



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, it 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)

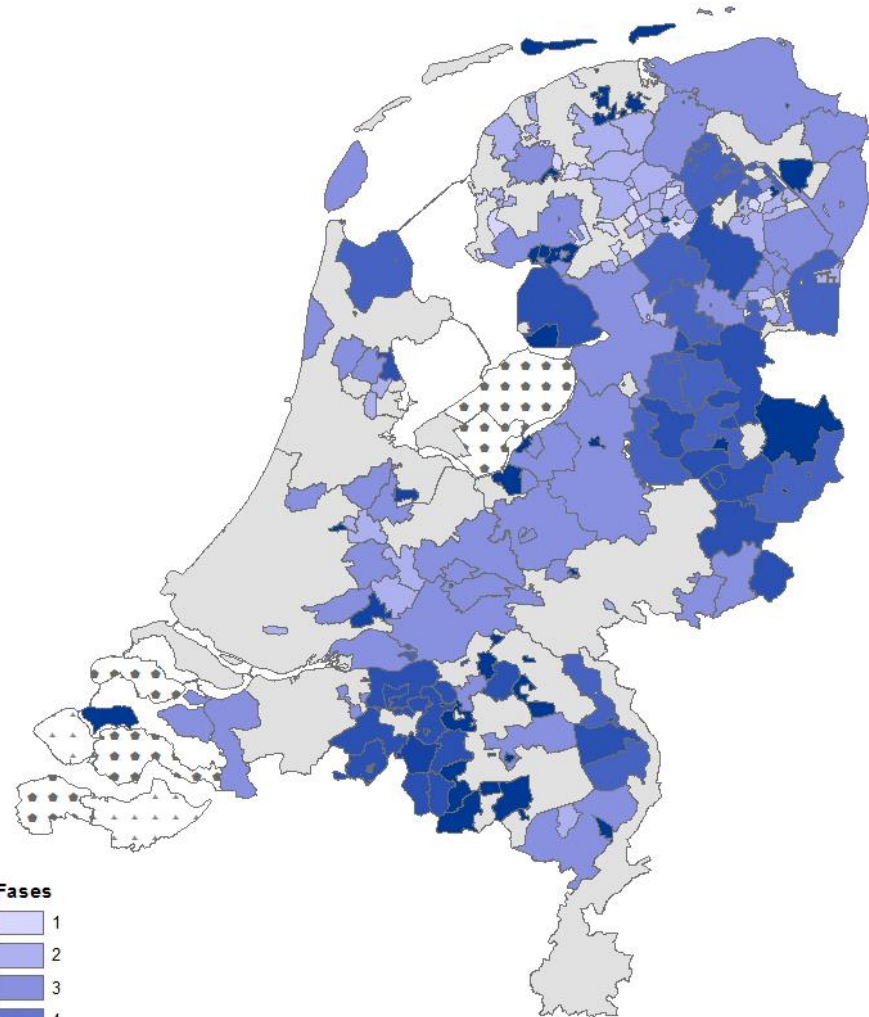
- > Rural areas are on the wrong end of a digital divide
- > Poor material connectivity
 - Fixed
 - Mobile
- > Lower adoption rates
 - Different adoption rates





Was machen Kommunen selber?

Overzichtskaart Nederland



Fases



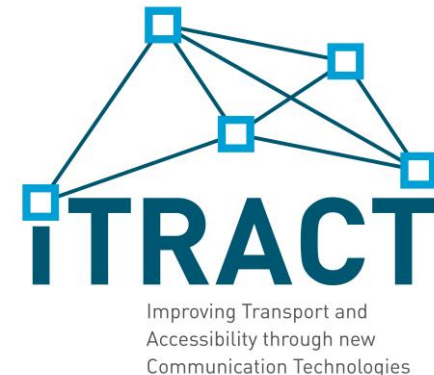
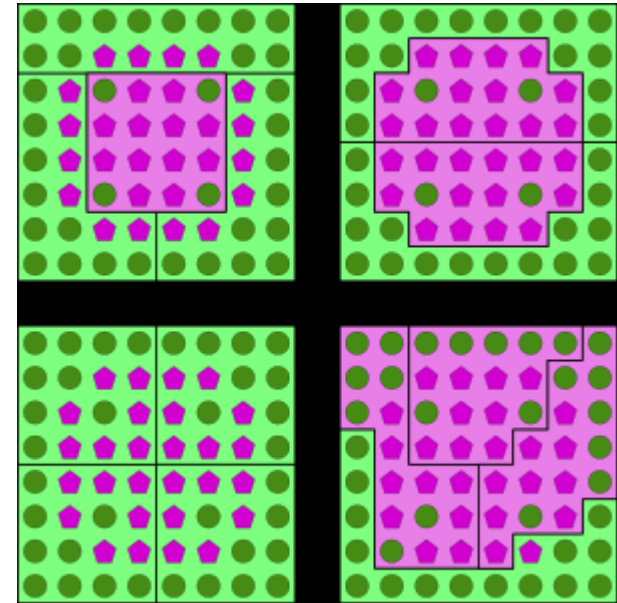
- Fase 2: Straatverbinding
- Fase 8: Straatverbinding

Disclaimer: Dit kaartmateriaal is gebaseerd op de door de RUG-FRW uitgevoerde dataverzameling t/m 10 sept. 2017. De opgenomen informatie heeft betrekking op de meest recente inzichten en ontwikkelingen op het moment van schrijven.



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

