

# Imagining the future of Europe's rural areas

22-26 MARCH 2021

# Rural Vision Week



# Principles for a sustainable rural digitalisation

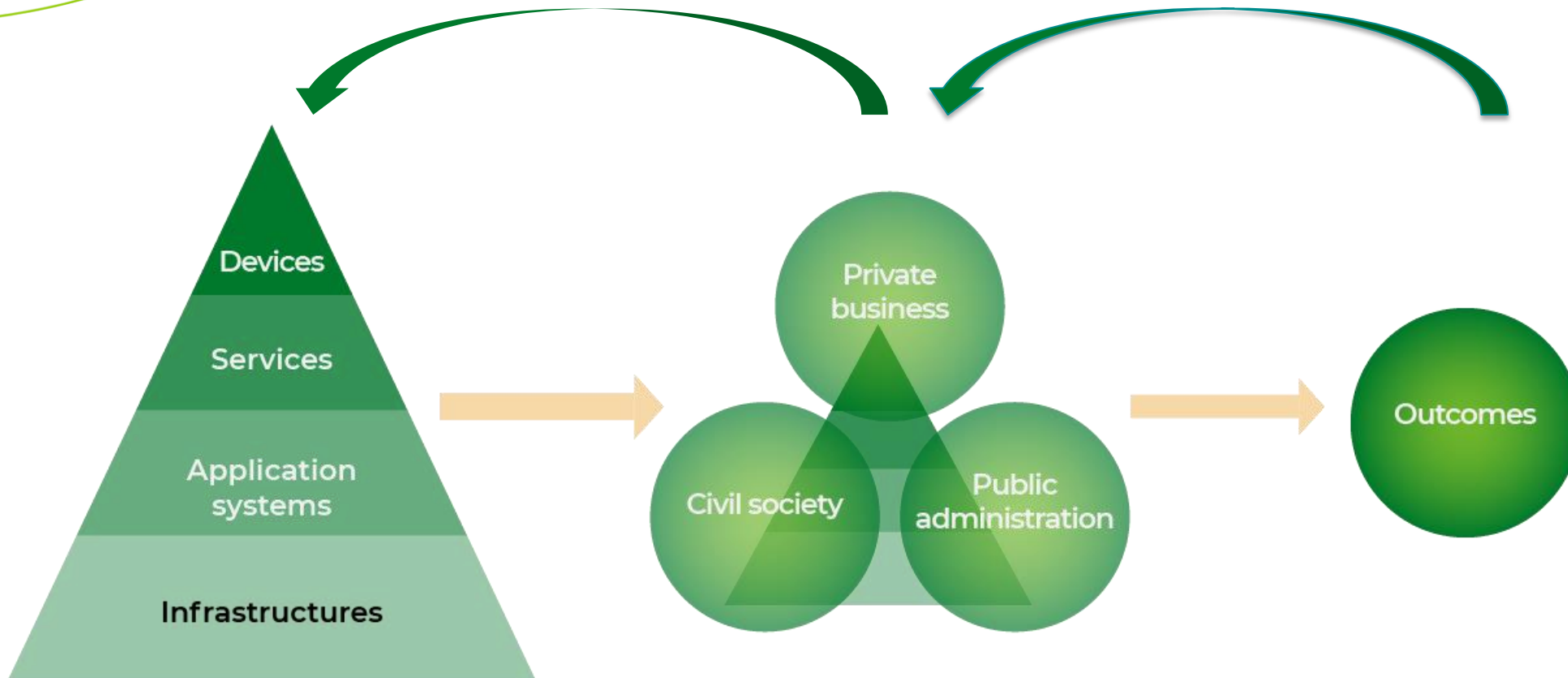
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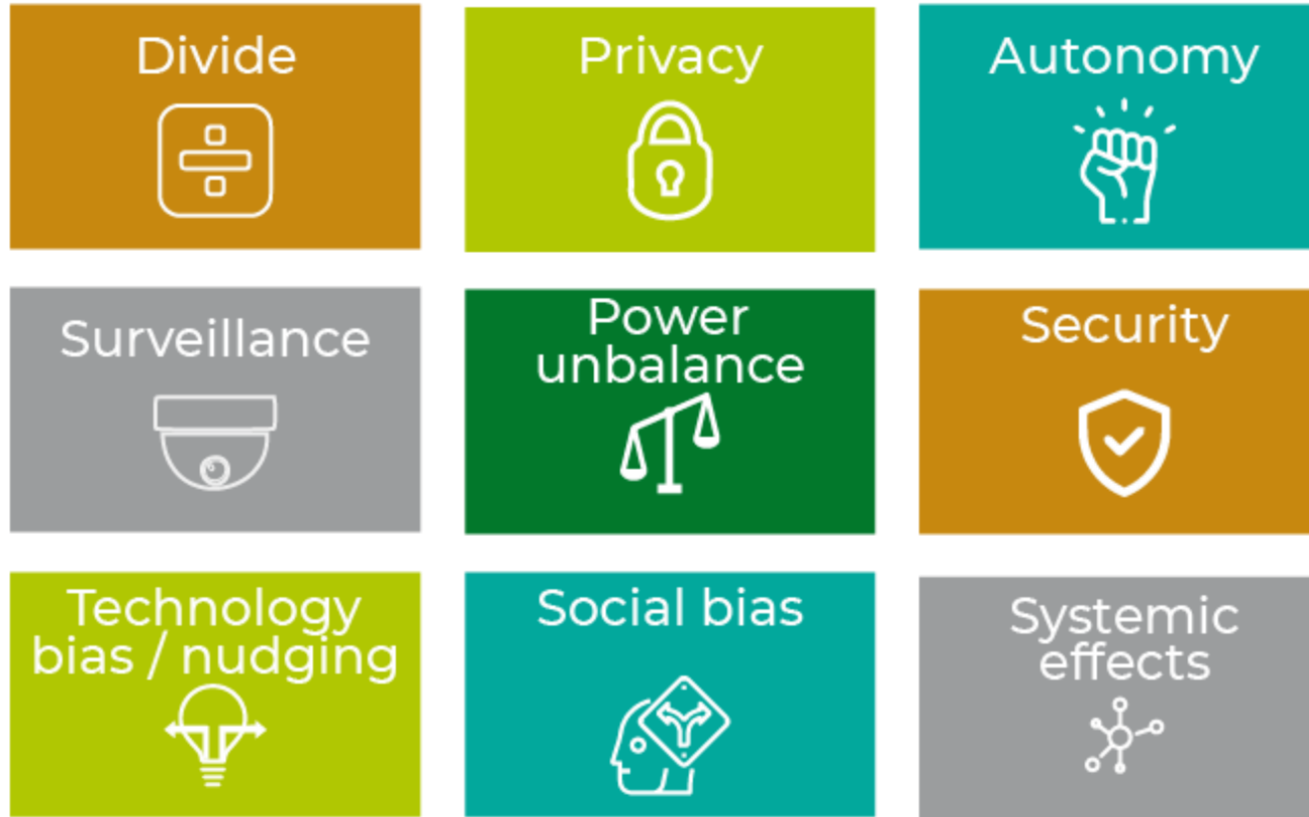
Workshop 2: Digitally-led innovative rural futures

# Digitalisation as a socio-technical process



Technology	Potential	Application
<b>Social Media and social networks</b>	Social capital	Community building, Territorial promotion
<b>Websites and online platforms</b>	Access to knowledge, Connecting with markets and administration	E-government, E-commerce
<b>Cloud</b>	Flexible access to remote services with web or mobile apps	Work outdoor
<b>Local &amp; remote sensing (sensors), drones and/or satellite imagery</b>	Advanced monitoring capacity	Precision agriculture, Environmental monitoring
<b>Distributed ledgers</b>	Reduction of transaction costs, Privacy and identity preservation	Value chain integration
<b>Data, analytics, AI</b>	Prediction capacity, Managing diversity	Decision Support Systems
<b>Augmented reality/virtual reality</b>	Enhancing human senses	Education; Training; Tourism Quality of experience
<b>3D printing</b>	Decentralisation of manufacture	Spare parts, food
<b>Autonomous systems</b>	Automation of physical and intellectual work	Quality of work, Cost reduction, Quality of life

# Risks of digital technologies



# Principles to guide digitalisation processes



✓ **Creating the basic conditions for digitalisation**  
Infrastructure, human capital, economic gain

✓ **Anchoring digitalisation to sustainable development**  
Strategies that address needs and expectations of local communities in relation to the SDGs.

✓ **Adapting digitalisation to different contexts**  
Participatory and place-based approaches to digitalisation.  
Link local needs with digital knowledge (e.g. brokers, hubs, etc).

<https://desira2020.eu/resources/contribution-to-the-long-term-vision-for-rural-areas/>

# Principles to guide digitalisation processes



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## ✓ Favouring digital inclusion

Digitalisation can generate uneven development, marginalisation and polarisation. Avoid digital exclusion and ensure that no one is left behind.

## ✓ Developing digital ecosystems

Support 'connectors' –Digital hubs, fab labs, co-working spaces, living labs, LAGs and other intermediate bodies

## ✓ Designing policy tools for sustainable digitalisation

Regional Digitalisation Agencies  
Agriculture and Rural Knowledge and Innovation Systems (ARKIS) to foster digitalisation to foster digitalisation beyond agro-forestry.

# Principles to guide digitalisation processes



## Actions in four key domains:

- i) Human capital;
- ii) Innovation;
- iii) Investments and;
- iv) Governance.

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# Thank you

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