Citizen Control of Personal Data Second workshop

AURORAL - Architecture for Unified Regional and Open digital ecosystems for Smart Communities and Rural Areas Large scale application

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European DIGITAL SME Alliance

WHO WE ARE

Europe's first and largest
ICT SME association

30 members

European
DIGITAL SME
Alliance

Representing more
than 20,000 digital
SMEs across Europe

WHO WE ARE
Membership Structure

European
DIGITAL SME
Alliance

macro level
E u r o p e - w i d e

European DIGITAL SME Alliance

meso level
R e g i o n a l ,   n a t i o n a l ,   p a n -
E u r o p e a n   a s s o c i a t i o n s . . .

National associations

Supra-national associations

Local hubs or clusters

Regional associations
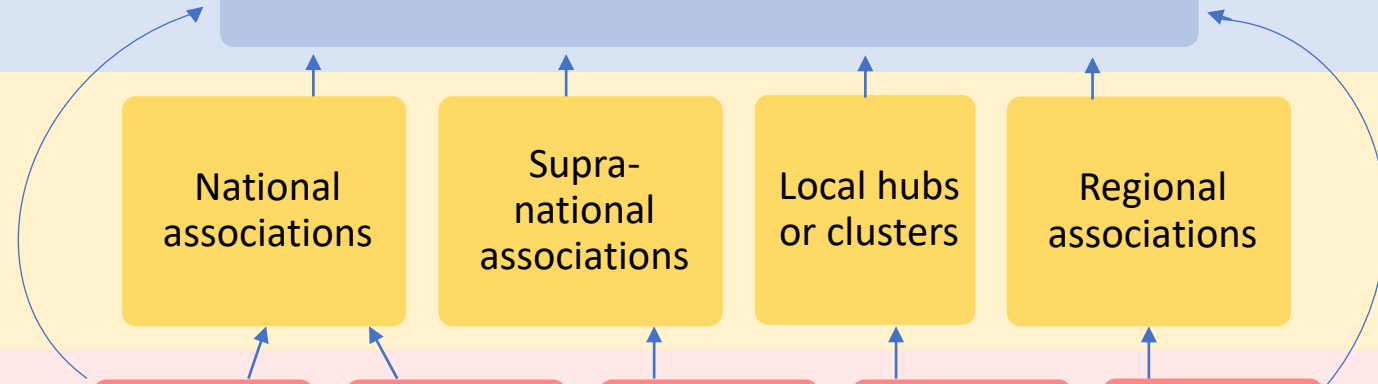
micro level
I n d i v i d u a l   e n t e r p r i s e s

Company A

Company B

Company C

Company D

Company E

New service: **Innovators Club**
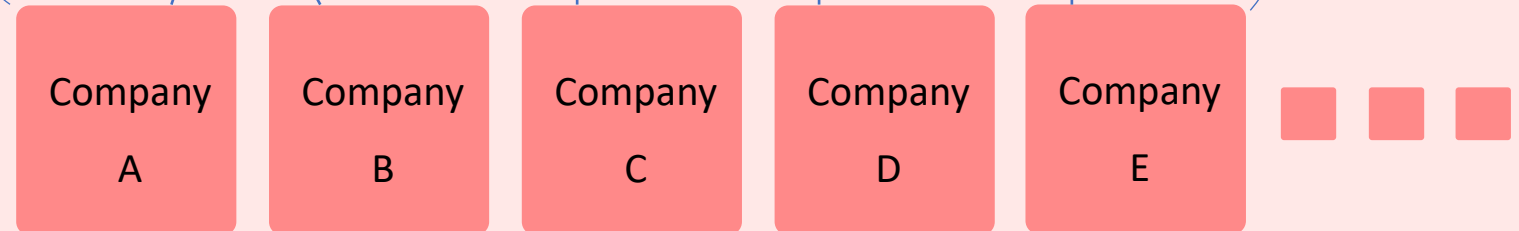
A European alliance of digital SMEs
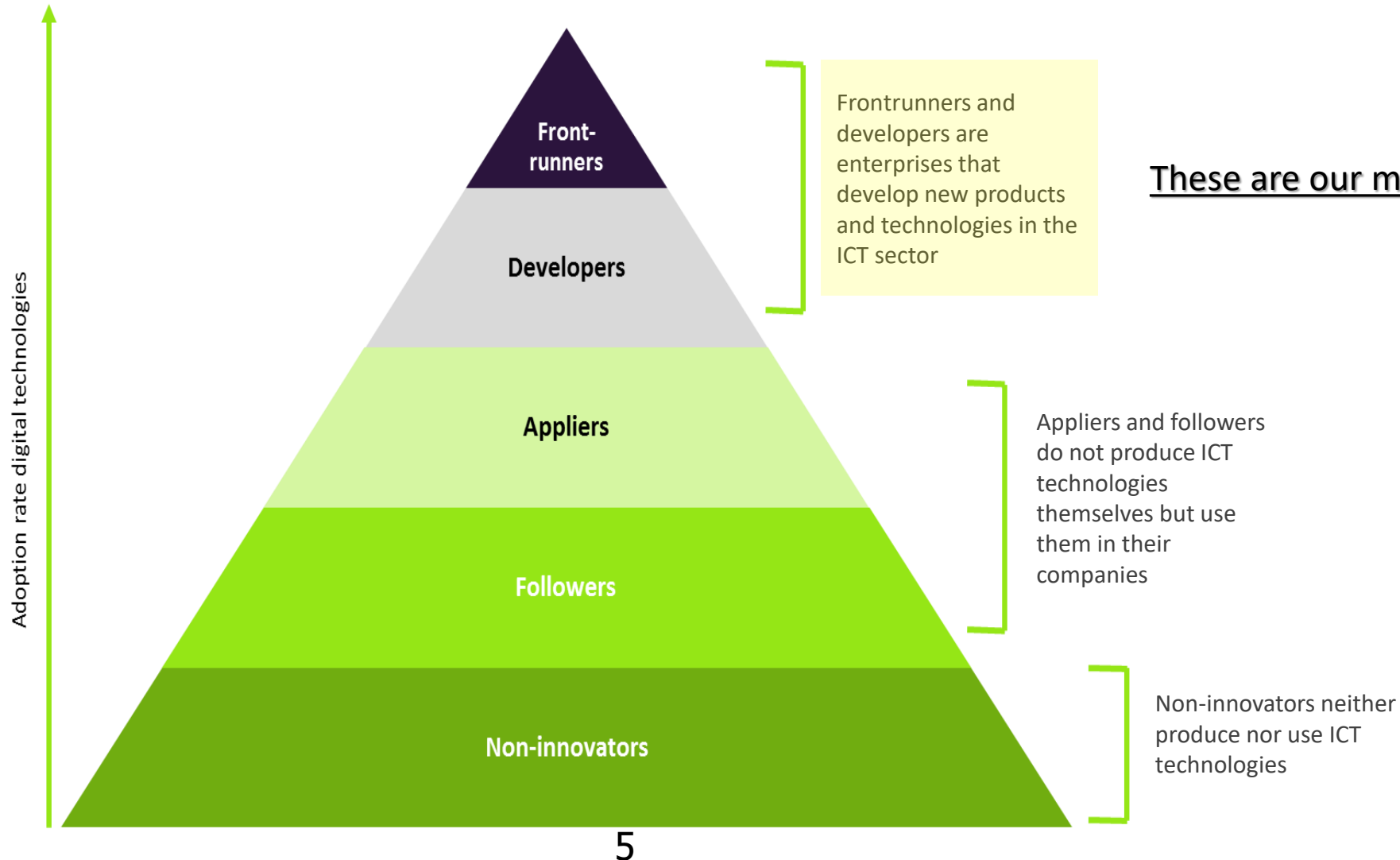
Building connections

DIGITAL SME provides a unique network of more than 20,000 SMEs in the ICT sector. By working together, associations and SME organisations from across Europe can help to build a Digital Single Market for SMEs in Europe!
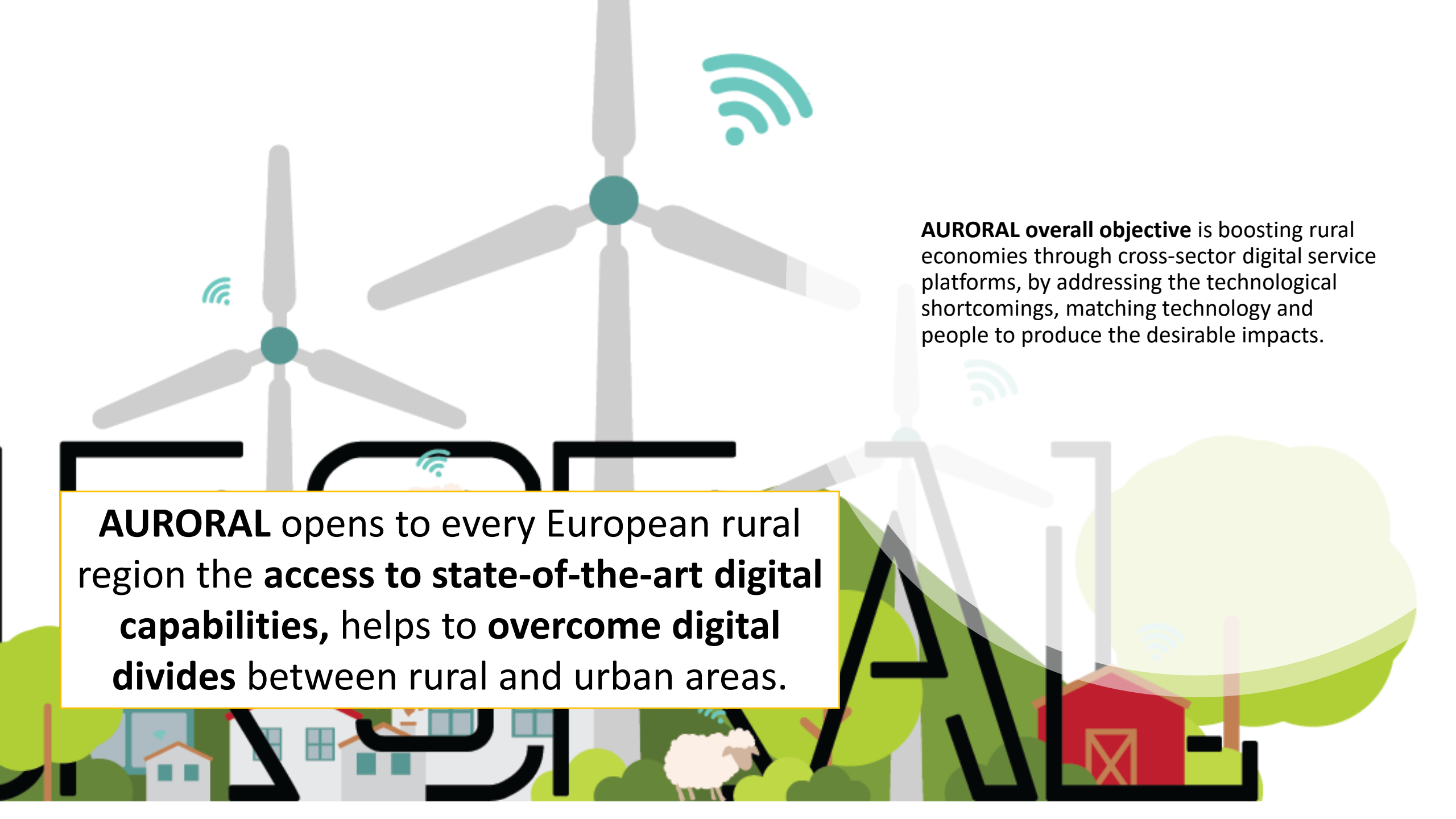
We facilitate a discussion among SMEs to **identify strategic synergies** and priorities from the bottom up and **present their concerns towards EU policy makers**.

European
DIGITAL SME
Alliance

DIGITAL MATURITY
Main Constituents

European
DIGITAL SME
Alliance

Adoption rate digital technologies

- Front-runners
- Developers
- Appliers
- Followers
- Non-innovators

Frontrunners and developers are enterprises that develop new products and technologies in the ICT sector

These are our main constituents.

Appliers and followers do not produce ICT technologies themselves but use them in their companies

Non-innovators neither produce nor use ICT technologies

5

AURORAL overall objective is boosting rural economies through cross-sector digital service platforms, by addressing the technological shortcomings, matching technology and people to produce the desirable impacts.

AURORAL opens to every European rural region the **access to state-of-the-art digital capabilities,** helps to **overcome digital divides** between rural and urban areas.

Smart Villages are communities in rural areas that use innovative solutions to improve their resilience, building on local strengths and opportunities. They rely on a *participatory approach* to develop and implement their strategy to improve their economic, social and/or environmental conditions, by mobilizing solutions offered by digital technologies. Smart Villages benefit from co-operation and alliances with other communities and actors in rural and urban areas (ENRD)
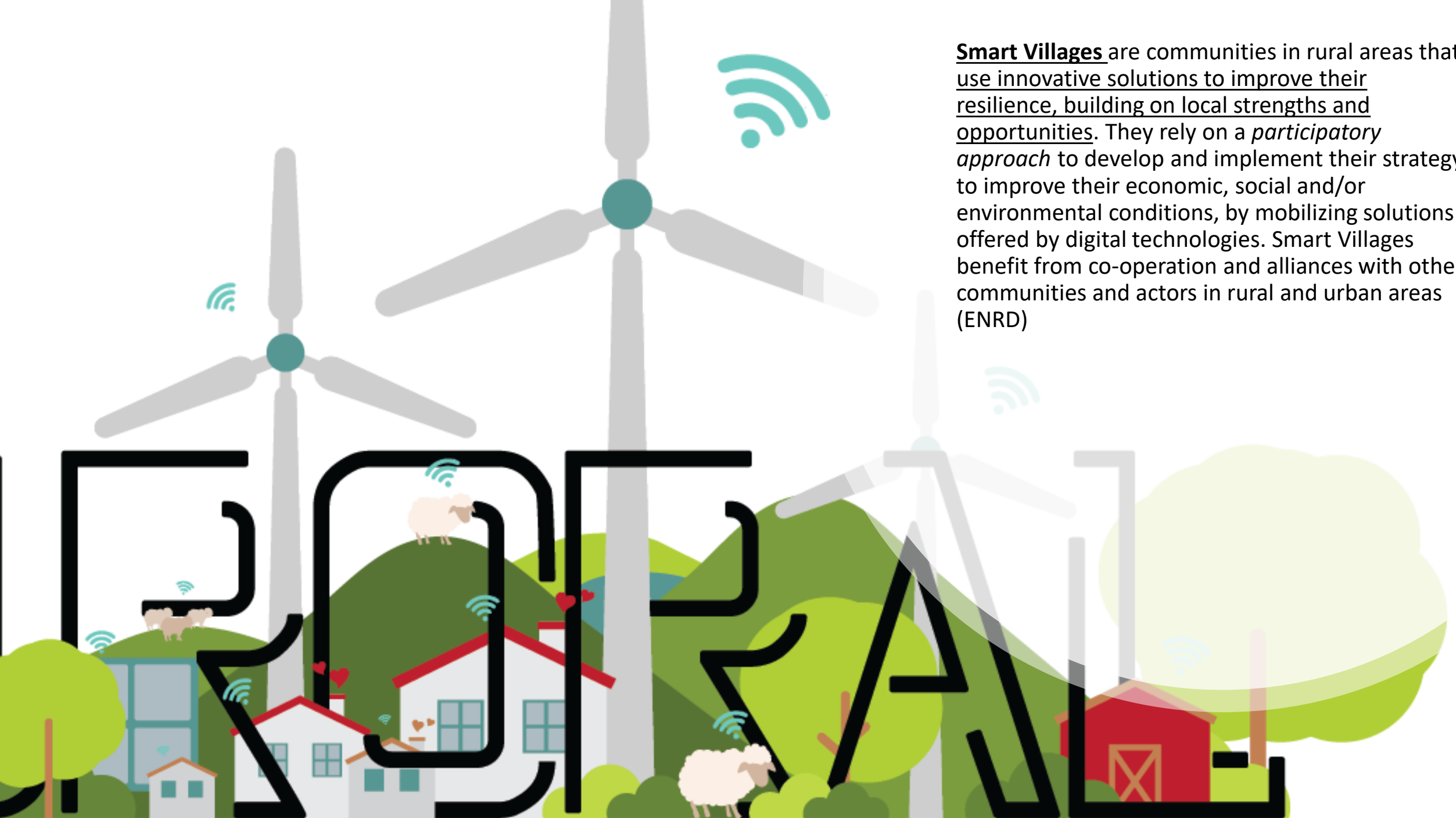
Why rural areas? What's the difference?

DIGITAL DIVIDE between rural and urban areas is less technological, and more of a socio-economic issue!

- **Lack of digital infrastructure:** <u>14%</u> of rural business owners in the EU face difficulties in access to basic digital education; only 47% of rural households have access to fast broadband, compared with more than 80% of urban household (FAO, 2019)

- **Poverty rate and social exclusion:** almost one in five of the EU's rural population lives at risk of poverty (2017) + even higher digital skills gap

- **Rural population shrinkage:** only +- 28% of EU population lives in rural areas (2017)

- **Environmental pressure:** Rural areas within the EU contain a vast bulk of its conservation and biodiversity asset, however, they are increasingly under pressure (water scarcity, land erosion environmental pollution, etc.)
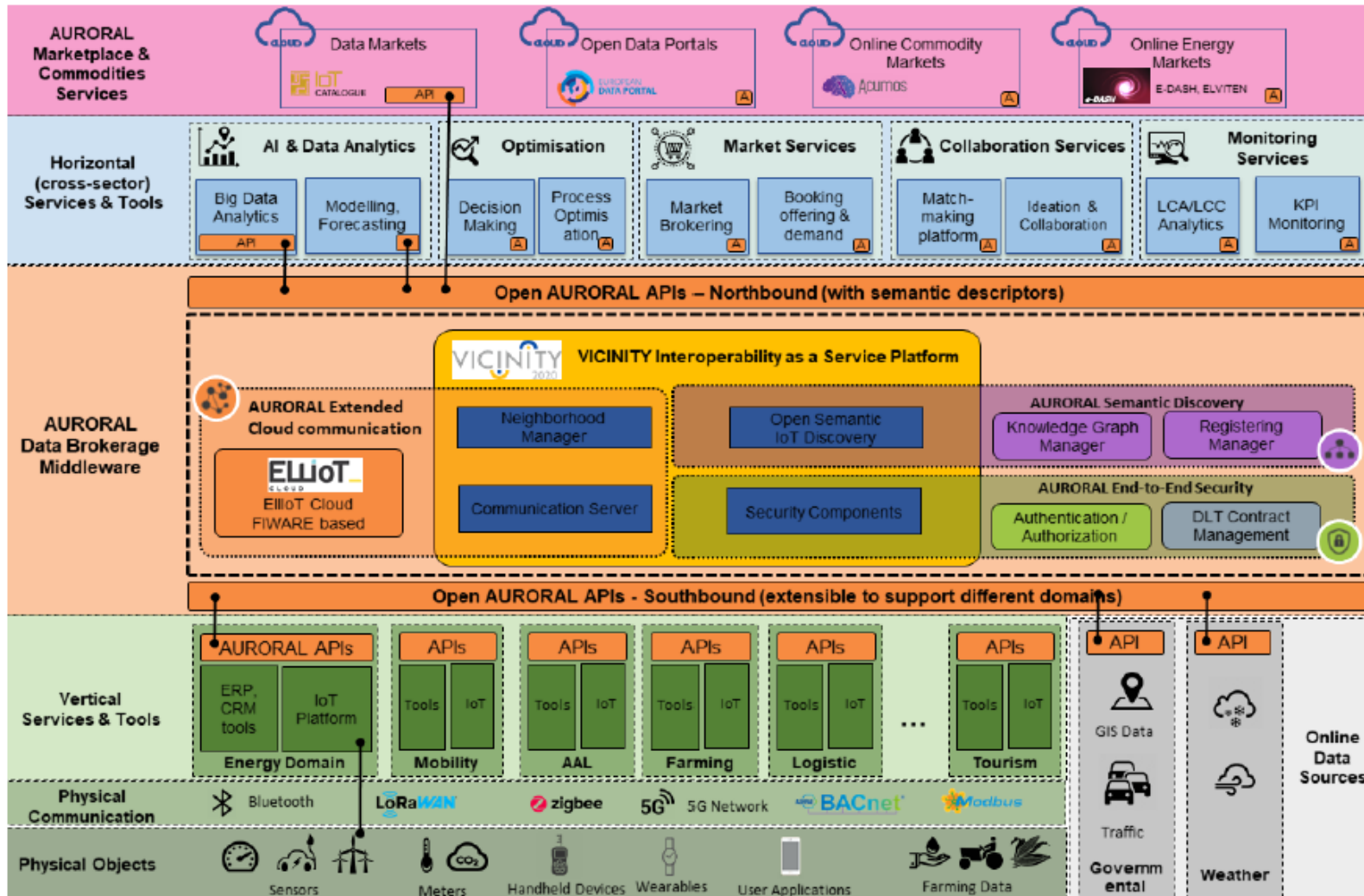
AURORAL - approach

- Connect and share data collected locally (through already established smart objects platforms, IoT infrastructures or even less sophisticated methods) through a secure and privacy-preserving framework

- Engage external technology and application providers in exploiting their data by offering advanced horizontal services (such as Data Analytics and AI techniques, process optimisation, monitoring) to process and create value out of these data

- Participate in new dynamic online marketplaces as commodities services and online platform operators

- Enable a large-scale piloting

- Build the ecosystems of local players and interested stakeholders & connect them to a larger European community

- Leverage on the existing VICINITY platform (www.vicinityw2020.eu)

AURORAL - approach

AURORAL approach

It builds on an open, API-based, interoperable and federated Internet of Things (IoT) architecture and includes a reference implementation supporting flexible integration of heterogeneous services, bridging the interoperability gap of the smart object platforms and creating markets for services in rural areas.

AURORAL vertical sectors & pilot regions

- ❑ Smart Energy
- ❑ Smart mobility
- ❑ Smart farming
- ❑ Digitalised healthcare services
- ❑ Digital tourism

Coordinator:
CCDR
Regional
Authority of
Alentejo
(Portugal)

CCDR ALENTEJO

AURORAL digital environment is demonstrated by cost-efficient and flexible cross-domain applications through large-scale pilots in five European regions: Alentejo (PT), Southern Burgenland (Austria), Catalonia (SP), Piemont (IT), Lapland (FI).

AURORAL is expected to be a driver of the emergence of a widespread network of Smart Villages in Europe and ultimately it is expected to contribute to balance urban and rural opportunities for all Europeans.

Partners – Regional Hubs

SMEs

Industrial leader **International networks**

Research centres

Thank you!

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European DIGITAL SME Alliance: www.digitalsme.eu

AURORAL project: www.auroral.eu