

# FINAL CONFERENCE - LEARNING FROM THE SMART RURAL 27 PROJECT EXPERIENCE TO IMPROVE SMART VILLAGES IMPLEMENTATION



Resilient & sustainable communities (2):  
Building sustainable communities with support  
of digital technology

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# Are we able to achieve real world impact?



*“The objective of the project is to show how telecommunications can enable geographically remote workers to be fully integrated into economic activities.”*

MITRE – GA ID O2003

FP3-ORA - Specific programme of research and technological development (EEC) in the field of telematic systems in areas of general interest,

**Telematics systems for rural areas, 1990-1994**

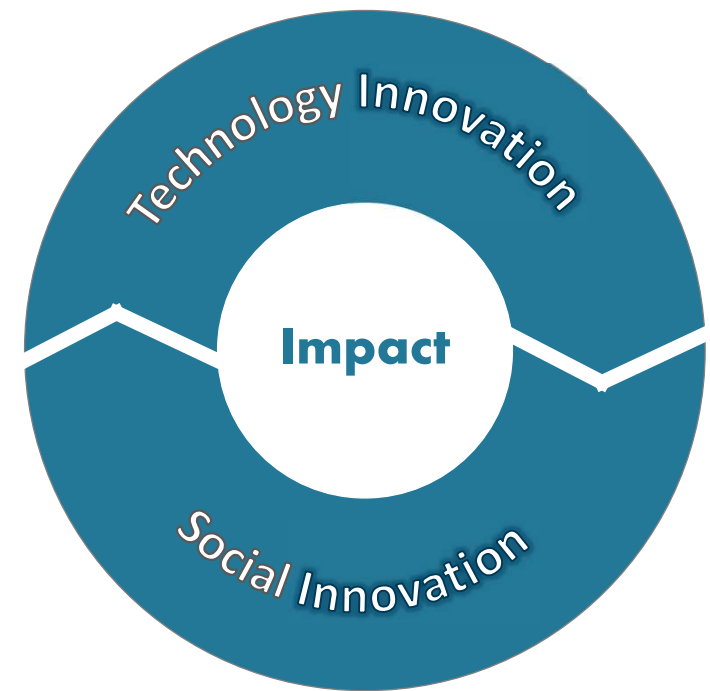
# Impactful innovation by means of digital technology



The range of principally available “digital” functionalities continues to increase due to ongoing research and technology development!

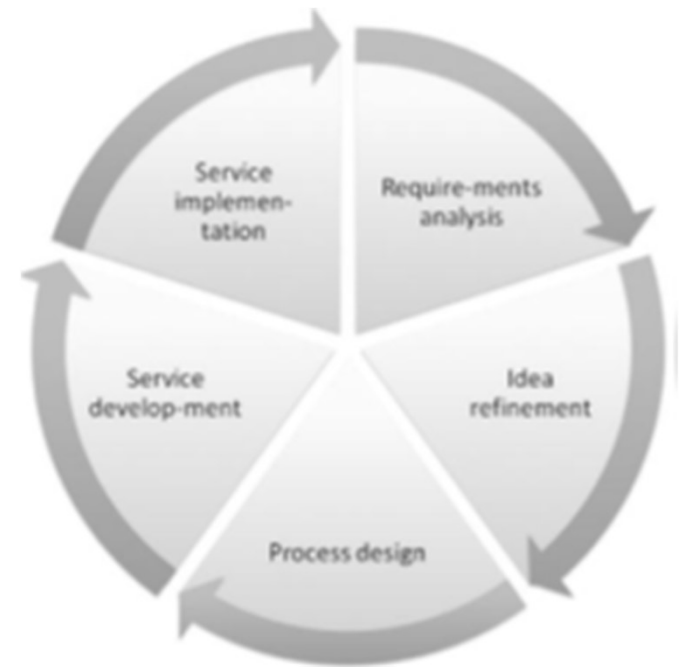
... but

- ✓ Real world impact is rarely achieved by the inherent properties of digital technology alone
- ✓ Impact is usually achieved by socio-technical innovation



## The innovation journey

- ✓ Socio-technical innovation is more about embarking on a "journey" than simply acquiring or developing a digital "tool"
- ✓ The „solutionism“ trap: There is a new digital solution ... Let's find a problem that it can solve
- ✓ “Fail fast” – Obtaining in-depth understanding of the needs to be addressed
- ✓ Organising a co-creation process beyond mere “solution testing” in rural communities



# Digital innovation mainstreaming beyond pilots



- ✓ Willingness and ability of rural communities to take an effort to mainstream socio-technical innovations beyond publicly funded projects
- ✓ Understanding and addressing viability aspects during the development / experimental stage already
- ✓ The “scalability dilemma” – Facilitating affordability of digital solutions serving comparatively small populations