

DIGITIZING RURAL ECONOMIES

Digital opportunities for primary production

BACKGROUND

The workshop aimed at raising awareness about the policy tools that are available for promoting digitisation opportunities for primary production. Experiences were shared to inspire further use of the available policy tools (e.g. under RDPs until 2020) and to gather ideas for improving policy support for digitisation in the future (e.g. the CAP post-2020).



PRESENTATIONS

Digital Extension Tools – An Irish context | Mark Gibson

The Irish Agriculture and Food Development Authority (Teagasc) is strongly supporting digitisation of the agricultural sector in Ireland. Teagasc promotes the co-design approach, involving farmers and adviser communities, and enhancing public-private collaboration.



Teagasc focuses on developments that save time and/or cost for farmers, and which help advisers to better target their advice. Data capture and data ownership, as well as High Speed Broadband are elements which require special attention both from private and public organisations. In that sense Digital Innovation Hubs can foster public and private relations.

Aqua C+ | Andreas Jende

Aqua C+ is an Operational Group from Germany which developed an internet-based data platform for improving water use efficiency in orchards. The project analysed concrete producer needs, and developed a mobile app and a simple, intuitive user guidance for farmers.



The collaboration among farmers, scientists and innovation brokers brought added value. The project partners also signal that administrative expenses can be high, and they propose to have just one control agency.

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MAIN OUTCOMES FROM THE DISCUSSIONS

- ▶ Fostering investments for connectivity in rural areas can still be improved. Some rural areas still lack proper IT infrastructures and connectivity, which hampers any development of digital applications in agriculture and in rural areas.
- ▶ There is a need for more coordination and flexibility between sectoral policies and funding instruments to support digital transformation. The coordination should also be strengthened between the European, national and regional levels.
- ▶ Member States and regions should ensure that agriculture and rural areas are part of their strategic agendas for digitisation. In some Member States and regions these strategic agendas are still missing.
- ▶ Enhancing the coordination and networking among projects and players will maximise the results.
- ▶ There is a need for tailor-made support that takes into account the specificities of each stakeholder such as small farmers or early adopters (i.e. concerning education and training).



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