



## Digital transformation ecosystems in County Donegal (Ireland)

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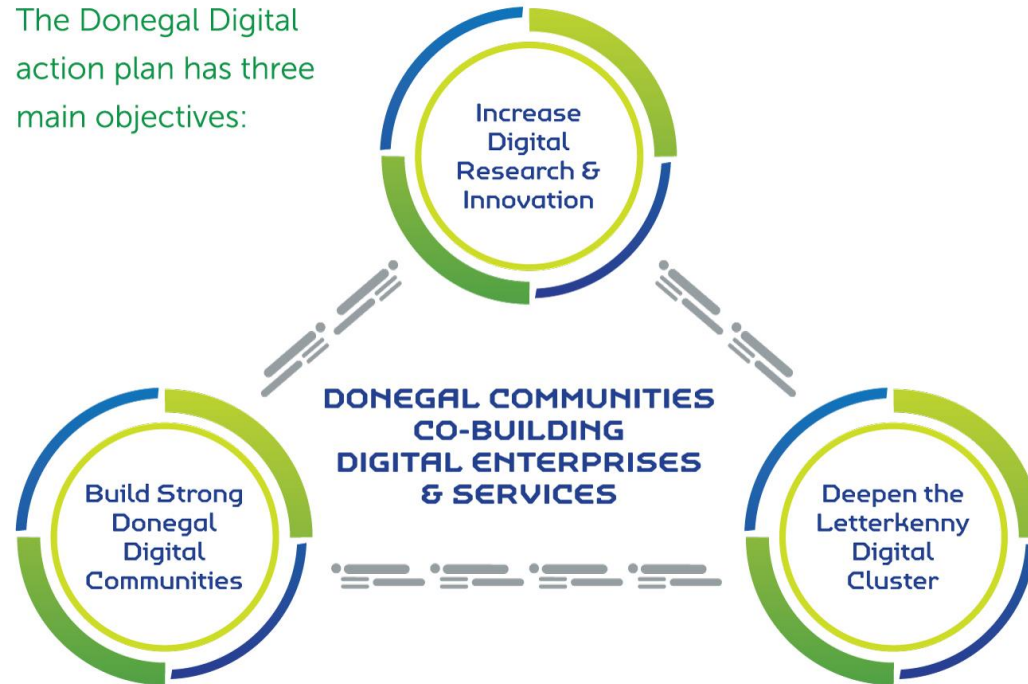
# County Donegal



- 4<sup>th</sup> Largest County in Ireland
- 13<sup>th</sup> population , approx 160.000
- 32 persons/km<sup>2</sup>
- Main town: Letterkenny (approx 20,000 inhabitants)
- 2<sup>nd</sup> : Buncrana (approx. 6,700 inhabitants)
- Longest coastal line 1134 km/ 1315 km including islands
- Less than 20 km land connection to rest of ROI

# Digital strategy (Donegal Digital)

The Donegal Digital action plan has three main objectives:



# Donegal Digital Working Group



## Digital Services & Initiatives

The public-private partnership steering the Donegal Digital project have agreed the development actions set out below.

### SMALL DIGITAL BUSINESSES

Stimulate the use of digital technologies, processes & business models in traditional companies.

### FOOD CHAIN INNOVATION

Transfer best-practice from other European regions on introducing innovation into the Donegal food chain, including use of digital technology.

### OPEN INNOVATION & PUBLIC SERVICES

Develop a number of new public services in Donegal County Council using open data, living labs or open innovation approaches.

### BIG DATA FOR TOURISM

Software development, content digitization & sensor deployment project that will produce / promote an open data portal of Donegal tourism.

### BROADBAND

Actively working to ensure that Donegal's businesses and citizens are connected at work and home with fibre, public Wi-Fi and the latest mobile technologies.

### DIGITAL INNOVATION - CONNECTING TALENT

Seek out additional research and start-up opportunities from within the other 12 actions of the project.

### SMART ENERGY

Pilot a community-led approach to the deployment of smart energy initiatives.

### DIGITAL TECH: AS GAELIGE

Initiative to empower Gaeltacht areas with the connectivity, training course & resources to leverage the Irish language & culture to stimulate the digital economy, innovation & community development.

### DIGITAL SKILLS FOR ALL

"Train-the-trainer" initiative to provide local communities in Donegal with access to distance education & high level digital skills from LYIT.

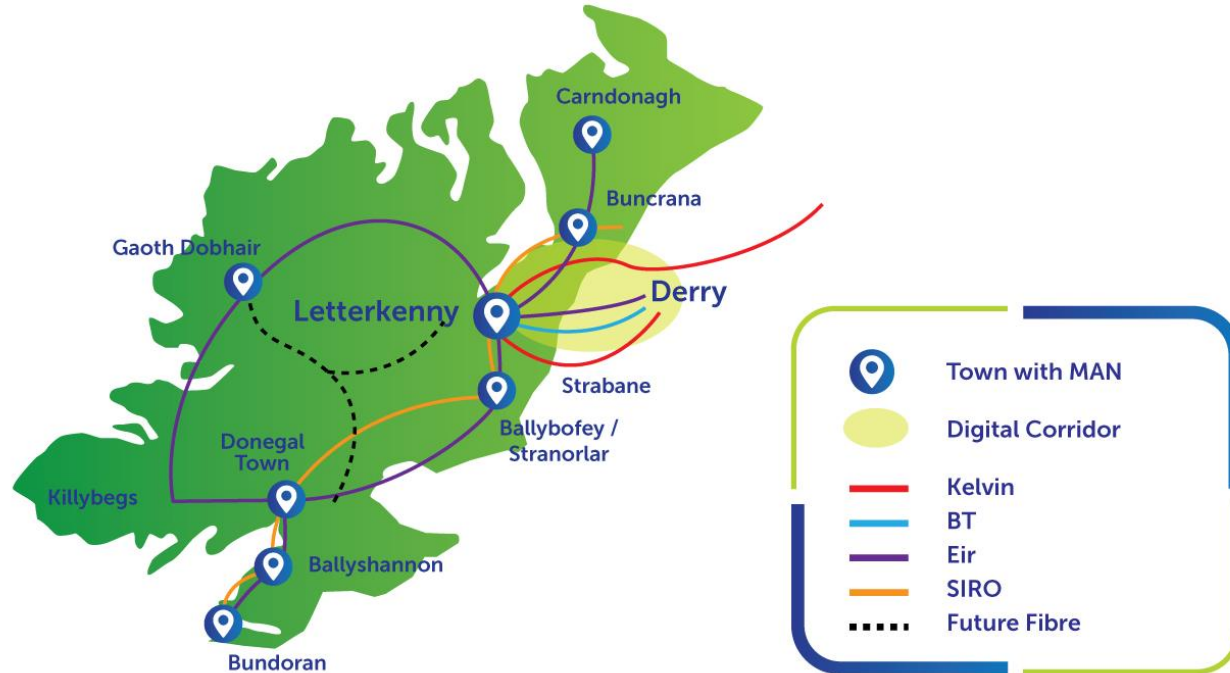
### LOCAL DIGITAL HUBS

Provide a range of local digital development services designed to improve the capability of local businesses, community interests & individuals to participate in the digital world.

# Digital enablers

## BROADBAND

Actively working to ensure that Donegal's businesses and citizens are connected at work and home with fibre, public Wi-Fi and the latest mobile technologies.



# Digital enablers

## LOCAL DIGITAL HUBS

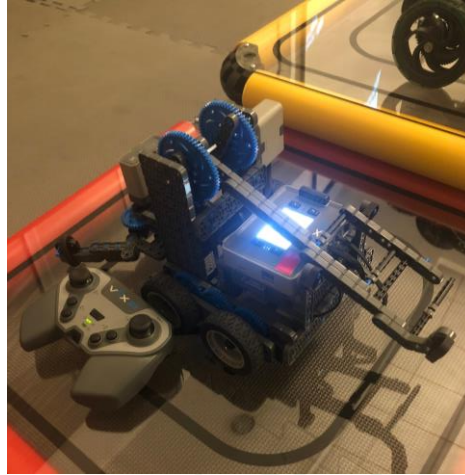
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# Digital skills

## DIGITAL SKILLS FOR ALL

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ICT/FinTech  
Donegal



# Sectoral approach

## FOOD CHAIN INNOVATION

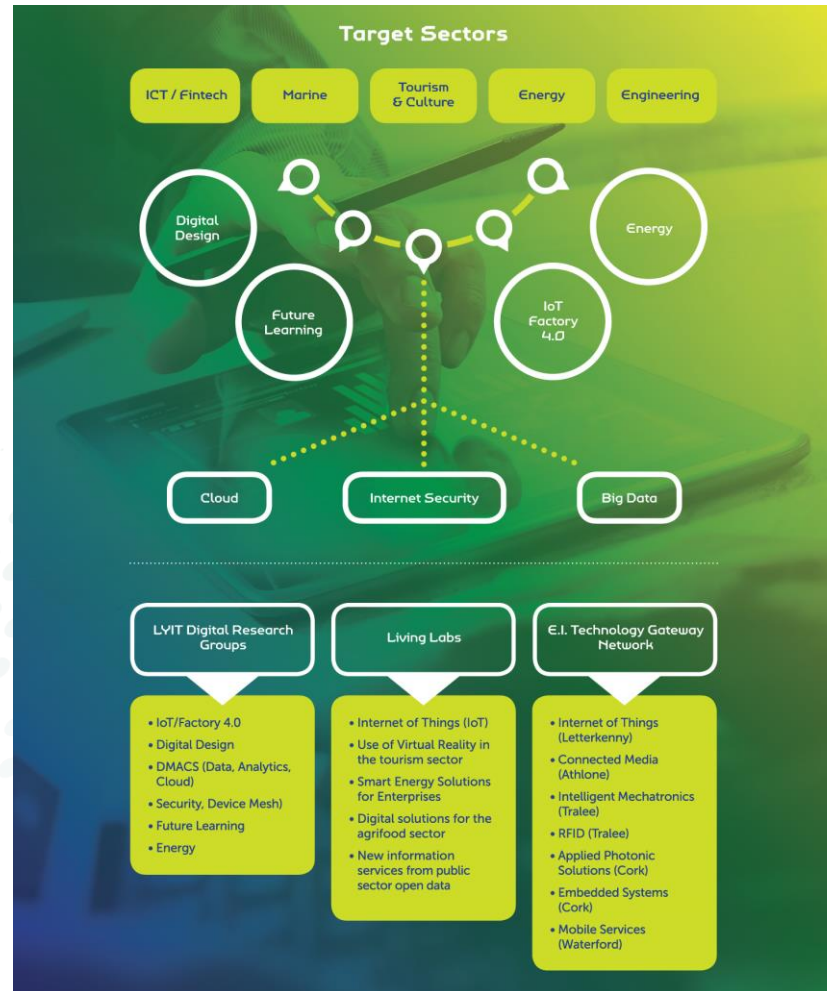
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# Challenges and opportunities



RETAINING, CONNECTING  
AND ATTRACTING DIGITAL  
TALENT



ACCESS TO DIGITAL  
KNOWLEDGE IN OTHER EU  
REGIONS



BE PART OF WIDER  
ECOSYSTEMS (NATIONAL/EU  
LEVEL)

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