



European Network for
Rural Development



Smart Villages: Revitalising rural areas through social and digital innovation

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SMART VILLAGES - A COMMON PERSPECTIVE
THROUGH DIFFERENT VISIONS

23 May 2019



#Smartvillages
@Enrique_ENRD

Funded by the



Contents

1. What are Smart Villages?
2. Experiences from the ground
3. Digitilisation and Smart Villages
4. Policy tools for supporting Smart Villages





Smart Villages

Jobs

Basic services

Digital

Social

Challenges

Opportunities

Villages

Cooperation and
partnerships

People

Future vision

Smart Villages

**There is no one model for
Smart Villages**

**It is a community process,
all villages can be Smart**





PILOT PROJECT SMART ECO-SOCIAL VILLAGES

23 May 2019, Courmayeur
#EU #SmartVillages

The Smart Village Initiative



A new concept



Part of the future policy (result indicator in CAP strategic plans).



EU provides a framework, Member States decide how to implement



Many other actions at EU level (ENRD Thematic Group, SMARTA Pilot Project etc.)

The Pilot Project is one building block of the Smart Village initiative

What is the Pilot Project?



Initiated and financed by the EP, implemented by the EC.



From January 2018 to April 2019.



Study carried out by Ecorys, R.E.D, ODT and experts.



Main objective: **explore characteristics, drivers and factors of success of smart villages.**

Three specific objectives

- 1 To **map the current challenges and potential** to boost development in EU rural areas
- 2 To **develop a definition** of Smart Villages
- 3 To **identify practical solutions** to overcome challenges and to improve the situation in villages

The Pilot Project in numbers



2 on-line consultations



30 interviews



10 workshops in **7** countries



19 villages in **13** countries

What is our Smart Village definition?



are **communities in rural areas** that use innovative solutions to improve their resilience, building on local strengths & opportunities.

They rely on a **participatory approach** to develop and implement their strategy to improve their economic, social and/or environmental conditions, in particular by mobilising solutions offered by **digital technologies**.

What is our Smart Village definition?



benefit from cooperation and alliances with other communities and actors in rural and urban areas.

The initiation and the implementation of **Smart Village strategies** may build on existing initiatives and can be funded by a variety of public and private sources.

Key concepts



A **participatory approach** means an active participation of the local community in the drawing-up and decision-making regarding the Smart Village strategy.

During the implementation phase, the participatory approach will ensure that the needs for capacity building and for training of people are properly addressed.

Key concepts



Digital technologies include, for example, information and communication technologies, the exploitation of big data or innovations related to the use of the Internet of Things (IoT). They act as a lever that enables Smart Villages to become more agile, make better use of their resources and improve the attractiveness of rural areas and the quality of life of rural residents.

The use of digital technologies is not a precondition for becoming a Smart Village. Where possible, high-speed broadband will facilitate the deployment of the digital solutions.

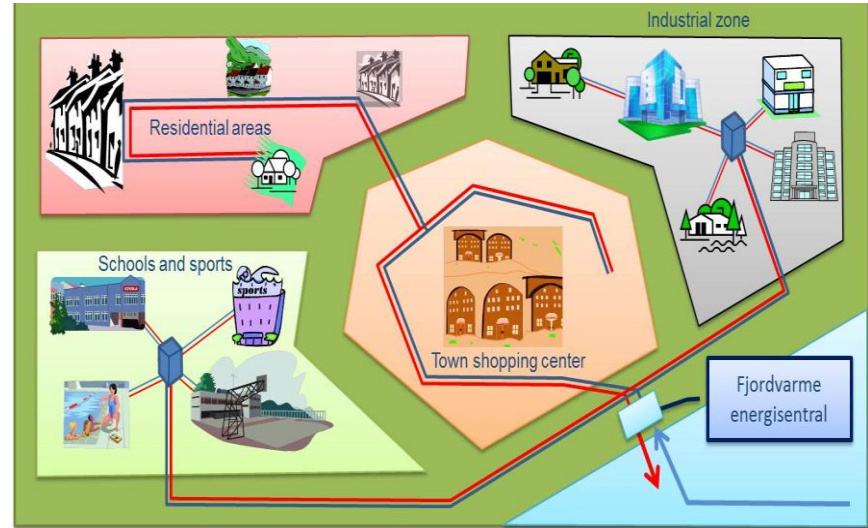


Sogn og Fjordane
County Municipality (Norway)
from Lars Hustveit, Coordinator Economic Development

Smart organisation to reach critical mass

Case Nordfjordeid:

- The municipality is the coordinator
- Local enthusiasm & top expertise
- Proven to be an economic success
- Use thermic energy from the fjord for heating and cooling
- Renewable energy that is easily accessible
- **To be competitive:** many actors must decide to go for it at the same time



The Nordfjordeid example illustrates:

- Organisation is necessary to have critical mass in rural areas
- Villages enhances efficiency by coordinating services
- Combine bottom-up with expertise from outside
- The public sector is relatively more important in rural areas and...

**Renewable energy as good topics for
smart eco-social villages**



SMART REGION
Észak-Hegyháti Mikrotársasági Unió

Alsómocsolád

Alsómocsolád (Hungary)



The community has come together to reverse the negative trend

- Development of community services
- Tourist attractions, services and accommodation
- Innovative elderly care
- "Future Weaving Workshop" - Settlement support
- Regional cooperation and development of human capacity
- Creation of a smart village/area to improve the quality of life





Lessons learnt

Enabling a transition



Flexible tools to enable rural communities
to make the transition



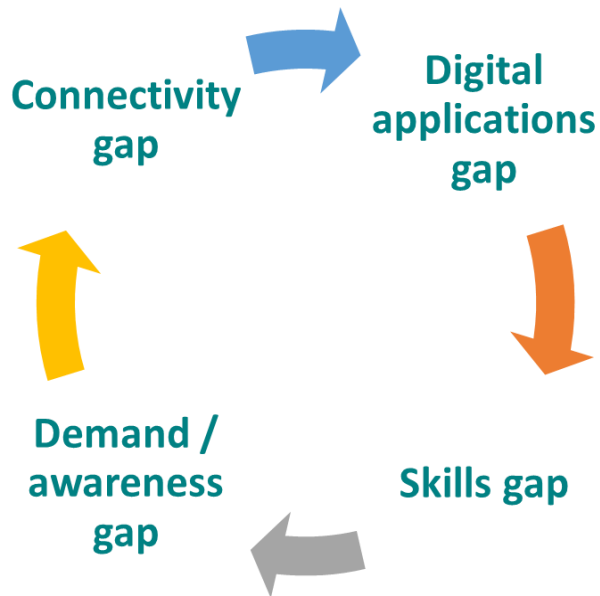
Departure

- Declining jobs
- Inadequate Services
- Digital divide
- Depopulation

Arrival

- Digital transformation
- Low carbon, circular economy
- service innovation
- New value chains
- Rural –urban cooperation

Digitisation and Smart Villages



Gaps

1. Connectivity – infrastructure
2. Applications – uptake
3. Skills

European toolkit to support Smart Villages

- **No new policy or funding instrument is envisaged**
- They are parts of an **integrated toolkit** in which each instrument can play different but **complementary** roles in diverse circumstances
- **Flexibility to adapt** a wide range of existing tools in ways that create the enabling framework for Smart Villages.
- Ensure that the right policy tools are made **available** in the **right place** at the **right time**
- **Tools should be made available to local communities**
 - in a form that is easy to use
 - flexible and modular so that they can be adapted to different and evolving circumstances

European toolkit to support Smart Villages

There are a wide range of EU tools:

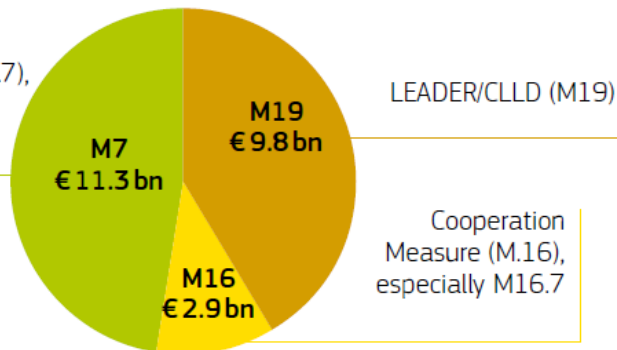


- EAFRD
- ESIF (ERDF, ESF, EMFF)
- ITIs
- Smart Specialisation Strategies(RIS3)
- INTERREG
- Horizon 2020
- Financial Instruments
- Others ...

Rural Development Tools

Figure 1. RDP support for social and digital innovation

Basic services
and village renewal (M.7),
especially M7.1 - 7.4



Based on SFC data, April 2018

**Synergy – link to other ESI Funds
and private finance**

Role of proofing?

Integrated Strategies



<https://bit.ly/2ElwaRx>

Objective 5 of Cohesion policy

- ITIs
- CLLD- rural-urban links

Smart Specialisation Strategy



<https://bit.ly/2wfnXK5>

ESF+ (innovative actions. art 13)

- Social inclusion
- Social innovation
- CLLD

**It is time for you to engage in the
design of the right policy framework
with your public authorities**

Sources of information

SMART VILLAGES PORTAL

Follow our news & events on the online portal. Explore the latest policy developments, research, projects and initiatives.



<https://bit.ly/2kruag1>

SMART VILLAGES COMMUNITY

Join us on Facebook and share your experience and thoughts on Smart Villages with a growing online community.



<https://bit.ly/2VG1UXo>

SMART VILLAGES PUBLICATIONS

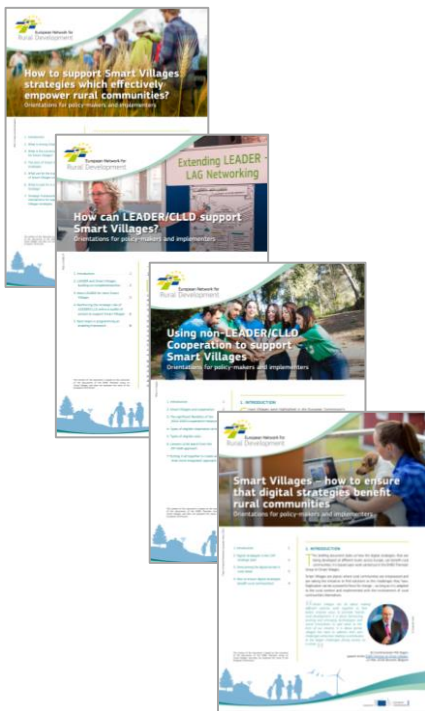
*No.26 – Smart Villages:
Revitalising Rural Services*

*Digital and Social Innovation
in Rural Services*



<https://bit.ly/2ODP1Kq>

Sources of information



Orientations for using all policy tools available to help Smart Villages to emerge – now and in future:

- [How to support Smart Villages strategies which effectively empower rural communities?](#)
- [How can LEADER/CLLD support Smart Villages?](#)
- [Using non-LEADER/CLLD cooperation to support Smart Villages](#)
- [How to ensure that digital strategies benefit rural communities?](#)



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Thank you very much!

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