



RURAL 2020

Smart Villages in Finland

RDP for Mainland Finland

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

Agri Innovation Summit

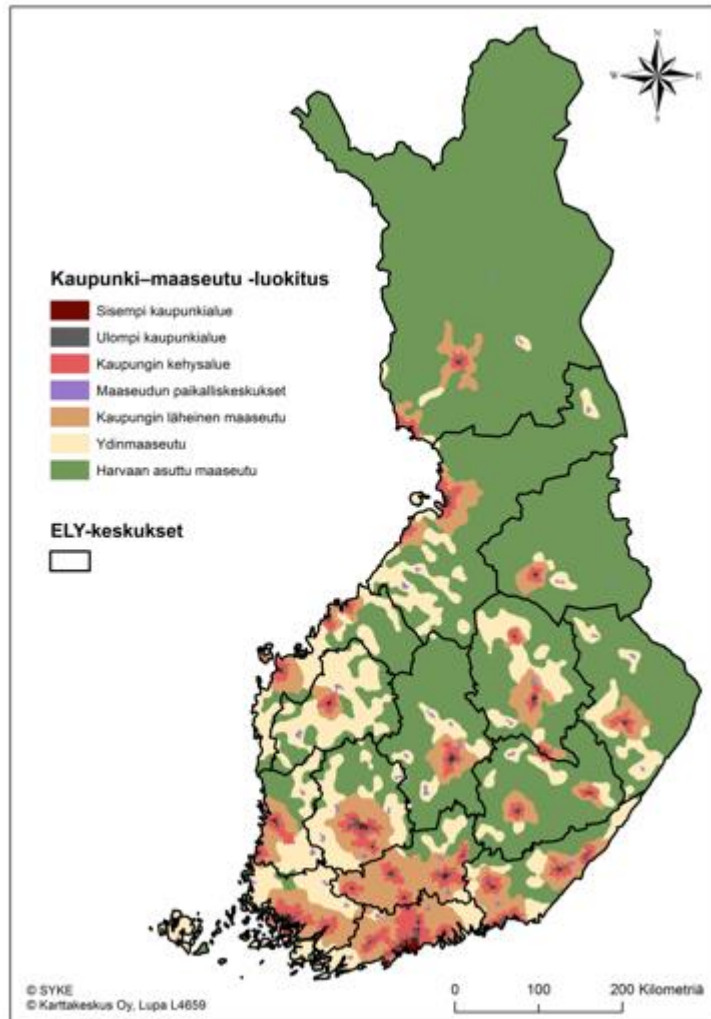
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In this presentation



- National strategy for broadband
- Key challenges and opportunities for smart countryside as identified by the study
- Examples of the kinds of innovation in rural services in Finland.
- What is Finland doing or planning to do to support the smart countryside / how to prepare for future changes?

Urban and Rural Areas in Finland 2014-2020



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

Smart countryside -study

- Study on Smart Countryside: better services in rural areas by using digitalisation and experiments
 - http://valtioneuvosto.fi/en/article/-/asset_publisher/10616/digitalisaatio-tarjoaa-maaseudulle-mahdollisuuksia
- The study was done in April – December 2016
- Part of the Governmental key project: Digitalization, experiments and diminishing byrochracy
 - <http://valtioneuvosto.fi/en/implementation-of-the-government-programme>

Smart countryside –study results and conclusion

- Statistics, international comparison, digital cafes, interviews, e-survey, spatial data...
- Results and recommendation:
 - Finnish data engineering and infrastructure are of high quality and the common attitude towards digitalisation is rather eager. Still, the servification and the customer orientation are of quite low level.
 - Unfortunately there is a gap between will and skills in readiness to use the opportunities of digitalisation.
 - Functioning data connections (broadband) and digital guidance reduce the risk of digital exclusion.
 - Digitalisation in the fields of transport, social and health services and remote working and studying.
 - **Public sector** plays a crucial role in creating platforms and providing data while the local associations and organisations channel the voluntary work and guidance.

-> How to answer to these findings: RDP projects, new national initiatives on digitalising rural areas

National strategy for broadband

- 2008 the first national strategy for Fast broadband until 2015: Governmental decision in principle
- Under preparation:
 - the new national strategy for broadband: the broadband target for Finland until 2025 and 2030 and the tools to achieve this goal.
 - New governmental decision on principle for Rural Digitalization 2017

Examples from RDP (FI) actions for smart villages

- Health service –kiosk preliminary study, Lapland Finland, (Leader project):
 - The project explores the utilization of modern technology and fiber connections for the provision of hospital and medical services at villages at a distance
 - health service points where it is possible for example to do laboratory tests and blood pressure monitoring, take heart ECK electrocardiogram prints and listen to the lungs
 - the preliminary study was good. By consulting the potential users of the health bar there is now a model that is much more diverse than the original idea of kiosks.
 - Funding from RDP 33 600 €

RDP (FI) actions for smart villages

- Project of elderly people's secure living at home KAT2 (M7.4)
 - The main objective of the KAT 2 is to develop the housing security of older people
 - Coordinated network of actors (SME's, associations (NGO's), social and health and rescue departments and group of residents
 - As a result of project a home security network is created, The security of living at home will increase.
 - The model of action can be easily spread also in other parts of Finland.
 - Funding from RDP: 250 000 €



RDP (FI) actions for smart villages:

- Readiness for taking the digital bounce (Leader)
 - the project produces and disseminates practical information to ordinary citizens, enterprises and associations about how to use a variety of digital services , what different terms and tools mean, how the services can be refined to new businesses and how current enterprises could take advantage of it
 - On the other hand, the project is directed to adapt to change and to protect against side effects such as identity theft and web scams (hoax), loss of data protection and so-called digital exclusion and saturation of information .
 - at the kick-off seminar: 90-100 participants
 - Funding from RDP: 27 000 €



RDP actions for smart villages:

- Eskola Village Association as an innovative actor
- Project: Service Community
 - Multi-service point, green care approach, social entrepreneurship
 - RDP funding: 103 000 €
- Eskola village also a pilot for organizing distance teaching
 - distance teaching: teacher in Lappajärvi, pupils in Eskola (400 km)
 - Experimental Finland –governmental project, digital platform

Lesson learned, Future plans and demands

- In Finland:
 - Good experiences from developing mobile health care and elderly care, still new experiments needed. Village shops as service centers.
 - Co-operation between different administration is good (for example broadband funding and digitalisation on rural areas)
- Questions without answers:
 - How to change attitudes among digi-antagonists?
 - How could the elderly get back to "the business"?
 - Good practices in other MS's

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Thank You!

