Smart Community

Rural Society in Transition: Planning for 21st Century Rural Potentials and Challenges

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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

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1. Internet world stats, Dec 2017
2. EU Commission Digital Economy
3. Forbes
What About Ireland?

- 75% access the internet daily
- 45% of 50+ are online daily
- 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

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
Three Pillars Supporting a Smart Community

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

to transform rural society and economy...

- Supporting new business
- Discovery and Inspiration
- Driving Internet Everywhere
- Inclusive and Supportive
- Unlocking Creative Potential

New Jobs
- Sustaining People & Towns
- Empowering People

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

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