European Network for Rural Development

Report from the Workshops

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Connecting Rural Europe

Connecting Rural Europe
http://enrd.ec.europa.eu

European Network for Rural Development

Collection and Exchange of Information and Experience

33 ICT project examples collected from 15 Member States

Ranging in value from
< 3,000 EUR to **over 4.7 million EUR**

Co-financed by **14 different RDP measures** from Axes 1, 3 and 4

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Exchanging information and presenting examples of different types of RDP activity that have received EU co-finance from the European Agricultural Fund for Rural Development (EAFRD) is an important aspect of the EN RD's work.

The recently published EAFRD Projects Brochure highlights a diverse range of innovative ICT projects from across the EU. All of the projects featured in the brochure have been submitted by NRNs as interesting rural development initiatives and useful contributions to building the 'knowledge society' in rural areas.

The brochure can be downloaded from here:[PDF en]

Descriptions of a range of further examples of projects with an ICT theme (or important ICT component) can be downloaded below:

Member State	Project Title	PDF
Finland	The Laajakaistaakyliin (Broadband to the Villages) Project	[PDF fi]
Germany	Virtual Limes Worlds	[PDF de]
Lithuania	Marketing Tools to Build the Tourism Image of the Jurbarkas Region and Promote Local Tourism	[PDF lt]
Portugal	PROVE – Promoting and Selling	[PDF pt]
Spain	System for Checking Grape Quality Using Machine Vision	[PDF es]

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- To draw together ideas for future rural development policy as regards the "post-2013" discussions.

Some 250 participants are expected to take part in the event, including Managing Authorities, National Rural Networks (NRNs), European organisations, agricultural and food industry associations and other ICT-stakeholders.

ICT and the Environment

ICT as a tool at policy and programming level

Digitised LPIS + **remote sensing** both have great potential for supporting the targeting, enforcement and monitoring of different policy tools

Some agricultural uses of ICT have environmental benefits

e.g. precision farming technology

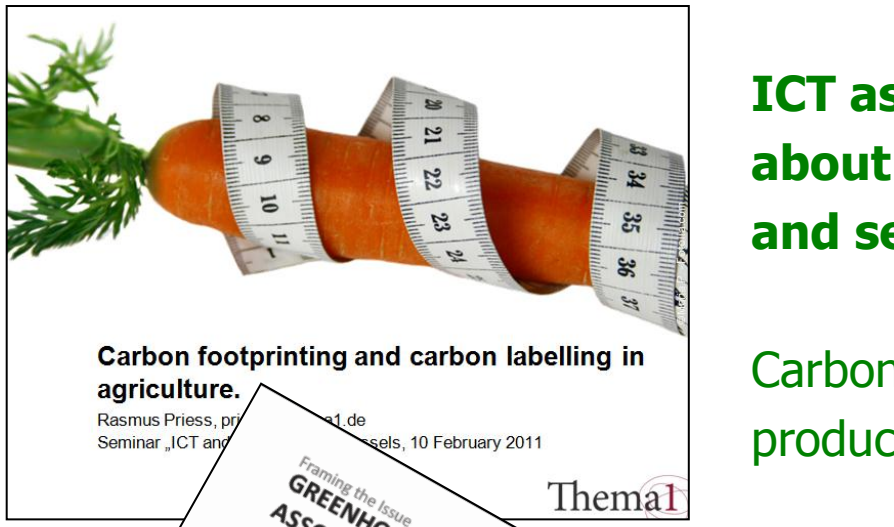
ICT as a tool for efficient water management at farm level

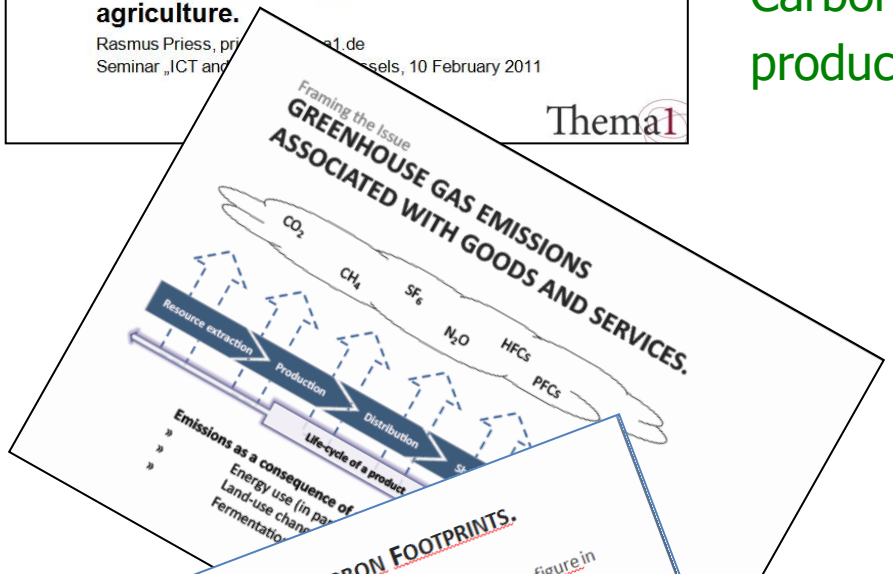
Information + Technology + Management
= Efficient use of water (and energy)

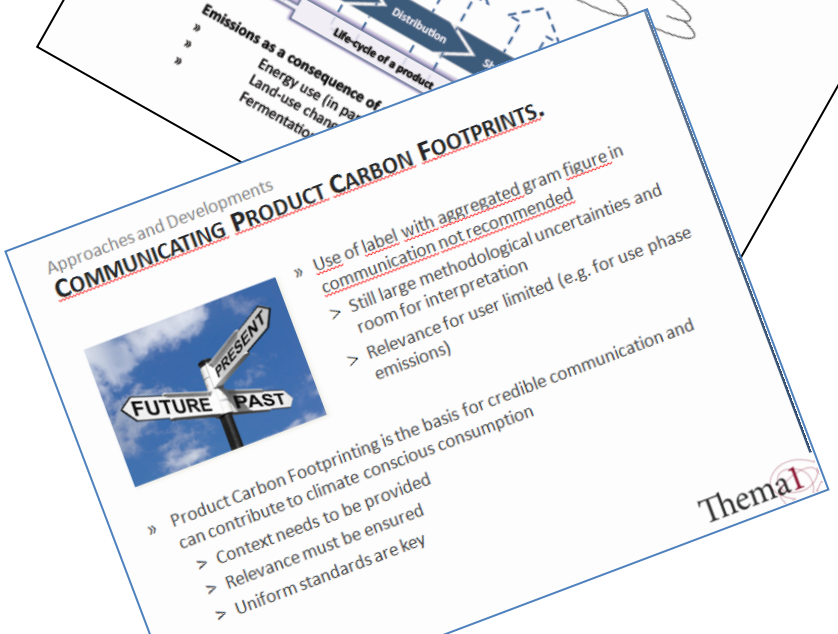
Many specific roles for ICT

e.g.

- Remote control of abstraction pumps
- Collection of real-time hydrological and metereological data
- Irrigation scheduling and application
- Etc.







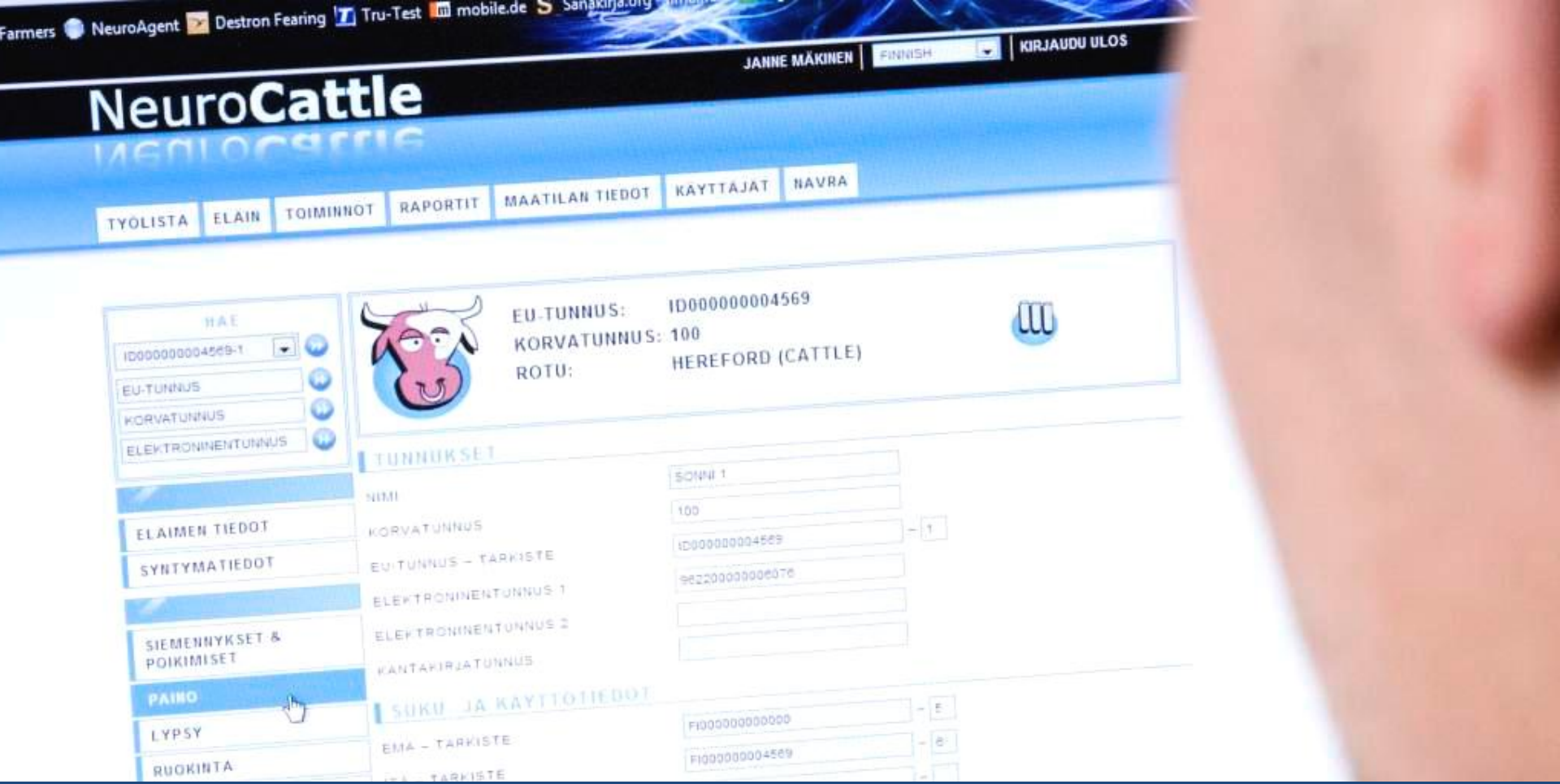
ICT as a tool for communicating information about GHG emissions associated with goods and services

Carbon foot-printing and carbon labelling of products and associated production/supply chains

Major methodological issues, but huge potential…..

e.g.

- Greater awareness of GHG emissions
- Identify areas for reducing emissions
- Support climate action strategies
- Promote **climate compatible** products and consumption options



ICT for Agriculture and Agri-food Chain Development

ICT and Farm Business Management – a farmers perspective

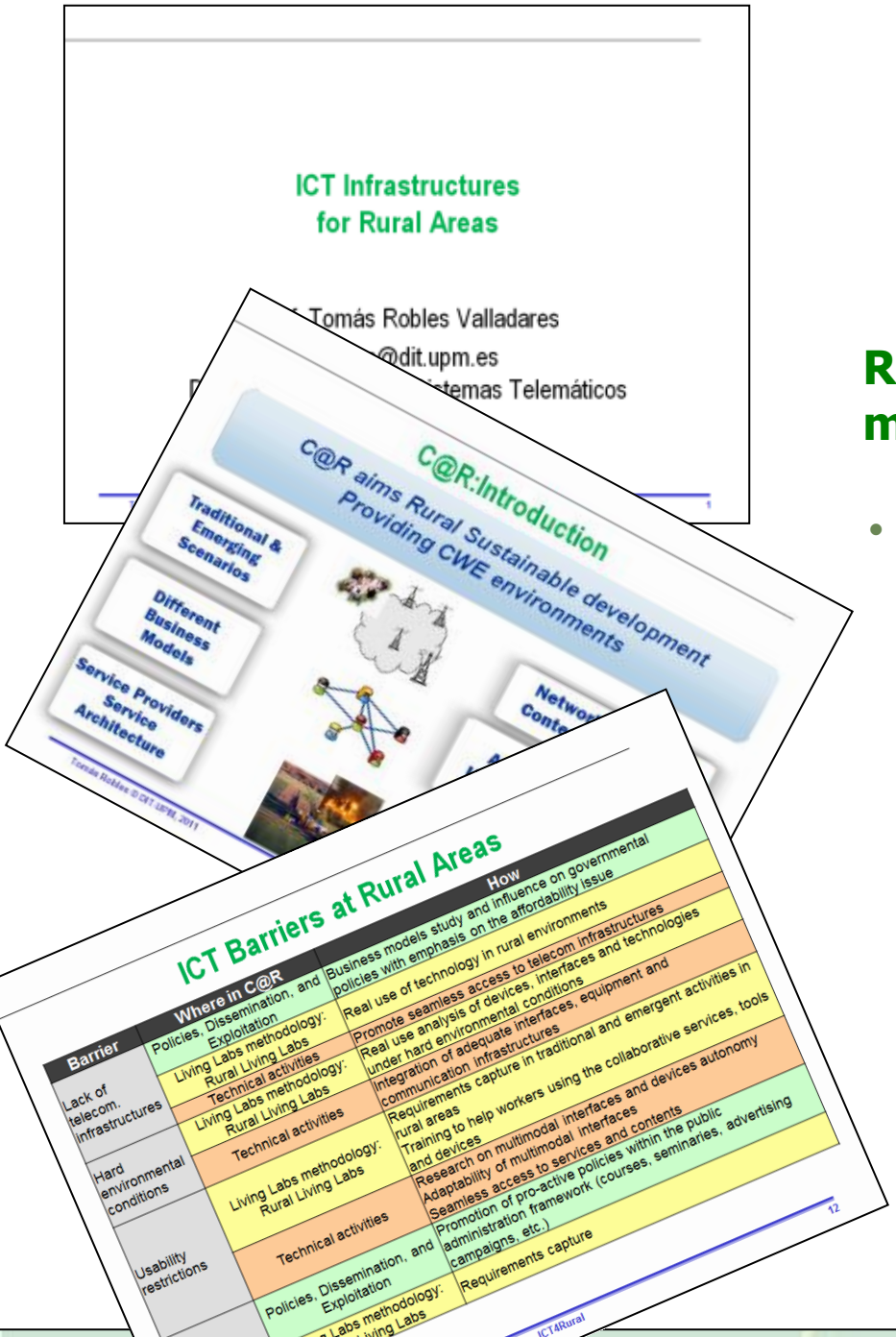
- Use of a wide range of specific production related ICT tools – integrated through an MIS - can bring real improved efficiency
- Future possibilities: more automated data input, real time information and benchmarking

EAFRD funding for Applied ICT

- Currently 6 Pillar 2 ICT relevant measures – main focus on improved farm performance
- Continued support for ICT in the future EAFRD is vital
- Emphasis on customised tools and integrated multi-user ICT systems

Food chain integration – Marketing and transparency issues

- Revitalising agriculture and the local rural economy
- Focus on direct producer to consumer marketing
- Coordination between producers and with consumers is vital – use of wider promotional techniques



Rural living laboratories to improve management and marketing

- Comprehensive laboratories developing a range of innovative ICT solutions to enhance business performance
  - Adding value by shortening input supply and food product chains
  - Increasing transparency

ICT, E-governance and Rural Society

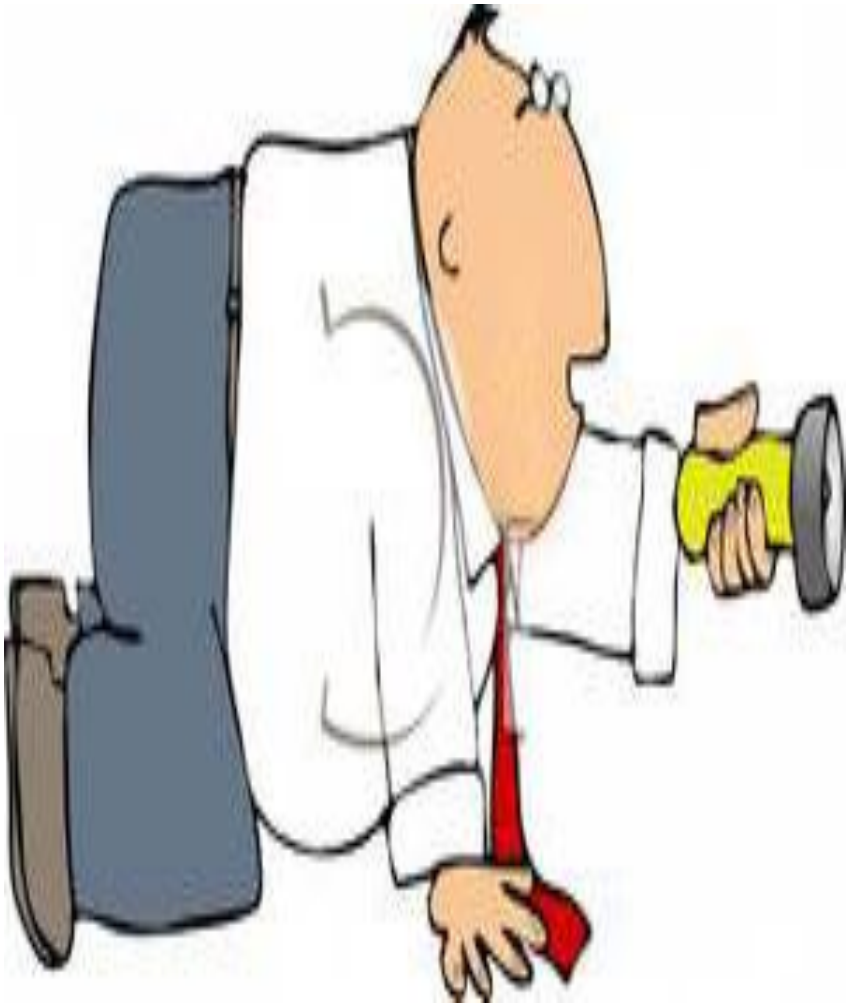
ESTONIAN EXAMPLE:

'Youngsters have lots of free time and they want to make some money'

'Entrepreneurs, farmers & other rural people need more help during the summer'

THE PROBLEM:

They can’t find each other!



NOORTE TÖÖBÖRS

Noorte tööbörs on Rõuge Noorteklubi poolt loodud keskkond, mis pakub Võrumaa noortele võimalust ennast tööle pakkuda ja ettevõtjatele võimalust endale töölisi leida.

Vali oma piirkond ning lisa kuulutus.

Menüü

- Avaleht
- Info
- Seadused
- Tunnustus
- Meediakajastus
- Kontakt

Teadaanne

Rõuge Noorteklubi ei võta vastutust tekkivate tööSuhete vastavuse eest Eesti Vabariigi seadusandlusega!

Haridus- ja teadus-ministeeriumi tunnustus 2009

Oled Võrumaa noor ja otsid suveks t

Oled töökäsi otsiv Võrumaa talunik, ettevõtja või vajad lihtsalt suveks abilisi?

Noorte tööbörs aitab sind.

Vali menüüst oma piirkond, vaata pakkumisi või lisa kuulutus! See on täiesti TASUTA!

Abiks tööotsijale

Kuulutust lisades jälgi, et kirja saaks järgnev info:

- Sinu vanus
- Eelnev kogemus
- Kontaktandmed

Kindlasti tuleb kasuks kui lisad kuulutusele lingi ka enda pildile või mõnele oma suhtlusportaali profiilile.

Abiks tööpakkujale

Kuulutust lisades jälgi, et kirja saaks järgnev info:

- Töö sisu
- Täpne asukoht
- Kontaktandmed

Kindlasti tutvu ka töölepinguseaduse osaga, mis puudutab noorte õigusi ja kohustusi tööturul. Täpsem info siit: seadused

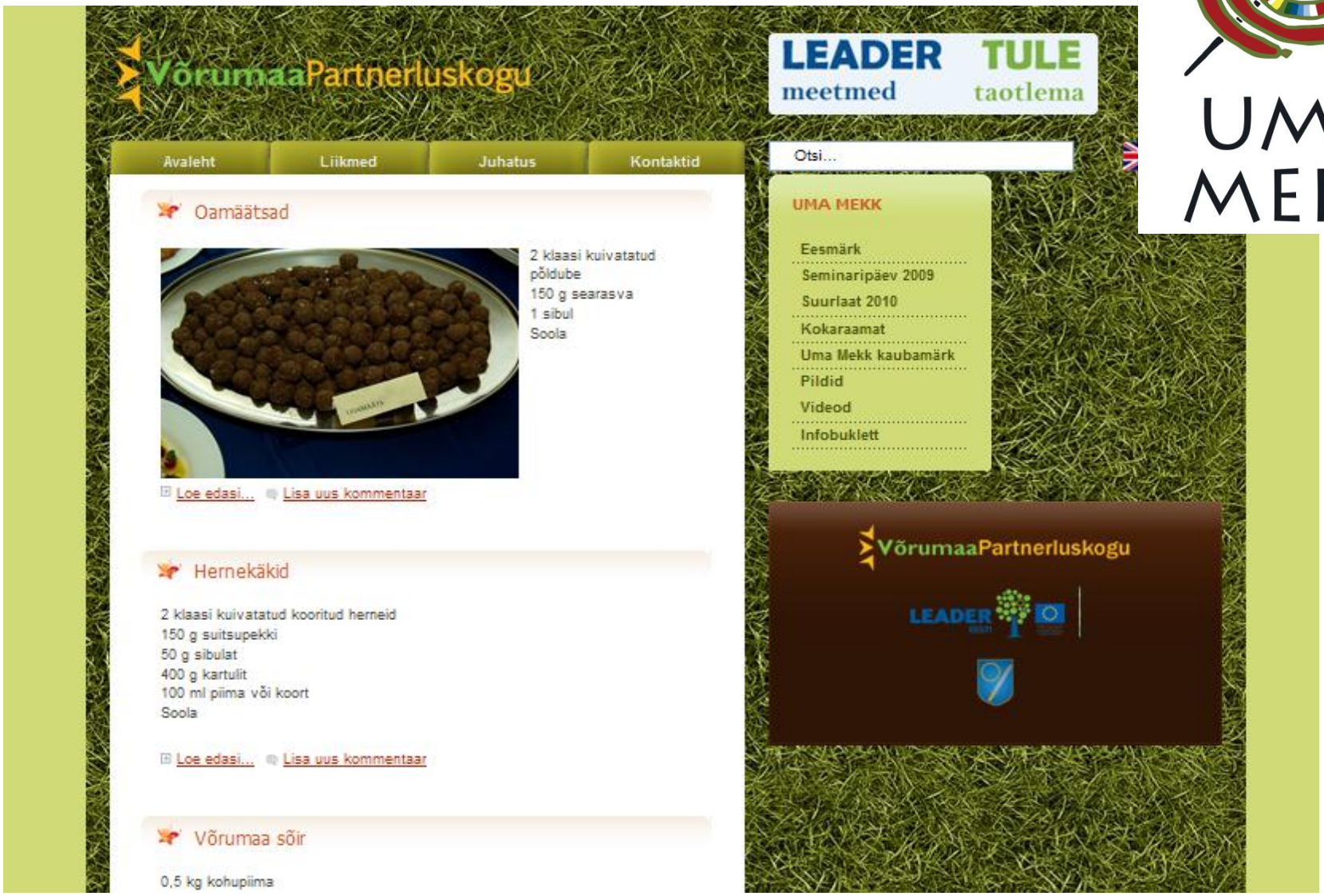
THE PROBLEM:

Lots of good quality local food…..not enough markets

ONE SOLUTION:

Common website promoting the region

ANOTHER SOLUTION:
Create a digital cookbook



UMA MEKK

French example: Cybermassif
'A network for fostering the uptake of ICT in businesses'

APPROACH

- Support creation of regional resource centres
- Set-up tools & projects to promote sharing of knowledge & skills
- Raising awareness, promoting innovation, building capacities…..

Cybermassif:
'A network for fostering the uptake of ICT in businesses'

METHODS

Support and follow-up at every stage of ICT projects :

- Design, development, implementation, evaluation
- Technical support
- Project management & planning
- Connection with experts & suppliers
- Conferences, practical workshops etc.

LOCAL DEVELOPMENT STRATEGIES

- ICT essential component of LDSs to address market failures
- Essential to building local democracy

MAIN CHALLENGES

- Infrastructure necessary but not sufficient
- Need to support development of content (services / users)
- Lack of demand doesn't mean its not needed!
- Local government can be both a leader and a catalyst

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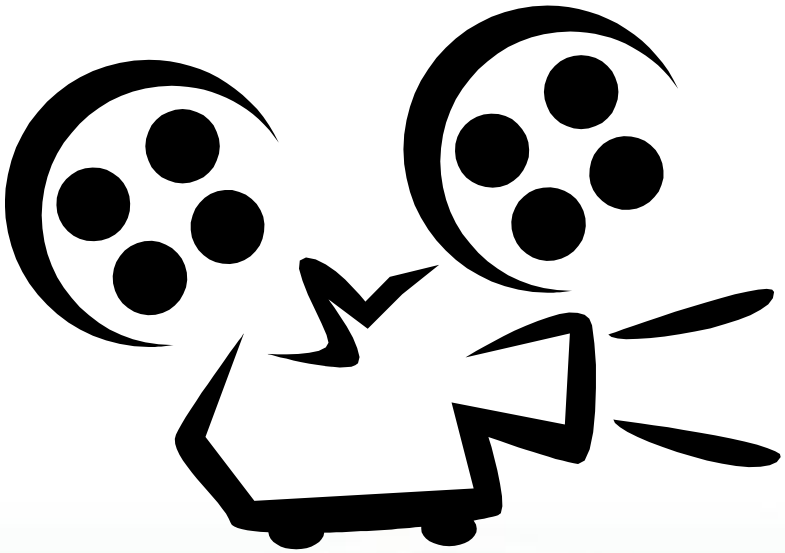

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Overall Conclusion

- More can and should be done to **promote ICT**
- But……there's a **lot happening** already
- **Rich variety** of both small and large initiatives, many of which are having a significant impact on rural peoples lives