



European Network for  
Rural Development

# Workshop on 'Extending digital opportunities for rural businesses and communities'

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Funded by the



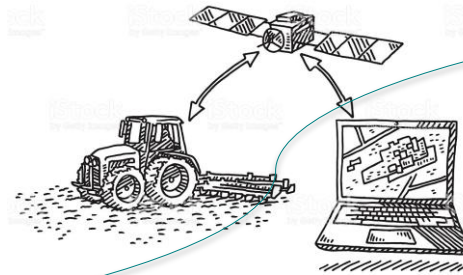


# Aspects of digitisation

**Digital opportunities for the wider rural area (businesses and communities)**



**Digitisation in primary production/ value chains**



**Setting up broadband in rural areas**



# Message 1

This workshop is not concerned with setting up rural broadband, but ...  
**What do you do with it once it's already there?**

# Message 2

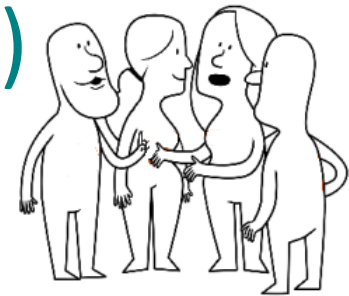
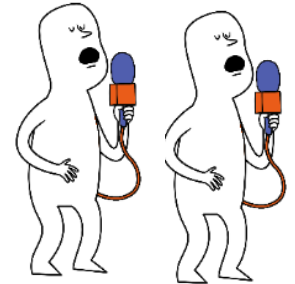
Digitisation is not an end result in itself, but...  
**...a tool that you can use to improve rural areas**  
(economy, businesses, community)

# The question is...

How you can  
**make the best use of digital opportunities  
to improve rural areas?**

# What do we have time for?

- Two short presentation on rural digital hubs & Q&A (~30min)
- Discussion in small groups (~40min)



# Discussion questions

- What are the main **challenges / needs** you can address through digitisation in rural areas?
- How **policies/ support tools** can be developed to improve the situation of rural areas through digitisation?



# Discussion in groups (40min)

Choose your group:

- I'd like to discuss how **policies can contribute** the improve digitisation
- I'm interested in **the rural digital hubs/** exchange of experience (hugnetwork)
- I'd like to discuss other practical innovative **rural digitisation support approaches**



# Discussion questions

Challenges

Recommendations

# Recommendations: rural digital hubs case study

- **Large benefits** from hubs – but often also **large investments**
- Hubs can not only boost the local economy but have an important function in **strengthening local communities**
- **No ‘one-size-fits-all’** – consider whether this is really the right approach for your area
- Committed leaders and **community engagement** from the start