Digitalisierung des ländlichen Raums
Bedingung und Endziel der Mobilitätspolitik?

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Experiences from ITRACT

> Improving TRansport and Accessibility through new Communication Technologies
  - ICT applications to support rural mobility

Travel advice

“Your next bus leaves: Monday morning...”

or

“No data...”
Problem

> Digital communication infrastructure is essential in mobility strategies...

> ...yet in rural areas, if is often inadequate

> Rural Penalty (Malecki, 2003; 2010)

> ‘Die Bestrafung des ländlichen Raums’ (Salemink & Strijker, 2015)
Rural Penalty

“Rural areas are poorly served by markets in general, framed by Malecki as ‘the rural penalty’ (2003, p. 201). Poor broadband availability has become one aspect of this penalty. In rural areas, there is too little potential for profit, mainly because deployment is too costly and only a few potential subscribers can be reached with the cables, meaning that it is difficult for providers to achieve the minimum threshold for forming a sound business case” (Salemink, Strijker & Bosworth, 2017)
Future-proof rural connectivity (i)

› Digitalization as **core ingredient**

› Bedingung
  - Enabling innovative mobility

› Endziel
  - ‘...part of the digital spaces of flows’
  - Digital Economy and Society
Future-proof rural connectivity (ii)

- Rural areas are on the wrong end of a digital divide
  
- Poor material connectivity
  - Fixed
  - Mobile

- Lower adoption rates
  - Different adoption rates
Was machen Kommunen selber?
Nachhaltige Mobilität

› Fragmented rural interest
  • Cross-border
  • Multi-level
  • Multi-actor

› Who can take the lead?
› Who has legislation?
‘Neuskalierung’

- **Rescaling** ‘the rural’ as a solution to fragmented rural interest

- Geographically **focused**
  - Specific (deep) rural areas and issues

- **Integral** policy efforts
  - Broad policy scope
  - Integral measures
Project Dynamics and Innovation

- Technical innovation
- Operational innovation
- Institutional innovation
- Social innovation