



RURAL 2020

Smart Villages in Finland

RDP for Mainland Finland

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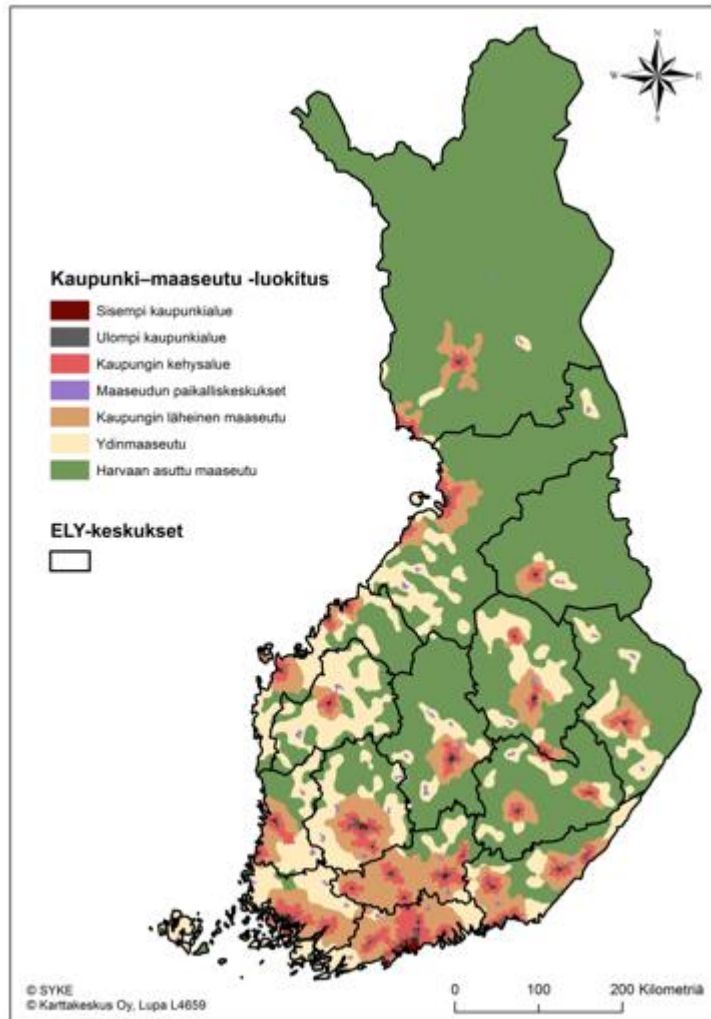


The European Agricultural Fund
for Rural Development:
Europe investing in rural areas

1st Meeting TG Smart Village

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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**

How to answer to findings of Smart Countryside -study: RDP projects

Examples from RDP (FI) actions for smart villages



Health service –kiosk preminilary study, Lapland Finland, (Leader)



- 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 €
- <https://www.facebook.com/lappilainenterveyskioski/> (in Finnish)

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.
- <http://www.eksote.fi/sites/eng/Sivut/default.aspx>
- The model of action can easily be disseminated
- Funding from RDP: 250 000 €
- Mallu mobile health care van / RDP 2007-2013:
https://www.youtube.com/watch?v=Un_KbY-4JJ4

Readiness for taking the digital bounce (Leader)

- the project produces and disseminates practical information to ordinary citizens, enterprises and associations about how to use digital services , what different terms and tools mean, how to make new businesses
- to adapt to change and to protect against the 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 €
- More information:
<http://jokivarsi.org/en/home/>



Eskola Village Association as an innovative actor

- **Project: Service Community**
 - Multi-service point, green care approach, social entrepreneurship
 - RDP funding: 103 000 €

<http://www.eskolankyla.fi/in-english>



- **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)

- **New initiative:**

THE SMARTEST VILLAGE OF FINLAND –competition

- RDP + Regional and Social Funds (EAFRD, EFRD, ESF)
- large national co-operation
- will be launched soon, will last until 2019/2020
- UPDATE YOUR VILLAGE



www.rural.fi
Thank You!



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