How can the workforce of tomorrow help build digital rural communities today?

Different by Design: CRRF Annual Conference, Nelson, British Columbia, September 2017

Wayne Kelly, PhD Student, National University of Ireland, Galway
Outcomes

Increase understanding of new digital economy characteristics

Understand potential of digital youth leaders

Used community examples to explore digital economy and digital youth
New Digital Economy & 21st Century workforce
New Digital Economy & 21st Century Workforce

**DIGITAL CONTENT**
½ of all photos EVER taken have been taken in the last three years

**TELECOMMUTING**
more than 2,000,000 Canadians telecommute as paid employees

**INTERNET OF THINGS (IOT)**
could account for 10% of world economy by 2025 ($11 Trillion)

**AUTOMATION**
is technically feasible for 47% of the Canadian workforce (7.2 million employees)
New Digital Economy & 21st Century Workforce

23 Million
Facebook users in Canada in 2017 (69% of Canadians)

and

8.5 million
Instagram users (25% of Canadians)

https://techcrunch.com/2017/06/27/facebook-2-billion-users/
1. Change is the new normal

Technology will continue to change and evolve

Economic, social and environmental realities in the region will change and evolve quicker than before

New skill requirements as well as new training options and mediums are constantly emerging
2. Thriving digitally starts locally

Regularly identify local digital talents, interests and needs

Develop digital skills with priority in education, labor force training and citizen engagement.

Celebrate local champions and lead by example
Digital Youth
Youth as leaders of digital technology

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<td>1. Bring new ideas and change</td>
<td>2. Builds capacity of youth and communities</td>
<td>3. Increases youth retention</td>
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Youth leading & supporting digital projects in rural communities
Rural Manitoba Digital Economy Examples
With broadband, rural communities can:

**IMPROVE** Communication

**BUILD** knowledge and personal wellbeing

**DOCUMENT, SHARE, AND DISCOVER** culture, heritage and values

**INCREASE** civic engagement and accountability of governments

**IMPROVE** financial services and opportunities

**IMPROVE** local infrastructure
Rural innovation that youth can help lead

Livestock RFID Tags

Transportation Automation and Tracking

Online payment for food delivery

Drones – flying, delivery, repair, etc

Welder Interested in 3D Printing
Digital Youth are an important resource for digital rural communities!
Thank You!

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