Digital Transformation in Rural Areas

Malmö, 29 May 2018
Introductory remarks

Heino Knudsen, Chair of Regional Council, Region Zealand, Chair of Greater Copenhagen & Skåne Committee

Dolores Öhman, Member of Region Council, Region Skåne
A new agenda for rural development: New patterns, new modes of entrepreneurship?

Hanne Tanvig, senior adviser, PhD, University of Copenhagen
Cold Hawaii
New modes of entrepreneurship

• Contextual change - globalization, digitalization – time and distances no longer constraints – classical theories under pressure – rural transformation is an issue and takes place

• New theories on revalorization of place, make use of place specific values in a global space, inmovers/nature, new life styles with dwelling + business, urban + rural

Microbusiness localized because of cultural and social values driven in digital, global networks

The entrepreneur as ‘economic man’ or entrepreneurship as a ‘glocal’ integrator and innovator
Cold Hawaii and Rødding

- Well educated people move in because of access to nature, social and cultural values, community life, set up digitalized microbusinesses very often advanced services or frontrunning activities
- Form local informal, horizontal networks, draw upon local spirit and knowledge, induce new competencies to the area, each micro is highly digitalized and acts in global, vertical networks
Local transition, new dynamic hubs attract more inmovers
Generally ignored and invisible in statistics! One firm with 100 employed – the norm - or 100 micros in glocal networks?
Room for much more
More?

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Rural and digital

Malmö, May 29th, 2018
Per.tryding@handelskammaren.com
Trends

• Economic and cultural Urbanisation
• Global restructuring of production
• Retail restructuring
  – The Shopping Mall
  – E-commerce
  – Cost management of public service
Economic and cultural impact

My economic outlook is positive?

Urban: 2/3
Rural: 1/3
Job creation in Sweden
"rural urbanisation"
Can digital access close the gap?
Symbiosis rural, urban, global?

Torsås kommun

Var kommer lönerna från? (i %)

0 - 1
1 - 5
5 - 10
10 - 25
25 - 50
50 - 100
Symbiosis rural, urban, global?

• New access to service?
• New access to products
• …but still less access to community?
Vi påverkar  Vi stöder  Vi sammanför
Rural areas in Germany
7 Mio. in megacities

17 Mio. in major cities

56 Mio. in rural areas
The problem
The problem

- Insufficient digital services of general interest in rural areas
- Lack of networking between citizens, communes and the local economy
- Fragmented individual solutions that cannot be extended over the whole system
- No cost control
The project digital villages
Betzdorf-Gebhardshain
ca. 25 000, 74 km²

Eisenberg & Göllheim
ca. 25 000, 143 km²
Digital villages

Local supply
communication
mobility
government

Shared service & common rules
Basic services such as payment, login, data usage control....
Partner network (operation, consulting, application)
Key challenges for successful digital development of rural areas

Collaboration

Creativity

Realization
How we make it:
What works?

• Local contact persons
• Trust & Enlightenment
• Recognizing people’s needs
• Permanent involvement of trend leaders
• Prototypes
Communal support as staff unit
Flexible participation models
Using viral effects
Our Best Practices

- Communicating (success and results)
- Networking!
- Involve all stakeholders
- Digital council
- Professional support
Connecting people
TECHNOLOGY IS THE ANSWER, BUT WHAT WAS THE QUESTION?

CEDRIC PRICE
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Municipality of Betzdorf-Gebhardshain, Germany
digitale-doerfer.de
fb.com/DigitaleDoerfer
twitter.com/digitaledoerfer
Coffee break

10:30 – 11:00
Digital Transformation in Rural Areas
Vi finansieras av:
Innovation

Vi finansieras av:
Vi vill att landsbygd och stad ska fungera i en livgivande symbios. Det är så vi bäst tar tillvara på alla resurser och kompetenser som finns i vårt samhälle.
Vi finansieras av:
Vi finansieras av:
SERVICE

Vi finansieras av:

[Logotypes och emblem]
Panel

Evan Lynnerup Olesen, Member of Regional Council, Region Zealand

Dolores Öhman, Member of Region Council, Region Skåne

Per Tryding, Deputy CEO, Chamber of Commerce and Industry of Southern Sweden

Sarah Brühl, Project Coordinator, "Digital Villages", Municipality of Betzdorf-Gebhardshain, Germany

Hanne W. Tanvig, Senior Adviser, University of Copenhagen
Thank you!