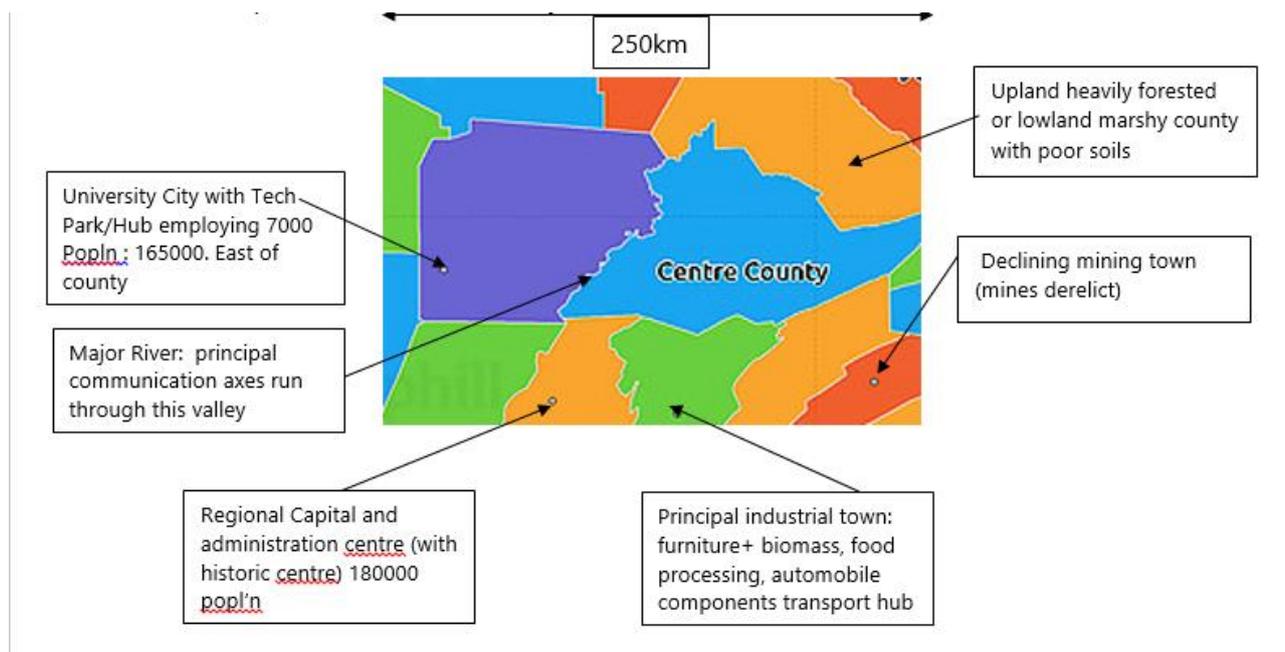


Valuing Digital Communities Context Setting – Rural Area

We will be using a model rural territory for the workshop. The county below and the data/information, although fictitious, is based on real administrative areas and statistics from across Europe (Note: the information is deliberately limited)

1. General : Centre County is a largely rural county/province, with 220 000 hab. (2015), population density of 31 hab./km² and a land area of 6900 km². The population density increases towards the south and towards the main river.



The population has been in a steady decline since around 1900 (from a maximum of 298,000). The county town 'Zentrum' has a population of 35000, with some third level education provision, 4000 students (you decide what)

The age profile of the county as a whole shows a higher than average percentage of over 65's, this varies considerably however across the county.

0-19 years	20-59 years	60-64 years	65-74 years	75+ years
23,0%	47,7	6,0	11,1	12,3

Employment (2015 figures)

Active population	70%
% of active population %in work	62%
Unemployed %	12%
Not active %	26%

Some agricultural/rural development, sectoral employment details and education/innovation tendencies

	Data	Normalised score	Relative to	
			Nat	EU
Tertiary education	42.3	0.613	93	111
Lifelong learning	19.9	0.701	104	149
International scientific co-publications	574	0.307	79	74
Most-cited scientific publications	10.4	0.653	92	120
R&D expenditures public sector	0.55	0.471	83	86
R&D expenditures business sector	0.90	0.372	77	82
Public-private co-publications	63.7	0.233	81	79
EPO patent applications	3.67	0.357	87	92
Trademark applications	2.43	0.252	79	64
Design applications	0.61	0.384	81	74
Employment MHT manuf./KIS services	11.2	0.401	82	75
Exports of MHT manufacturing	49.2	0.580	87	92

	Centre	Nat	EU28
Share of employment in:			
Agriculture & Mining (A-B)	5.8	3.0	5.1
Manufacturing (C)	15.2	12.5	15.5
Utilities & Construction (D-F)	7.4	8.4	8.5
Services (G-N)	62.2	65.7	63.2
Public administration (O-U)	8.9	9.5	7.1
Average employed persons per enterprise (firm size), 2013-2014	4.8	4.8	5.4
GDP per capita (PPS), 2014	23300	29500	27600
GDP per capita growth (PPS), 2010-2014	1.30	1.77	2.00
Population density, 2015	31	105	117
Urbanisation, 2015	38.9	68.4	74.1

Whilst the region is not a strong innovator it is in the upper range of moderate innovating regions

Farming

- Towards farm aggregation (av size 80ha increasing) with counter-tendency near urban areas with community supported/direct sales
- Recent move into biomass/energy crop production and hemp for construction/insulation (with parallel)
- Mixed farming area,
- Lower** than average farmer age

Note: Low GDP per capita figures caused principally by low-skill levels and move of educated workforce out of region. 2015+2016 figures show 3-5% increase, partially caused by extensive public investment in developing fibre network and mixed community/public or local authority ownership models

For the workshop focus on one of following (but you can make connections with the others and with county town and regional administrative centre)

- A large market town with 4-6000, fibre connection since 2012, some public administrative functions; secondary school, small hospital, cinema/theatre and weekly market, light industry (mainly furniture), small abattoir, progressive administration with recent circular policy direction
- Similar sized town, but with continuing population loss of 1% pa and higher than county average over 65; traditional administration with strong representation of farming community (local traditional reliance on dairy and pigs); secondary school but no cinema, weekly market
- Small market town of 1500, dynamic community & administration with higher than average % of 'newcomers' due to good traditional housing stock, attractive location and good primary school (2ndry school 10km away). Local pottery industry in decline but new training centre opened 2015.
- Small market town of 1500, high migrant/refugee % due to public housing estate (had suffered high out-migration due to factory closure), migrants generally well educated, well integrated revitalized local school (secondary), younger than average age profile.