



RURAL 2020

Digital innovation in rural services

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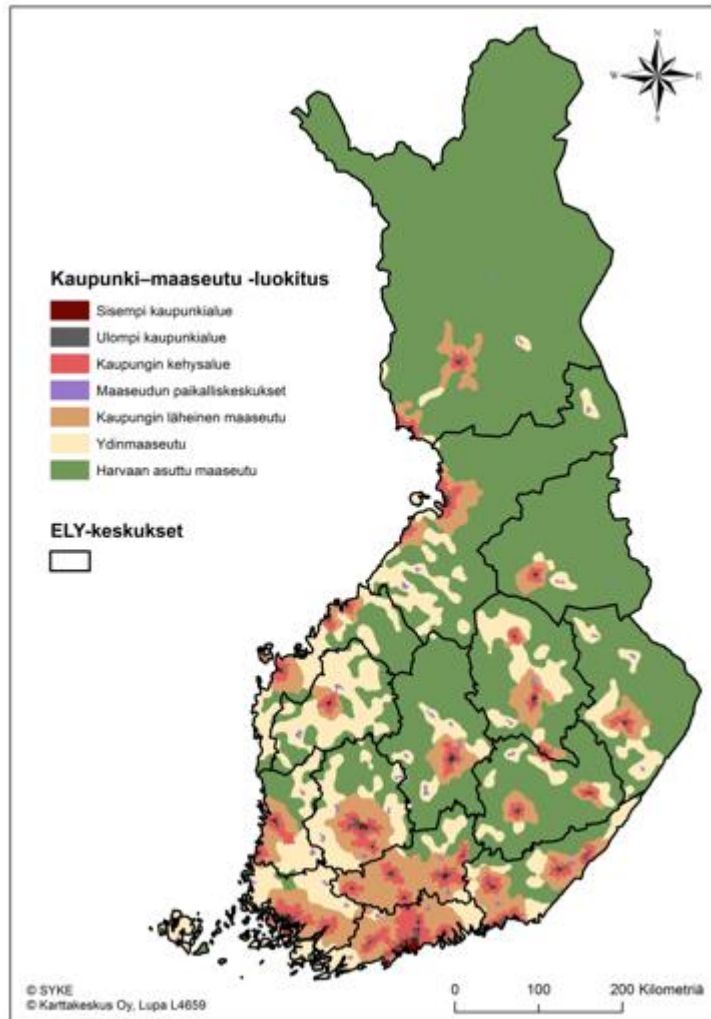


The European Agricultural Fund
for Rural Development:
Europe investing in rural areas

ENRD seminar

22.5.2018

Urban and Rural Areas in Finland



Urban-rural classification – detailed information about regions

Detailed Version Based on Geographical Information Systems (GIS):

Urban-rural classification

- Inner urban area
- Outer urban area
- Peri-urban area
- Local centre in a rural area
- Rural area close to urban area
- Rural heartland area
- Sparsely populated rural area

National strategy and other actions for broadband

- 2008 the first national strategy for Fast broadband, **national funding** for rural broadband
- 2016: Study for Smart countryside, governmental project
- 2017: New governmental decision for **Rural Digitalization**
- 2018: the new national strategy for broadband (coming): the broadband target for Finland until 2025 and 2030
- **Co-operation** between national administration and other actors → **Broadband Competence Office** Finland www.bco.fi
- National Rural policy council: **target setting** for rural areas
- **RDP**, regional and local actions (Leader), **broadband funding**

Rural development programme (Mainland Finland) actions for smart villages

- **Broadband projects / Village broadband: way to connect rural villages to the world**
 - bottom up,
 - cost-effective,
 - common commitment
 - participatory, every villager join the way he/she can -> activation for smart villages
 - practical/down to earth,
 - future orientaring, smart steps for future
- 63 village network projects, 3 000 km fiber

Rural development programme (FI) actions for smart villages

Need, will and ability to react: innovative and creative people behind projects

- e-health service and other services for different age groups, local experiments, planning, pilots
- e-learning, distance learning
- skills and know-how for using digital services
- digitalisation of rural businesses, new co-operation
- multiservice houses, integrated services
- cultural heritage, integration of immigrants
- certain tangible and certain intangible investments and start-up aid for rural enterprises

How to make things better?

There is need for:

- Funding (CAP21: broadband and smart villages, Leader)
- Flexibility, simplification, trust and bravery
- Co-operation and co-ordination at national level and between EU Funds
- Bottom up tools, concrete results
- Sensibility, reactivity, agility
- Intangible investment possibilities for rural enterprises: they need to develop their business to meet the requirements of the digitalisation
- Light rules for small projects
- Brave experiments / piloting!

Smartest village of Finland 2020

The Finland's Smartest Village competition challenges villages to look to the future and develop services smartly



<https://www.maaseutu.fi/en/topical-greetings-from-countryside-and-around-the-world/looking-for-finlands-smartest-village/>