



European Network for
Rural Development



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

ENRD Contact Point

Third Meeting 21 February 2018



European Network for
Rural Development



@ENRD_CP
#SmartVillages

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**”.*

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



2 Meeting highlights

ENRD Thematic Group on Smart Villages
Highlights of the 1st meeting

The first Thematic Group (TG) met people with rich experience in both rural services, including various Commission, European Parliament and European Economic and Social their commitment to working to 'Smart Villages'.

Four integrated and strategic app and digital innovations in rural s were considered to be: i) imaginati rural challenges – depopulation, th public services – and to the improved links between urban and of good practices across Europe become a focal point for showcas

ENRD Thematic Group on Smart Villages
Highlights of the 2nd meeting on social innovation

The second Thematic Group (TG) meeting showed how the momentum behind Smart Villages is growing - both on the ground - and at a policy level. Participants heard about how rural communities across Europe are developing innovative local solutions and imaginative approaches to cuts in rural transport, energy, social care, education, service integration, as well as to the threat of climate change.

TG members looked at four ways of building a more favourable enabling environment for Smart Villages: setting up systems for integrated service delivery; providing tools for community planning; supporting sustainable business delivery models; and using the RDPs more strategically in combination with other funds. MEPs Tibor Szanyi and Franc Bogovic, ended the meeting by underlining the importance of the Smart Villages concept and by encouraging the TG to continue its work alongside them.

Panorama of smart villages

Overview of 'Smart Vill

Rural areas are locked into a reinforcing trends: i) shortage of ii) inadequate and declining serv following the definition in the EU are many examples of "rural ar their **existing strengths and as opportunities**", where "traditio enhanced by means of digt innovations and the better use both social and digital innovat and not just villages, and dead w

The ENRD Thematic Group will services, concentrating more on digital innovation in the **Inner Area Strategy. It** **Francesco Martino, CREA**

This is one of the most comprhe for tackling the problems of de services in Europe. All four Euro Funds are combined with innov for both local development and areas. A targeted investment of using a "place-based approach" sectors and levels of governme usually in the driving seat while I play a variety of roles, ranging fr implementing directly EA/RD me

Event information

Date: 7 December 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 to support social innovation in the provision of rural services.
Website: https://enrd.ec.europa.eu/enrd-events/events/2nd-meeting-thematic-group-smart-villages_en

Revitalising rural services through social innovation

"Smart Villages are at the leading edge of service innovation" according to **Bill Sleg** from the Horizon 2020 project **SIMBA**. A "crisis driven reorganisation of economic activity is taking place in rural areas and the third sector often plugs the gaps". In Scotland, there are now 5 000 social enterprises – a 10% increase in 2 years. Social innovation is a "collective response of the community and a willingness to invest time and resources to solve local problems". Across Europe, diverse business models are being used to revitalise "local owned services" thus creating a virtuous cycle of spending, reinvestment and community capacity building. This requires strong social capital as well as institutional support.

Community Trusts in Scotland: the case of Braemar Community Ltd (UK), Simon Blackett.

The remote highland community of Braemar with just 400 people has every right to call itself a "smart village". Just over 15 years ago the residents formed a community trust which took over and now runs their major tourist attraction – Braemar Castle – and many other projects. It raised 800 000 pounds to invest in a local hydro scheme. Profits from their activities are ploughed back into other community projects. One of the latest is to provide better social care to vulnerable residents by using existing resources to employ local people.

Climate action is "a driver for community-led innovation" according to **Eamon O'Hara** from the ECOUSE Network. Rural areas are both heavily affected and can make a major contribution to a transition to a low carbon economy. There are already 1 200 transition town initiatives in 48 countries, 15 000 ecovillages around the world and 1 500 renewable energy cooperatives in Europe. But emergent grass roots initiatives are often operating in a policy vacuum and suffer from a reliance on volunteers, an absence of accessible funding, legislative barriers and an uneven playing field. This requires a "meeting of bottom up and top down" to design enabling policies".

Rural Hubs and Multi-service centres in rural Flanders (Belgium), Dieter Hoet, VVSG

Multi-service hubs are a carefully planned and innovative response from the Association of Flemish Municipalities to the collapse of rural services in many of their villages. They worked systematically with local residents to build an effective partnership of organisations and a sustainable business model for the service centres. These provide a tailor-made set of functions such as local store with regional products, a community centre with activities for old people and children, and a mobility hub.

2 TG Meetings

4 Case Studies + 2 briefs

ENRD Thematic Group on Smart Villages
Highlights of the 1st meeting

In 2016, the Fraunhofer ILR has been invited to participate in rural services under RDP. Me governmental

Introduction

The population heartlands, and aging, while working however, the declined. The between 2011 annually, and it has decreased

In rural munic conec at 88% of those often rely o breadband co areas. 81% of thirds of them the internet to news. Most p internet. Usage

Digitalisation is h as it is consid social and digi digitation is changes, and most remote a

Digital Village

The "Digital villa ministry of inter Palestine and the until 2019), and million.

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.

Introduction

In 2015, France launched an experimental scheme to promote inter-municipal cooperation, called "intercommune reciprocity contracts" (in French: contrat de Reciprocite' village-campagne).

This policy initiative stemmed from a two-years' national consultation process on rural challenges", which acknowledged the diversity of rural areas and sought to foster urban-rural linkages. Such a spatial planning approach requires a macro-regional strategy that recognises the importance of a polycentric urban network to the development of areas linked to these metropolises, including small and medium-sized towns located nearby.

The aim is to close the gap between urban and rural areas by promoting win-win partnerships in areas such as:

- (i) environment and energy transition;
- (ii) economic development;
- (iii) quality of services;
- (iv) administrative organisation.

Four territorial partnerships were selected on a voluntary basis for the first round of experimentation. Here we examine the first partnership to officially sign a contract, in 2016, for the Brest metropolitan area and the Pays du Centre Ouest Bretagne.

ENRD Thematic Group on Smart Villages
Highlights of the 1st meeting

The Strategy for depopulation and national finance investment of the levels of govern ment of roles, re

Introduction

In the programming phase has put in place integrated pilot the National S inner Areas (N policy applies region and mac Italy) and aims to social nee inclusion and inner Areas, in profile. The in previous exper is being support dedicated fund) (national funds)

What are in

Italy's inner Area distance. From health and mid inner Areas m (4.261), are he (15.540.000 inh territory. Within also marked on ultra-peripheral interventions.

The demograph is notably differe the national lev

The Context

Brest Météropole Océane is a harbour city of 207,000 inhabitants", located on the Atlantic coast in the 'département' of Finistère, Brittany, western France. It is a maritime city, renowned for its research and development activities, and with a robust service sector. It has a younger population than in its surrounding rural areas".

The Pays Centre Ouest Bretagne has a population of 97,000 inhabitants and has experienced a significant decline in productive employment since 2009, mainly due to an agro-food crisis, which had a severe impact on the milk sector.

Despite these difficulties in the conventional economy, local stakeholders have always been enthusiastic proponents of community-led development; the area has been involved in LEADER since as far back as 1992. Nowadays, the economic strategy of the Pays puts a strong focus on the circular economy in the wood sector, with several joint actions at local and sub-regional levels.

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European Network for Rural Development

Compilation of projects - growing

[Broadband Fibre in Östra Bräcke](#)



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

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



39 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](#)



European Network for Rural Development

Smart Villages

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](#)



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

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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)

Funded by the European Commission



20/03/2018

**NRN
Meeting
Germany**



09/04/2018

**OECD
Conference.
Enhancing
Rural
innovation**



13/04/2018

**EU
Parliament
Seminar
Slovenia**



22/05/2018

**ENRD
Seminar on
Smart
Villages**



June
2018

**4th TG
Meeting
Next steps**

Rural Review
Projects Brochure
Video

Agenda for the day



- | | |
|----------------------|---|
| 10:00 – 10:15 | Welcome and the agenda |
| 10.15-10.30 | Introduction to designing ICT services – Steffen Hess |
| 10:30 – 10:45 | Basic Conditions for digitalizing rural services – Jan Droge |
| 10.45 – 11.00 | Lessons from Smart Cities for Smart Villages – Nathalie Dumarey |
| <i>11:00 – 11:30</i> | <i>Networking Coffee break</i> |
| 11:30 – 11:15 | Digital innovation in rural services – Key steps. Clive Peckham + Emilija Stojmenova |
| 11.15 -13.00 | Market Place |
| <i>13:00 – 14:00</i> | <i>Lunch</i> |
| 14:00 – 15:15 | Group Work: 1. Finding the right digital solutions 2. Digital Hubs 3. Identifying and developing skill sets |
| <i>15:15 – 15:45</i> | <i>Coffee break</i> |
| 15.45 – 16:00 | Walk around – feed back |
| 16:00 – 16:30 | Future actions. EU Parliament + Pilot Project |



Market place

Round 1

Mobility

Social care + education

Round 2

Energy

Multiservice centres

Group work- drivers for digitizing rural services

Plenary

Group 1: Finding the right digital solutions - development or purchase of existing solutions

Group 3: Identifying and developing skillsets

Breakout room (4th Floor)

Group 2: Co-working centres, Digital Hubs and networks



European Network for
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Seminar 21st May

Target public. Who to invite?

Main themes?

Speakers? Examples?



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