Smart Rural: inspiring innovation in the rural world

NEW INNOVATION CONCEPT

Luis Matias, May 17th of 2018, Tourinnes-la-Grosse (Belgium)
What is happening in the world?

THE WORLD IS CHANGING!
Where?

Adapt to change!
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

Territorial Development

Boosting the economic base

Infrastructures
Innovation in rural areas
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).

<table>
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<th>Bring the user to the creative process since the initial stage</th>
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<td><strong>Use the territory (open environment) as a support space for innovation</strong></td>
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<td><strong>Business models and innovative services validation assistance</strong></td>
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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.
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).
How to make it happen?
A problem identified: Lack of production of the certified Rabaçal Cheese

Lack of goat milk due to absence of shepherds

Challenge the IPN to develop an innovative business model based on new technologies

https://farmreal.pt/en
SmartRural LL – Project: Self-Delivery by Drone

Lunch boxes flying in Penela

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

A NEW WAY OF PROTOTYPING ➔ LIBRARY 2.0
HIESE
HABITAT FOR BUSINESS INNOVATION
IN STRATEGIC SECTORS
• 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.
HIESE – Strategic Sectors

- Agribusiness
- Forestry
- Clean Energy
- ICT for Social Services
- Environmental Services
- Tourism Products and Services
Structuring program to support entrepreneurship in rural areas
Itinerary for entrepreneurship and innovation in rural areas

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
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
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 transforming them into two totally natural eco-drinks, without dyes or preservatives.
- Smart Rural World Congress – October 11/12th 2018

www.smartrural.pt
Only achieved with a strong network mind-set...
Schist Villages Network
Romanization Route – Villa Sicó
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!