



Report from the Workshops

Mark Redman
Michael Gregory
Adrian Neal

Contact Point for the 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





European Commission European Network for Rural Development



[Home](#)

[Details](#)

[Documentation](#)

[Outcomes](#)

[Contact](#)

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]

- 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.



COOPERATION GUIDE

LEADER COOPERATION OFFERS

EVENTS AND MEETINGS



GALLERY

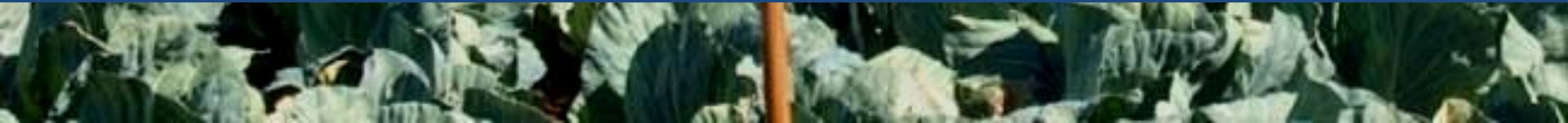
COUNTRY

RDP TOPICS

LEADER



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



BirdLife
INTERNATIONAL

Agriculture and Environment –
The role of ICT

ICT and Rural Areas: building the knowledge society at grassroots level



Monitoring of AE effectiveness

UZK

BirdLife INTERNATIONAL Europe



Monitoring of land use change for policy orientation

Example from the Czech Republic

BirdLife INTERNATIONAL Europe

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 meteorological data
- Irrigation scheduling and application
- Etc.





Carbon footprinting and carbon labelling in agriculture.

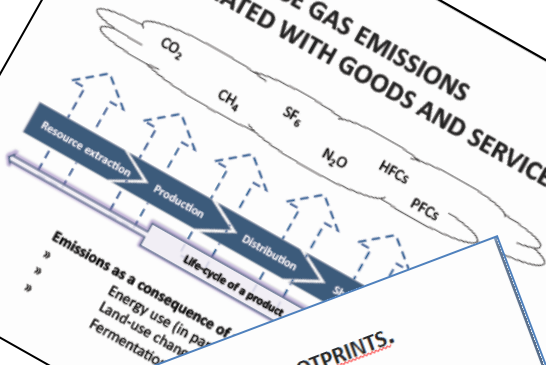
Rasmus Priess, priess@thema1.de
Seminar „ICT and Climate Change“, 10 February 2011

Thema1

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

Framing the Issue GREENHOUSE GAS EMISSIONS ASSOCIATED WITH GOODS AND SERVICES.



Approaches and Developments COMMUNICATING PRODUCT CARBON FOOTPRINTS.



» Product Carbon Footprinting is the basis for credible communication and can contribute to climate conscious consumption

- > Context needs to be provided
- > Relevance must be ensured
- > Uniform standards are key

- » Use of label with aggregated gram figure in communication not recommended
 - > Still large methodological uncertainties and room for interpretation
 - > Relevance for user limited (e.g. for use phase emissions)

Thema1

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

NeuroCattle

- TYOLISTA
- ELAIN
- TOIMINNÖT
- RAPORTIT
- MAATILAN TIEDOT
- KAYTTAJAT
- NAVRA

HA E
ID000000004569-1
EU-TUNNUS
KORVATUNNUS
ELEKTRONINENTUNNUS



EU-TUNNUS: ID000000004569
KORVATUNNUS: 100
ROTU: HEREFORD (CATTLE)



- ELAIMEN TIEDOT
- SYNTYMATIEDOT
- SIEMENNYKSET & POIKIMISET
- PAIRO**
- LYPSY
- RUOKINTA

TUNNUKSET

NIMI: SONNI 1
KORVATUNNUS: 100
EU-TUNNUS - TARKISTE: ID000000004569 - 1
ELEKTRONINENTUNNUS 1: 982200000000070
ELEKTRONINENTUNNUS 2:
KANTAKIRJATUNNUS:

SUKU JA KAYTTOTIEDOT

EMA - TARKISTE: FI000000000000 - E
P... TARKISTE: FI000000004569 - B

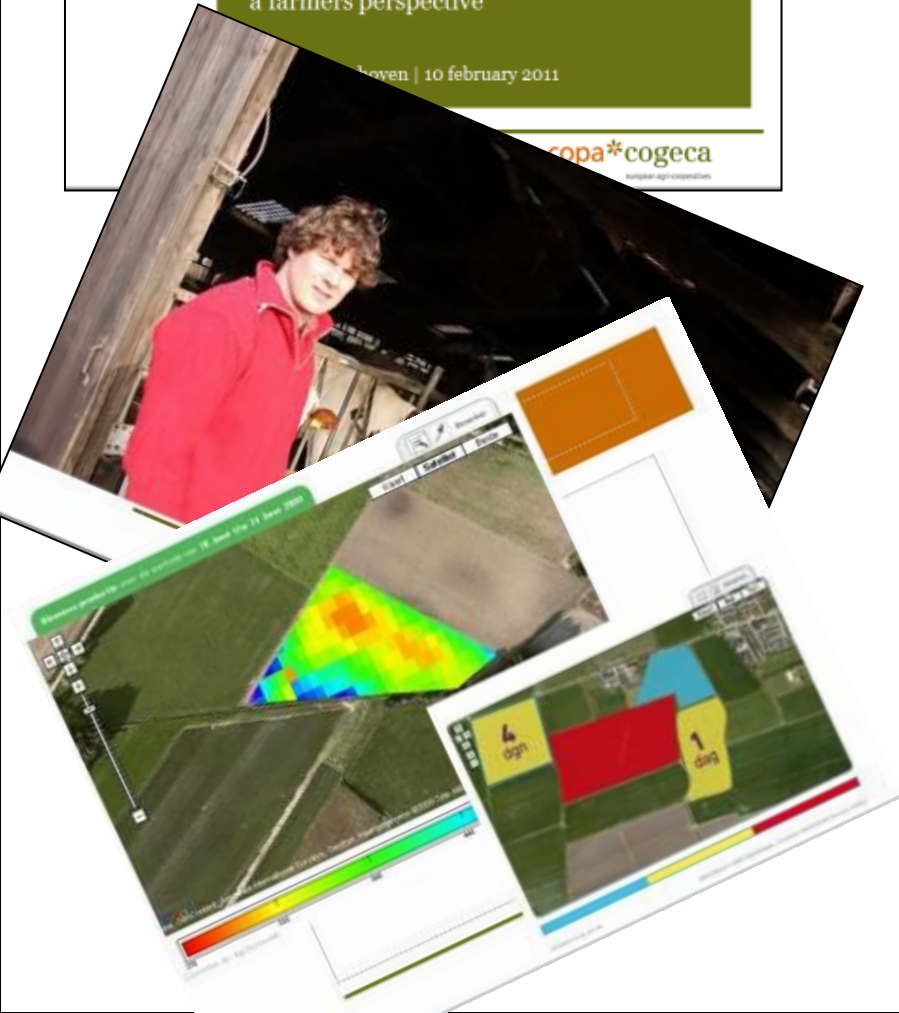
ICT for Agriculture and Agri-food Chain Development

POISTO
LISATIETOJA
SYNTYMAAICA: 2008-05-08
SYNTYMATILA: KOETILA



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



ICT and the European Agricultural Fund for Rural Development (EAFRD)

Marijke van Hooijdonk (ZLTO for Copa-Cogeca)



10th February 2011

Current EAFRD at least 6 measures applicable (1)

Code 111 Vocational training and information services

Applicants: Farmers associations, farmers, agricultural colleges, extension services
Eligible costs: eg. ICT investments in support of e-learning, development of websites, portals, online info exchange

Code 121 Modernisation of agricultural holdings

Applicants: Farm holdings
Eligible costs: eg. investment in ICT

Code 123 Adding value to agricultural products

Applicants: agro food businesses
Eligible costs: eg. investment in ICT

Thank you for your attention!



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



ICT Infrastructures for Rural Areas

Tomás Robles Valladares

@dit.upm.es

istemas Telemáticos

C@R:Introduction
C@R aims Rural Sustainable development
Providing CWE environments

Traditional & Emerging Scenarios

Different Business Models

Service Providers Service Architecture

Network Conte

ICT Barriers at Rural Areas

Barrier	Where in C@R	How
Lack of telecom. infrastructures	Policies, Dissemination, and Exploitation	Business models study and influence on governmental policies with emphasis on the affordability issue
	Living Labs methodology: Rural Living Labs	Real use of technology in rural environments
Hard environmental conditions	Technical methodology: Rural Living Labs	Promote seamless access to telecom infrastructures under hard environmental conditions
	Living Labs methodology: Rural Living Labs	Real use analysis of devices, interfaces and technologies under hard environmental conditions
Usability restrictions	Technical activities	Integration of adequate interfaces, equipment and communication infrastructures
	Living Labs methodology: Rural Living Labs	Requirements capture in traditional and emergent activities in rural areas
	Technical activities	Training to help workers using the collaborative services, tools and devices
	Policies, Dissemination, and Exploitation	Research on multimodal interfaces and contents
	Living Labs methodology: Rural Living Labs	Adaptability of services and contents
		Seamless access to services within the public administration framework (courses, seminars, advertising campaigns, etc.)
		Promotion of pro-active policies within the public administration framework (courses, seminars, advertising campaigns, etc.)
		Requirements capture

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:



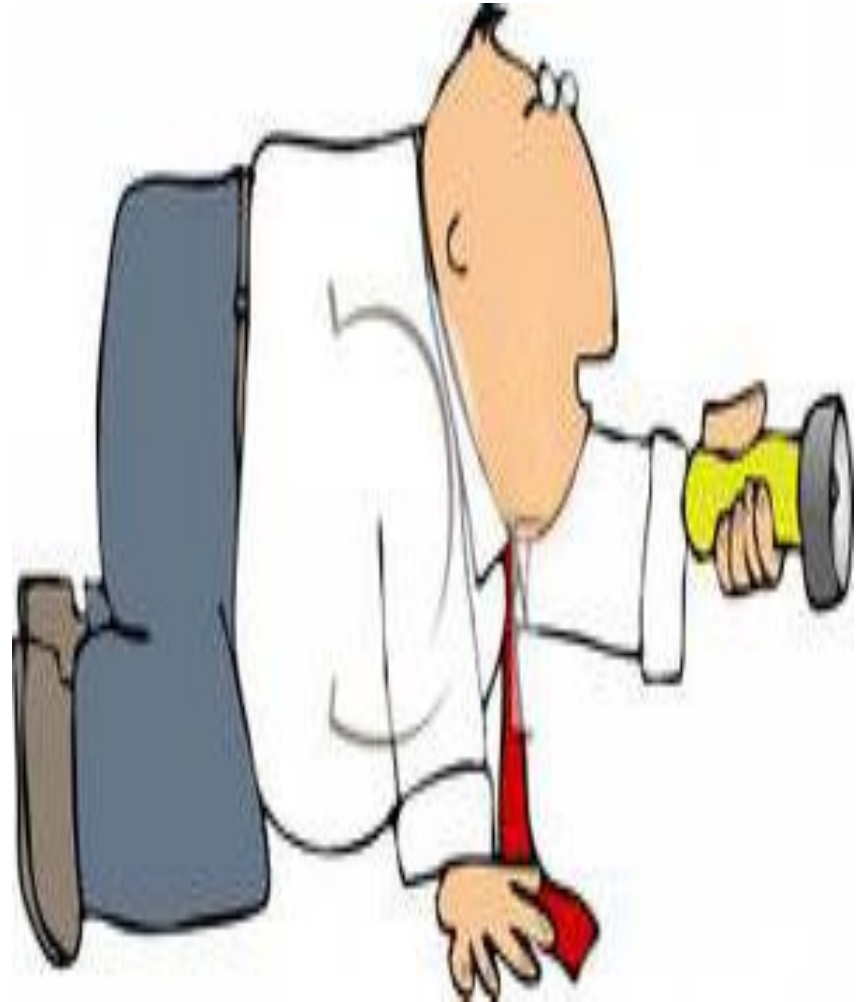
'Youngsters have lots of free time and they want to make some money'



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

THE PROBLEM:

They can't find each other!



Menüü

[Avaleht](#)

[Info](#)

[Seadused](#)

[Tunnustus](#)

[Meediakajastus](#)

[Kontakt](#)

Oled Võrumaa noor ja otsid suveks tööd?

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!

[Varstu tööpakkumised](#)

[Varstu tööotsijad](#)

[Varstu muu](#)

Teadaanne

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

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

Majutus ja üldinfo | Aktiivne puhkus | Vaatamisväärsused | Teemapargid ja elamused | Eripakkumised Võrumaal | Üritused | Fotogalerii | Kasulikud lingid | Kontakt | Turismiettevõtjale



VÕRUMAA
Southern Estonia

Otsing

Otsi

Pildikesi Võrumaalt



Fotogalerii

VÕRUMAA - MAHE JA MUHE!

Turismitalude talveaja pakkumistega tutvugi siit



haanja_peeter_lina.jpg

Müümaeg - umag ja hääg!

ANOTHER SOLUTION: Create a digital cookbook




VõrumaaPartnerluskoogu

LEADER meetmed TULE taotlema

Otsi...

Oamäätsad



2 klaasi kuivatatud põldube
150 g searvasa
1 sibul
Soola

[Loe edasi...](#) [Lisa uus kommentaar](#)

Hernekäkid

2 klaasi kuivatatud kooritud herneid
150 g suitsupekki
50 g sibulat
400 g kartulit
100 ml piima või koort
Soola

[Loe edasi...](#) [Lisa uus kommentaar](#)

Võrumaa sõir

0,5 kg kohupiima

VõrumaaPartnerluskoogu

LEADER meetmed TULE taotlema

UMA MEKK

- Eesmärk
- Seminaripäev 2009
- Suurlaat 2010
- Kokaraamat
- Uma Mekk kaubamärk
- Pildid
- Videod
- Infobuklett

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.



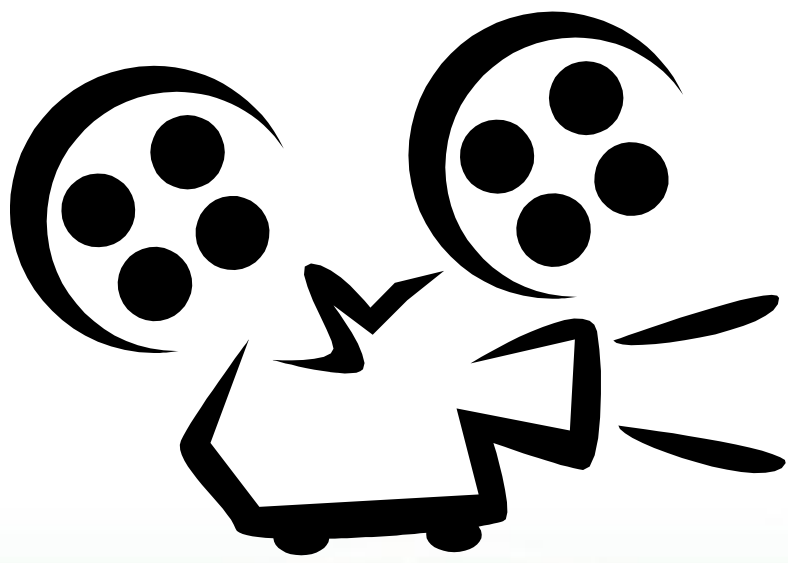
LOCAL DEVELOPMENT STRATEGIES

- 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





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