Email info@etownz.com for queries or visit us at www.etownz.ie

Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic "eTownz Knowledge Hub" database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on info@etownz.com.
This manual can be used as a standalone document or used along with eTownz Community Management Portal.

Who is involved and what is the structure?

Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.

Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.
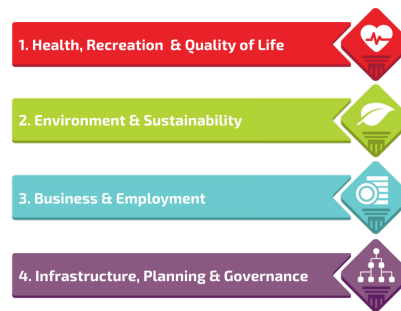
Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

Core Town Teams x4

Members are invited to form Town Teams related to each of the four main community development Pillars. These are:

1. Health, Recreation & Quality of Life
2. Environment & Sustainability
3. Business & Employment
4. Infrastructure, Planning & Governance

Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

Town Teams

Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

How to use this manual to build a local action team?

The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a "Smart Community Action Plan" for their team. The then follows a 5-step format illustrated below to compile a "Smart Community Action Plan" for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.
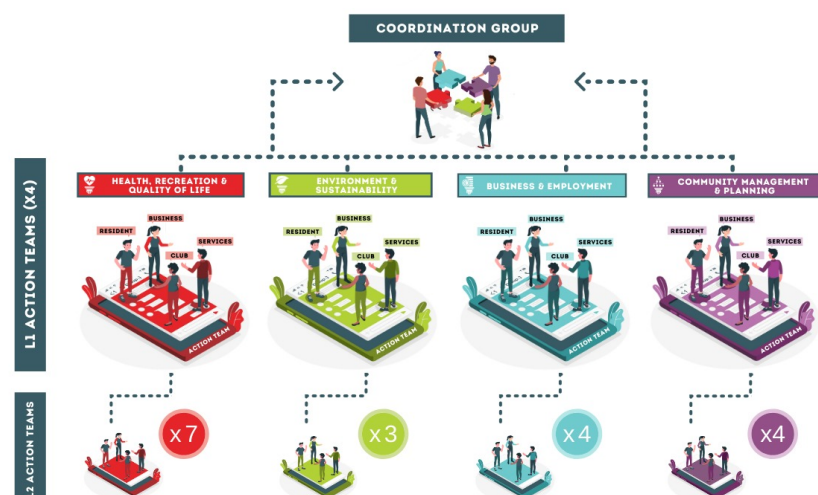
Step 1: Stakeholder Review

The table below can be used by your team to help identify the

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

	Title	Type	#	Comment

Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.

	Title	#	Comments
	Community Facebook Page (A86)		
	Hostel (A119)		

Step 3: Goals & Metrics Review

Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.

a Agree suitable goals & metrics

b Coordinate data collection

c Compare & analyse performance to help plan

3. Goals & Metrics Review

a Helps focus local action teams

b Leverage data for better decision making

c Compare project outputs to planned goals

Title	How is this data collected	Comment	☑
Number of broadband providers available locally (M85)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		☐

	Title	Summary	☑	Comment
	Team Building, Management & Metrics - (G194)	Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of those	☐	

		advantage of these supports when they become available.	
	Awareness, Understanding & Skills - (G195)		☐
	Preserve, Support & Develop - (G196)	The advent of a globalised digital economy became a worldwide reality in the early 2000s. Ecommerce was a focus and those who did not have access to Internet or personal computing were at risk of being defunct. There is an acute awareness that ecommerce and Internet capability is central to the viability and success of SMEs and communities as a whole. This digital revolution, in particular however, has placed pressure on peripheral rural areas where broadband capability and overall technological ability is weak (Grimes 2003). ********* Adequate Broadband in Community Centre Ensure that local businesses in the community centre (CBD) have access to hi-speed broadband Some industry sectors require reliable, high speed internet connection. In an effort to support local businesses and job creation its beneficial to create a high speed internet hub generally in the community centre or perhaps in a business park.	☐

Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.

4. Project Register & Plan

a Add new & update existing projects in project register

b Review completed projects, document learnings & celebrate successes

c Discuss, agree, prioritise and schedule projects for the coming year

a Continual cycle of new idea generation & team building

b Teams learn from experience & pass on best practise to others

c Agree, realistic actions plans to better coordinate

The Smart Community Management Manual

Goal: Team Building, Management & Metrics - (G194)

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Related Project Ideas	Rate	Comments
Business Internet Speed Testing (P156): Working in collaboration with		

local business owners in key business districts. Undertake a survey/audit of the internet speeds and determine if they are adequate to meet the needs of businesses (current and future)

Digital Job Hub (P480):
Look at options of how a digital hub could be set up in the community and what services it could provide.

(Case Study: 263) Ireland's first rural digital hub

Broadband Assessment (P650):
Broadband assessment is a process that helps in identifying broadband needs and gaps that require remediative efforts to improve connectivity to homes, businesses, and institutions within a community. It is a process that informs policy decisions, improves broadband connectivity, and spurs economic growth within a community.

Form A Broadband Group (P651):
What follows is the formation of a broadband group focused on help devise solutions that will fill identified gaps and improve broadband connectivity within the community. The working group should draw membership from the broadband providers, different experts from the community. community leaders and other stakeholders, and partners

Goal: Awareness, Understanding & Skills - (G195)

Related Project Ideas	Rate	Comments
Digital Training Programme (P473): A digital training programme to help adults to get online. Could be based in the local community centre. n promoting adult education it is important to remember that not everyone is technology friendly. Especially those that have been away from formal education for a long time, they might not have had the skills needed to work with technology. In this instance the youth could give sessions on how to work with technology for example sending emails, typing, saving text on word. (Case Study: 201) BITE Digital Skills Training Programme		
Connection Between Young People & Nature (P497): Using digital technologies to re-establish the connection between young people and forests. (Case Study: 428) Forest games – funny & money in the woods		
Help Farmers Exchange Ideas (P499): My Farm, My Way" is a web platform that allows farmers to exchange ideas and innovative practices and get to learn from each other. (Case Study: 420) Mein Hof, Mein Weg - My Farm, My Way		
Social Media Training (P690): Training sessions can be organized for locals to gain knowledge and skills required to manage social media profiles. Ensure that you find a good social media marketing expert to conceptualize and come up with training material as well as offer training to the locals.		

Goal: Preserve, Support & Develop - (G196)

The advent of a globalised digital economy became a worldwide reality in the early 2000s. Ecommerce was a focus and those who did not have access to Internet or personal computing were at risk of being defunct. There is an acute awareness that ecommerce and Internet capability is central to the viability and success of SMEs and communities as a whole. This digital revolution, in particular however, has placed pressure on peripheral rural areas where broadband capability and overall technological ability is weak (Grimes 2003). ********* Adequate Broadband in Community Centre Ensure that local businesses in the community centre (CBD) have access to hi-speed broadband Some industry sectors require reliable, high speed internet connection. In an effort to support local businesses and job creation its beneficial to create a high speed internet hub generally in the community centre or perhaps in a business park.

| Related Project Ideas	Rate	Comments
Audit broadband infrastructure (P1): Undertake an audit of local broadband speed and quality and determine if it is meeting the needs of local stakeholders. (Case Study: 345) PRIP: Development of broadband connection infrastructure		
Create a Buyers Group for High-Speed Broadband (P157): In order to create a voice for local hi speed broadband it is advisable to help local business owners in these key		

business owners in these key areas to form a group buying group. These businesses can commit to buying as a group thereby providing the purchasing power required to negotiate with various service providers

Nature-Based Service & Providers (P513):
Develop a network of nature-based service providers and activities to support their development such as study trips and work groups.

(Case Study: 355)
GreenCareLab - A support network for nature-based businesses

Broadband Coverage in Rural Area (P556):
A local association used EAFRD support to get broadband coverage in a rural area which was previously lacking any access to internet or telephone connection.

(Case Study: 339) Getting access to rural broadband for an isolated rural community
(Case Study: 361) Broadband Fibre in Östra Bräcke

Promote Hiking (P565):
An innovative LEADER project promoted hiking by means of an online hiking planner tool, GPS navigation and a smartphone app.

(Case Study: 281) Rural hiking trails in Belgium

Deliver Fast Broadband Access (P596):
A community broadband initiative delivered fast broadband access to hundreds of residents in a sparsely populated region of Kuhmo in eastern Finland.

(Case Study: 375) Village Optical Fibre Network Cooperative of North-Western Kuhmo
(Case Study: 422) Broadband expansion and upgrading on the island of Samsø

Broadband Assessment

:
Broadband assessment is a process that helps in identifying broadband needs and gaps that require remediative efforts to improve connectivity to homes, businesses, and institutions within a community. It is a process that informs policy decisions, improves broadband connectivity, and spurs economic growth within a community.

Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.
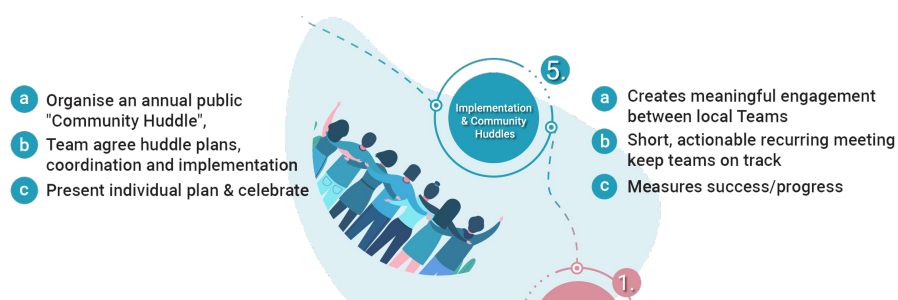
Appendices: Additional Info

Quick Win Projects

Summary	☑
Update The Town Website : Be sure to regularly update the town's website. If your town doesn't already have a website, create one an attractive website with beautiful pictures. The pictures should speak to many	☐

Sample Local commitments

I own a house	☑
• **Unsubscribe to Junk Mail:** Stop unwanted junk mail from getting delivered to your home. Opt for online mail only	☐

things like history,
heritage, culture,
community and
tourism

Relevant/Supporting Organisations

Title	Comment
Midland's Business Network The Midlands Business Network meets every Wednesday in Athlone and is a dedicated referral network.	