



## Digital Transition in Rural areas webinar – [Finland]

### Purpose of the meeting

Learning about digital transition through professionals, case-studies and discussion.

### Date of the meeting

[06/05/2023]

### Location

On-line, Zoom

### Participation

The event was co-organised by the SR27 Taskforce and the NSU. All Leader groups and Regional Village NGO's received an invitation. Altogether 90 people registered and 66 people were on-line.

### Main outcomes & lessons learnt (including deviations from initial plan)

#### Professor Tommi Mikkonen on AI:

- "Many services are on-line, but we are still far from full digitalization of state services to citizens"
- "It may be more secure that data stay in their own silos, but using the data across sectors could be a pathway to better services, eg. public and private data sharing. Privacy must though be respected"

#### Professor Olli Mikkonen on digital transition in municipalities:

- There is digital gap between municipalities in Finland, the remote rural areas being the less favoured ones, the mobile download speeds being by far strongest in cities.
- Digitalisation is mentioned in many municipal strategies, whereas data connections (11% in cities, periurban areas – 35% in rural and remote areas) and telework (9-13% cities and periurban – 23-26% in rural and remote areas) are more often included in rural municipal strategies. The existing infrastructure correlates negatively with strategic objectives.
- State intervention should be continued to digitalise all Finland and local initiatives should be encouraged.

#### Case Digiby:

In a village with many elderly people, concentrating services in a certain point (servicehub) created at the same time a social meeting point. New enterprises have been created and cooperation with NGO's established. Digitalised transport, shops, newspapers, postal services have been successfully experimented.

### Case: Know Your Hoods & Mobile coach

Know Your Hoods® is a neighborhood portal and tool for marketing your place with a variety of functions. Potential residents can compare different cities and neighborhoods through our search engine to find the best place to settle in.

Mobiililuotsi is a awarded mobile app (PWA), designed to promote social integration. With this app new residents can find information relevant to their life situation, and useful public and private services.

### Elderly people in the digital transition

- Use of technologies will increase, we need models for advisory services
- Well functioning digitoools: videocalls (care), measurement of vital functions, support solutions in some drug treatments.
- Going towards holistic solutions through userfriendly digital platforms Elderly are participating in product development. Ensuring support eg. through cooperation between voluntary/NGO and municipal actors.
- Digital services help elederly people stay longer in the own home.

**Conclusions:** Digitalisation will increase. Digital services are very valuable for rural areas giving opportunities to work, study, and live in the place of your choice. Education and support to municipalities, villages and citizen´s are needed to fulfill the digital transition. All Finland should be covered by well functioning broadband. Applications can be used for marketing and information purposes.

### Next steps

The Taskforce will meet in Autumn 2023 to look at next steps. The next activities will be related more to policy and thoughts to the next programming period.

### Supporting documents

Programme

<https://maaseutuverkosto.fi/tapahtumat/maaseudun-digitaalinen-murros-webinaari/>

Digi Village in Sweden: [In English \(digiby.se\)](#)

Know your Hoods, Mobilecoach [Shortly in English \(cyf.fi\)](#)

