



# RuraisLAB Galicia

## Galician rural women Living Lab



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CEO 2Mares

# RuraisLAB Galicia

RuraisLAB is a user centred innovation community of Citizens, SMEs, University research groups and Local Government located in Galicia with the aim of developing **innovation** around **rural women needs**.

RuraisLAB GALICIA is a LivingLab Member of ENOLL (European Network Of Living Labs) that uses RuraisLAB community to improve the innovation ecosystem from a User Centred point of view



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Orense

Does that mean something?



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# USERS

The most important in RuraisLAB is its users:

- 23 rural women associations
- mainly in ages between 50 and 70 years (30% over 65)
- Participation of around 2.300 women that live in a rural environment characterized by:
  - a low demographical density
  - disseminated nuclear family
  - this fact leads to isolation and dependency situations.
  - At the same time, all these users have a little technological culture.



# SMEs in RuraisLAB

## LivingLAB

- **Vmodal**
  - Leader and promoter of ruraislab
- **2Mares**
  - Coordinator of workgroups in Vindeira ( the galician innovation cluster)
    - **28 technological SMEs**
    - **8 University research workgroups** of the three galician universities (USC, UVIGO, UDC)



# Universities in RuraisLAB LivingLAB

- **University of Vigo**
- **University of Santiago de Compostela**



# Local government participation

- **Local Councils**
  - **Mancomunidad Salnes (9 councils)**
  - **Mancomunidad de Vigo (12 councils )**



# Objectives

RuraisLAB tries to take advantage of the use of ICTs in this environment as a dynamizing element of the relationship between old and young people, letting elderly take part in the society as well as increasing their participation in policies and activities that are intended for this community.





# Focus

RuraisLAB LivingLAB is focused not only on generating R&D and Innovation projects, but in becoming a virtual infrastructure based on the knowledge of the whole ecosystem that allows to improve the innovation process and results to pushing forward a process of participation and cocreation of innovative solutions...



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# Goals achieved, present results ( I )

## \* **e-Inclusion** of galician rural women

- Use of web2.0 by elderly women in rural environments in order to communicate and create a virtual community.
- Digital literacy and training in using ICTs for older people, focused on creating "technological" habits based on making specific projects centred in real needs of the environment where they live in.



# Goals achieved, present results ( II )

- \* Rural women integration in R&D projects in the following areas:
  - VHOMO project: **Digital content**, semantics and Internet of Services
  - SORE project: Citizen integration in **Emergency systems** and environment protection
  - SCTI++ : elearning platform to improve gender policies from social education point of view, health, wellbeing,...
- **eGovernment**: focused on the areas of Health and Social public services, gender instruments and initiatives, new employment instruments, women entrepreneurship at rural.



## AAL Forum – Odense Sept.2010



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Thank you !

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