Smart Community

Rural Society in Transition:
Planning for 21st Century Rural Potentials and Challenges
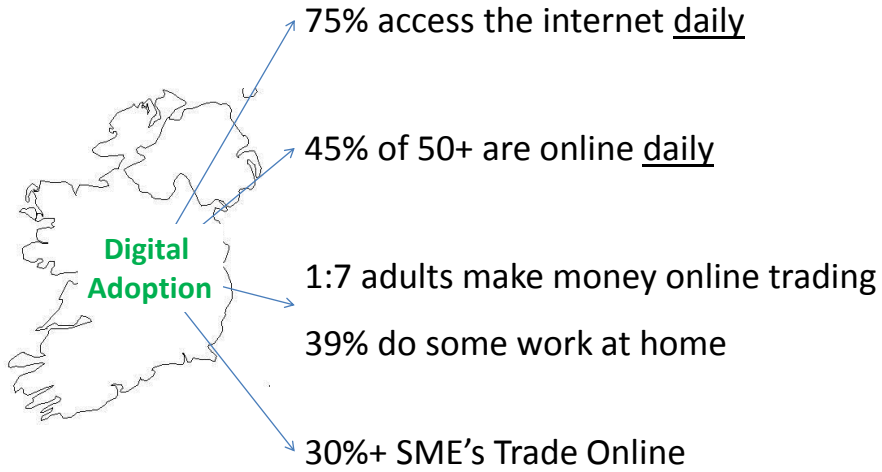
Dr. Stephen Brennan

Global Context

- **4.2 bn** internet users worldwide[1]

  - 54.4% penetration, 1052% Growth since 2000

- Digital = **7%** of EU economy[2], **33%** of GDP growth

- 4 out of top 5 most valuable brands are digital[3]

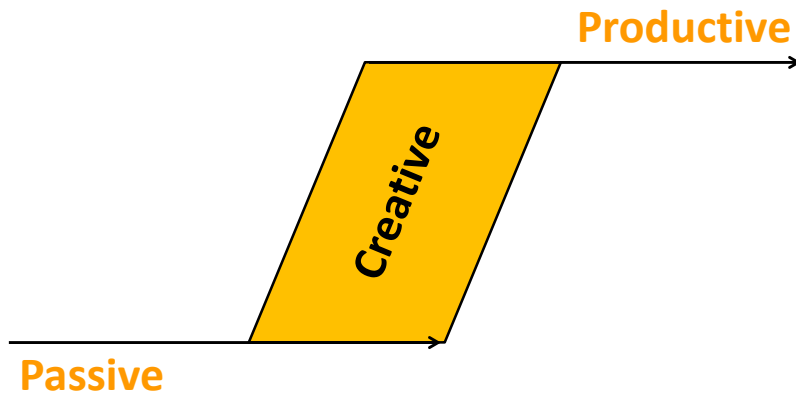- In 10 years: social media and apps have come from nowhere

1. Internet world stats, Dec 2017
2. EU Commission Digital Economy
3. Forbes

What About Ireland?

75% access the internet <u>daily</u>

45% of 50+ are online <u>daily</u>

Digital Adoption

1:7 adults make money online trading

39% do some work at home

30%+ SME's Trade Online

Indecon/ RedSea 2016
Eir Connected living Survey 2015

How constructive is our digital world ?

Productive

Creative

Passive

Turn convention on its head

Mass Adoption

Market

Education
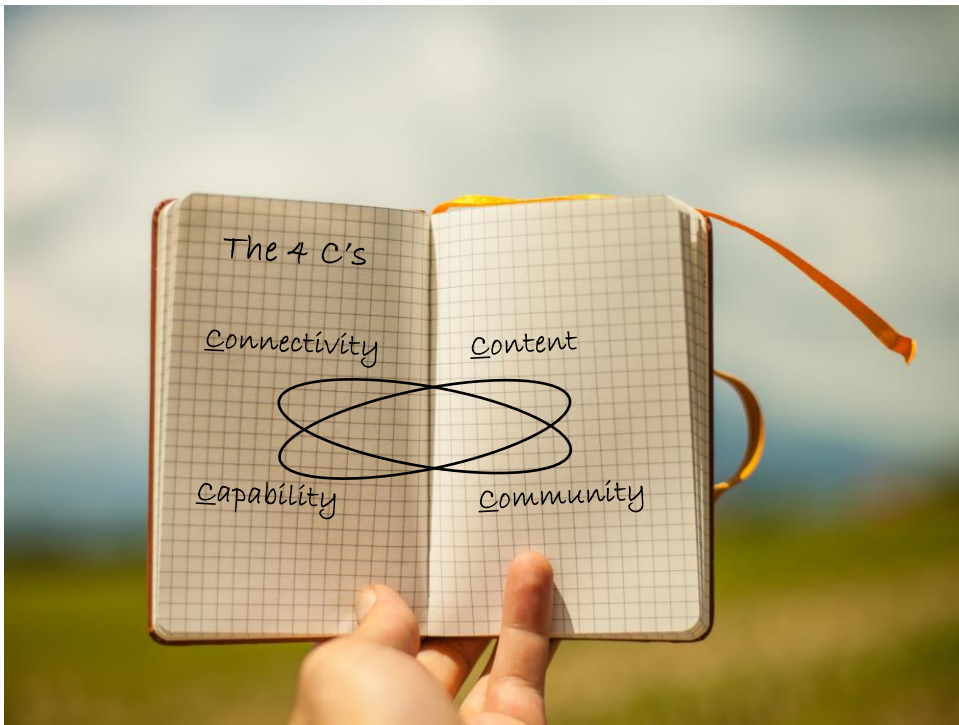Business
Health
Culture
Government

Infrastructure

R

D

Market

Mass Adoption
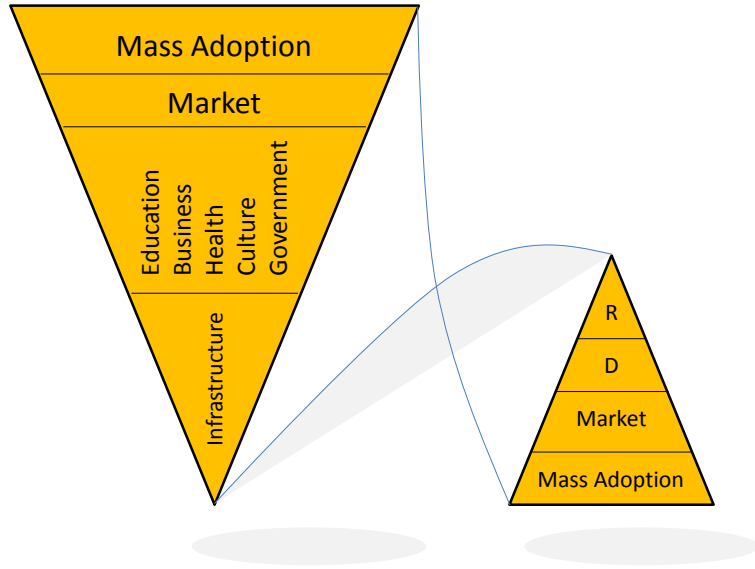
Productive Digital an Adaptive Problem

Challenges = Skills, Trust, Quality Data, Openness to Collaborate
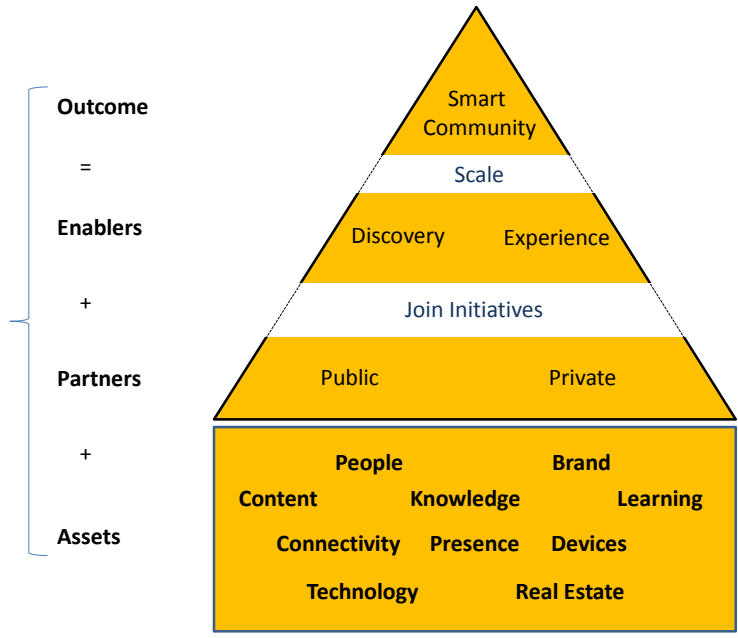
Concept Inspiration

- Smart Cities
  - Technology to solve problems
- All communities face challenges
  - improving service efficiency
  - reduce service costs
  - create opportunities for young people
  - social exclusion and isolation
  - aging population
  - development of skills for living and the labour force
  - to sustainably improve health and wellbeing
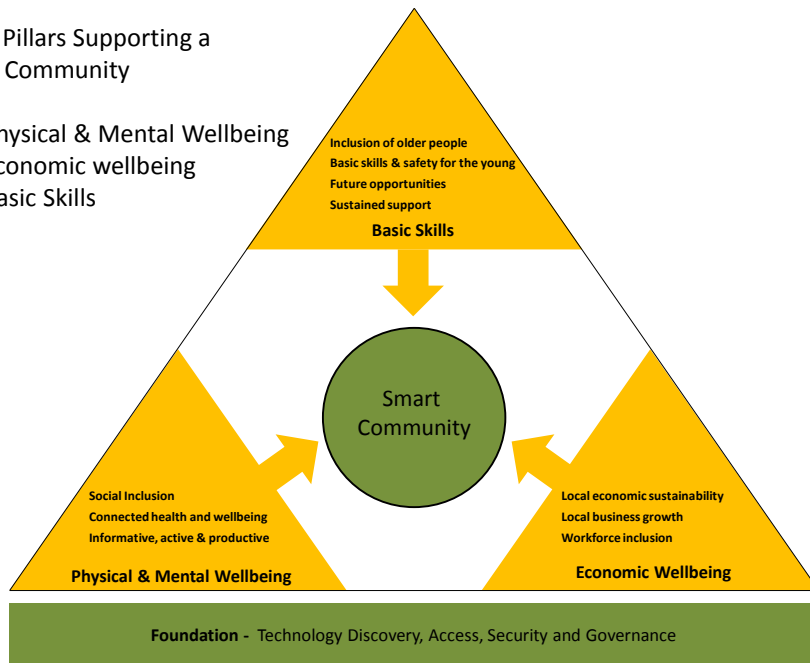
A Smart Community will *enable* people all over
Ireland to *discover* and *experience* what is
possible *with digital* technology and content

Community Driven

+

Industry Supported

+

Government Enabled

Outcome

=

Enablers

+

Partners

+

Assets

Smart Community

Scale

Discovery   Experience

Join Initiatives

Public   Private

People   Brand
Content   Knowledge   Learning
Connectivity   Presence   Devices
Technology   Real Estate

Three Pillars Supporting a Smart Community

1. Physical & Mental Wellbeing
2. Economic wellbeing
3. Basic Skills

Inclusion of older people
Basic skills & safety for the young
Future opportunities
Sustained support
Basic Skills

Smart Community

Social Inclusion
Connected health and wellbeing
Informative, active & productive
Physical & Mental Wellbeing

Local economic sustainability
Local business growth
Workforce inclusion
Economic Wellbeing

Foundation - Technology Discovery, Access, Security and Governance

Major opportunities

to transform rural society and economy...

Digital
Adoption

Supporting new business

Discovery and Inspiration

Driving Internet Everywhere

Inclusive and Supportive

Unlocking Creative Potential

New Jobs

Sustaining People & Towns

Empowering People

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Telephone took 75 years to reach 50 million users,
TV took 13years, Internet 4 years, Facebook 3.5years and Angry Birds – 35 DAYS !

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