



- United Nations has estimated that by the year 2050 about 68 percent of the world population will live in cities. However, we are interested in the 32 percent who live in sparsely populated areas.
- There are raw materials and resources such as wood and carbon sinks in the countryside as well as excellent possibilities for recreation and wellbeing services.
- Ministry of Economic Affairs and Employment of Finland (työ- ja elinkeinoministeriö) estimated 2 years ago that by the year 2030 the size of global service markets will be over 1000 billion dollars which means that 320 billion dollars of it will reside in the sparsely populated areas.



- Digitalization and artificial intelligence enable integration of transport systems which means that we can connect various forms of transportation and transportation services together with customer -centred focus. This in turn enables development of new type of smart services and business models for these areas. In fact, we could talk about a new paradigm which consists of new type of communities which create new type of ecosystems.
- Data is one of the cornerstones of the development. The speed of data transfer and accessibility of the data require customer -centred, nimble and feasible processes and working models which add value to the ecosystems and logistics.
- Fortunately here in Finland you can find one of the best legislations that support development and deployment of leading edge technologies within transportation area. Legislation states that all actors apply open data policies in their systems which makes provision of customer-centred MaaS (mobility as a service) platforms possible.



- We have a vision to create a well-functioning Smart Countryside platform for sparsely populated areas, which use IoT, big data, analytics, algorithms and 5G. And we share the same vision with Prime Minister's office (Valtioneuvoston kanslia, 2017): let's create a sustainable ecosystem based on high end technology and know-how, and make it an export product.
- HAMK and Laurea have experience and expertise on development of customer-centred solutions in close collaboration with people who live in the sparsely populated areas in Southern Finland. Now we are seeking for private and public partners with whom we can build up an ecosystem based on Smart Countryside Platform by combining applied R&D and make it a successful export product.