Digitalisation of rural areas
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What would a **digitally** equipped rural area look like in 2040?

- Functional **digital innovation ecosystems** in rural
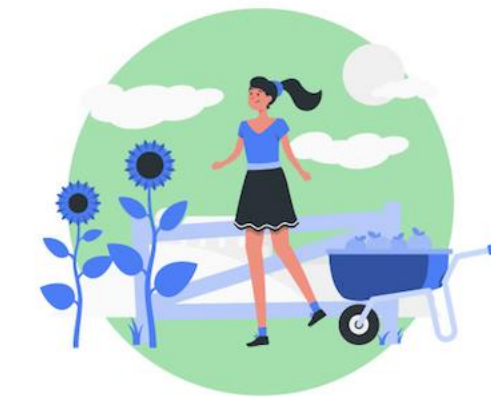
Innovation Ecosystems in Rural Areas

- Efficient and **interoperable data platforms** to enable innovation and new business models based on data portability

Interoperable Data Platforms

- Equal access to **human-centric digital technologies** for better public and private services across transport, health energy, social and community services

Human-centric Digital Technologies

What would a **digitally** equipped rural area look like in 2040?

- Use of digital techonologies to fuel **economic growth** and **social innovations** while ensuring transparency and a positive social impact

Economic and Social Innovations

- Efficient digital solutions for **climate risks** mitiga

Climate Risk Mitigation

- Proficient **lifelong learning for the future of work**, to enable at-scale reskilling of rural inhabitants (particularly populations at risk of unemployment) and equip all population with the digital and cognitive skills they need to succeed in a future of work context

Lifelong Learning

Innovation

Open

Social

Technological

Community-led

Data-led
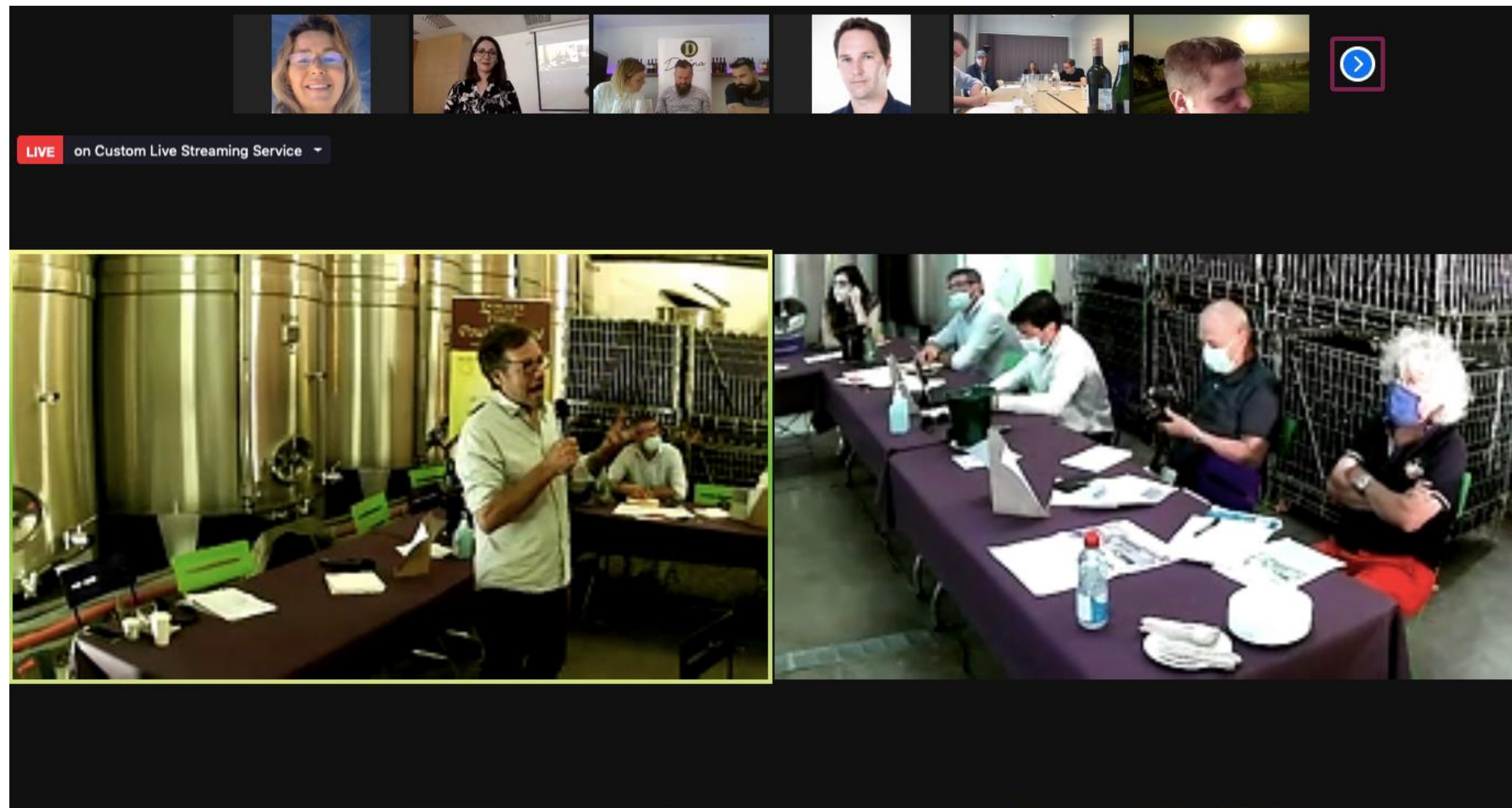
Company-led

Digital and innovative - Technology

Digital and innovative – Business models

Digital and innovative – Business models

More: https://www.interregeurope.eu/carpedigem/news/news-article/12379/how-the-virtual-wine-tasting-went/

Digital and innovative – People

Digital and innovative – Skills

Digital and innovative – Ecosystem

Rural Digital
Innovation Hubs

Policy (Interreg AS Smart Villages)

- *R1: Consider smart transformation of mountain, rural and peripheral areas and villages as a priority*

- *R2: Integrate the notion of Smart villages in existing and future strategies and policies*

- *R3: Allocate funding to integrated approaches such as Smart villages*

- *R4: Allow room for innovation and experimentation*

- *R5: Encourage networking and exchange of experience around the Smart village approach in relation to urban areas*

- *R6: Use the potential of the Smart village approach to communicate on the innovation and attractiveness of rural and mountain areas and to link rural and urban areas*

- *R7: Develop digital infrastructure and associated skills in line with technological needs and opportunities.*

What next?

- WHAT?

- WHO?

- WHEN?

- HOW?

TARGETS + RESPONSIBILITIES

4PDIH

Public, Private, People Partnership
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Association of Municipalities and Towns of Slovenia

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