



**Connecting you  
to the services you need**

The EU-funded project dRural will develop a digital service marketplace for rural areas, boosting connections among service providers, local businesses, citizens and end-users. It aims to deliver a broad spectrum of services, increase economic growth and improve citizens' quality of life. The marketplace will be tested in 4 EU regions.



Jämtland Härjedalen  
Sweden



Gelderland Midden  
The Netherlands



Dubrovnik-Neretva  
Croatia



Extremadura  
Spain

# Objectives

dRural will give new impetus to the development of European rural areas and communities by leveraging the potential of digitalisation. To achieve this, we will:

- **Co-develop a user-friendly digital marketplace** marketplace with local end users and service providers, ensuring full engagement of all stakeholders;
- **Create new synergies** among local businesses in the regions, improving competition and resilience while promoting the best services in the region;
- **Validate the services** offered through the marketplace which will serve as a one-stop-shop for service providers, public entities and citizens;
- **Demonstrate the benefits** of data sharing and interoperability across platforms from different sectors;
- **Explore and validate new industry and business processes** and innovative business models in the pilot regions;
- **Boost sustainable post-project exploitation** of the marketplace in dRural regions as well as its further uptake and replication in rural regions from across Europe.

# Benefits

As a driver of development, the dRural marketplace is expected to bring the following benefits to rural communities:

- **Access to new customers segments** while raising visibility of local companies;
- **Balanced supply and demand** of services in rural areas;
- **Improved quality of life for inhabitants**, through a simple, affordable, fast and intuitive marketplace;
- **Easy and efficient access to services**;
- **Support for municipalities** in their digital transformation;
- **Awareness about the region**, promotion of local businesses and tourism.



# dRural

dRural will issue **Open Calls** for local promoters in other regions who could deploy the dRural tools and framework. The aim is to foster replication elsewhere.

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