

Small towns are going digital - how can ICT and digital technologies improve public services and quality of living and doing business in small cities

Survey and debate results – LATVIA (Ludza District partnership)



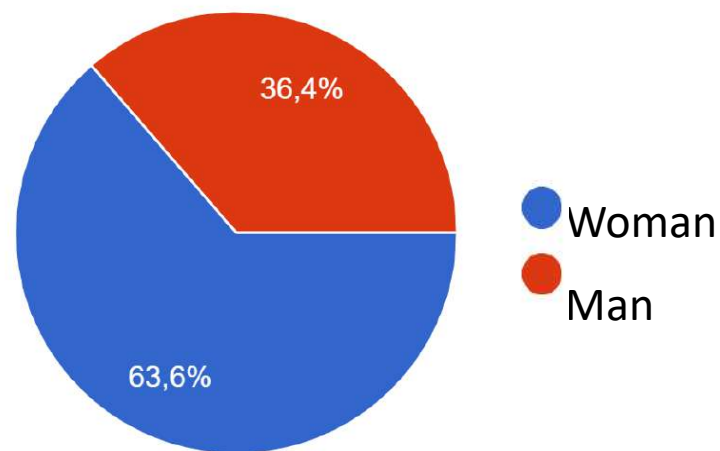
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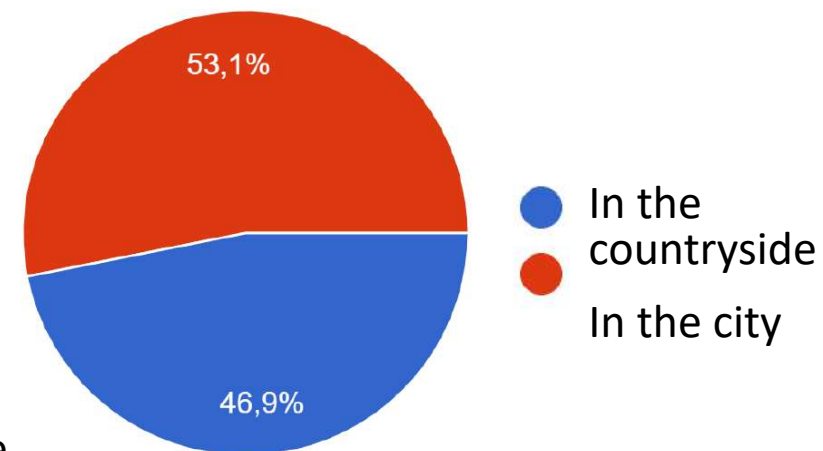
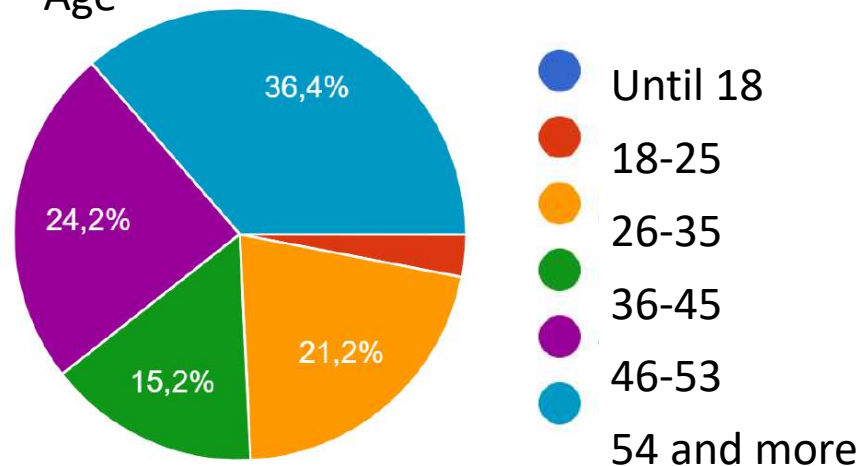
Description of respondents

<https://forms.gle/NrbjGarktrrMDbHd9>

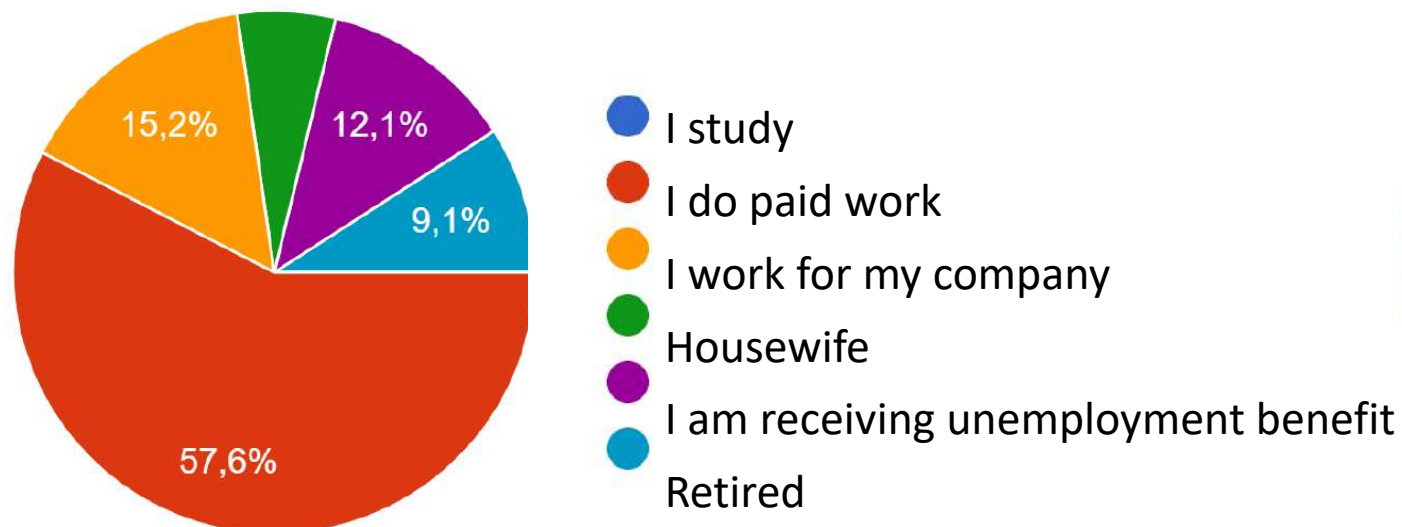
Gender



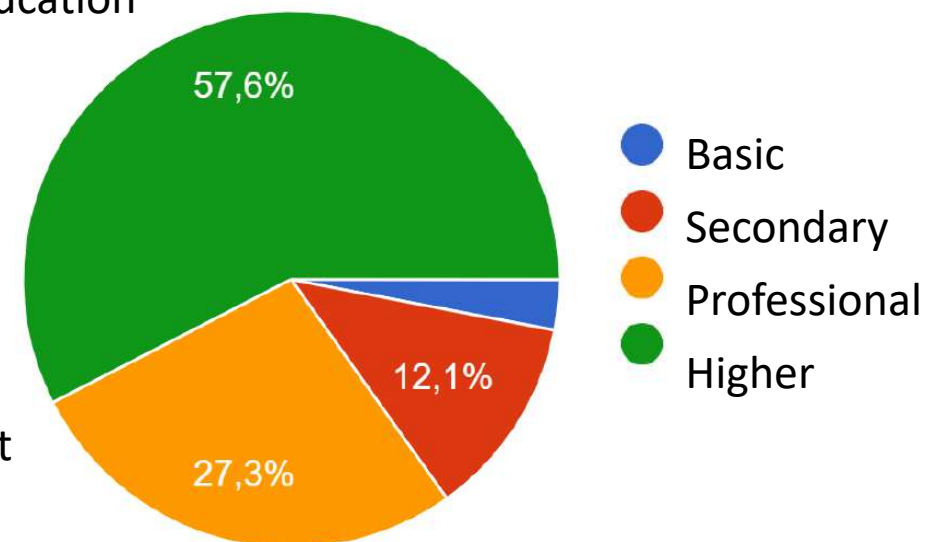
Age



Occupation

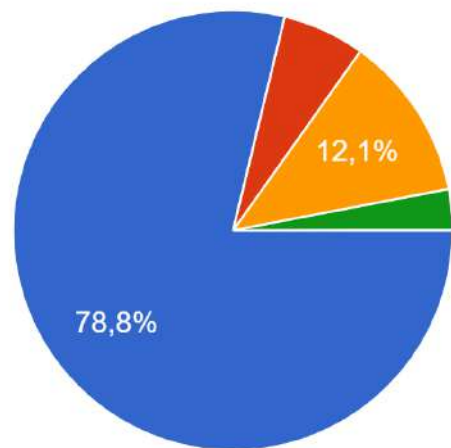


Education



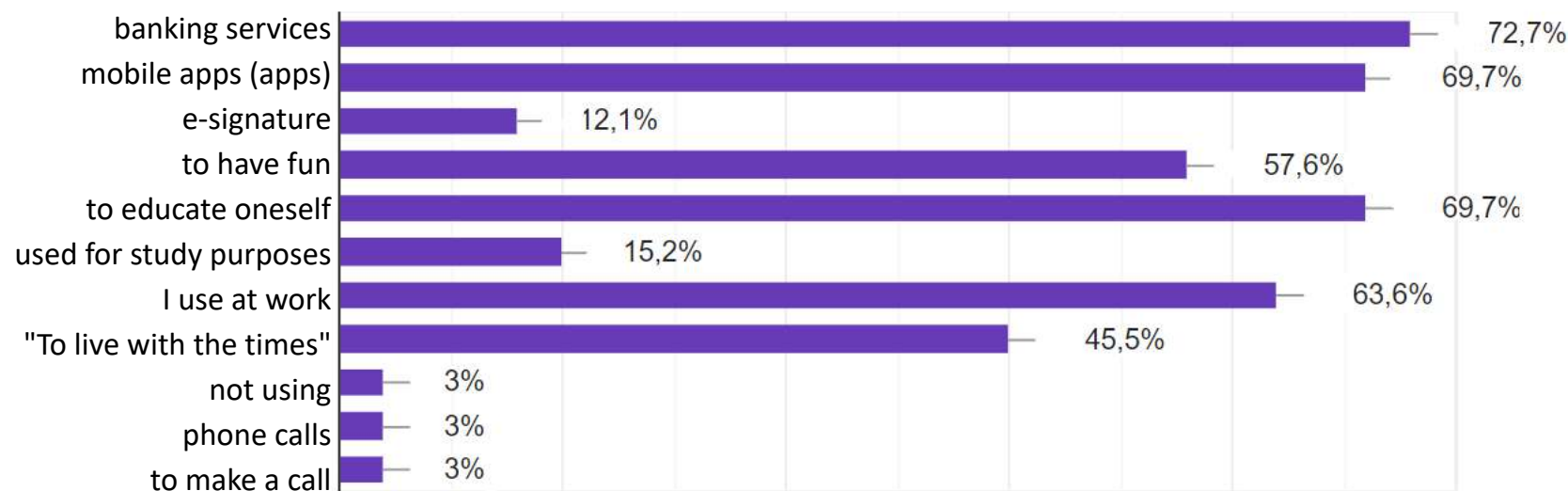
Respondent's answers

Do you use digital technologies (eg computer, internet, cell phone, etc.) for communication?



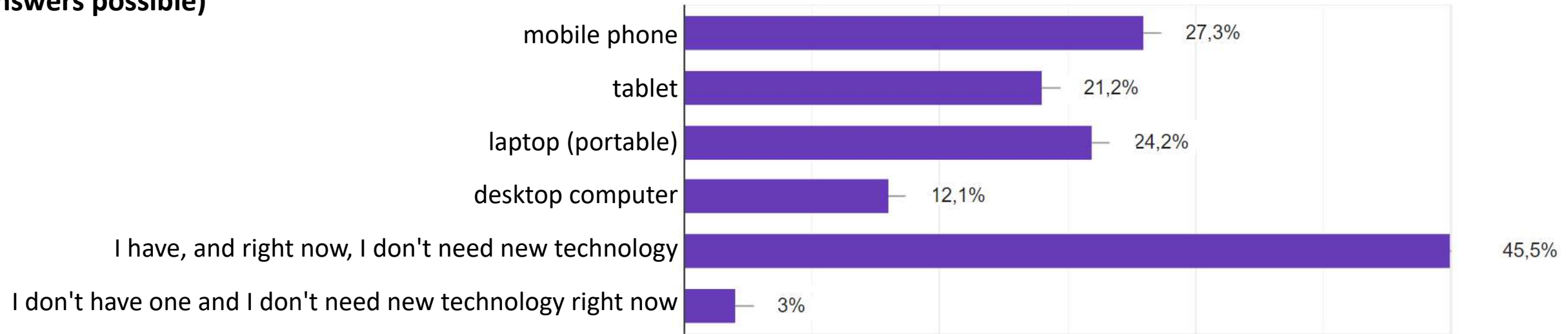
- I can use a wide range of communication tools spectrum (email, chats, text messages, social networks, etc.)
- I know about the possibilities to use it extensively range of communication tools (email, chat, text messaging, social networking and chat etc.)
- I do not know and do not use digital communication
- I do not use

Why do you use modern technology in your daily life?
(multiple answers possible)

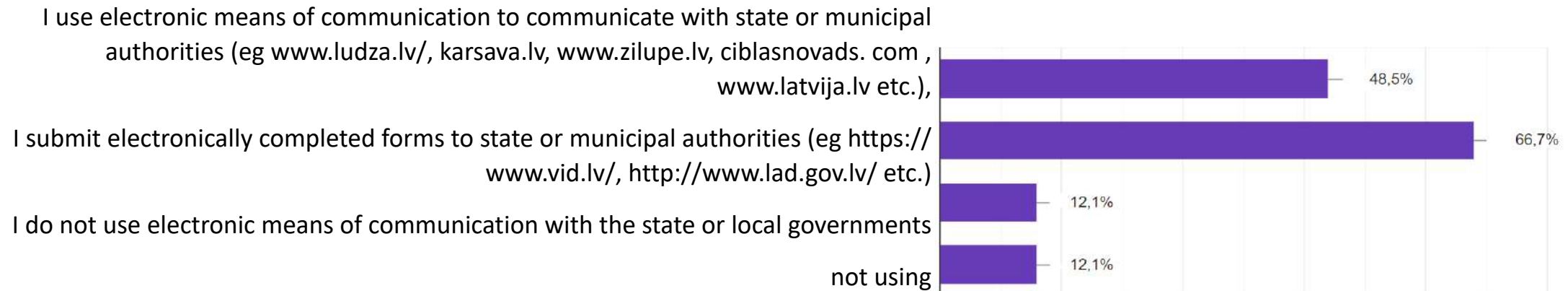


Respondent's answers 1

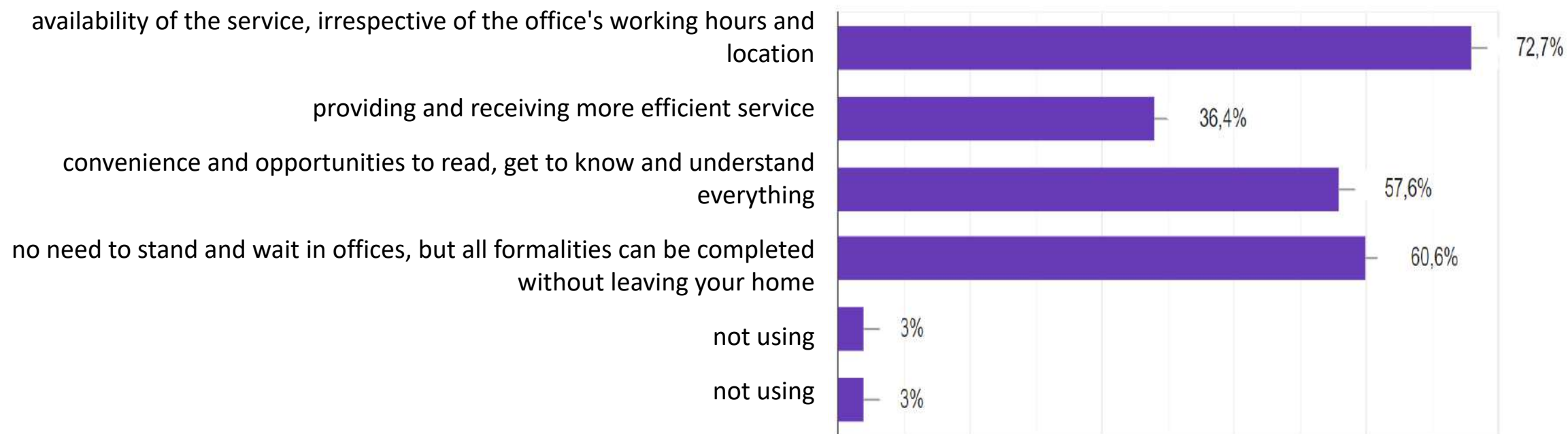
If you do not have, which of the following technologies would you use to improve your quality of life or business? (multiple answers possible)



How do you use digital technology in public services?

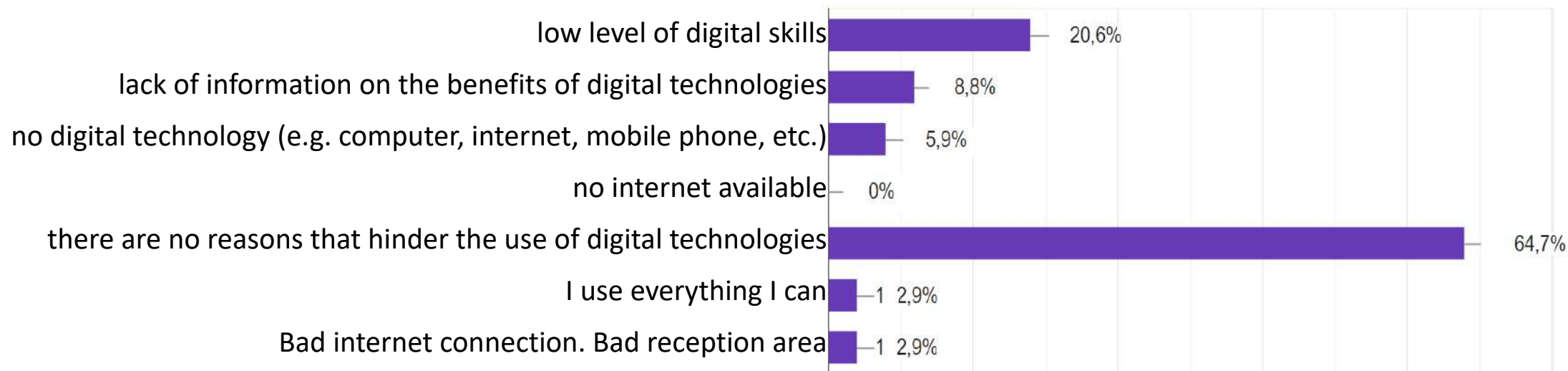


What are your benefits as a small town citizen with e-services that improve your quality of life?

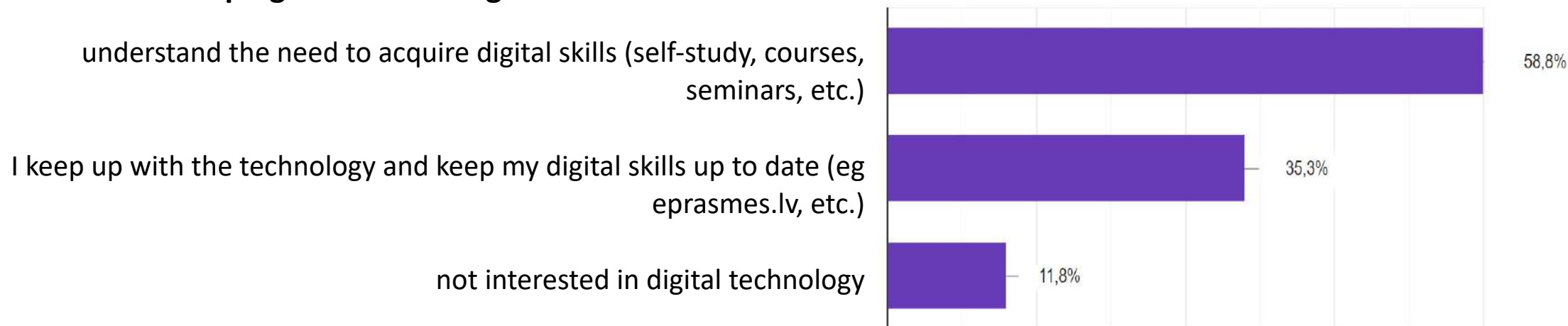


Respondent's answers 3

What are the main reasons that stop you from using digital technology completely?

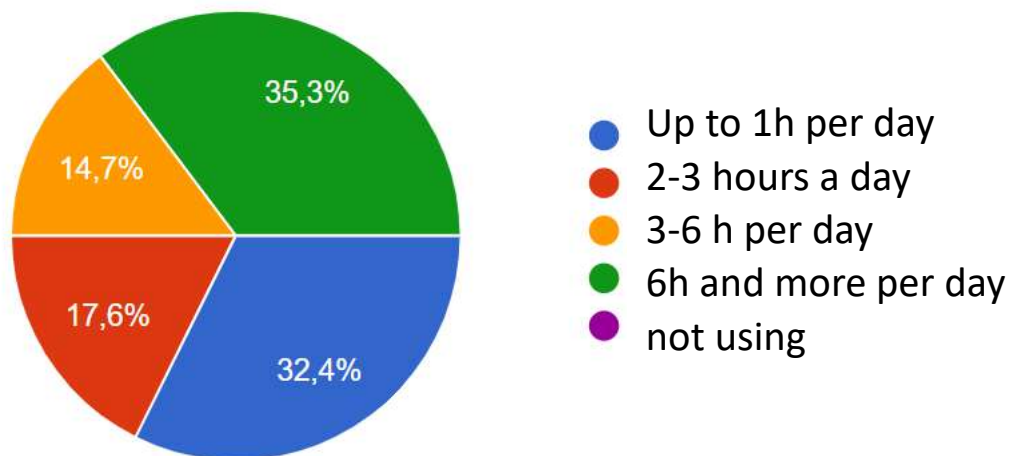


Are you interested in developing skills in the digital field?

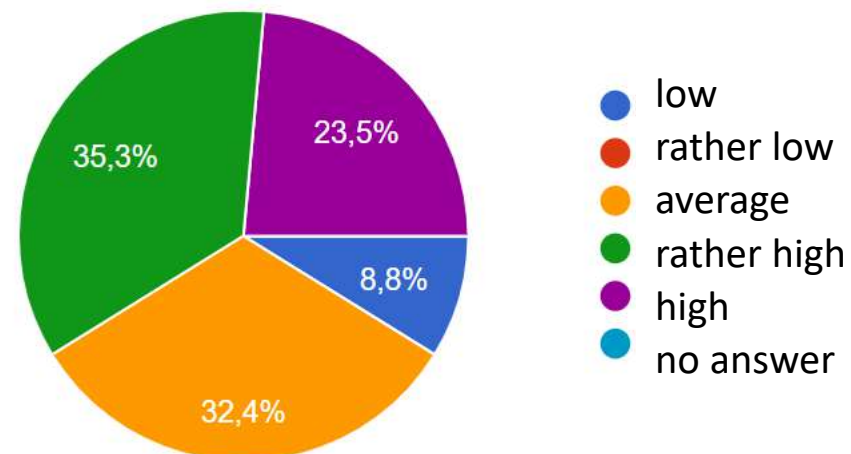


Respondent's answers 4

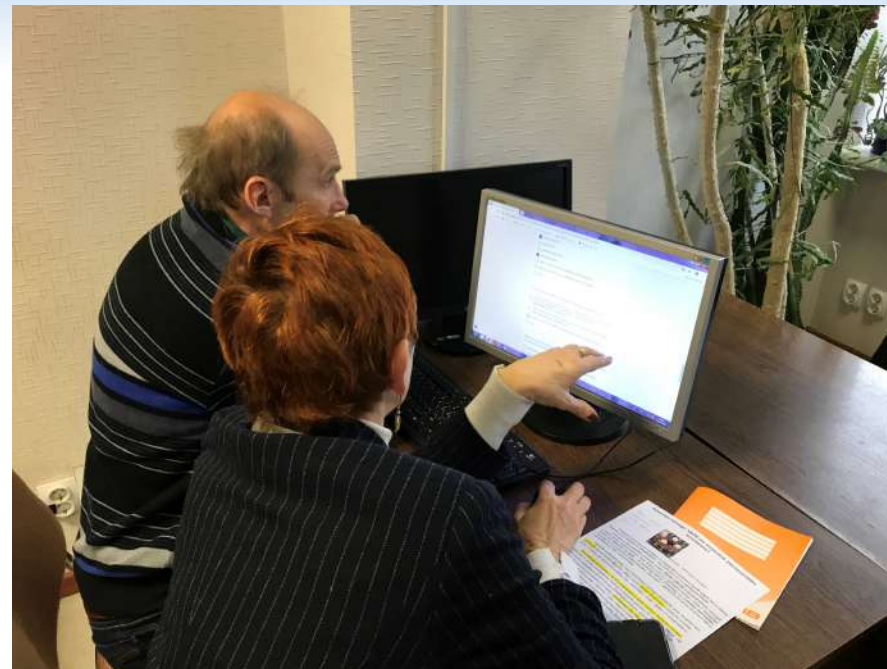
How much time a day do you spend using modern technology?



How would you describe the level at which digital technologies improve public services, quality of life for citizens and entrepreneurs in small cities?



Debates



Debate and survey conclusions

- Digital technologies allow rural businesses to reach new and wider markets.
- The rural retailers and manufacturers who set up the website provide direct access to consumers through social media and smartphone applications, thus increasing both sales and profits.
- In the real rural environment, many people lack digital and ICT skills (mostly older people).
- For small towns, technology offers new opportunities to improve entrepreneurship.
- Farmers want to continuously develop their business, try different new technologies and become more independent from outside services.
- Computers with Internet access are available free of charge in all libraries in the Ludza District Partnership area. Anyone can take the opportunity: - use electronic means of communication to communicate with state or municipal institutions (eg www.ludza.lv/, karsava.lv, www.zilupe.lv, ciblasnovads.com, www.latvija.lv etc.), as well as submit electronically completed forms to state or municipal institutions .
- Cash mashines (ATMs) are available in all districts of the Ludza District Partnership.
- Because Ludza District partneship area is far from the capital, people often do not have access to the various educational courses that take place in Capital city - Riga, so local people sometimes use e-courses to improve their knowledge.
- Most locals use a mobile phone. Mostly retired people and older people other digital tools like computer, tablet, internet, etc. cannot use due to lack of knowledge and skills.

Thank You for your attention!