



SMART ERA

Opportunities for digital transformation of rural territories: the role of macro-regional strategies

Peter Niederer, Swiss Center for Mountain Regions

DigitalAlps conference, Mediterranean Coast and MRS Week 2024



Co-Funded by
the European Union

Two concepts for digital transformation Smart villages.....

Smart Villages are municipalities in rural areas that use **innovative solutions** to improve their resilience, **building on local strengths** and opportunities. They rely on a **participatory approach** to develop and implement strategies to **improve economic, social and environmental conditions**, in particular by promoting innovation and mobilizing solutions offered by **digital technologies**. Smart villages benefit from **cooperation** and alliances with other municipalities and actors in rural and urban areas.

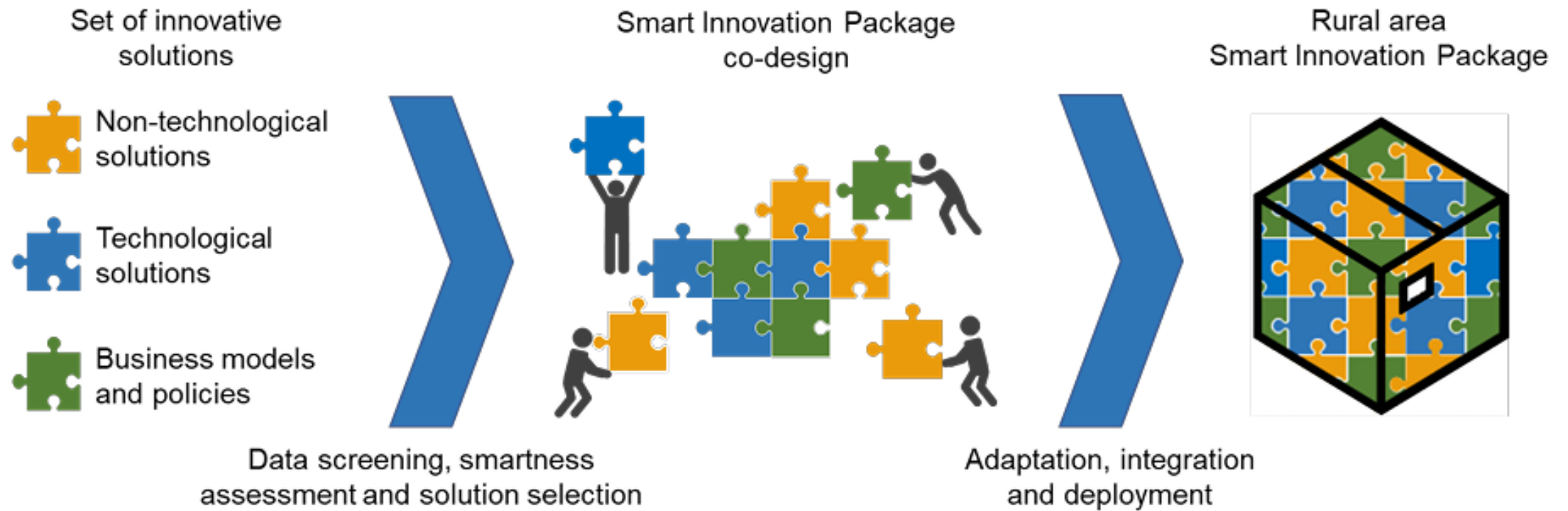


and smart communities



“Smart communities are **communities of people**, that want to become active players in owning and **driving the changes** that the future, and any digital transition, may entail. Smart communities are open to **innovate, to learn and to inspire**, and to work towards smart areas that **make the lives of their citizens better.**”

SmartERA SIP



A set of solutions and other ingredients



Sustainable Mobility

On-demand mobility service with flexible booking and routes

SmartEra task 7.5

A process of know-how exchange and mutual learning on digitalisation and participation will be established between all MRS involved in the project: EUSALP, EUSBSR, EUSDR and EUSAIR. Activities will include:

- a) a comparative study on smart villages' sensitive activities in EU MRS;
- b) workshops and brainstorming sessions on the further development of cross-MRS smartvillages collaboration, definition of new MRS priorities;
- c) uptake and replication of the project results at the EU policy level working in coordination with the CAP networks.

Programme



SMART ERA



Co-funded by
the European Union

16.15h-16.25h	Digital transformation of rural territories – the role of crossmacroregional activities in the framework of the Horizon SmartEra project.	Peter Niederer (Vice director Swiss Center for Mountain Regions, SAB)
16.25h-16.40h	Where do the EU-Macroregional Strategies stand in terms of the implementation of «smart villages» and «smart communities» approaches – a comparative analysis	Esa Kokkonen (Director of the Baltic Institute of Finland, Coordinator of the PA Innovation of EUSBSR)
16.40h-16.55h	Smart transformation: Activities of the Slovenian «Horizon SmartEra» test site Padna - Šmarje (SLO)	Denis Goja (Project manager, Središče Rotunda, president of Padna local community)
16.55h-17.10h	From field to plate – block chain technology in a short food supply chain in the Pomurje and Podravje Region (SLO)	Marina Balaic (Living LAB Manager, Green Point) and Darja Kukovič (DIH Agrifood Expert, ITC Murska Sobota)
17.10h-17.45h	Mentimeter survey on given questions and wrap up	all