



Digital and innovative futures

Emilija Stojmenova Duh



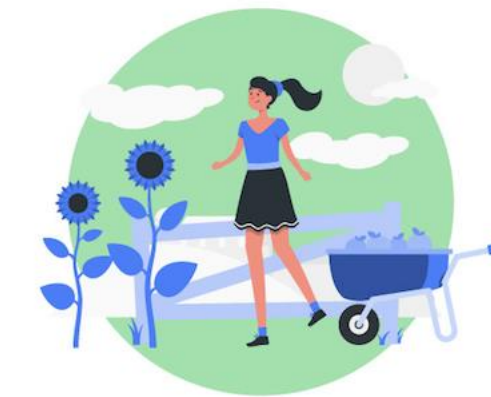
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What would a **digitally** equipped rural area look like in 2040?

- Functional **digital innovation ecosystems** in rural



Innovation Ecosystems
in Rural Areas

- Efficient and **interoperable data platforms** to enable innovation and new business models based on data portability



Interoperable
Data Platforms

- Equal access to **human-centric digital technologies** for better public and private services across transport, health, energy, social and community services



Human-centric
Digital Technologies

What would a **digitally** equipped rural area look like in 2040?

- Use of digital technologies to fuel **economic growth** and **social innovations** while ensuring transparency and a positive social impact
- Efficient digital solutions for **climate risks** mitigation
- Proficient **lifelong learning for the future of work**, to enable at-scale reskilling of rural inhabitants (particularly populations at risk of unemployment) and equip all population with the digital and cognitive skills they need to succeed in a future of work context



Economic and Social Innovations



Climate Risk Mitigation



Lifelong Learning

Innovation



Digital and innovative - Technology



Digital and innovative – Business models



Digital and innovative – People



Digital and innovative – Skills



Digital and innovative – Ecosystem

Rural Digital
Innovation Hubs



4PDIH

Public, Private, People Partnership
Emilija.stojmenova@fe.uni-lj.si

