SMART RURAL
living lab

NEW INNOVATION CONCEPT

Smart Rural: inspiring innovation in the rural world

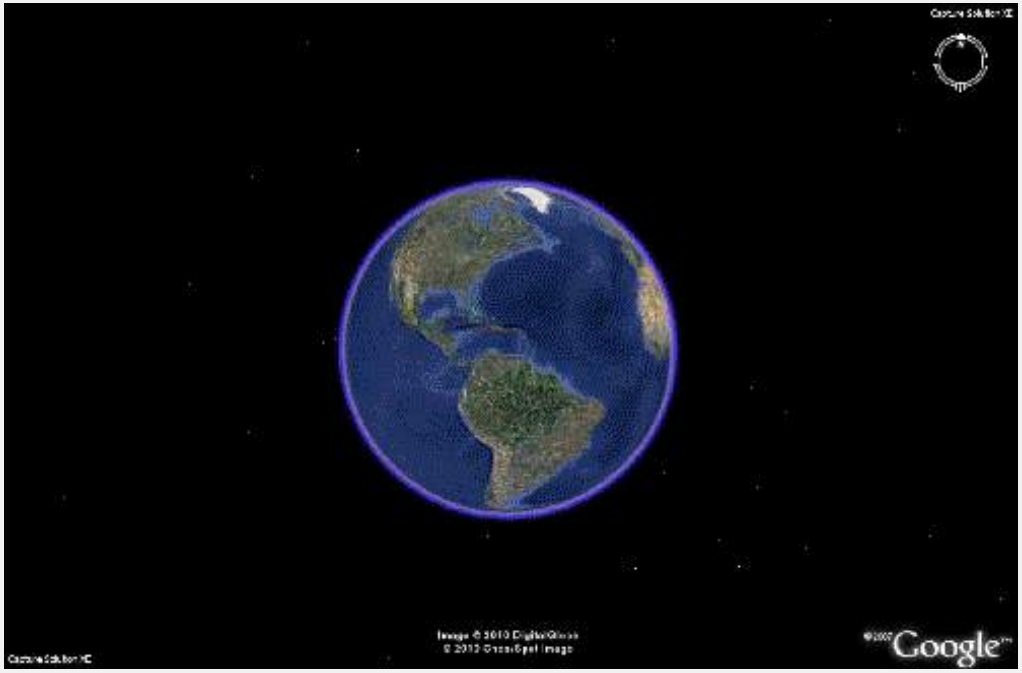
Luis Matias, May 17th of 2018, Tourinnes-la-Grosse (Belgium)

What is happening in the world?

Where?

Have focus!

Municipal Context



NUT II – Centro Region

Rural Municipality

Low demographic density

Municipal Context: Lisbon vs. Penela

Area: 83,84 km2
Population: 547.631
Population/km2: 6.531

Area : 132,49 km2
Population: 6.002
Population/km2: 45

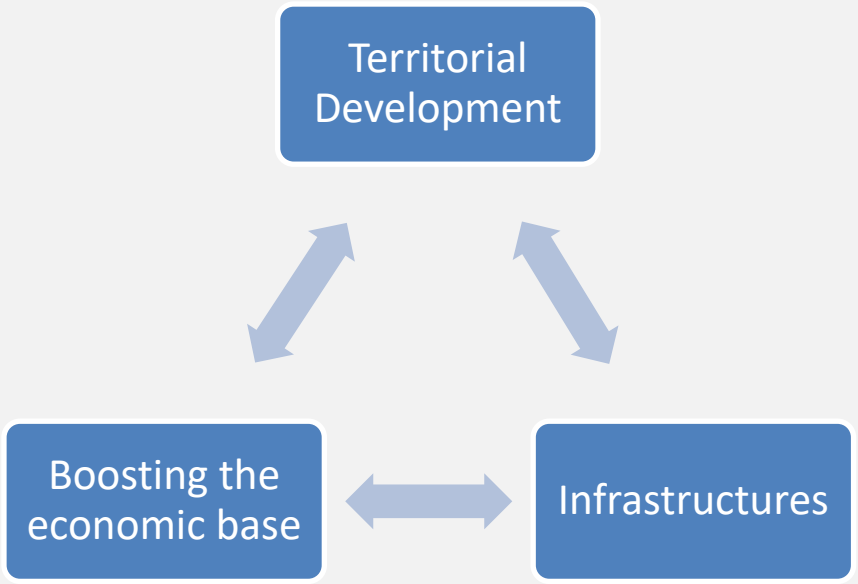
Municipal Context

Strategic vision:

"Local Resources at the service of Innovation, Innovation at the service of local resources "

Strategic Sectors:

- ENDOGENOUS PRODUCTS
- FOREST
- TOURISM
- RENEWABLE ENERGY

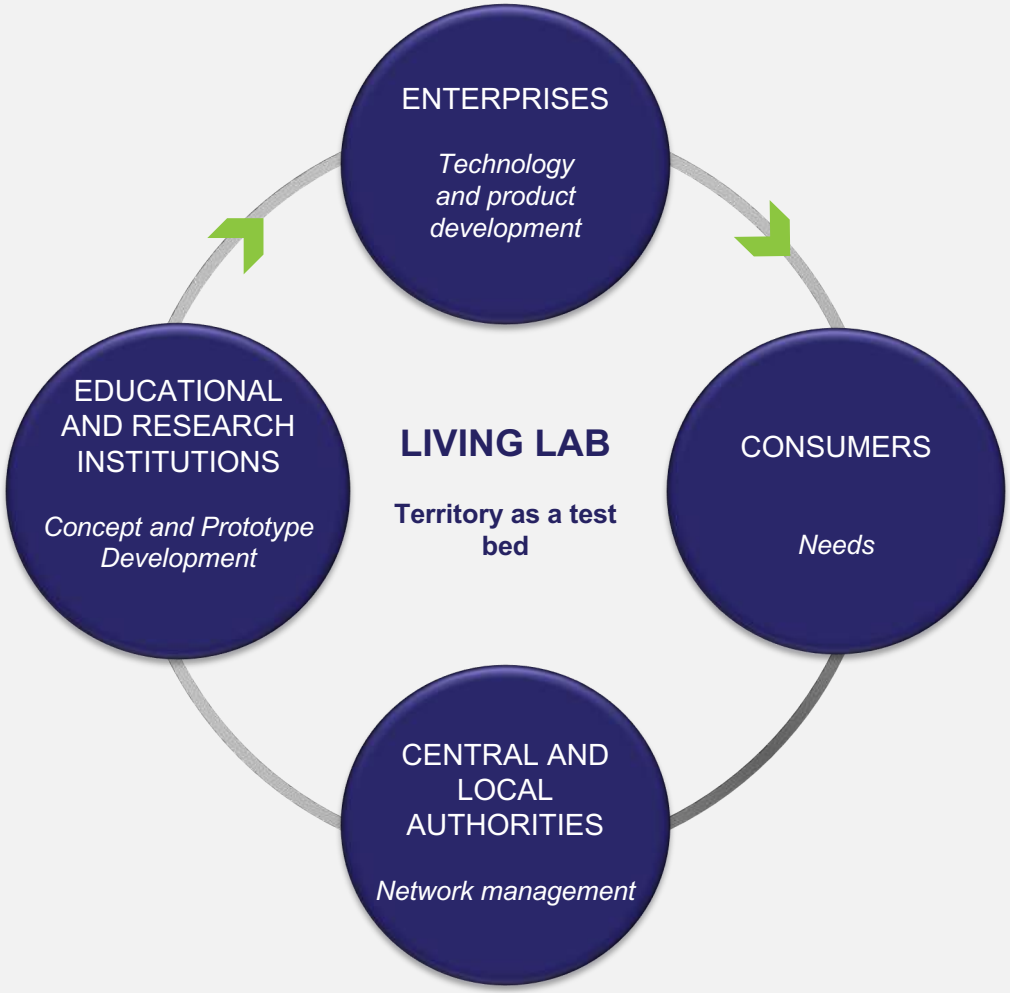


Innovation in rural areas

SMART
RURAL

living lab

What are Living Labs?



Living labs are open platforms to engage user communities as contributors to innovations on products or services. They provide real-life user needs definition testing facilities offered by local Public-Private-Partnerships with People (open innovation).

Living Labs: What for?

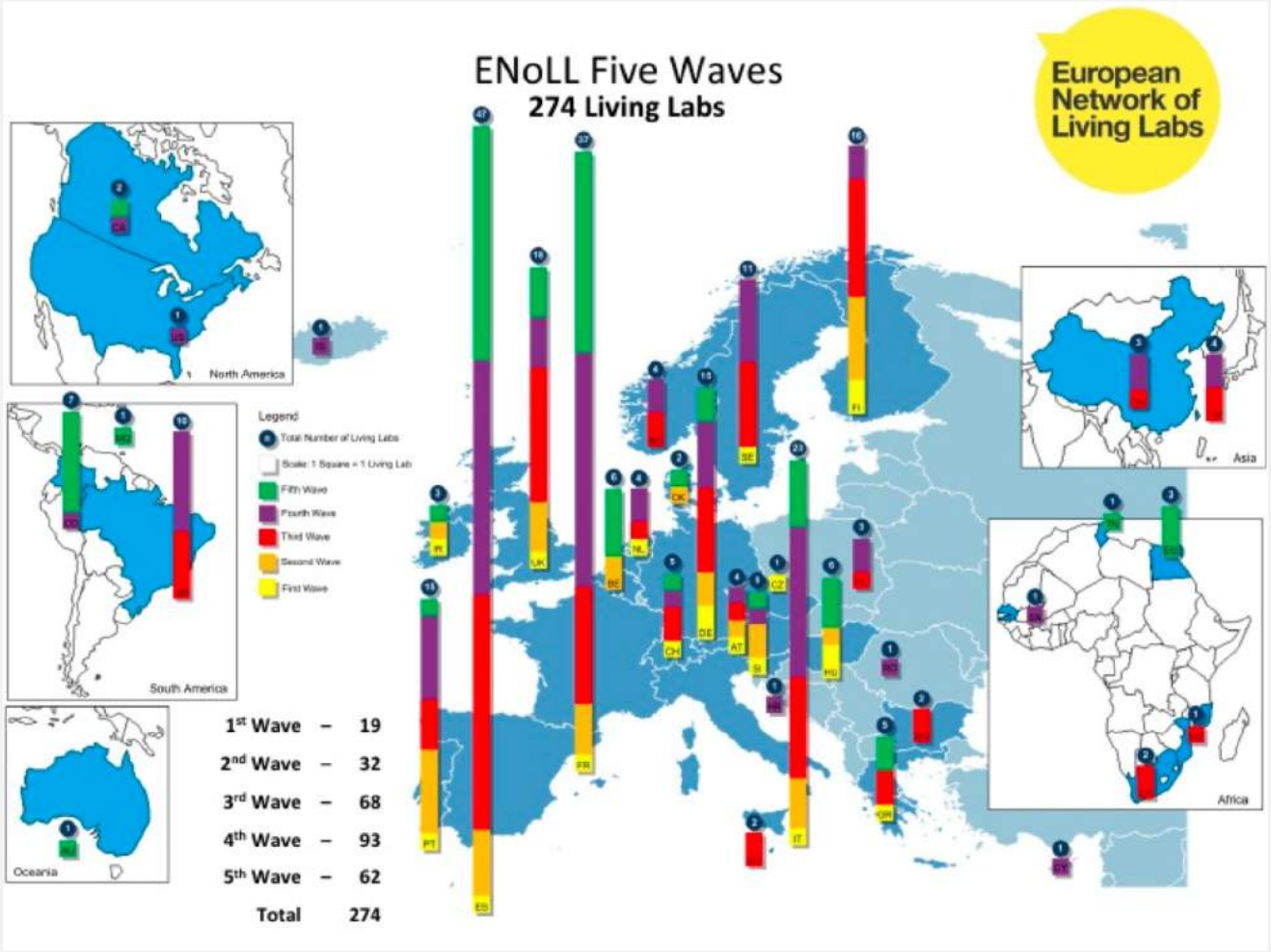
Living Labs bring research, development and innovation projects driven by its partners to an environment engaged by participation of their potential users as co-creators of new products and services (user-driven innovation).

Bring the user to the creative process since the initial stage

Use the territory (open environment) as a support space for innovation

Business models and innovative services validation assistance

ENoLL: The European Network of Living Labs



The European Network of Living Labs (ENoLL) was created in November of 2006.
As more than 139 Living Labs in 38 countries; This LL's have joined this network in 12 waves.

SmartRural LL: Distinguish keys

The SmartRural Living Lab (SRLL) distinguish itself for the following:

› Appreciation of the rural context as an opportunity able to generate competitive advantages;

› Strong territorial approach;

› Development of services and products aimed to improving the quality of life in the Municipality.

TERRITORIAL DEVELOPMENT

SmartRural LL: Purpose

Become a cluster of knowledge through a model of sustainability based on **4 vectors**:

› **Natural resources** (agriculture, fire prevention, graze, forest);

› **Social development and welfare** (health and elder centers);

› **Tourism and identity** (heritage preservation, virtual hunting and tourism centre);

› **Citizenship and entrepreneurship** (internet access and public participation).

SmartRural LL: Partners

penela MUNICÍPIO

GesEntrepreneur
Sucessos Globais Soluções Locais

ISA
Intelligent Sensing Anywhere

spi

UMA CASA PORTUGUESA™

inovisa

ESAC

FLOPEN

YDREAMS

verdes paisagens lda

SEA DESAFIO DAS LETRAS

is Green
The Energy Services Company

· U C ·

CEC
CÂMARA DE COMÉRCIO E INDÚSTRIA DO CENTRO

IPN INSTITUTO PEDRO NUNES
ASSOCIAÇÃO PARA A INOVAÇÃO E DESENVOLVIMENTO EM CIÊNCIA E TECNOLOGIA

How to make it happen?

SmartRural LL – Project: Farm Real

https://farmreal.pt/en

SmartRural LL – Project: Self-Delivery by Drone

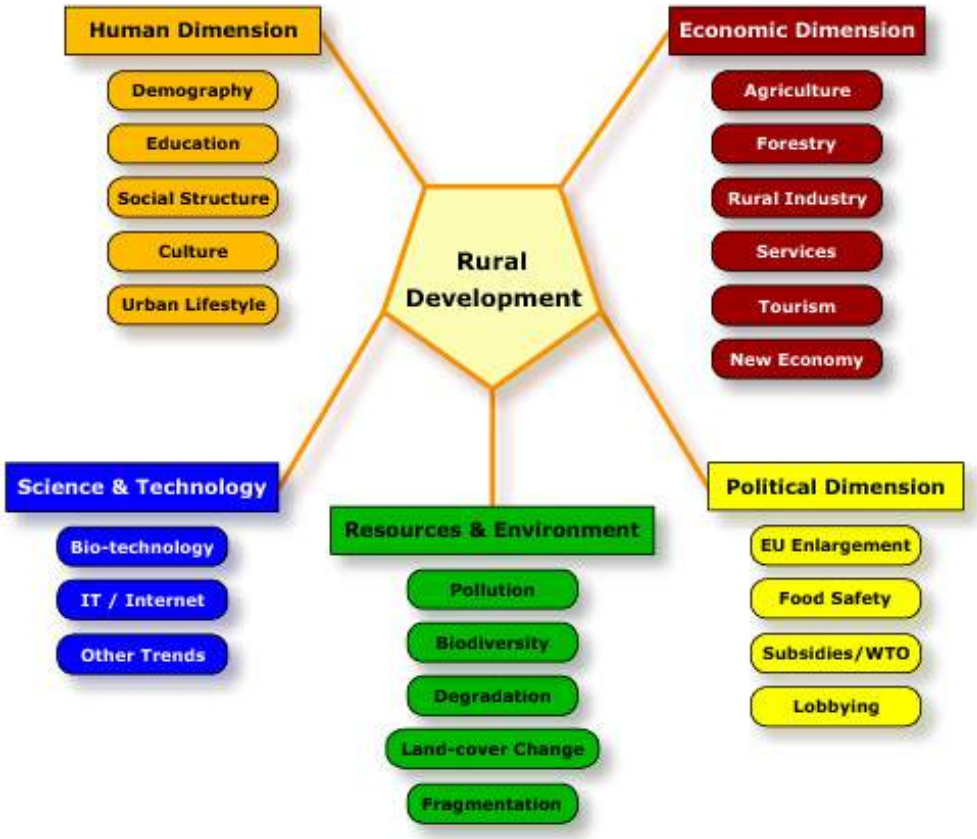
Lunch boxes flying in Penela

SOCIEDADE | 07.10.2016 às 10h09

VISÃO

Projeto piloto da *startup* Connect Robotics vai começar a entregar as refeições ao último habitante da aldeia de Podentinhos

SmartRural LL: Sustainable Development

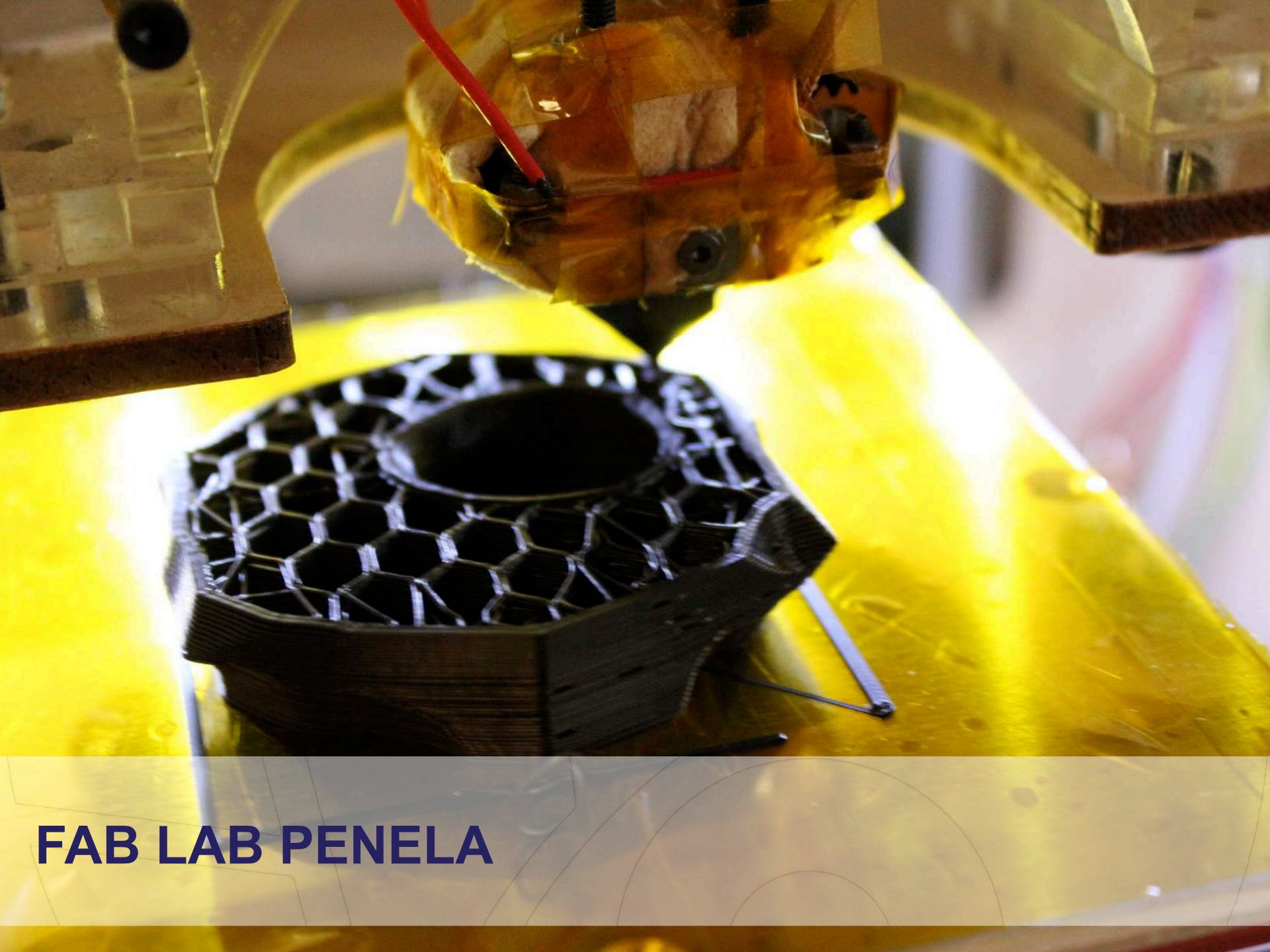


MINI-HABITAT

BUSINESS OFFICES FOR COMPANIES

smARTES

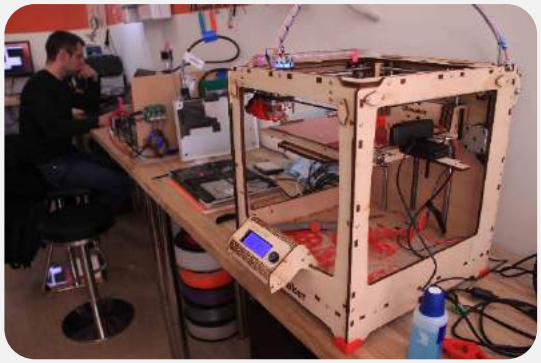
House of Creative Industries



FAB LAB PENELA

FAB LAB PENELA

A NEW WAY OF PROTOTYPING ➔ LIBRARY 2.0



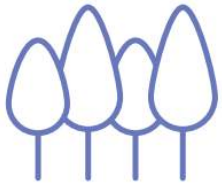
HIESE

HABITAT FOR BUSINESS INNOVATION IN STRATEGIC SECTORS

HIESE

- Physical and virtual incubation
- Coworking
- Rural platform
- Incubation and acceleration programmes
- Business plans
- Networking
- Mentoring
- Internationalisation
- Consulting
- Training
- Specialised technical assistance in legal, taxation and accounting, health and safety at work, financing, investment and job creation matters.

Agribusiness

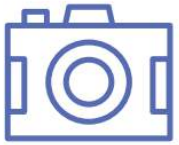


Forestry

Clean Energy

ICT for Social Services

Environmental Services



Tourism Products and Services

SMART RURAL
SMART HIESE
Penela, Portugal

Structuring program to support entrepreneurship in rural areas

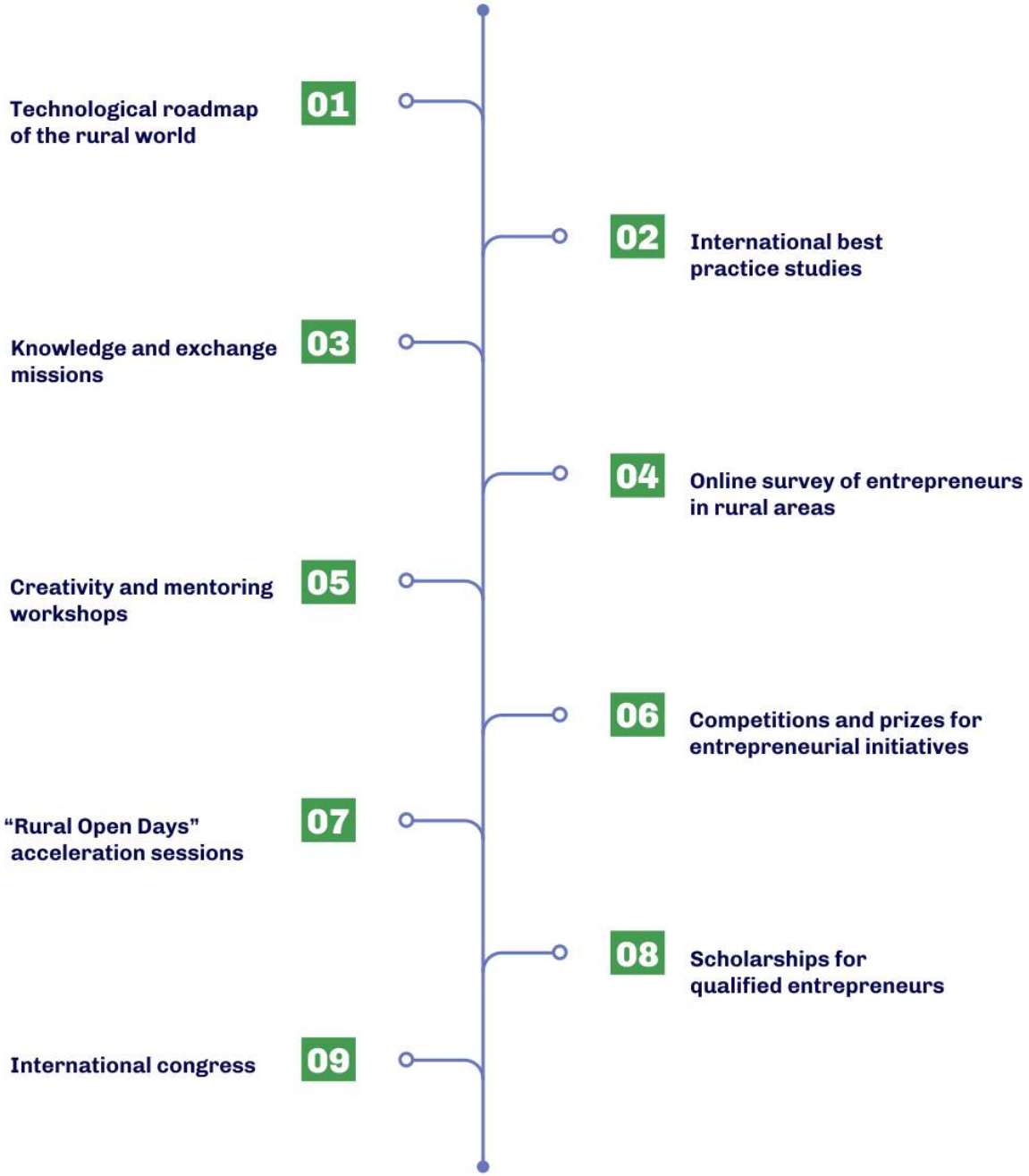
CO-FINANCED BY

CENTRO 2020 PORTUGAL 2020 European Union European Regional Development Fund

PROMOTED BY

IPN incubadora

penela MUNICÍPIO


01
Technological roadmap of the rural world
02
International best practice studies
03
Knowledge and exchange missions
04
Online survey of entrepreneurs in rural areas
05
Creativity and mentoring workshops
06
Competitions and prizes for entrepreneurial initiatives
07
"Rural Open Days" acceleration sessions
08
Scholarships for qualified entrepreneurs
09
International congress

P P2 ÍPSILON CULTO FUGAS P3 CIDADES

EMPREENDEDORISMO

Use frying oil to clean? There are companies sprouting in rural areas with ideas out of the box

concurso de ideias e já há vencedores. Falta pô-las em prática.

CAMILO SOLDADO · 20 de Setembro de 2017, 8:30

294 PARTILHAS

Penela quer combater a desertificação do seu território ADRIANO MIRANDA

A alavancagem da HIESE, a incubadora do mundo rural instalada no município de Penela, está a entrar numa nova fase com o reconhecimento de cinco ideias de negócio.

Webervas.com

Pavi Sá

Wocadi
World Care & Diagnostics

PRIMELAYER

ACTIONLIVE

MATEREO
LIFETIME PERFORMANCE AND RELIABILITY DESIGN

Microgene

S&DG CONSULTING

BugLife

Transwood Lda
transwood

payen
make grow

NHAMi
INNOVATE ARTISAN FOOD

Toal
ECOBEBIDAS

EcoXperience

SOAPY

Shelltec

reddish

Fresh box

2Gther

OLI
PLANT
• AGRICULTURAL SCIENCES •

HIESE: Cooperation with IPN Incubator

- Joint management of the HIESE incubator
- *Creativity* and *mentoring* workshops
- Scholarships for young entrepreneurs
- Business Ideas Contest: Smart Rural Contest
  - **EcoXperience**: Turn used oil into soaps and cleansers for families and businesses.

  - **Toal**: Transforming by-products from the cheese and fruit industries into healthy and nutritious food, by transform them into two totally natural eco-drinks, without dyes or preservatives.
- Smart Rural World Congress – October 11/12th 2018

SmartRural LL: A path towards innovation

Only achieved with a strong network mind-set…

Schist Villages Network

Romanization Route – *Villa* Sicó

TERRASdeSICÓ
Associação de Desenvolvimento

UNIVERSIDADE DE COIMBRA

CONIMBRIGA
RUÍNAS
MUSEU MONOGRÁFICO

TURISMO
CENTRO
DE PORTUGAL

penela
MUNICÍPIO

ipt
Instituto
Politécnico
de Tomar

alvaiazere

CONDEIXA
CÂMARA MUNICIPAL

ANSIÃO
MUNICÍPIO

TOMAR
CIDADE TEMPLÁRIA

VILLA SICÓ

ROMA VIA SICÓ...
NO LIMITE DO IMPÉRIO

Mondego's Network of Medieval Castles and Walls

Future goal

European Network for Rural Based Innovation

There are no territories
doomed to failure!

Believe is the first step to
make it happen!