Rural areas are in greater need than ever to improve their quality of life through digital skills and competence. Purpose of the study: to explore European practices and approaches to entrepreneurship education based on digital skills and competencies that contribute to building entrepreneurial capacity in rural areas.

Methodology: bibliographic study of the Living Lab approach, based on electronic interaction university - business, and university - public administration, result-oriented, allowing simulation of entrepreneurial situations in learning environments that contribute to the improvement of digital skills in the development of entrepreneurship. Research from European experience shows that this model of a cyber-physical system of electronic interaction between government agencies, farms, secondary school students, and universities, forming areas of smart infrastructure, can effectively influence the strengthening of the political and educational participation of civil society organizations and business in the decision-making process. Interdisciplinary research is needed to collaboratively track and measure the outcomes of digital entrepreneurship skills training using the Living Lab approach, organizations, and students after completion of projects and programs.

Research results: for the effective implementation of the “European Village” program in the regions of the Republic of Moldova, it is proposed to use the effects of European and international influence on the development of local communities, such as: identifying the added value of using digital solutions and dividing them into target audiences: local administrations, technology providers and citizens; creating visual materials and infographics to help visualize complex technical characteristics of solutions and services. Targeted learning groups will be able to access new open educational resources (OER), massive open online courses (MOOCs), and other digital tools being developed by the EU Joint Research Centre.

Keywords: digital competence, capacity building, digital transformation, lifelong learning

JEL classification: D83, L26, O18

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