

Smart Village in Latvia – From Awareness-Raising Campaign to Nationwide Movement

Salamina, Greece, 2025.09.02.

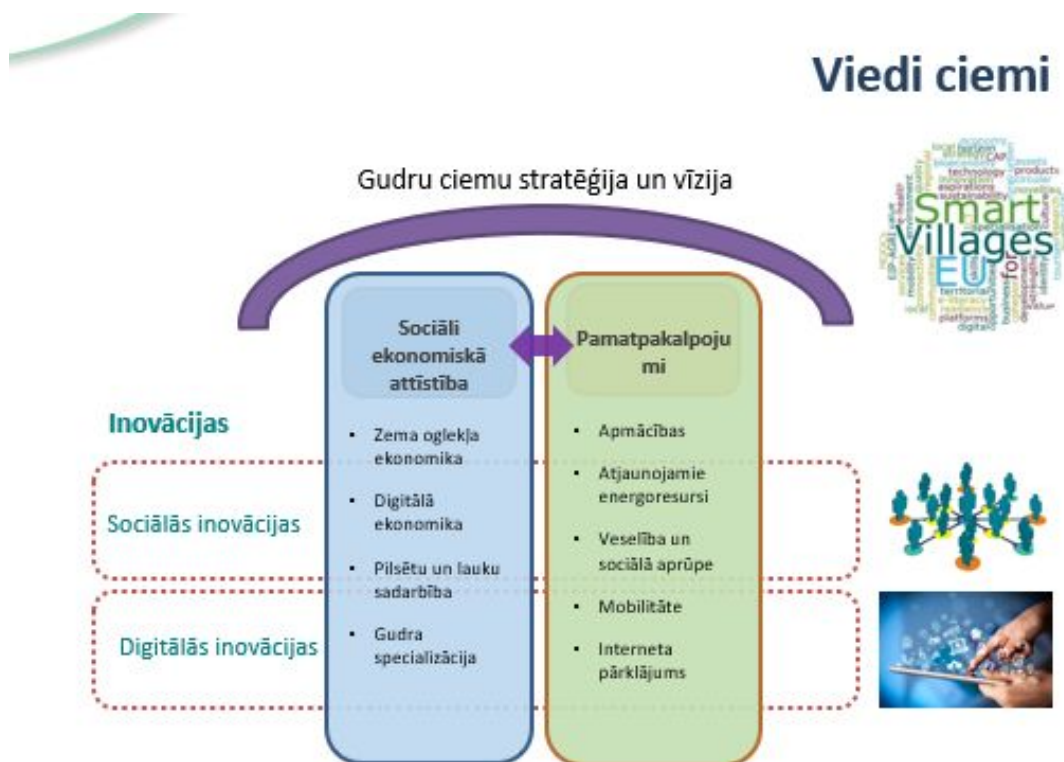
Āris Ādlers

«Aris, I know you're busy, but maybe you could help me bring a new impulse to my villagers. I saw your post on Facebook about Smart Villages—perhaps you could visit us and explain what it's all about.»



I remember receiving a phone call from Ilze Kļava in Jaunlutriņi village at the end of 2018

On January 12th, 2019, in Jaunlutriņi village, my journey with promoting the Smart Village concept in Latvia began



We created a Facebook page for those who are interested.



- For Rural Development Experts and Enthusiasts;
- Place to see each other;
- Place to place information (Translations)

VIEDIE CIEMI

Publics grupa · 1,1 tūkst. dalībnieki



+ Uzaicināt

Dalīties

Pievienojies ▼



Everyone want to be Smart= Smart is Sexy





Next Milestone

- <https://www.smartrural21.eu/>



PREPARATORY ACTION ON
Smart Rural Areas
in the 21st Century



We Implemented several Cooperation



- Thoughtful development of communities (32 Villages)
- On the way to Smart Coast (8 Villages)
- Smart Village Network (Promotion of Concept)



Smart Village in
TV news, in TV
programmes,
Radio,
Seminars,
Conferences,
Exchanges,
International
events, Social
networks



- How to explain, what is Smart Village?
- How to become Smart Village?
- Do We have examples?
- How to recognise Smart Village?
- How to rise interest?

How TO?



We Initiated National Campaign «My Village is Smart Village»

- Contest to get status
- Development of Logo
- Create a respectable jury
- Determination of criteria
- Attract the press
- Provide visibility for rewards

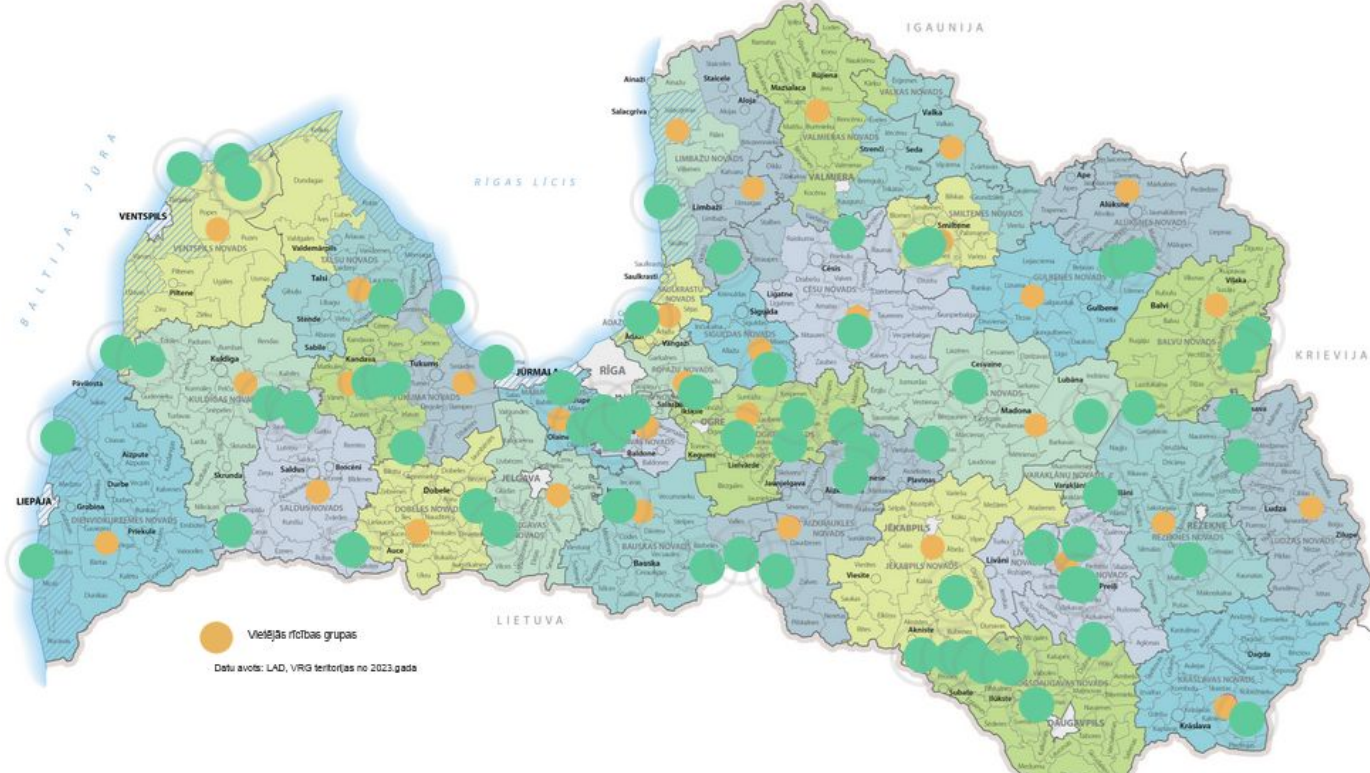


10.12.2020.

**Tiek uzsākta kampaņa
"Mans ciems ir "Viedais
Ciems""**

Pavisam drīz vairāku aktīvo Latvijas lauku reģionu un kopienu iedzīvotāji varēs lepoties ar savu ciemu vai kopienu, jo no šī gada decembra tiek uzsākta kampaņa "Mans ciems ir "Viedais Ciems"", kuras mērķis ir aktualizēt viedo

Since 2021- 5 Campaigns



What Villages get besides diploma



- Visibility
- Recognition
- Appreciation
- Ideas what have to be improved
- Lot of guests
- Status to be proud of
- To be the subject of research
- Being Smart is Sexy

Where are we now?



People in Rural areas now and still interested in SV. They are looking and finding finances for developments. Communities are able to learn and change. People are following and naturally networking.



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Thank You!