



RURAL 2020

 MAASEUTU.FI



*Käpykylä
vai
älykylä?*



Smart Villages in Finland

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The European Agricultural Fund
for Rural Development:
Europe investing in rural areas

17.4.2018

Smart Villages

- **The European Commission launched on 11 April 2017 an ‘EU action for Smart Villages’, announcing a series of initiatives within the rural development, regional development, research, transport, energy, and digital policies and funds**
- ‘*villages of the future*’ need to bring different programmes together in order to build strategic approaches to promoting ‘*smart villages*’,
- support for knowledge, investments and connectivity. Specific actions include exchange platforms, funding opportunities, capacity-building activities, events, thematic work, and research projects

The Smartest Village in Finland Competition



*Suomen
älykkäin kylä?*



The Smartest Village in Finland Competition

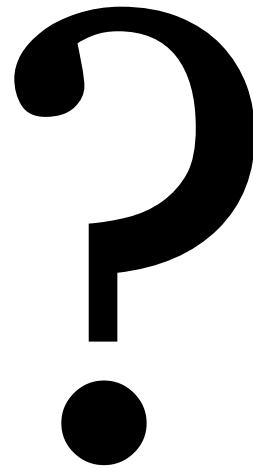
- **Registration is open. Closes at the end of August**
- **Villages or groups of villages can apply, municipalities not allowed**
- **Registration**
 - Identified challenges –> Improve or maintain
 - Who are the partners
 - What are the planned activities
 - What type of outside help is needed
- **The competition ends at the end of 2019**
- **The village that develops itself the most, wins.**

What is smart?

- **Ablity to learn and understand things quickly and easily**
- **Designed to be able to react to changes or different situations in a similar way to humans**

Smart = Intelligent ≠ Wise

Smart villages



Smart village?



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WHY



THE HUB

THE LIFESTYLE

THE 1 GIG SOCIETY

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Smart village?



PROGRAMS IN LEVI

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WHAT IS HALIPUU? ▾

TREE SHOP ▾

WORRY TREE ▾

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X

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Smart village?



What is smart?

- Does digitalization have to be included in smart?
- The role of broadband in smart?
- Is a well functioning Facebook or WhatsApp group smart?
- Linking actual and virtual villages together?

How do you measure smartness?

Services?

- Number created or maintained?
- Number of beneficiaries?
- Jobs created?
- Money made?

Or is it something less tangible?

- Quality of life?
- Happiness -> Laughter

Sharing is caring!



Thank you

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