



# Digitalisation of rural areas

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BOOSTING SUSTAINABLE DIGITALISATION IN AGRICULTURE, FORESTRY AND RURAL AREAS BY 2040, 30. 6. 2021



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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 technologies to fuel **economic growth** and **social innovations** while ensuring transparency and a positive social impact
- Efficient digital solutions for **climate risks** 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



Economic and Social Innovations



Climate Risk Mitigation



Lifelong Learning

# Innovation



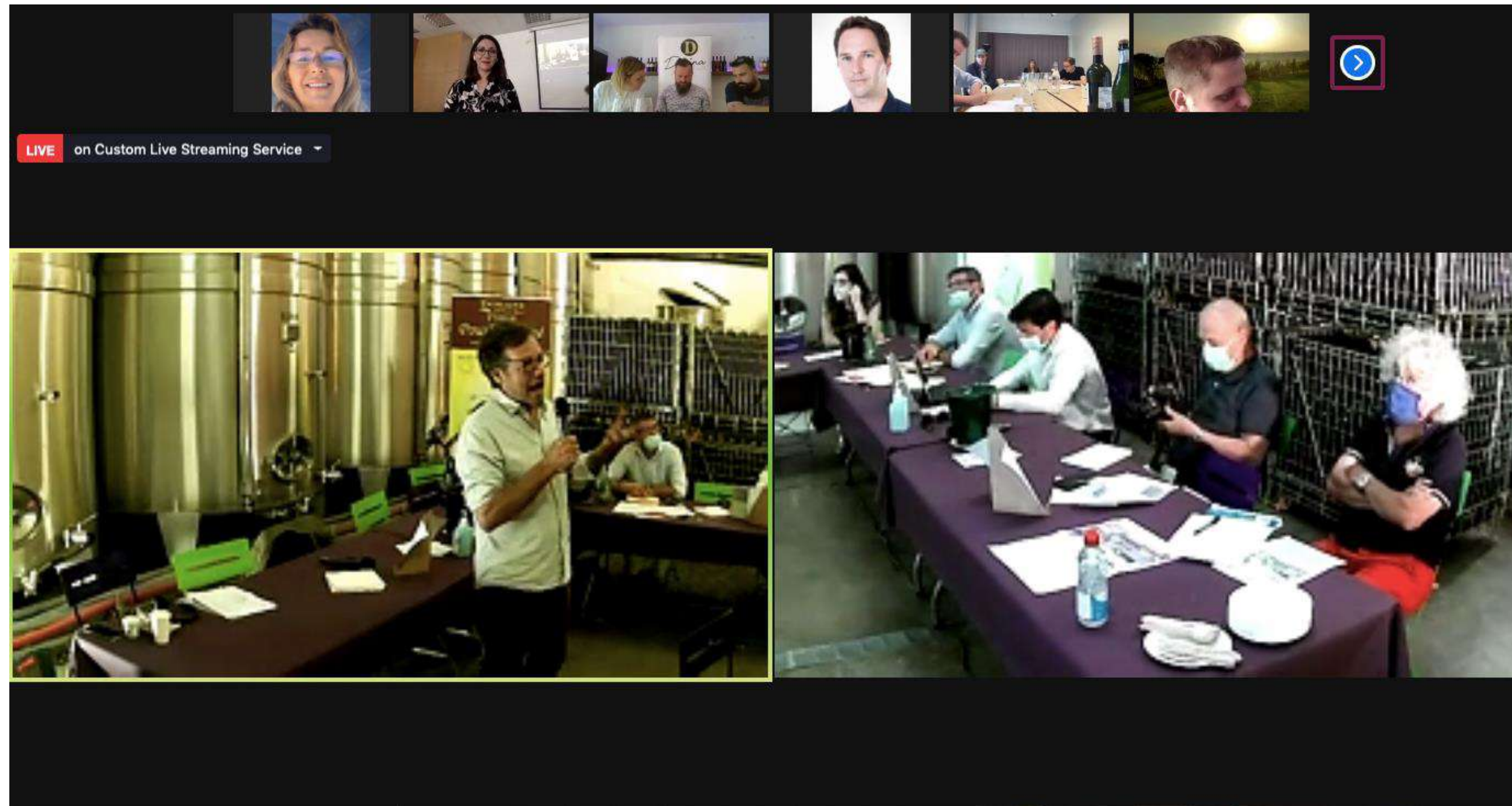
# Digital and innovative - Technology



# 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



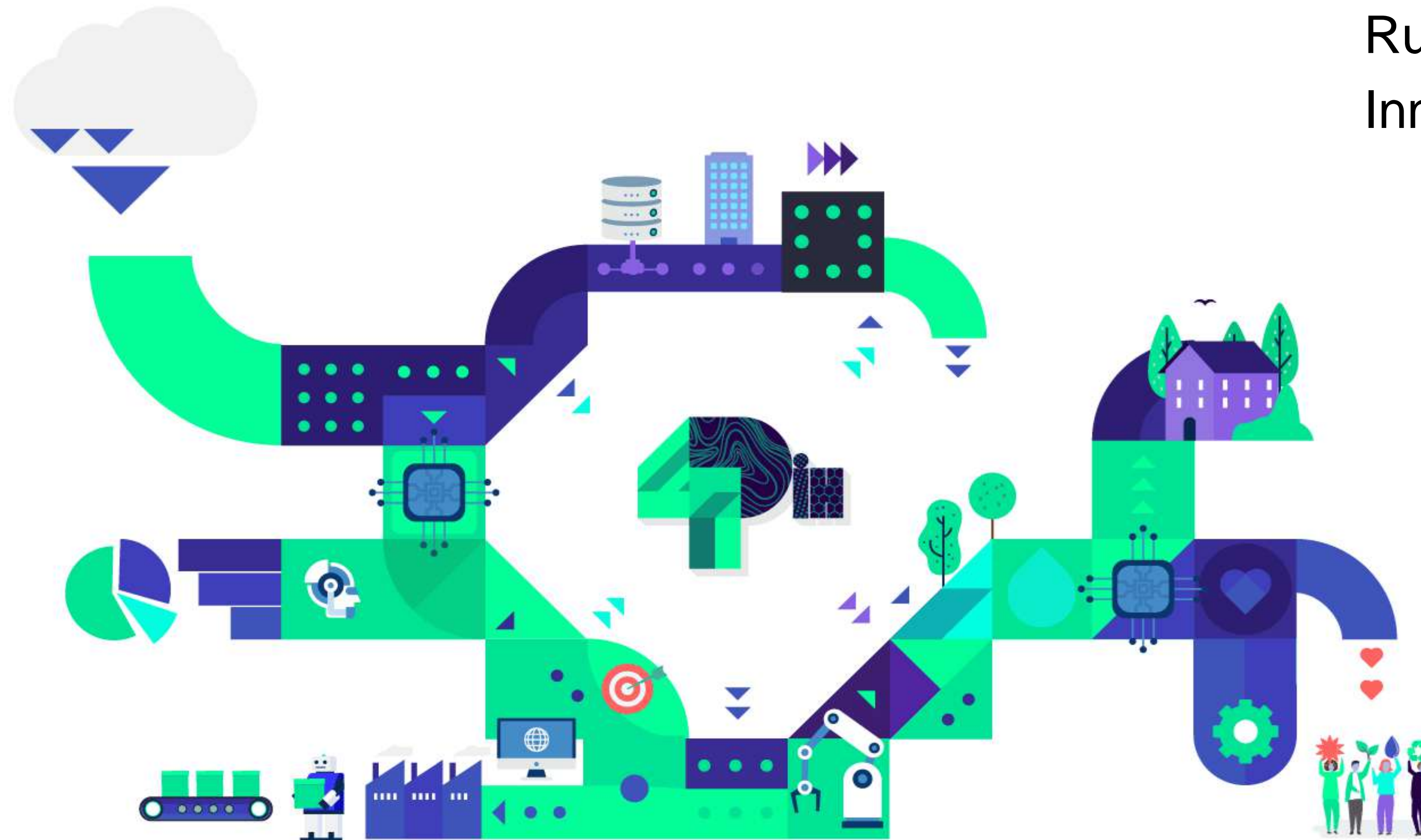


# Digital and innovative – Skills



# Digital and innovative – Ecosystem

Rural Digital  
Innovation Hubs



# Policy (Interreg AS Smart Villages and Desira)

- *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.*
- *GP1: Creating the basic conditions for digitalisation*
- *GP2: Anchoring digitalisation to sustainable development*
- *GP3: Adapting digitalisation to different contexts*
- *GP4: Favouring digital inclusion*
- *GP5: Developing digital ecosystems*
- *GP6: Developing adaptive governance models*
- *GP7: Designing policy tools for sustainable digitalisation.*

# What next?

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- **WHAT?**
- WHO?
- WHEN?
- HOW?

TARGETS + RESPONSIBILITIES

# 4PDIH

Public, Private, People Partnership  
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