



European Network for  
Rural Development



# Thematic Group on Smart Villages: Revitalising rural services through social and digital innovation

ENRD Contact Point

Second Meeting 07 December 2017



European Network for  
Rural Development



**@ENRD\_CP**  
**#SmartVillages**

# Outline

- **Reminder – ENRD TG Smart Villages**
- **What we have we done so far**
- **This meeting and next steps**

# Thematic Group Approach

- 25-30 participants
- 1 year – 4 meetings + seminar + outputs
- Stakeholder-oriented - coproduction
- Complements existing work and activities



**To become a focal point for sharing experiences**  
**To provide evidence/tools for a more enabling policy environment**

# EU Action for Smart Villages



*“Rural areas and communities which*

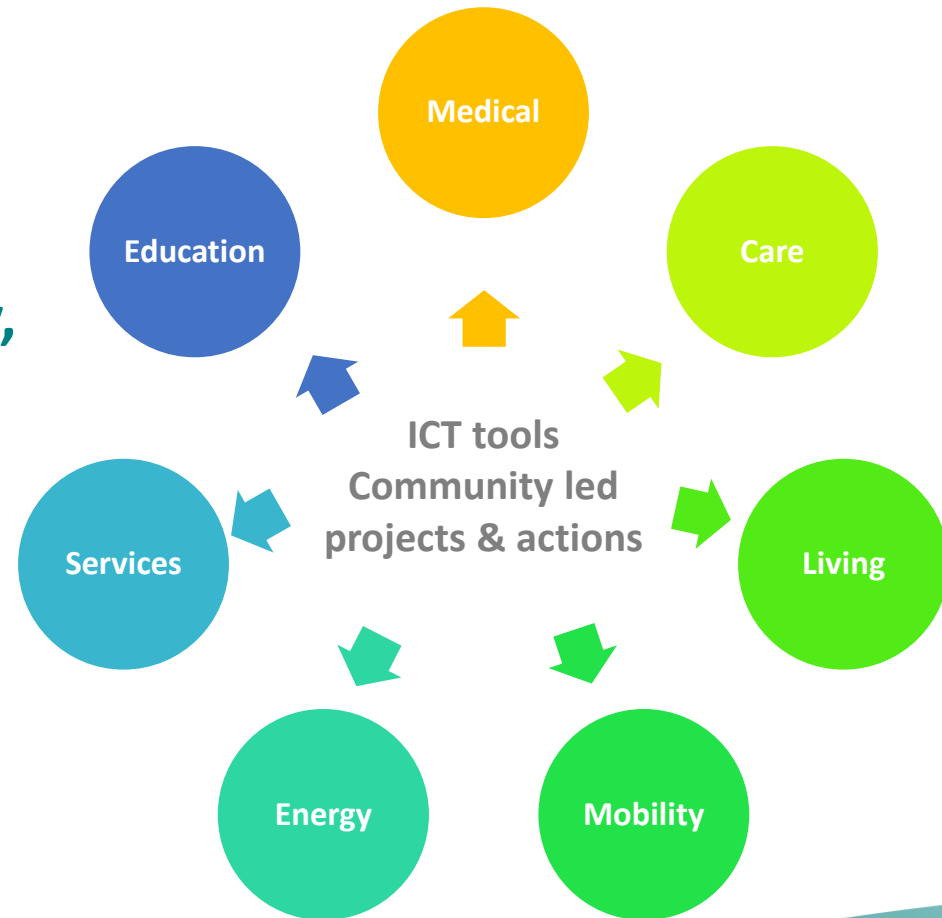
- build on their existing strengths and assets as well as new opportunities to develop added value*
- and where traditional and new networks are enhanced by means of **digital communications technologies, innovations and the better use of knowledge for the benefit of inhabitants**”.*

- Rural areas – not just villages
- Digital and social
- Economy and quality of life (services)

The WS will explore how rural services in areas such as **health, social services, education, energy, transport, retail and others**, can be improved and made more sustainable through

- a) by supporting **community led actions** and projects and/or
- b) the deployment of **ICT tools**

# Scope



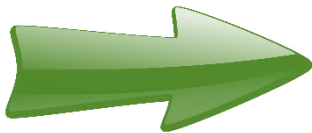
# 1st Meeting

## National and regional strategies

 **Maintaining the quality of life in the face of depopulation**  
*(Italian Inner Area Strategy)*

  **Overcoming the digital divide** *(Digital Village and Finnish Smart Countryside Initiative)*

 **Dealing with cuts and the centralisation of services through urban rural linkages** *(French Contrats de Reciprocité)*



**Main outputs developed so far...**



# 1st Meeting National and regional strategies

## Meeting highlights

## 4 Case Studies (draft)



The first Thematic Group (TG) meeting brought together over 40 people with rich experience in both social and digital innovation in rural services, including various directorates of the European Commission, European Parliament, Committee of the Regions, and European Economic and Social Committee. All expressed their commitment to working together in order to promote 'Smart Villages'.

Four integrated and strategic approaches to supporting social and digital innovations in rural services were showcased. All were considered to be imaginative responses to fundamental rural challenges – depopulation, the digital divide, centralisation of public services – and to the opportunities arising from improved links between urban and rural areas. There is a wealth of good practices across Europe. The ENRD website should become a focal point for showcasing and linking these initiatives.

### Event Information

**Date:** 26 October 2017  
**Location:** Brussels, Belgium  
**Organiser:** ENRD Contact Point  
**Participants:** 40 - including EU institutions, European organisations, Managing Authorities, National Rural Networks, Local Action Groups (LAGs) and researchers.  
**Outcomes:** Exchange of examples and identification of some of the key enabling conditions for integrated strategic approaches to 'Smart Villages'. Decision on the next steps and workplan of the TG.  
**Website:** [https://enrd.ec.europa.eu/news-events/event/1st-meeting-thematic-group-smart-villages\\_en](https://enrd.ec.europa.eu/news-events/event/1st-meeting-thematic-group-smart-villages_en)

### Panorama of strategies and projects in the EU

#### Overview of 'Smart Villages' in Europe, Paul Soto, ENRD CP

Rural areas are locked into a 'circle of decline' by two mutually reinforcing trends: i) shortage of jobs and sustainable business activity; ii) inadequate and declining services.

Following the definition in the **EU Action Plan for Smart Villages**, there are many examples of 'rural areas and communities which build on their existing strengths and assets as well as on developing new opportunities', where 'traditional and new networks and services are enhanced by means of digital, telecommunication technologies, innovations and the better use of knowledge'. This definition covers both social and digital innovation, it takes account of whole territories and not just villages, and deals with both jobs and services.

The ENRD Thematic Group will focus on the revitalisation of rural services, concentrating more on social innovation in its second meeting and digital innovation in the third.



#### Inner Area Strategy, Italy



Francesco Mantino, CREA

This is one of the most comprehensive and integrated strategies for tackling the problems of depopulation and low access to services in Europe. All four European Structural and Investment Funds are combined with national finance to support strategies for both local development and service innovation in 72 pilot areas. A targeted investment of around 1 billion EUR is planned, using a 'place-based approach' which brings together different sectors and levels of government. Associations of mayors are usually in the driving seat while LEADER Local Action Groups can play a variety of roles, ranging from supporting project design to implementing directly EAFRD measures in the area.

#### Smart Countryside, Finland



Marianne Selkänaho, Ministry of Agriculture

In 2016, the Finnish government carried out the 'Smart Countryside' study of the challenges facing its rural areas and the opportunities offered by digitalisation. This provided a wide range of recommendations for improving digital innovations in rural services. The results are being used to inform both existing and new programmes: for example, tailoring support under RDP Measures 7 (Basic Services) and 19 (LEADER/CLLD), the national strategy for broadband, and the new governmental decision for Rural Digitalisation 2017.



**Finland:** In 2016, the Finnish government carried out the 'Smart Countryside' study of the challenges facing its rural areas and the opportunities offered by digitalisation. This provided a wide range of recommendations for improving digital innovations in rural services. The results are being used to inform both existing and new programmes: for example, tailoring support under RDP Measures 7 (Basic Services) and 19 (LEADER/CLLD), the national strategy for broadband, and the new governmental decision for Rural Digitalisation 2017.

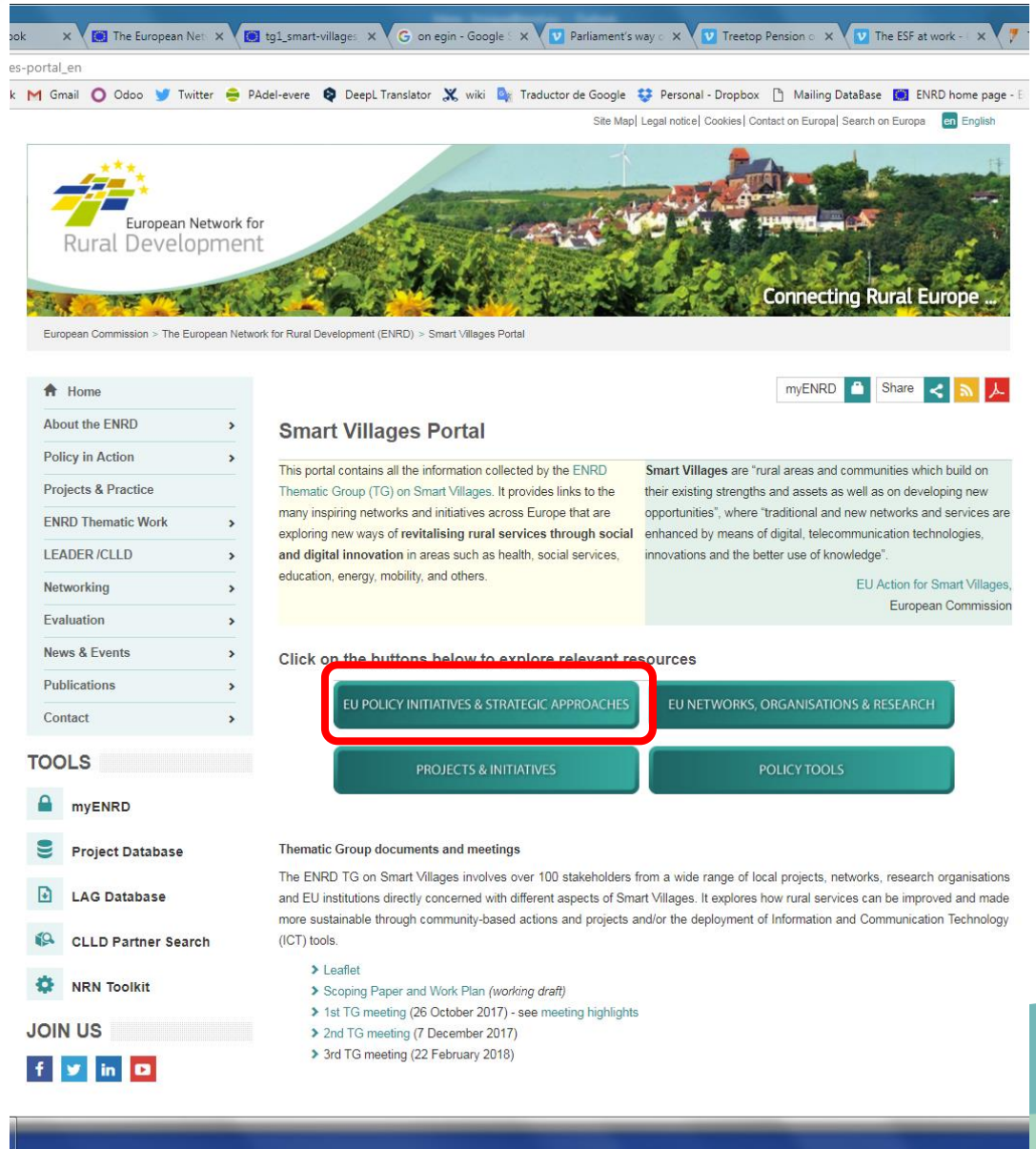
**Italy:** This is one of the most comprehensive and integrated strategies for tackling the problems of depopulation and low access to services in Europe. All four European Structural and Investment Funds are combined with national finance to support strategies for both local development and service innovation in 72 pilot areas. A targeted investment of around 1 billion EUR is planned, using a 'place-based approach' which brings together different sectors and levels of government. Associations of mayors are usually in the driving seat while LEADER Local Action Groups can play a variety of roles, ranging from supporting project design to implementing directly EAFRD measures in the area.

**Germany:** The Fraunhofer IPT in Germany. Through good, communication rules, and the involvement of residents are working.

**France:** Reciprocity Contracts (France). The French government has selected four areas for piloting 'reciprocity contracts' between cities and their surrounding countryside. Local government officials and residents from both types of area get together and negotiate win-win partnerships and joint activities in areas of common concern such as employment, the environment and local services. The City of Brest and the rural area of Centre-Ouest Bretagne have been working together to support innovative projects around health, energy, education and culture. To ensure success, the necessary governance and funding mechanisms have to be put in place.



# Smart Villages Portal

European Commission > The European Network for Rural Development (ENRD) > Smart Villages Portal

myENRD Share

## Smart Villages Portal

This portal contains all the information collected by the ENRD Thematic Group (TG) on Smart Villages. It provides links to the many inspiring networks and initiatives across Europe that are exploring new ways of **revitalising rural services through social and digital innovation** in areas such as health, social services, education, energy, mobility, and others.

**Smart Villages** are "rural areas and communities which build on their existing strengths and assets as well as on developing new opportunities", where "traditional and new networks and services are enhanced by means of digital, telecommunication technologies, innovations and the better use of knowledge".

EU Action for Smart Villages,  
European Commission

Click on the buttons below to explore relevant resources

EU POLICY INITIATIVES & STRATEGIC APPROACHES

EU NETWORKS, ORGANISATIONS & RESEARCH

PROJECTS & INITIATIVES

POLICY TOOLS

### TOOLS

- myENRD
- Project Database
- LAG Database
- CLLD Partner Search
- NRN Toolkit

### JOIN US

Facebook Twitter LinkedIn YouTube

### Thematic Group documents and meetings

The ENRD TG on Smart Villages involves over 100 stakeholders from a wide range of local projects, networks, research organisations and EU institutions directly concerned with different aspects of Smart Villages. It explores how rural services can be improved and made more sustainable through community-based actions and projects and/or the deployment of Information and Communication Technology (ICT) tools.

- > Leaflet
- > Scoping Paper and Work Plan (*working draft*)
- > 1st TG meeting (26 October 2017) - see meeting highlights
- > 2nd TG meeting (7 December 2017)
- > 3rd TG meeting (22 February 2018)



European Network for  
Rural Development

# Smart Villages Portal



Initiatives-strategic-approaches\_en

European Network for Rural Development

Connecting Rural Europe ...

European Commission > The European Network for Rural Development (ENRD) > EU Policy Initiatives & Strategic Approaches

Home

About the ENRD

Policy in Action

Projects & Practice

ENRD Thematic Work

LEADER /CLLD

Networking

Evaluation

News & Events

Publications

Contact

myENRD

Share

## EU Policy Initiatives & Strategic Approaches

Revitalising services – such as health, social services, education, energy, mobility – is crucial to achieve sustainable rural areas. A wide range of European, national and regional actors are working to develop policy initiatives and strategic approaches to effectively supporting the provision of key rural services.

An EU-wide analysis carried out by the ENRD Contact Point reveals that when designing their strategies, national governments and regions address the issue from three main angles:

- > **Low density and rural depopulation** (see the example of *Inner Areas Strategy* in Italy);
- > **Digital divide** (see the examples of *Smart Countryside* in Finland and *Digital Villages Platform* in Germany);
- > **Urban-rural divide and centralisation of basic services** (see the example of *Reciprocity Contracts* in France).

### EU policy initiatives

- > *EU Action for Smart Villages* (European Commission)
- > *Report on the deployment of cohesion policy instruments by regions to address demographic change* (European Parliament)
- > *Opinion 'Revitalisation of rural areas through Smart Villages'* (Committee of the Regions)
- > *Opinion 'Villages and small towns as catalysts for rural development'* (European Economic and Social Committee)
- > *Policy on 'Smart Cities'* (European Commission)
- > *European Innovation Partnership on 'Smart Cities and Communities'* (European Commission)

### ENRD resources

- > *Factsheet on social innovation and social entrepreneurship in rural areas*
- > *Factsheet on urban-rural linkages for rural businesses*
- > *Factsheet on digitalisation, the use of ICT and access to broadband*
- > *Presentation on RDP incentives for development of entrepreneurship in rural (Finland)*
- > *Presentation on using the RDPs to implement smart business support packages (Spain, Basque Country)*
- > *Seminar on 'Revitalising Rural Areas through Business Innovation'* (30 March 2017), see seminar highlights

### TOOLS

- myENRD
- Project Database
- LAG Database
- CLLD Partner Search
- NRN Toolkit

### JOIN US

f t in y

funded by European Commission

Last update: 06/12/2017 - 15:11 | Top | 2007-2013 archived ENRD website



European Network for Rural Development

# 2nd meeting – social innovation

[Broadband Fibre in Östra Bräcke](#)



[Smart Village of the Future - Project Ruhtinansalmi](#)

[easy-to-access mobile medical service](#)



## 34 examples so far – thank you!

[An on-demand rural bus service in rural Wales](#)



[On-line Support for Promotion of Local Businesses](#)



[Socially Responsible Wine Tourism](#)



### Thematic Working Group on Smart Villages

Collection of projects from the Members of the Group

7 December 2017

Draft document



[www.enrd.eu](#)  
Proximity

[Local Computer Courses for young and old](#)



[Innovative rural learning facilities tackle youth depopulation](#)



[Geoparks bringing together local business through quality parks](#)





# Timeline



26/10/2017

*1<sup>st</sup> TG meeting –  
Strategic  
approaches and  
role of*



07/12/2017

*2<sup>nd</sup> TG meeting -  
Strategies and  
tools to support  
community led  
initiatives to  
innovation in  
rural services*



21/02 2018

*3<sup>rd</sup> TG meeting -  
Strategies and  
tools to support  
digital  
innovation in  
rural services*



April 2018

*4<sup>th</sup> TG meeting  
– TBC*



Mid-May  
2018

*Seminar on  
Smart Villages*

# Agenda for the day



10:00 – 10:30 Welcome and introduction to the work of the TG and the agenda

10:30 – 11:00 Social innovation in rural services – 2 approaches

*11:00 – 11:30 Networking Coffee break*

11:30 – 12:45 Key examples of social innovation in rural services

*12:45 – 13:45 Lunch*

13:45 – 15:00 Group Discussion: Creating the conditions for social innovation in rural services

*15:00 – 15:30 Coffee break*

15:30 – 16:00 Reporting back

16:00 – 16:15 Future actions of the European Parliament

16:15 – 16:30 Next steps



# Market place

## Round 1

Mobility

Social care + education

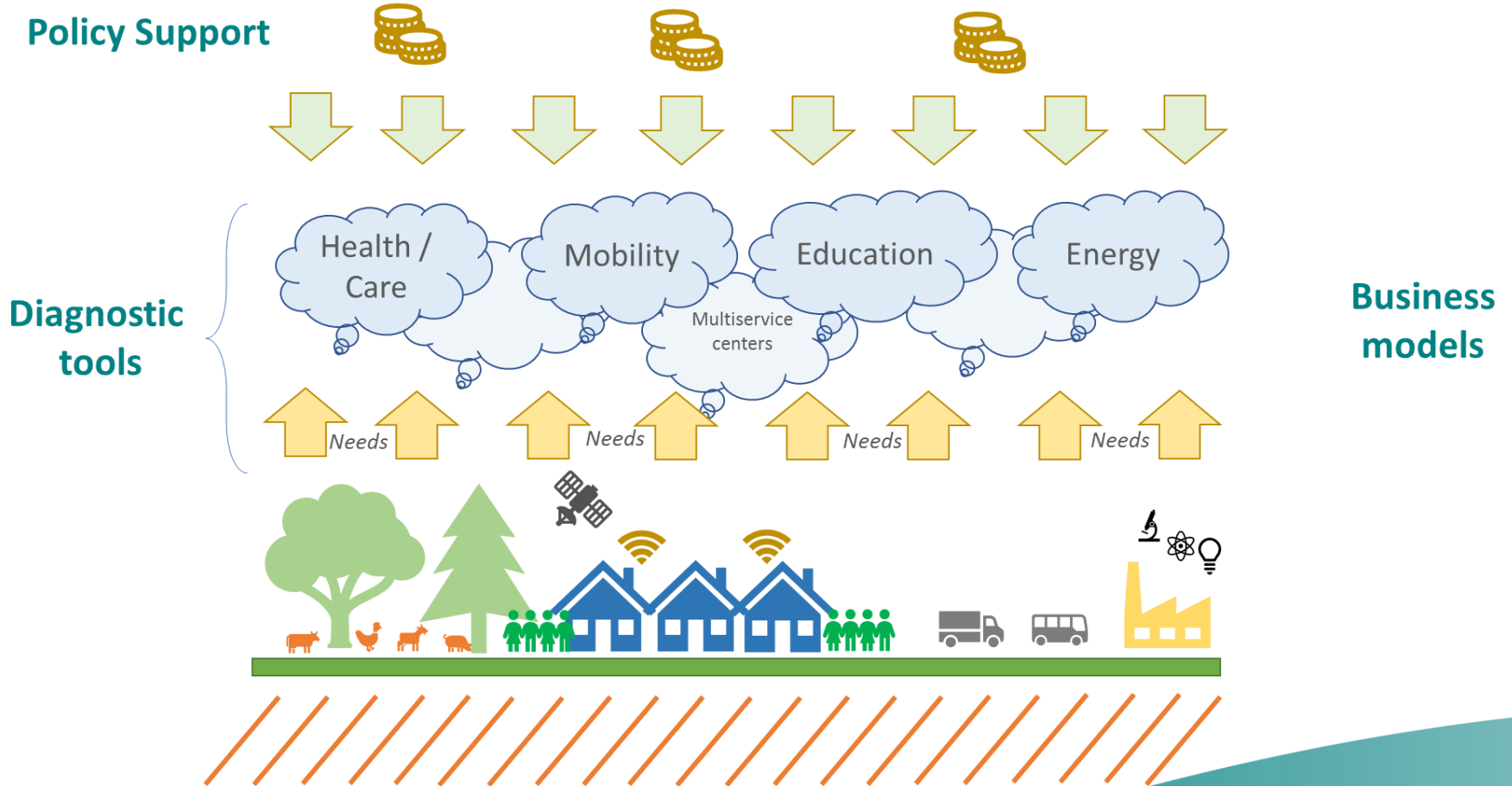
## Round 2

Energy

Multiservice centres



# Group work: Topics





European Network for  
Rural Development

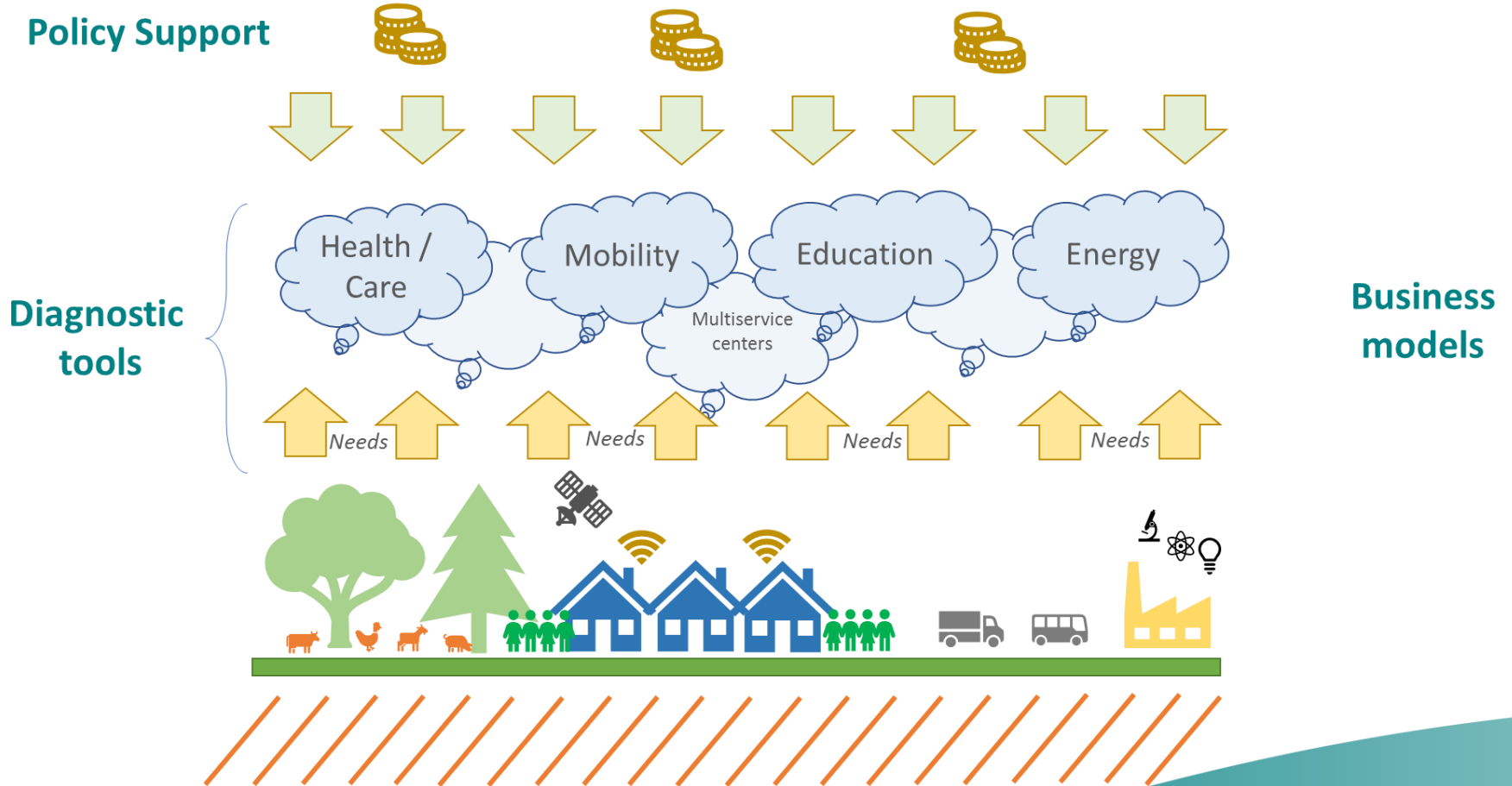
## Group Work:

# Creating an enabling environment for social innovation in rural services





# Group work: Topics



# Groups distribution

## Plenary

Diagnostic tools for helping communities to prioritise their activities

Village hubs and Multiservice Centres

Sustainable business models for rural services

## Breakout room (4<sup>th</sup> Floor)

The use RDP measures such LEADER and M7 together with other funds and policies



European Network for  
Rural Development

# Planning the future activities

# Planning future activities

*Ideas and suggestions for the meeting on digital innovation*

*Proposals for TG work – case studies, tools, portal....*

?



European Network for  
Rural Development

# How to contact us

## **ENRD Contact Point**

Tel: +32 2 801 38 00

email: [info@enrd.eu](mailto:info@enrd.eu)

Website: <https://enrd.ec.europa.eu/>