European Rural Networks'
Assembly

ENRD CP and EIP Network and Digitisation

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3rd Meeting
Brussels – 1 December 2016

ENRD CP work on digitisation

- Selected publication articles and good practices

- One of the main working themes of the Thematic Group on Rural Businesses

…in this context:

  - Collection of examples and good practices on the use of ICT, broadband and digital technology by rural businesses

  - Rural Review and Projects Brochure on Rural Businesses (including digitisation examples)

  - Background analysis and research on how rural businesses can be supported by the RDPs and other policies to better seize digitisation opportunities

Thematic Group on Rural Businesses

- Involvement of wide range of stakeholders (approx. 30 members), including advisory, LAGs, local NGO/business support, European/ national stakeholder organisations, NRN, MA, DG AGRI & other European institutions

- 2 meetings held so far (13 Oct; 30 Nov)

- 2 more thematic group meetings (Jan, May 2017)

- Larger seminar (March 2017)

Improving RDP implementation
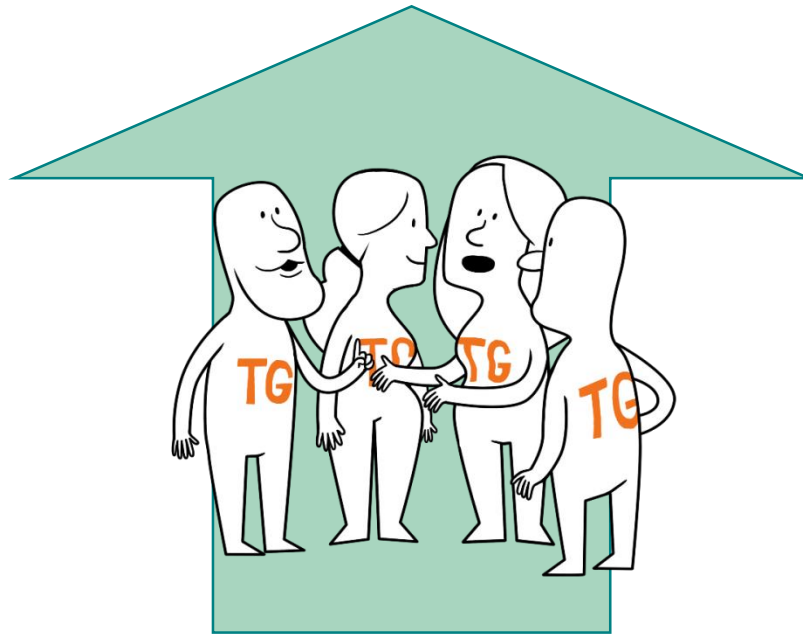
Business support for creating and implementing creative/ new & wild business ideas

Business support for digitisation

Which aspect of digitisation?

How broadband / new technologies **are used** once they are in place?

- Overcoming the ('double') digital divide: make sure that digital opportunities are taken up

- Socio-economic benefits for rural areas

Digitisation opportunities

Not only agriculture, but also the **wider rural economy**

- **Farm diversification**, including supply chains/ value chains (on-line selling, marketing, etc.)

- **Basic services**: digitisation of healthcare, elderly, local shops, post and other services

- **Tourism**: increasing tourism potential (including nature-based tourism), e.g. mobile services, e-tourism products, etc.
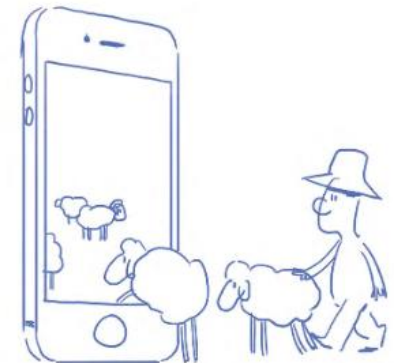
Business support for digitisation

Main focus on creative/ new ways of supporting businesses to take up digitisation

- **Digital (business) hubs**

- Other hubs: Service centres/ smart work centres; community service hubs;

- Other types of business support: skills development (school-level, etc.), advisory

More information & next steps

Exchange of experience & examples …

Be practical improve RD programme & policy

- Further background research/ collection of examples on digitisation with specific focus on RDP funded projects and initiatives (examples are welcome!)

- Seminar on Rural Businesses (March 2016) linked to TG work outcomes (discussion and dissemination)

- Publications on rural businesses

- Continuous update of our thematic webpage:

http://enrd.ec.europa.eu/thematic-work/smart-and-competitive-rural-areas/rural-businesses_en

EIP Network and Digitisation

Focus Group Precision Farming

http://ec.europa.eu/eip/agriculture/en/content/mainstreaming-precision-farming

- **What is keeping back the take up of precision farming?**

Outcome:

- **Risk**

- **Interoperability**

- **Data access / data ownership**

EIP Network and Digitisation

Seminar data driven business models

https://ec.europa.eu/eip/agriculture/en/Seminar_Data_Revolution

What type of new business opportunities are around?

What are the typical constraints

Ecosystem

Outcome:

- **Clear view of types of business models**

- **Link business models and access to data / data ownership**

- **Start of a new community**

EIP Network and Digitisation

2017 Work Programme

- **Access to data / data ownership**

- **Digital hub / ecosystem**

- **Role of rural development**
  - Operational groups
  - Training
  - LAGs
  - Investment

- **Work in Horizon 2020**

- **S3 AGRO-Food platform (Tuscany & Andalucia initiatives)**