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MAESTRAZGO AND GÚDAR-JAVALAMBRE DIGILAB

Javier Sancho & Ruth Aguarod (SARGA)

This Living Lab is placed in the territories of Maestrazgo and Gúdar-Javalambre, located in Teruel, in the southeast of Aragón (Spain). Both areas are known for having a great territorial dispersion among their villages with a low population density.

The focal question this Living Lab is trying to answer is: "**how can digitalisation contribute to enhance the global attractiveness of the territory of Maestrazgo and Gúdar-Javalambre while taking care of their natural resources and environment?**"

The main challenge of this Living Lab has been to talk about digitalisation in an environment with lots of digital restrictions, so the activities performed try to analyse the past and current use of digital technologies associated to the focal question, the causes that have make that digitalisation difficult so far and the opportunities that it entitles.

Living Lab
Maestrazgo and Gúdar-Javalambre Digilab
Key Digital Technologies
Technology involving websites, apps, social networks
Keywords
Digitalisation, natural resources, environment, depopulation
More info: https://desira2020.eu/aragon-spain/

The Socio-Cyber-Physical context of this Living Lab is complex, being **an extensive and depopulated territory with a great natural and cultural richness and with a deficient infrastructure from the technological point of view**. **Social** entities include: citizens, entrepreneurs, farmers, local associations and the different levels of public administrations involved. **Cyber** tools include: smartphones, laptops, PCs, websites, social media, APPs and related everyday digital devices. **Physical** context could be described as being located in high altitude (in the Iberian Mountain System), with hard climate conditions and a complex landscape that prevent from improving infrastructures.

The state of digitalisation in this LL could be classified as low, as in many rural areas of the rest of Aragón. Digital infrastructures should be improved, as well as the telephone coverage. COVID-19 has helped accelerated some changes (smart work, online market places, collaborative platforms) but it is also clear that the territory suffers from a severe infrastructure problem and lots of expectations rely on its improvement. The deficient broadband coverage in mountain areas and communications need to be solved in order to work on the further subsequent steps of digitalisation of administrations, industry and education.

The most significant impacts of digitalisation of this LL are linked to the needs assessment: **to digitalise the industrial network of the territory**, to **improve and increase the basic services offered by local administrations** by strengthening the digital capabilities of public administrations; to **improve the digital skills** of all citizens; to **attract investors, companies and workers of the future** and to **turn the territory into a digital rural territory**.

Steps have been given in the last 10 years. Still, great expectations are placed on the possibility of really achieving the expected infrastructure and so the socio part of the system should be prepared to really take the change of improve the living conditions of the territory.