PROGRAM DETAILS

DAY AND TIME
29 May, 09:00-12:30

TITLE
Digital Transformation in Rural Areas

ACTIVITY PARTNERS

Baltic Development Forum: A think-tank and high-level network for business, politics and academia in the Baltic Sea Region. We provide platforms for collaboration, publish the latest thinking, and facilitate public-private dialogue, to advance the potential for innovation, sustainable growth and competitiveness.

Region Zealand: One of the five regions in Denmark. 17 municipalities, population: 821,000. Main tasks: Regional development and an operational enterprise in the area of healthcare and social affairs. Region Zealand's vision is to create the best framework for sustainable growth and quality of life for its citizens.

BSR Stars S3: A project with the aim to increase capacity of innovation actors to utilize smart specialization strategies in the Baltic Sea Region with a focus on bio-, circular and digital economy. Co-funded by EU Interreg BSR programme.

MANAGEMENT SUMMARY

The seminar will explore how to promote a successful digital transformation in rural areas building on local strongholds and connecting urban and rural areas in the Fehmarnbelt region.

Digitalization is viewed as a solution that can turn around the trend of outmigration from smaller cities, towns and communities into larger city areas. However, digitalization provides challenges as well as opportunities. Today the impact of digitalization is often experienced by smaller towns and remote areas as the absence of banks and shops and healthcare provision as a distant e-service.

A key opportunity arising from digitalization is the possibility to act local while ensuring a global outreach building on local advantages, competences and social networks. Capacity building initiatives have been conducted with the aim of enhancing digitalization in rural areas by helping local businesses learn about how to develop and implement effective e-business models.

The seminar will discuss how to ensure an inclusive digitalization, as a solution to connect the different areas of the Fehmarnbelt region, urban as well as rural. How to encourage digital growth in rural areas and businesses? How will the coming fixed link influence digital growth in the Fehmarnbelt region? What initiatives and policies can help local businesses achieve a successful digital transformation? What can entrepreneurs do? What can authorities do? What are good examples to learn from?

The seminar is inspired by activities carried out and a policy brief published within the project BSR Stars S3.
PROGRAM DETAILS

9:00-9:10 Welcome by organisers
Torben Aaberg, BDF and David Meinke, Region Zealand (moderator)

9:10-9:30 Introductory remarks
Heino Knudsen, Chair of Regional Council, Region Zealand, Chair of Greater Copenhagen & Skåne Committee
Dolores Öhman, Member of Region Council, Region Skåne

9:30-9:50 Setting the stage. “A new agenda for rural development: New patterns, new modes of entrepreneurship?” Hanne W. Tanvig, Senior Adviser, University of Copenhagen

9:50-10:10 Business perspective “The digital rural competitive advantage: Reality or dream?”
Per Tryding, Deputy CEO Chamber of Commerce and Industry of Southern Sweden

Challenges and solutions? Two inspirational cases exemplifying different approaches to digital transformation in rural areas

10:10-10:30: Case 1: Sarah Brühl, Project Coordinator, Digital Villages, Municipality of Betzdorf-Gebhardshain, Germany

10:30-11:00 Coffee break

11:00-11:20 Case 2: Helena Kurki, Project Manager, Innovation Center for Rural Areas, Sjöbo, Sweden

11:20-11:55 Panel debate

Panelists
Evan Lynnerup Olesen, Member of Regional Council, Region Zealand
Dolores Öhman, Member of Regional 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

11:55-12:00 Wrap up by moderator

12:00-12:30 Networking

12:30 Lunch


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