



European Network for
Rural Development

2020 Goal: Digital Territory

LAG Pays de Verdun



Our motivation for working with this topic

We asked ourselves how our exceptional living environment - which is at the same time a 'hyper-rural' area - can remain an attractive destination for new populations. Our answer was that we needed to improve connectivity through and to rail, road, cultural and digital networks.

This is what we did and do

We considered digital development as a lever for economic and social development. This required improvement of skills, communication and awareness about digital issues, creating a network of innovative actors and projects and more economic actors in digital transformation. To achieve this, we initiated and organised 'WebOgreen' the first rural school for IT developers.

Through six months of intensive training which involved 20 learners we achieved a 65% business recovery rate. We also organised a mobile class in a truck - 'Maif Numérique Tour' - which covered virtual reality, coding and programming in a fun and interactive way. Through this initiative we also raised public awareness of the need for protection of personal data.

Those actors/ groups/ individuals were important

Local residents, schools, people interested in the digital world were all involved and targeted by our activities.

Our learnings/ this is what we can recommend

Sometimes it is not the large-scale infrastructure investments that can best address challenges in the short run. By communicating to the local communities in less costly, but more innovative ways - as outlined above - we can also achieve a lot.



Find out more

Roxane Ledard

☎ +33 (0)329 834 401

📍 ZA les Marronniers, 55100,
Charny-sur-Meuse, France

✉ rledard@grandverdun.fr

➔ <http://www.pays-de-verdun.fr>

➔ www.meusetech.fr



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