



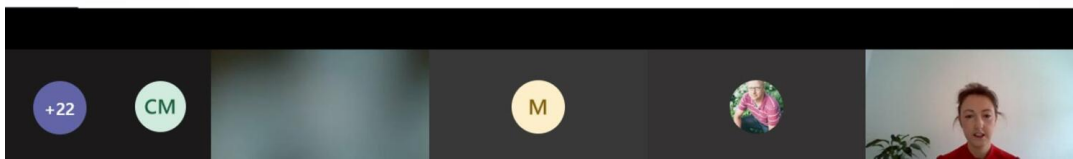
Name 3 things that you like about living/working/or visiting the Midlands.

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Eilís Ryan

Published: April 1, 2020, 14:34

Last updated: April 1, 2020, 16:41

Today's technology let meeting of 20 take place remotely instead of in Mullingar

The benefits of the technology of today were used to great advantage this morning – Wednesday – when over twenty organisations due to meet in Mullingar instead held their think-in online.

The meeting was aimed at discussing how to can increase the attractiveness of the Midlands Region as a place to live, work and visit, using digitalisation measures.

Originally due to have been held in the council chamber in Mullingar, the meeting saw over 20 stakeholders participate. Among them were the Department of Housing, Planning and Local Government, Local Authorities, IDA, Fáilte Ireland and Enterprise Ireland.

The online event used creative digital solutions so that stakeholders dispersed around the Midlands could exchange ideas, share experiences and discuss how to overcome some of the challenges that the Midlands are facing in terms of attracting and retaining people and SMEs in the region, by means of soft digitalisation measures.

The event was an exciting opportunity for stakeholders to get inspiration from other regions, such as the Regional Council of Päijät-Häme based in Finland and Offaly County Council.

Further good practices were shared by Tracy Keogh, Grow Remote who talked about how remote working can enable workers to remain in their community and boost the local economy.

Mersus Technology brought stakeholders into their virtual world through a demonstration of their Augmented Reality and Virtual Reality operations that are taking place in Athlone.

The event is part of Next2Met, an innovative interregional exchange project co-funded by the European Regional Development Fund through the Interreg Europe Programme and involves six other European regions.

It aims at increasing attractiveness - for knowledge, opportunities, and capital - of territories located close to metropolitan areas. The project brings together 6 regional and local actors and 1 Advisory Partner sharing this common challenge and working together to implement policy solutions.

The project is managed by Eastern and Midland Regional Assembly (EMRA) which works with key stakeholders at EU, national, regional, a local level to enable regional development.

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