

# Rural Pact Conference

15-16 June 2022



# Session #5.2

## Digitalisation, transforming rural areas

The eHealth applications in rural areas

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AFEdemy | SHAFE | NET4Age-Friendly

Speaking on behalf of Carina Dantas



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# In the aftermath of the pandemic, what do we need for eHealth uptake?



## **CITIZENS** need to improve:

- digital skills
- health literacy
- engagement & democratic participation
- less inequalities on access

## **ENVIRONMENTS** have as major challenges:

- house retrofitting
- digital infrastructures
- transports & mobility
- climate neutral solutions

## and, finally, **PUBLIC SERVICES** need:

- reliable accessible big data
- integrated and person-centered pathways
- long-term sustainable business models

**We acknowledge all these challenges are connected and a global approach is needed - SMART HEALTHY AGE-FRIENDLY ENVIRONMENTS**



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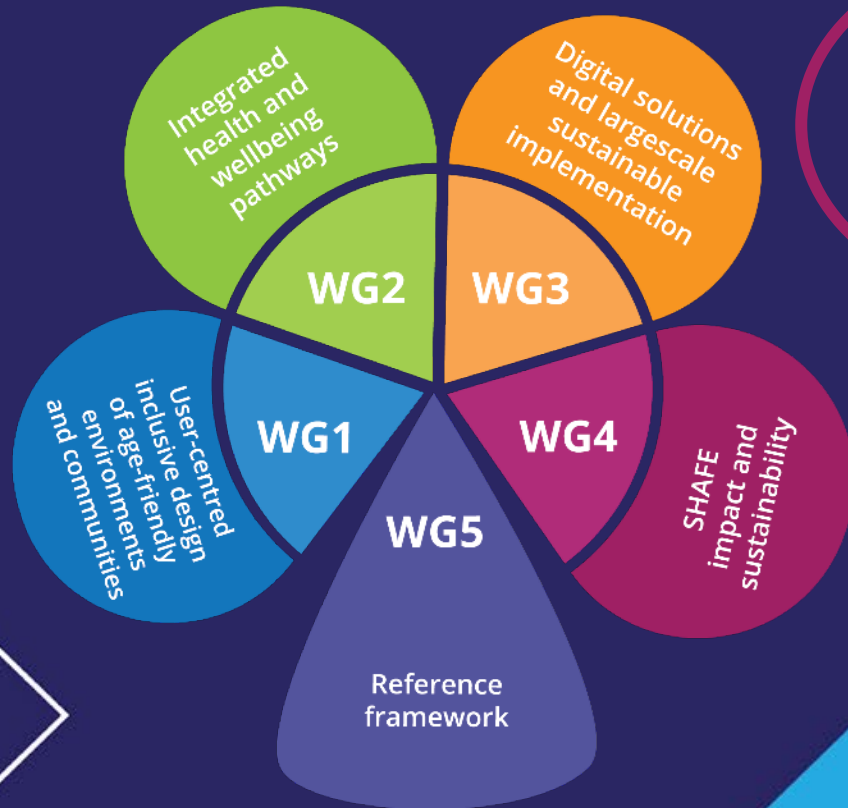


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People should not need to adapt to environments or products.

We advocate for solutions and environments that include, adapt, grow, and respond to our personal needs, at any age or condition.



Smart Healthy  
Age-Friendly  
Environments



Funded by the Horizon 2020 Framework Programme  
of the European Union

This COST Action main goal is to foster **awareness and support the creation and implementation of smart, healthy indoor and outdoor environments** for present and future generations.



**MANAGEMENT COMMITTEE | 51 Countries**  
**FULL NETWORK | ~330 participants**



**Chair**  
**Carina Dantas**



**Vice-Chair**  
**Willeke van Staalduinen**



# Telemonitoring



TELEMONIT <https://www.sns24.gov.pt/guia/utilizar-a-aplicacao-movel-telemonit-sns-24/>



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# Infrastructure

This innovative space is called **'CoEbreLab 5G Rural'** and is the first 5G Area created beyond urban areas. Its final goal is to install 5G, a technology that would allow testing in real rural settings and the creation of digital products and services. The base for the project is the installation of a 5G network infrastructure in Móra la Nova and Móra d'Ebre.

The impact of this initiative will reach the economic and social fabric, promoting economical innovation and the revitalization of the territory while reducing the rural digital divide. Aiming to boost the Catalan 5G ecosystem and transforming Catalonia into an international reference in this field, the 5G Area projects aim to **improve technical services around Catalonia**, promoting the commercial use of 5G networks and propelling its display, as well as promoting use cases and prototypes in real settings and fostering a digital economy beyond urban areas with the development of new products and services based on 5G technology.

CoEbreLab is part of the **Cat Sud Collaboratory**, the first Digital Social Innovation lab in Catalonia. The Cat Sud Collaboratory aims to create a network in the territory that benefits from various assets and knowledge, expecting to solve the challenges outlined in the area through joint innovation.



CoEbre 5G LAB <https://i2cat.net/the-first-5g-area-in-catalonia-inaugurates-in-terres-de-lebre/>



### WHAT IS H2020 – AURORAL?

H2020-AURORAL was launched in January of 2021 aiming to contribute to increase economic growth in rural areas and to tackle significant societal challenges.

H2020-AURORAL is building a new concept, the Smart Communities, a new European paradigm for sustainable development. Those are areas based in the use of innovative solutions to improve their resilience, building on local strengths and opportunities. The main objectives are:

- Connect and share data collected locally through a secure and privacy-preserving framework.
- Engage external technology and application providers in exploiting their data by offering advanced horizontal services to process and create value out of these data.
- Participate in new dynamic online marketplaces as commodities services and online platform operators.
- Implement an interoperable way and based on open application interfaces based on open standards.

### H2020-AURORAL IN A NUTSHELL

 25 PARTNERS	 10 EUROPEAN COUNTRIES
 +5 DOMAINS (Farming, Tourism, Mobility, Energy, Health...)	 50 INNOVATIVE APPLICATIONS
 8 PILOT REGIONS	 4 YEARS

### OUR PILOTS

H2020-AURORAL digital environment is demonstrated through pilots in 8 European regions.

- Alentejo (Portugal)
- Southern Burgenland (Austria)
- Hålogaland (Norway) - Tourism
- Hålogaland (Norway) - Health
- Västerbotten (Sweden)
- Lapland (Finland)
- Piedmont (Italy)
- Penedès (Catalonia, Spain)

Project AURORAL <https://www.auroral.eu/#/>





# Work





## **The Silver Economy in rural areas and less developed regions**

These regions and their traditional local facilities are usually safer, providing better conditions for young families and people in their mature years (40+) to live. But better healthcare, education and cultural facilities, as well as digital infrastructure are needed.

**CREATE BETTER INFRASTRUCTURES** for families to go to rural areas with the increase of online working is a real opportunity in the current period.

**JOB CREATION** – energy, sustainable jobs, agriculture, tourism can also help to improve this situation and promote the EU self-sufficiency.

**Strengthening the TOURISTIC OFFER** of such regions and areas, coupling it with innovative services that have an added value for health (thermal spas, healthy walks, healthy food, cultural attractions for cognitive stimulation, special accessible services) may engage local residents and increase attractiveness, off-season and in season.



**"Success is not final; failure is not fatal: It is the  
courage to continue that counts."**



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# Thank you

