

EN RD seminar: “ICT and rural areas: building the knowledge society at grassroots level”

10th February 2011

Centre Albert Borschette – Rue Froissart, 36 – 1040 Brussels

PROGRAMME

8:30 – 9:15 **Registration**

Plenary session

Chair: José Manuel Sousa Uva, Directorate General for Agriculture and Rural Development

Broadband infrastructure and ultra fast internet for rural areas: state of play and policy considerations

- 9:30 – 10:00 **Opening and welcome**
Member of the Cabinet of Commissioner Ciolos
Member of the Cabinet of Commissioner Kroes
- 10:00 – 10:15 **New Digital Agenda for Europe - conceptual and practical implications for EAFRD and rural areas**, by *Detlef Eckert, Directorate General Information Society and Media*
- 10:15 – 10:30 **Recovery package and EAFRD support for broadband in rural areas: state of play**, by *Josefine Loriz-Hoffmann, Directorate General Agriculture and Rural Development*
- 10:30 – 10:45 **Agriculture and ICT in the United States**, by *Jonathan Adelstein, United States Department of Agriculture*
- 10:45 – 11:15 **Coffee break**
- Member States' broadband schemes for rural areas and examples of implementation**
- 11:15 – 11:30 **Implementation of the Recovery package**, by *Andreas Mattisson (Swedish Board of Agriculture)*
- 11:30 – 11:45 **ICT, broadband and e-skills, use of electronic applications in Hungarian rural development schemes**, by *Imre Wayda (Ministry of Rural Development, Hungary)*
- 11:45 – 12:00 **User's perspective: accessibility and use of broadband in rural areas**, by *John Hannafin (Tipperary Institute, Ireland)*
- 12:00 – 13:00 **Questions and answers, discussion**
- 13:00 – 14:30 **Lunch break**





Three parallel workshops

Workshop 1: ICT for agriculture and agri-food chain development

- 14:30 – 14:45 **ICT and (new) farm business management: farmer's perspective**, by *Guus Van Laarhoven (Dairy farmer and Project manager at ZLTO, Netherlands), and Marijke Van Hooijdonk (COPA-COGECA)*
- 14:45 – 15:00 **ICT and food chain integration: interface between farmers and other food chain actors and consumers; marketing and transparency issues**, (*PROVE project, Portugal*)
- 15:00 – 15:15 **Research on ICT and farm business management, products' marketing and transparency**, by *Tomas Robles Valladares (Rural Living Labs, c@r project)*
- 15:15 – 16:30 **Discussion**

Workshop 2: ICT and the environment

- 14:30 – 14:45 **Agri-environment and ICT – What could EAFRD support?**, by *Ariel Brunner (BirdLife International)*
- 14:45 – 15:00 **Examples of how ICT can support water management and consequently energy efficiency in the context of rural development**, by *Tim Hess (Cranfield University, UK)*
- 15:00 – 15:15 **Carbon footprinting and carbon labelling in agriculture - is there scope for their introduction into rural development? How can ICT contribute to this?**, by *Rasmus Priess (THEMA1 GmbH, Germany)*
- 15:15 – 16:30 **Discussion**

Workshop 3: ICT, e-governance and the rural society

- 14:30 – 14:45 **ICT and local area development**, by *Marit Schweiker (Council of European Municipalities and Regions)*
- 14:45 – 15:00 **Developing human capital**, by *Sandrine Bousquet (Cybermassif network)*
- 15:00 – 15:15 **Delivery of ICT based services in rural areas**, by *Kerli Kõiv (LAG Võrumaa Partnership Assembly), and by Martin Mark (Võru County Youth Work Market web-page project), Estonia*
- 15:15 – 16:30 **Discussion**
- 14:30 – 14:45 **Coffee break**

Closing plenary session

Chair: José Manuel Sousa Uva, Directorate General for Agriculture and Rural Development

- 16:45 – 17:15 **Reporting back from workshops and questions and answers**
- 17:15 – 18:00 **Panel discussion and concluding remarks**
- 18:00 **Farewell drink for the participants**

