Smart Villages
Revitalising rural areas through social and digital innovation

Paul Soto

ENRD Contact Point

Workshop

SMARTA: Time to rethink rural mobility

30 January 2019

#SmartVillages

Smart Villages Video

https://youtu.be/ckB71hb0kx0

Smart Villages

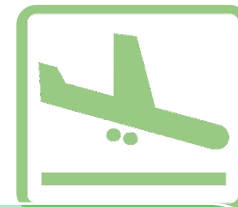|	
Jobs	Basic services
Digital	Social
Challenges	Opportunities
Villages	Cooperation and partnerships
People	Future vision

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

- New forms of mobility – service innovation

- New value chains

- Rural –urban cooperation

European Network for Rural Development

European Network for
Rural Development

There is no one model for Smart Villages

It is a process, all villages can be Smart

Funded by the
European
Commission

European Network for
Rural Development

Les villages du futur en Nivernais Morvan

Tentative de guide de « bonnes » pratiques pour les communes rurales

1ers Constats: La campagne attire à nouveau, demain sera différent d'hier, et surtout meilleur si nous savons nous prendre en main.

L'exode urbain a succédé à l'exode rural.

Depuis plusieurs années , le solde migratoire des territoires ruraux est positif.

Même s'il y a encore plus de décès que de naissances, certaines communes regagnent des habitants.

Ce mouvement net et nouveau doit être soutenu et accompagné (par l'Etat, la Région, le Département et l'intercommunalité).

Pour cela, les propositions concrètes du bouclier rural, et de l'appel pour des nouvelles ruralités, sont sur la table.

Elles ont d'ores et déjà permis des avancées concrètes et sont une référence pour construire une vraie politique publique de la ruralité.

faire compagnie
canton de Lormes

- Jobs

- Youth

- Housing

- Health

- Education

- Mobility

- Connectivity

- Culture

- And many more

Funded by the
European Commission

RD supports the rolling out of a mobility app developed by a social enterprise to other rural areas in France

- **The number of shared journeys is increasing threefold each year**
- **More than 1500 municipalities are now taking part.**

The LAG 'Grand Pic Saint-Loup'(1) in Occitanie, southern France, was one of the early adopters of Rezo Pouce. The scheme was implemented by the LAG in 2015 as part of its local mobility plan. It covers 36 rural municipalities with over 125 Rezo Pouce stops

European Network for Rural Development

RD and Smart Villages

Sopotniki
zavod za medgeneracijsko solidarnost

Sopotniki: Smart mobility for elderly in rural areas

Offers free transportation to elderly people relying on volunteers (job seekers, early retired, others).

Smart infrastructure:

- Volunteers' portal – internal communication & volunteering e-calendar

- Reservations and Fleet management application

- Mobile app for quick calls & easy navigation

- Pilot blockchain-based solution for transparent and traceable monitoring of donated funds usage

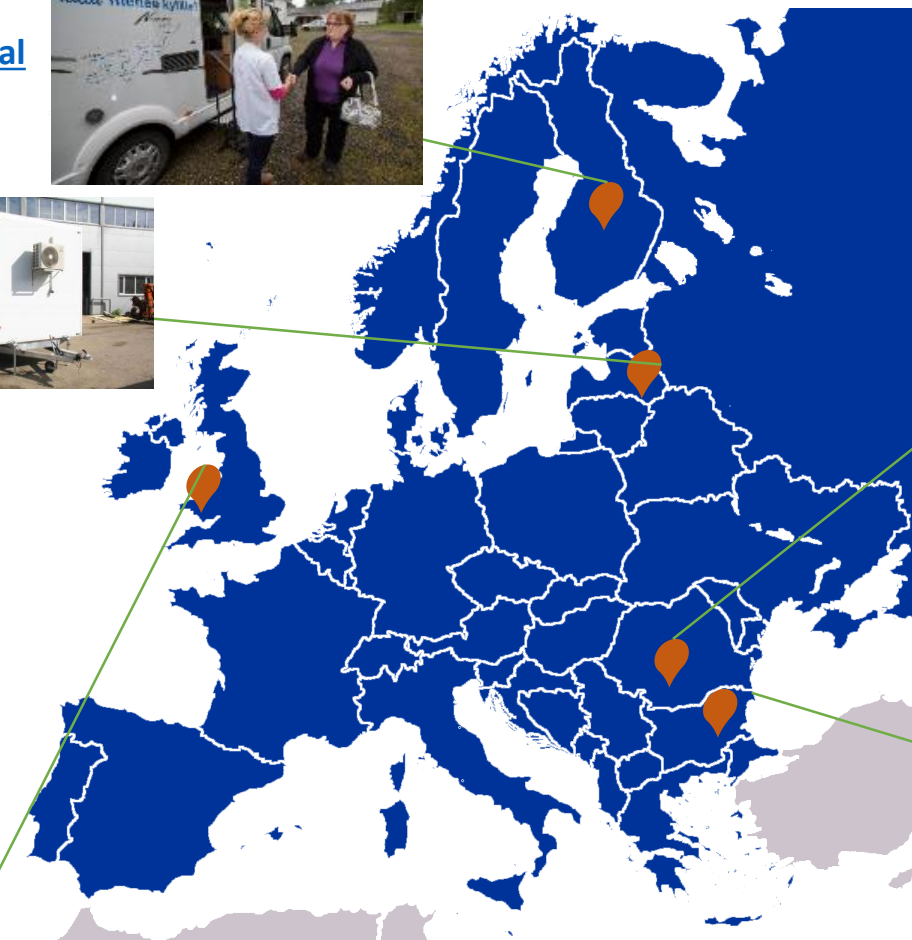European Network for Rural Development

easy-to-access mobile medical service

Setting up a mobile Slaughterhouse for Common Use in Latvia

An on-demand rural bus service in rural Wales

Integrated veterinary services using a mobile lab

Electric vehicle charging stations in Isperih

Three main typologies of projects:

1. **Supporting mobile services to rural population;**

2. **Supporting better mobility and transport of people;**

3. **Development of mobility Apps adapted to the local contexts**

But few examples of integrated approaches to mobility

Smart Villages and mobility

Areas where Smart Villages can add value to current intitiatives
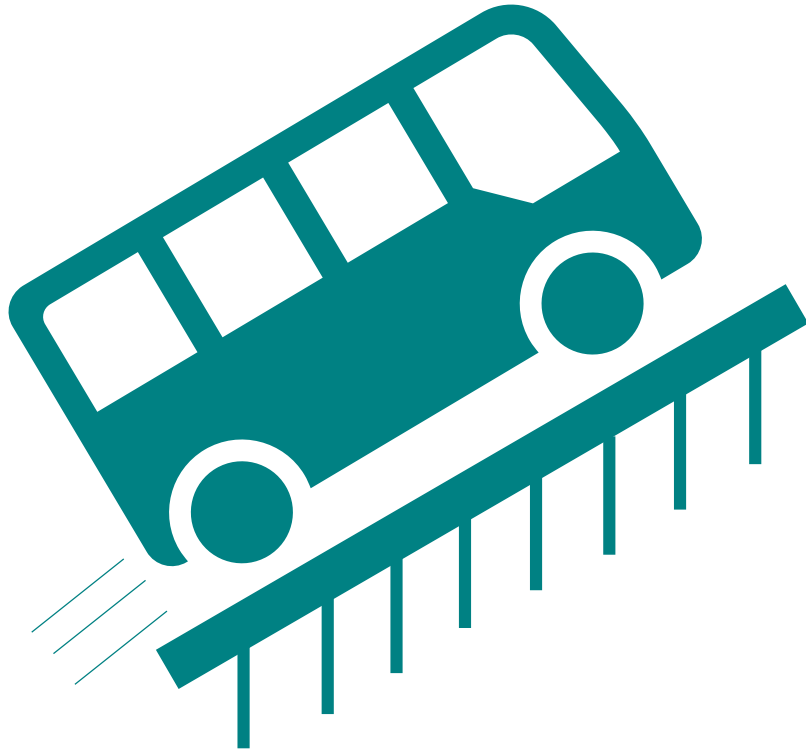
1. **Integrated strategy/plan**

2. **Aggregating demand**

3. **Platforms**

4. **Feasibility – business models**

5. **Pilots and tests**

6. **Scale up**

SUSTAINABILITY –SCALE UP

Cooperation

Marketing

Small scale investments

Pilots

Research contracts

Technical/ feasibility studies

Training

Needs audits

Animation

Community Contribution

IDEA

How to ensure that LEADER can mobilise these tools effectively for local communities?

Funded by the

A wide range of existing EU and national frameworks:

- **EAFRD (LEADER, Cooperation, Digital Strategies, Investments in services**
- **ESIF (ERDF, ESF, EMFF – Smart Specialisation)**
- **Horizon, INTERREG, Financial Instruments**
- **National policy landscapes mobility, digitisation, renewables, circular economy….**

Growing interest - but often not called Smart Villages

How to enable local communities to act?

- **Orientations for using all policy tools available to help Smart Villages to emerge – now and in future. Meetings and briefs on:**

  1. How to develop Smart Village strategies
  2. How to use key policy instruments –CLLD, Cooperation, Digital Strategies
  3. How to combine policy instruments more effectively,

  Link: https://enrd.ec.europa.eu/enrd-thematic-work/smart-and-competitive-rural-areas/smart-villages_en

- **Platform for linking initiatives accross Europe**

Sources of information

Smart Villages Portal

Smart Villages Community on Facebook

+ 500 members!!!!

- **Rural Review on Smart Villages**

- **Project Brochure on Digital and Social innovation**
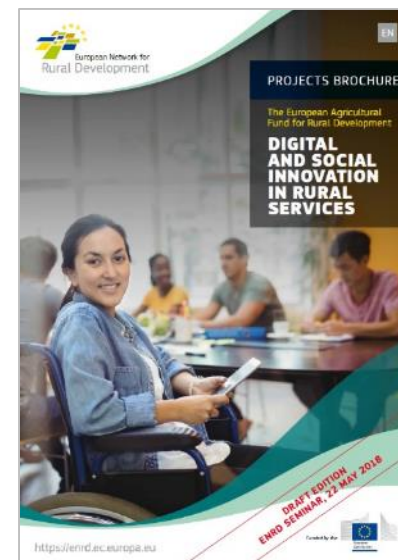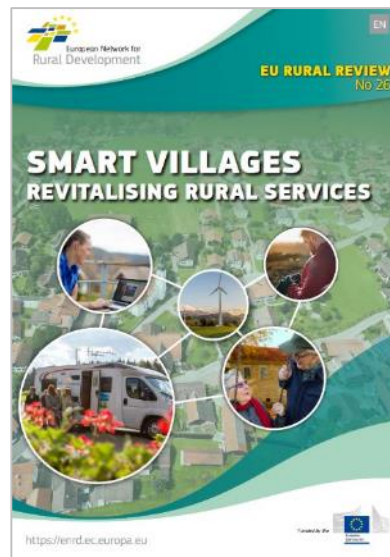
subscribe@enrd.eu.

Thank you very much!

https://enrd.ec.europa.eu

Like the **ENRD** Facebook page

Follow **@ENRD_CP** on Twitter

Watch **EURural** videos on YouTube

Join the **ENRD** LinkedIn discussion group

European Network for Rural Development

Funded by the European Commission