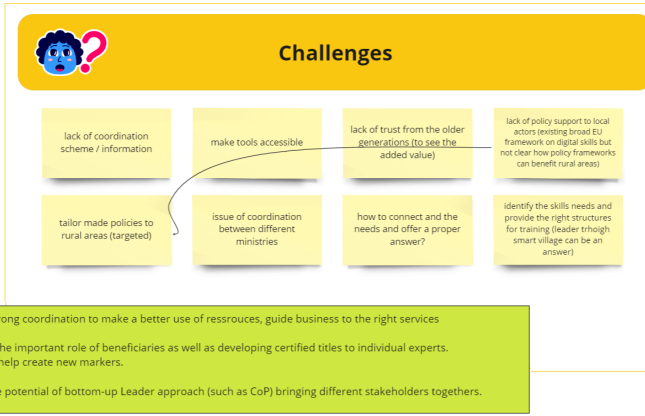
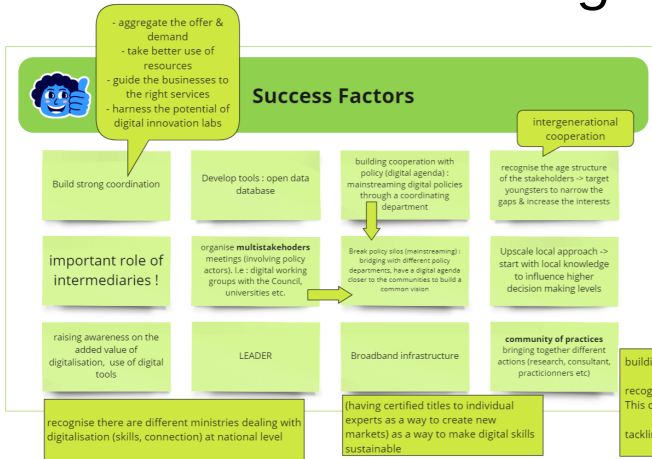
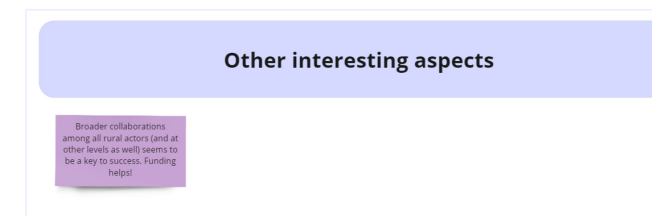
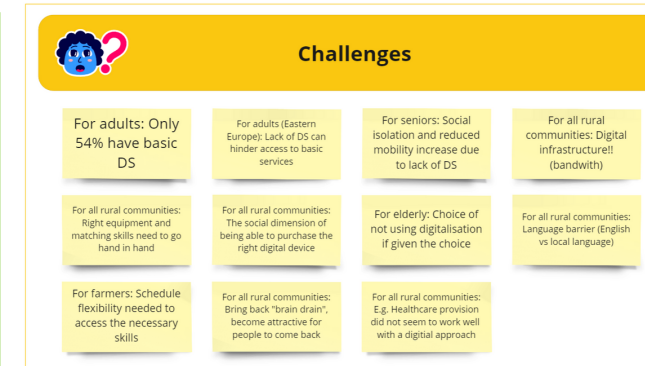




Enhancing digital skills of rural business (group 1)



Enhancing digital skills of rural citizens (youth, women, adults, elderly) (group 2)



Enhancing digital skills of rural citizens (youth, women, adults, elderly) (group 3)

Success Factors

- Strengthen networking and cohesion within the community
- Develop trainer's skills in local community members to provide digital competence trainings
- Adapt trainings to the local languages and to simple concepts
- Recognise the needs of the local community
- Provide individualised support and in small groups
- Innovative practices: Labelling shops/services that support the enhancement of digital skills
- Innovative practices: Digital Kiosk
- Innovative practices: Digital Cafes

Challenges

- Change interest and traditional practices of local inhabitants
- Seniors face greater risk of social isolation, reduced mobility and lack of support
- Lack of instructions for digital services which facilitate access
- Necessity of update the concept of community of practice and its debates
- Lack of bottom-up approach and inclusiveness of Living Labs with some rural sectors
- Lack of action to keep the attraction of rural areas

Recommendations

- Promote active learning through gamification and non formal education
- Training materials must be simple, with step-by-step instructions in local languages
- School as learning hubs for rural communities
- Find motivated local individuals that leader the transition
- Approach digital skills in a practical way with daily life examples
- Administrative side: Digital twins available (playground/rest space)
- Top-down initiatives to recover the attraction of rural areas
- Necessity to go to the community grids to achieve engagement

Other interesting aspects

- Ensure the inclusion of those that remain (removing the guilt and breaking the digital divide)
- Consequences of lost of universal service obligation (connectivity, transport etc.)