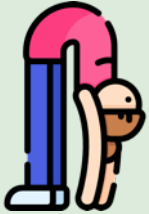


Very much so 2 resp. 15.4%



Preliminary findings (work in progress!)

Strategy development



- **Flexibility:** It's not the format of strategy that matters – but the logic/ change in 'thinking' about the local community's future (help with structure but do not create burden). Keep it simple but still meaningful for the community.



- **Capacity-building:** Making sure that it is not just a formality ... help with animating the process (participatory approach is far from obvious) – validating with community (local leadership vs. community balance), etc.



- **Linkages with other strategies:** Help local communities to link their priorities to higher level strategies (e.g. Local Development Strategies)

SMART ACTIONS

Form of strategy support

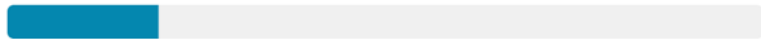
- Specialist expert days (20+/ village)
- 3 villages received larger support (Stanz, Tomasz & Penela)
- Very practical focus: from developing digital platform, through architectural plans to workshops in food production methods
- Expertise identified with the villages: very often local, sometimes external

Strategy

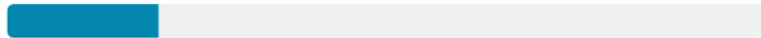
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Many community members know about the strategy 2 resp. 13.3%

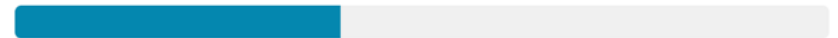


Action

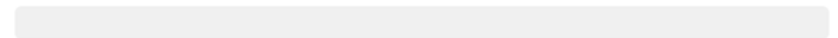
Many community members know about the smart action 6 resp. 60%



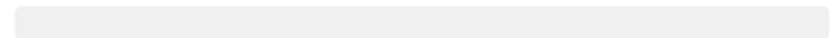
Some community members know about the smart action 4 resp. 40%



Few community members know about the smart action 0 resp. 0%



Mostly the local coordinating team know about the smart action 0 resp. 0%

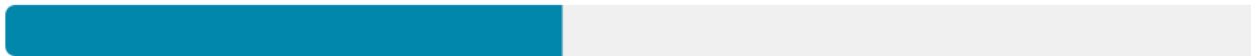


✓ 6e

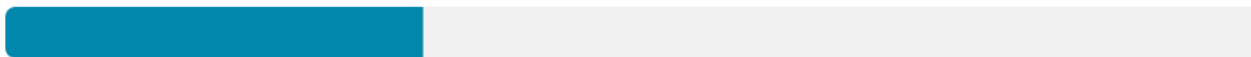
How far members of your community were involved in the selected smart action(s) implemented?

9 out of 16 people answered this question

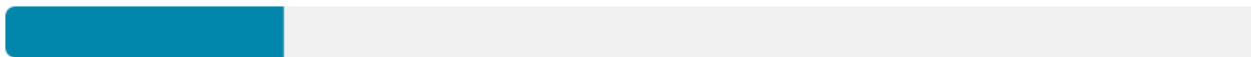
Many community members were involved 4 resp. 44.4%



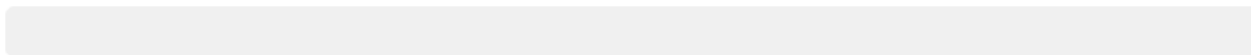
Few community members were involved 3 resp. 33.3%



Some community members were involved 2 resp. 22.2%



Mostly the local coordinating team were involved 0 resp. 0%



A photograph showing a person in a beige sweater holding a yellow object, possibly a small toy or a piece of fruit. Another person's hand is visible, reaching towards the object. The background is slightly blurred, showing other people sitting in a room.

Retirement village & (e)care Is digital the solution?

www.smartrural21.eu/smart-solutions/

The background image shows the interior of a building under reconstruction. It features a series of vertical concrete pillars supporting a ceiling made of large, light-colored wooden panels. The walls are partially constructed with red bricks, and there are some openings that look like window frames. The floor is a mix of concrete and dirt, suggesting an active construction site.

Reconstruction of old buildings

How to make it sustainable? - For what use?

Old school building to local farm & businesses

Old mill to local business & community hub

Old cellars to tourist accommodation

Eco-building to become a local agricultural hub
and community space

www.smartrural21.eu/smart-solutions/

**Data management
platforms & digital
platforms for better
interactions**

**How to use digital
technology for
improving services?**



www.smartrural21.eu/smart-solutions/

A photograph of four young people standing in a field, viewed from the waist down. They are wearing casual clothing like jeans and t-shirts. The background is a soft-focus outdoor setting. A semi-transparent brown banner is overlaid across the middle of the image, containing the text 'Young people: How to engage?' in white, bold, sans-serif font.

Young people: How to engage?

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Landscape planning for new buildings
Preserving environmental heritage

www.smartrural21.eu/smart-solutions/

Sustainable / regenerative agriculture through new agricultural methods and technologies



www.smartrural21.eu/smart-solutions/



Smart mobility solutions Transport in remote rural areas

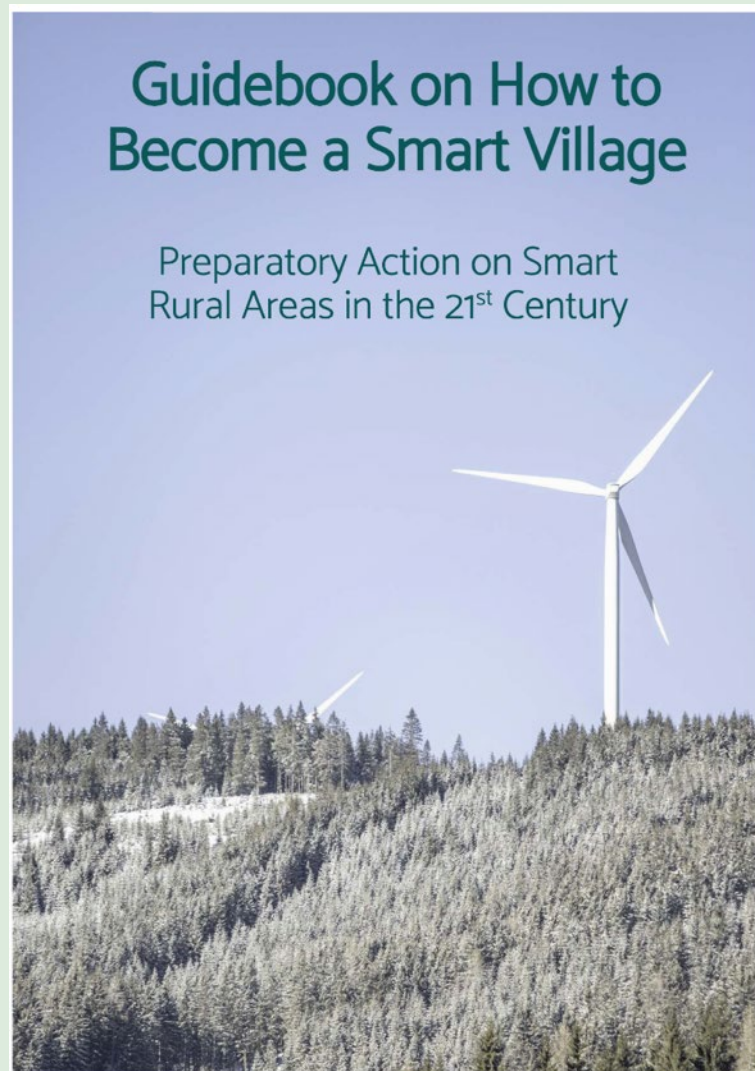
www.smartrural21.eu/smart-solutions/



Renewable energy & local energy communities

www.smartrural21.eu/smart-solutions/

Guidebook on How to Become a Smart Village



Guidebook on How to Become a Smart Village

Preparatory Action on Smart Rural Areas
in the 21st Century


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Graphic design: Veneta Paneva (E40 Communications)
Front cover photo: Windmills, Stanz, Austria, ©Karoline Karner
Back cover photo: Ost-Oya, Tomaszyn, Poland, @Ostoja Natury

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Contract Reference Number: AGRI-2019-409
Client: DG AGRI
23/03/2022

Project led by: 

Funded by: 