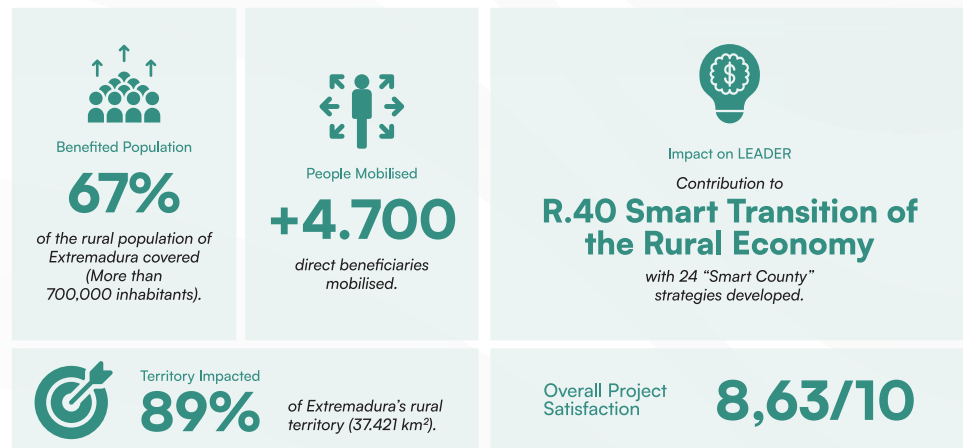## Transferability – Identified Success Factors

SUCCESS FACTOR	DESCRIPTION
Structured and adaptable methodology	A 6-phase model, modular and scalable, adaptable to different territorial contexts.
Participatory and inclusive approach	Active involvement of the local population and territorial stakeholders throughout the process.
Alignment with strategic regulatory frameworks	Use of UNE Standard 178601 and alignment with PEPAC, the European Rural Agenda, and regional policies.
Capacity building for Local Action Groups	Development of skills in digitalisation, participation, and smart territorial management.
Building territorial innovation ecosystems	Promotion of public-private partnerships and collaboration networks, both local and interterritorial.
Flexibility and adaptation to the local environment	Methodological adaptation to the diversity of situations, digital maturity levels, and institutional capacities.

Overall Impact of the Project – Key Figures

Benefited Population

67%

of the rural population of Extremadura covered (More than 700,000 inhabitants).

People Mobilised

+4.700

direct beneficiaries mobilised.

Impact on LEADER

Contribution to

R.40 Smart Transition of the Rural Economy

with 24 "Smart County" strategies developed.

Territory Impacted

89%

of Extremadura's rural territory (37.421 km²).

Overall Project Satisfaction

8,63/10

WITH THE SMART RURAL LIVING PROJECT, EXTREMADURA IS A PIONEER IN PROMOTING SMART TERRITORIES WITHIN THE SPANISH LEADER FRAMEWORK.

The project has achieved a **key regional synergy** for "smart development", connecting towns, sectors, and stakeholders. It has consolidated a **collaborative LAG ecosystem** that serves as a network of knowledge and mutual support among the 24 counties, driving forward vibrant rural regions and smart villages.

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ACCESS THE VIDEO OF THE **CLOSING DAY**

COMARCAS INTELIGENTES

SMART RURAL LIVING - LEADER EXTREMADURA

REGIONAL COOPERATION PROJECT.
EXTREMADURA, MEASURE 19.3 LEADER (2023—2025)

RESULTS

ADISMONTA · ADEME ASOCIACIÓN PARA EL DESARROLLO DE MONFRAGÜE Y SU ENTORNO · ADERCO Comarca Abierta · adersur DESARROLLO RURAL SIERRA SUROESTE DE EXTREMADURA · Adesval · adevag

ADIC-HURDES Asociación para el Desarrollo Integral de la Comarca de las Hurdes · ADICOMT Asociación para el Desarrollo Integral de la Comarca Miajadas Trujillo · Adicober · Adecom Lácara · ADISGATA · APRODERVI · ARJABOR

TENTUDÍA CENTRO DE DESARROLLO COMARCAL · CAMPIÑA SUR CEDER · cedercaparra · La Serena Centro de Desarrollo Rural · CEDER La Siberia · CEDER ZAFRA RÍO BODIÓN · D.I.V.A.

Fedesiba Federación para el desarrollo de Sierra Grande - Tierra de Barros · SIERRA DE SAN PEDRO - LOS BALDÍOS ASOCIACIÓN PARA EL DESARROLLO DE LA · SOCIEDAD PARA LA PROMOCIÓN Y DESARROLLO DEL VALLE DEL JERTE · AGVS

SMART RURAL LIVING: Vibrant Rural Areas, Smart Villages.

REGIONAL COOPERATION PROJECT. EXTREMADURA, MEASURE 19.3 LEADER

Partners and Objectives

"Smart Rural Living: Vibrant Rural Areas, Smart Villages" (Comarcas Inteligentes) has been a pioneering initiative led by the **24 Local Action Groups (LAGs) of Extremadura**.

The **Coordinating Group** of the project is **ADISMONTA**, and the following LEADER LAGs from Extremadura also participated:

ADECOM LÁCARA, ADEME, ADERCO, ADERSUR, ADESVAL, ADEVAG, ADIC-HURDES, ADICOMT, ADICOVER, ADISGATA, APRODERVI, ARJABOR, CEDECO TENTUDÍA, CEDER CAMPIÑA SUR, CEDER CÁPARRA, CEDER LA SERENA, CEDER LA SIBERIA, CEDER ZAFRA-RÍO BODIÓN, DIVA, FEDESIBA, SIERRA DE SAN PEDRO — LOS BALDIOS, SOPRODEVAJE, TAGUS.

The **Extremadura Rural Development Network** is a collaborating entity of the project.

Main objective:

To contribute to **halting depopulation** and to **promote the territorial transformation** (social, economic, and digital) of our counties, building a more prosperous and connected future through new approaches, strategies, and innovative dynamics.

The project **"Smart Rural Living: Vibrant Rural Areas, Smart Villages"** is an **interterritorial cooperation initiative** under the **LEADER 19.3 framework of the Rural Development Programme (RDP) of Extremadura 2014—2020**.

It is supported by the **Regional Government of Extremadura** (General Directorate for Rural Development of the Ministry of Agriculture, Livestock, and Sustainable Development).

Methodology and Phase-by-Phase Results

Methodology

With a methodological approach inspired by the **Smart Rural 21 and 27 Projects** and the **UNE 179601 Standard on Smart Territories**, the project was adapted to the territorial context of the counties and structured into a series of activities, all aimed at developing the "Smart County" Strategies through an **innovative participatory process**, which included the following phases:
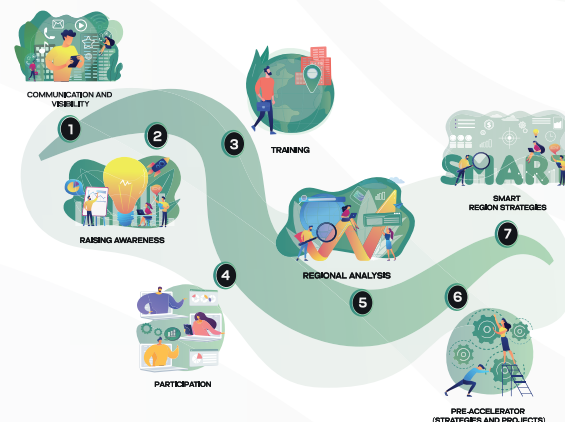
PHASE 1: COMMUNICATION AND VISIBILITY

◦ **Objective:** Disseminate the project and inform stakeholders.

◦ **Key Indicators:**

41 appearances in press, radio, and television

507 outreach materials produced

2,205 users on the project website

Social media impact: 257 interactions

189 followers on social media

16 newsletters sent to 800 subscribers

More than 2,000 users engaged

Website: https://smartruralextremadura.es

Project video created

PHASE 2: AWARENESS RAISING

◦ **Objective:** Connect citizens and local stakeholders with a renewed rural narrative and innovation.

◦ **Key Indicators:**

Promotion of a new rural narrative highlighting opportunity, innovation, and quality of life

273 participants in 24 awareness meetings with LAG boards

245 participants in 24 storytelling workshops for co-creating the "smart county" narrative

5 videos produced

PHASE 3: TRAINING

◦ **Objective:** Train territorial agents in implementing smart strategies.

◦ **Key Indicators:**

5 training modules delivered through intensive workshops on a digital platform (157 participants).

Smart Villages and Territories training platform launched in Extremadura.

24 counties covered through intensive training.

61 local government representatives trained.

73 LAG participants in 2+2 validation sessions.

156 initial "tractor" project ideas collected.

PHASE 4: ANALYSIS

◦ **Objective:** Identify the challenges and opportunities of the counties through diagnosis.

◦ **Key Indicators:**

246 participants in "Smart County" analysis workshops

672 activating agents identified

PHASE 5: PARTICIPATION

◦ **Objective:** Involve the community in the collective creation of solutions.

◦ **Key Indicators:**

More than 311 participants in online consultations

4 online surveys conducted: general citizens, expatriates and returnees, youth, and key thematic groups

291 people joined the promoter teams in the 24 counties

PHASE 6: SMART COUNTY STRATEGY PRE-ACCELERATOR

◦ **Objective:** Design strategies and prototype "driving" projects ready for implementation.

◦ **Key Indicators:**

341 participants in the strategy and project pre-accelerator sessions (a project innovation)

24 "Smart County" strategies developed

144 "driving" project prototypes created: 38 focused on economic and digital transition; 64 on social transition; 42 on ecological transition.

Focus Areas: Digital Rural Economy; Rural Services; Social Innovation; Ecological Transition; Territorial Sustainability.

SMART RURAL LIVING:
Smart villages, vibrant rural areas

Scan the **video** and discover how, thanks to the collective effort of **24 Local Action Groups**, we have succeeded in promoting more vibrant, digital and sustainable counties.