

# RURAL EUROPE 2.0 CONFERENCE

**AALBORG, 15-17 SEPTEMBER 2014**

This conference deals with promotion of ICT infrastructure and smart work in order to restore economic growth in rural areas. You will explore the rural initiatives in North Denmark Region as well as the socioeconomic impact from successful rural areas across Europe.

The conference is targeted politicians, policymakers and those who work in the fields of ICT, Rural Development or the new Labor Market.

Behind the conference is MICROPOL project which is financed by the INTERREG IVC Programme.

## SMART WORK IN RURAL DENMARK SITE VISIT IN NORTH DENMARK REGION

MONDAY  
15 SEPTEMBER 2014

11:00	Meeting in front of Aalborg Culture and Congress Centre ( <a href="http://www.akkc.dk">www.akkc.dk</a> )
11:30	Coach will pick up in front of Aalborg Airport
11:45 – 13:15	Coach to Hanstholm
13:15 – 13:45	Sandwich  Presentation of DanWec ( <a href="http://www.danwec.com">www.danwec.com</a> ) and how the local strengths have attracted research and growth to the area.
13:45 – 14:30	Guided tour on DanWec
14:30 – 15:00	Coach to Klitmoeller
15:00 – 16:00	Visit Matchmaking Point to explore the Smart Working facilities as well as the IT-platform for smart workers and entrepreneurs
16:00 – 16:30	Coffee break at the beach (The World Cup in Windsurfing is happening)
16:30 – 18:00	Coach to Aalborg
18:00	End of day
20:00 -	Dinner at Stygge Krumpen (payment not included in the conference pass)

## SMART WORK IN RURAL DENMARK SITE VISIT IN NORTH DENMARK REGION

TUESDAY  
16 SEPTEMBER 2014

11:00	Meeting in front of Aalborg Culture and Congress Centre ( <a href="http://www.akkc.dk">www.akkc.dk</a> )
11:30	Coach will pick up in front of Aalborg Airport
11:45 – 12:15	Coach to Tranum (Presentation on the local area during the trip)
12:15 – 13:15	Visit 'Digital Tranum' and explore how a deep rural village has developed one of the fastest broadband solutions in Europe (1 gigabit up- and download/sec)
13:15 – 14:00	Sandwich
14:00 – 14:45	Coach to Smart Work Centre in Broenderslev
14:45 – 15:45	Visit Smart Work Centre in Broenderslev ( <a href="http://www.pendlerhuset.dk">www.pendlerhuset.dk</a> ) and explore how a rural area in Denmark use a Smart Work Center to maintain and attract well educated citizens in the area.
15:45 – 16:15	Coffee break
16:15 – 16:45	Coach to Aalborg
17:00 – 17:45	Guided tour in Nordkraft – the recycling of a former coal plant into a modern building for culture, sport and entrepreneurship <a href="http://www.nordkraft.dk">www.nordkraft.dk</a>
17:45	End of day
18:00 – 19:30	Steering Committee Meeting (for SC-members only) at Nordkraft
20:00 -	Dinner at Pingvin (payment not included in the conference pass)

# SMART INFRASTRUCTURE AND SERVICES FOR RURAL DEVELOPMENT

WEDNESDAY  
17 SEPTEMBER 2014

AALBORG CONGRESS AND CULTURE CENTER ([WWW.AKKC.DK](http://WWW.AKKC.DK))

09:00 – 09:30	<b>Registration</b>
9:30 – 9:35	<b>Welcome</b> Mr. Morten Lemvig, Head of Office, North Denmark Region
9:35 – 9:45	<b>Introduction</b> Moderator: Mr. Clive Peckham, Nièvre Numérique, France
09:45 – 09:55	<b>State of play in North Denmark</b> Mr. Arne Nielsen, Member of North Denmark Regional Council
09:55 – 10:15	<b>Danish Rural Development Policy</b> Mr. Claes Nilas, Permanent Secretary of State for the Danish Ministry of Housing, Urban and Rural Affairs
10:15 – 10:30	<b>Smart Work in North Denmark Region</b> Ms. Jane Ribergaard Holm, Project Manager MICROPOL, North Denmark Region
10:30 – 10:45	<b>Comparative Analysis on European Smart Work Centres</b> Mr. Liam Marsh, Centrifuge Consulting, United Kingdom
10:45 – 11:15	<b>Coffee break</b>
11:15 – 11:45	<b>Smart Work Centres in Rural Europe (2 examples)</b> Presentation of the facilities and their impact on the local society  Mr. Clive Peckham, Nièvre Numérique, France Mr. Ray Browning, Northumberland County Council, United Kingdom
11:45 – 12:30	<b>Workshop sessions</b>
12:30 – 13:30	<b>Networking lunch</b> Exhibition in hall next door
13:30 – 13:50	<b>EU Interregional Cooperation – State of Play and Perspectives</b> Mr. Jason Martinez, Project Officer, INTERREG IVC JTS
13:50 – 14:10	<b>Socioeconomic Impact From Rural Broadband in Finland</b> Mr. Paavo Laaksonen, ICT Project Manager, Economic Development Agency, Suupohja Region, Finland
14:10 – 14:40	<b>The Global State of Play in Smart Work</b> Mr. Jean-Yves Huwart, Co-working Europe  <b>Q&amp;A Session</b>
14:40 – 15:00	<b>Coffee break</b>
15:00 – 15:30	<b>Can Smart Work Centres Boost Rural Europe?</b> Marco Forzati, ACREO, Sweden  <b>Q+A Session</b>
15:30 – 16:15	<b>Panel Session with key speakers</b> Facilitated by moderator
16:15 – 16:30	<b>Conclusion and end of conference</b> MICROPOL partnership
16:30	<b>Refreshments</b>