



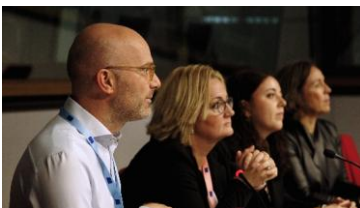
Press Release, 29 October 2024

dRural Project releases final video on the impacts and sustainability of business digitalisation in rural areas



The dRural project is proud to announce the publication of its final video. It captures moments of the project's final event during the EU Week of Regions and Cities, as well as the partners' thoughts on the project's achievements and future impact.

Recorded during dRural's final event on 10 October, the dRural's final video shows some moments of the event and features interviews with some project partners. These include Myriam Martin, Project Coordinator and Project Manager at TicBiomed, alongside two key partners: Claudia Crippa, Head of Business Innovation at ICONS, and Jorge Castillo, representing the rural region of La Rioja, Spain. In the interview, the coordinator provides lessons learned thanks to the project, such as setting



Commentato [Mark1]:

Alterantive: thoughts.

In English, reflexions (especially in the plural) means what you see when looking into a mirror.

Reflection (singular) usually means quiet contemplation.

Commentato [Mark2]:

The sentence was a bit long with this passage, so I've simplified it.



The dRural project has received funding from the European Union's Horizon 2020 research and Innovation programme under grant agreement N° 101017304

up appropriate ecosystems, and designing the right governance and business models to increase sustainability and generate impact.

Jorge Castillo highlights the positive impacts of the dRural platform in La Rioja, including the support to the elderly, brought through the digitalisation of services, the creation of a network of professionals, and the involvement of public entities.

In addition to showing the project's results, the video delves into the topic of sustainability. Claudia Crippa, Head of Business Innovation at ICONS, explains what regions should take into account when developing a long-term sustainability plan for local digital platforms. The key is the harmonisation of business aspects, such as creating implementation roadmaps, technical aspects, including platform scalability, and social aspects, namely the inclusion and engagement of inhabitants so as to respond to local needs.

The final video is now available for viewing on the dRural [YouTube channel](#).

For more information, contact:

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Commentato [Mark3]:

Ok, but this suggests quite a long video. Is that the case? If not, suggest:

In addition to showing the project's results, the video looks at sustainability.



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