

# KNOWLEDGE CLUSTER ON IMPROVING SERVICES THROUGH DIGITALISATION

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## THE PURPOSE

The digital services cluster focused on employing digital technologies to tackle common challenges in rural communities. This includes enhancing access to public services, addressing the needs of an aging population, easing employment accessibility, and fostering social cohesion and volunteering

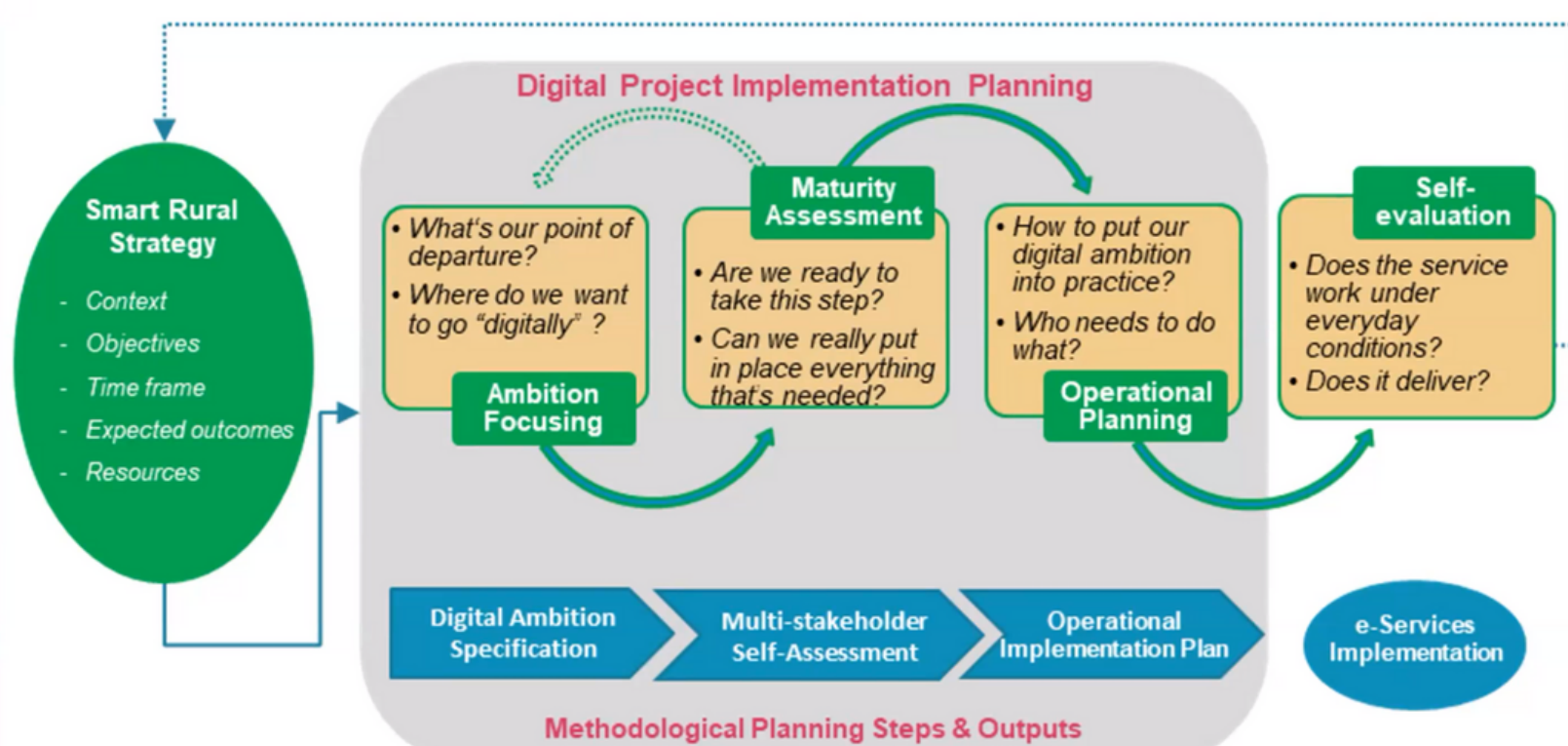


## MEMBERS

**27 members from 15 countries** applied to participate in the cluster. Lighthouse communities: Ovenhausen (Germany) and Lormes (France). Ongoing technical support provided to Oliete (Spain)



## METHODOLOGY



## MAIN CHALLENGE

Rural communities require more than just another “App” to effectively address local challenges with help of digital services. It is necessary to link both technological and non-technological innovations in a context sensitive way.

## CLUSTER ACTIVITIES

- April 4, 2023**  
Call for participation for rural communities
- April 26, 2023**  
Introductory meeting of the cluster
- June 27, 2023**  
Smart Village Cafe on key rural challenges to be addressed
- Nov 9, 2023**  
Working with communities on eServices
- Nov 2023- Mar 2024**  
Ongoing technical support with interested communities ( Oliete)



## OUTCOMES

**Learning from Lighthouse communities**  
Mutual learning was facilitated by an exchange with the Lighthouse communities.

**eService co-development methodology**  
Participants were familiarised with a multi-staged methodology for co-developing digital services involving local stakeholders.

**Method contextualisation**  
Guidance and tools for contextualising the methodology were provided.

## EXAMPLE OF SUPPORTED COMMUNITY (ES)

Oliete, a rural community in Spain, has developed a concept for facilitating local mobility by means of solar-powered bikes. A first vision was developed on how a mobile App might be harnessed for making such bikes an attractive mobility option for permanent residents and people staying in Oliete only temporarily, e. g., tourists and digital working nomads.

It turned out that various local stakeholders need to collaborate to offer content that could be of interest and practical use to different target groups. By means of stakeholder workshops, the initial vision is now being further consolidated and, if necessary, adapted in the light of locally available resources in order to develop a practicable project implementation plan.

