



Rural perspectives on digital innovation

Webinar 2: Digitalisation in the Manufacturing industry

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Digital innovation in rural business: A study of the Nordic countries and Latvia

Project aim: Identify the challenges and opportunities for rural businesses in the context of digitalisation.

Project outcome: Baseline study. Fact sheets. Policy advice. Webinar series.

Workshops: Ii, Finland. Vinkåker, Sweden. Trøndelag Norway. Vesthimmerlands, Denmark. Ligatne, Latvia. Ísafjörður, Iceland. Faroe Islands. Greenland.

Timeframe: February 2019 – April 2020

Funding: Nordic Council of Ministers (MR Digital & Nordic Thematic Group for Innovative and Resilient Regions)



4.0

4th revolution

Cyber physical
systems



3.0

3rd revolution

Electronic and IT
systems, automation



2.0

2nd revolution

Mass production and
electricity



1.0

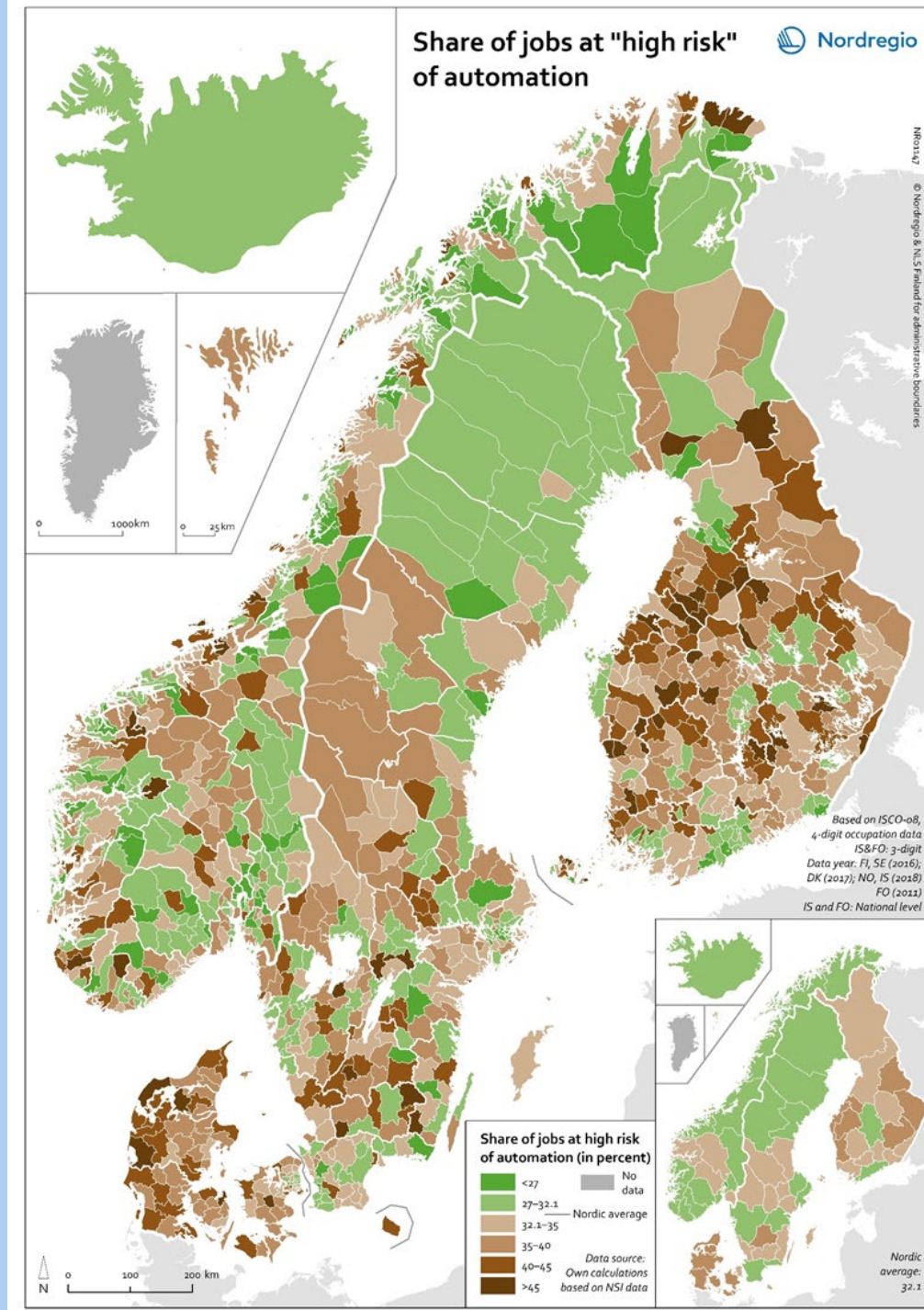
1st revolution

Mechanization, steam
and water power



Labour market effects

- In the Nordics, one third (32.1%) of jobs are considered at “high risk” of automation within the next few decades due to these new digital solutions (Norlén & Randall 2020).
- Rural municipalities tend to have a higher share of jobs in the high-risk category
- Jobs and activities within the manufacturing industry have among the highest automation potential (McKinsey & Company 2017; Degryse 2016).



Challenges

- Lack of resources (time) to implement new solutions/processes
- Lack of knowledge
 - What is digitalisation and how does it relate to my business?
 - What digital solutions exist and which are best for me?
 - Effects of digitalisation
- Financial risks



Opportunities?





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