

Steffen Hess

# Digital Villages Platform





# ZUKUNFT LAND

SMART ECOSYSTEMS

Internet der Dinge

BIG DATA

INDUSTRIE 4.0

CLOUD

Telemedizin

SMART TRADE

SMART HEALTH



SMART COMMUNICATION

SMART LOGISTICS

Lieferdrohnen

SMART ENERGY

PROCESSES SAFETY ARCHITECTURE SECURITY REQUIREMENTS UX

Tele-Schulen

Tele-arbeitsplatz

Internet-stopp

LOGISTIKZENTRUM

CROWD-SOURCING

SMART RURAL AREAS

INTELLIGENTES HAUS

SMART INDUSTRY

Losgröße 1

Fraunhofer IESE

Living Lab

Autonomes Fahren

SMART FARMING

VERNETZUNG IM AUFTRAG DER ZUKUNFT

Reinhold Fey '15



# Rural areas in Germany





**7 Mio.**  
in megacities

**17 Mio.**  
in major cities

**56 Mio.**  
in rural areas

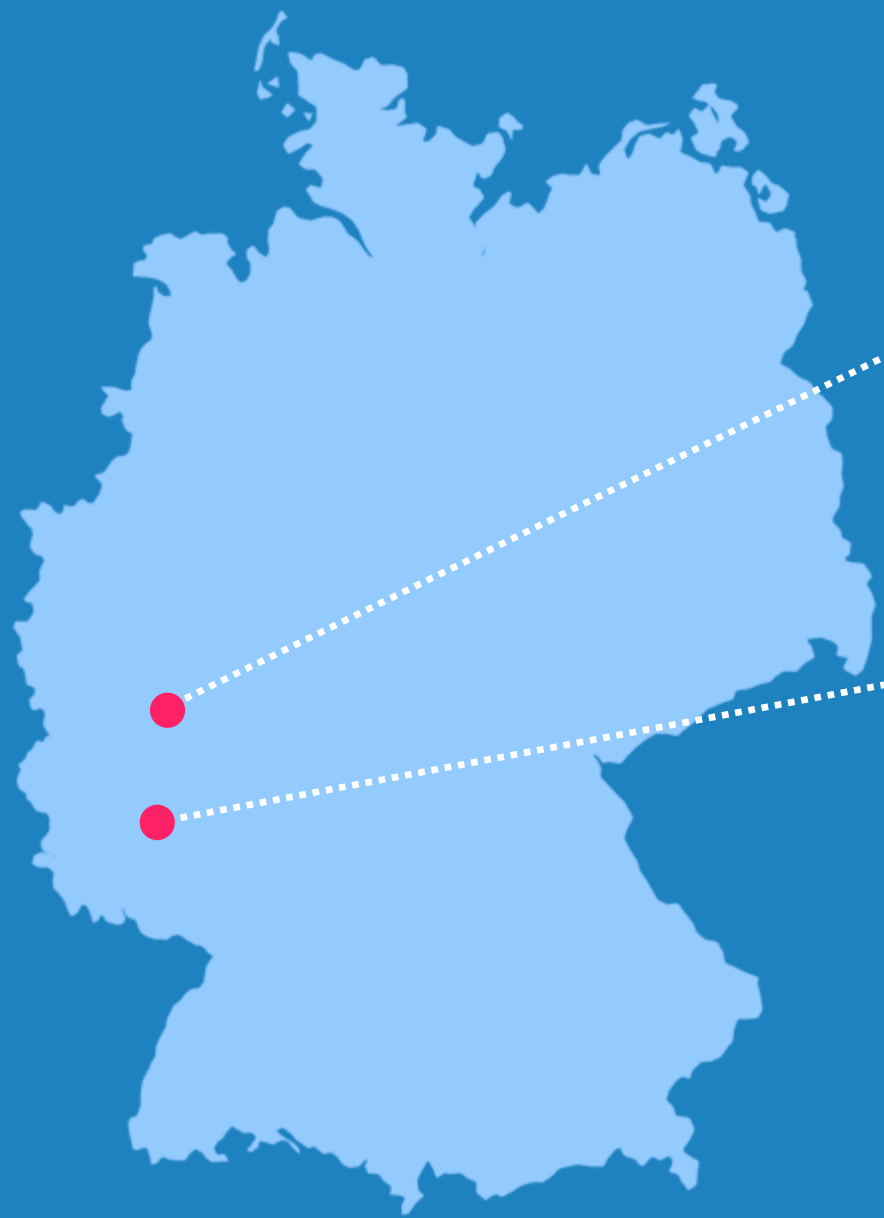


# The problem

# The problem

- Insufficient digital services of general interest in rural areas
- Lack of networking between citizens, communes and the local economy
- Fragmented individual solutions that cannot be extended over the whole system
- No cost control

# The project digital villages



## **Betzdorf-Gebhardshain**

ca. 25 000, 74 km<sup>2</sup>

## **Eisenberg & Göllheim**

ca. 25 000, 143 km<sup>2</sup>



**Digital Villages Platform**

**smart services**

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**platform**

# Digital Villages Platform



Local supply



communication



mobility



government



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platform

# Digital villages



Local supply



communication



mobility



government



Shared service &  
common rules



Basic services such as payment,  
login, data usage control...



Partner network  
(operation, consulting,  
application)

# Key challenges for successful digital development of rural areas



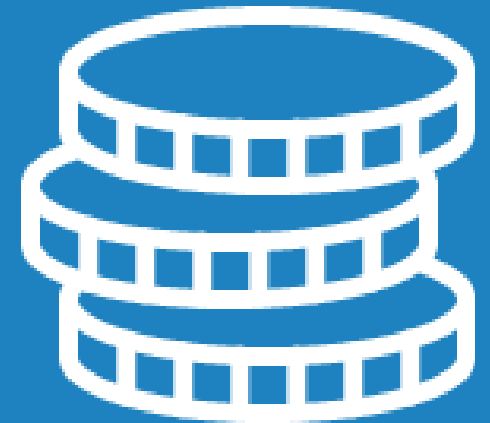
Collaboration



Creativity



Realization

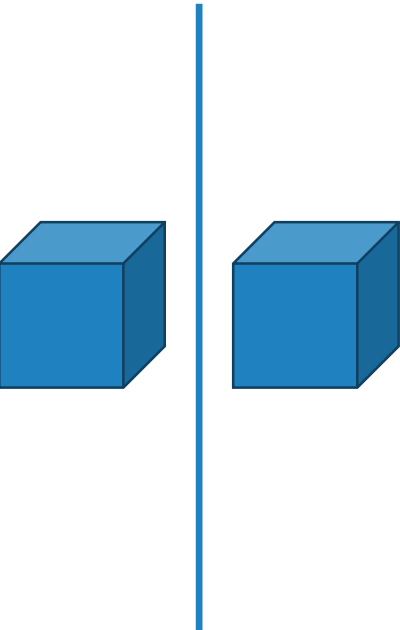


Business Model

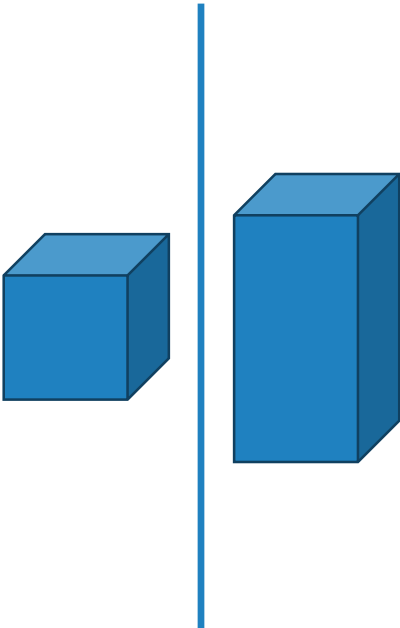
# Collaboration

Build interdisciplinary teams that  
benefit from each other!

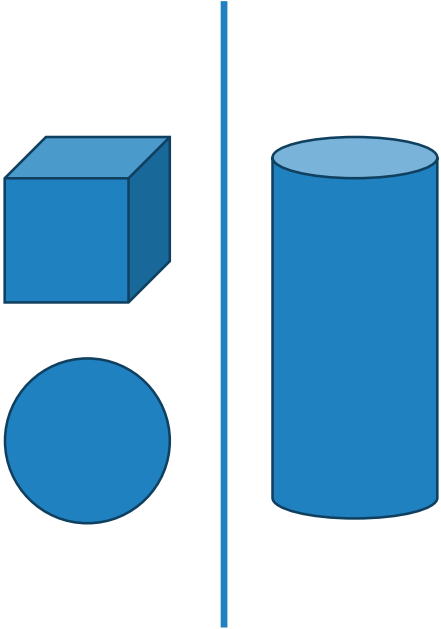
# Creativity and Innovation



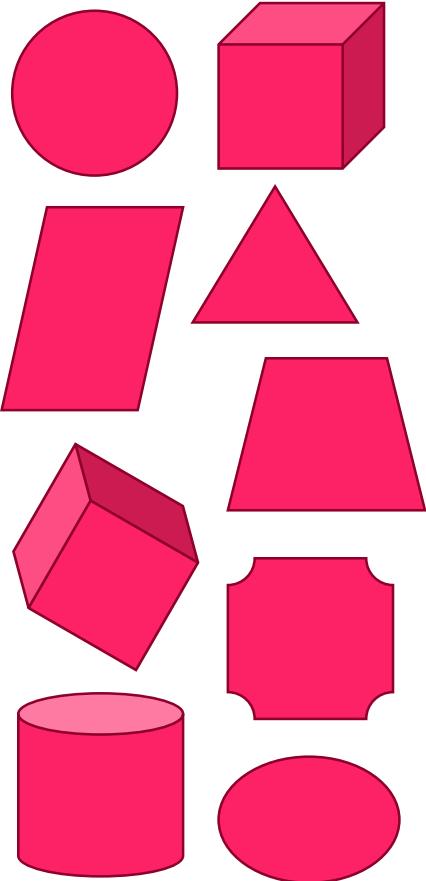
Copy



Transform



Combine



Collect





# The realization

- **Little plan**
- **Low Budget**
- **Little time**
- **Little motivation**

**How to make it right :**



# What works?

- **Local contact persons**
- **Trust & Enlightenment**
- **Recognizing people's needs**
- **Permanent involvement of trend leaders**
- **Prototypes**





**Communal support as staff unit**





**Flexible participation models**





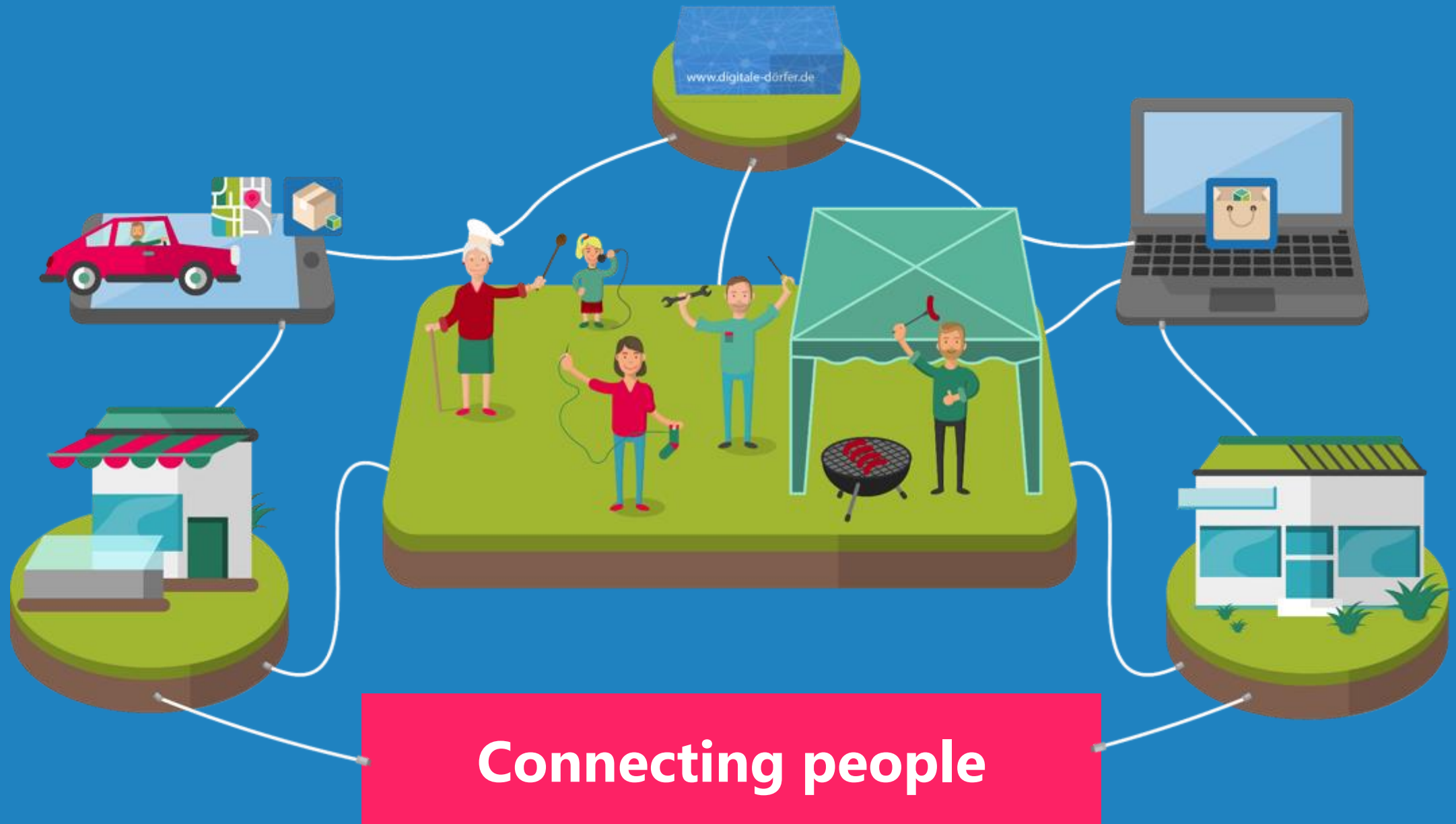
**Using viral effects**



# Best Practices

- **Digital council**
- **Professional support**
- **Communicating success and results**





**Connecting people**



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