

European Rural Networks' Assembly

ENRD CP and EIP Network and Digitisation

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#RNAssembly2016

3rd Meeting
Brussels – 1 December 2016

ENRD CP work on digitisation

- Selected publication articles and good practices
- One of the main **working themes** of the **Thematic Group on Rural Businesses**


...in this context:

- Collection of examples and good practices on the use of ICT, broadband and digital technology by rural businesses
- Rural Review and Projects Brochure on Rural Businesses (including digitisation examples)
- Background analysis and research on how rural businesses can be supported by the RDPs and other policies to better seize digitisation opportunities



Thematic Group on Rural Businesses

- Involvement of wide range of stakeholders (approx. 30 members), including advisory, LAGs, local NGO/business support, European/ national stakeholder organisations, NRN, MA, DG AGRI & other European institutions
- 2 meetings held so far (13 Oct; 30 Nov)
- 2 more thematic group meetings (Jan, May 2017)
- Larger seminar (March 2017)



ENRD Thematic Group on
Rural Businesses
1st Thematic Group Meeting

The ENRD Thematic Group on Rural Businesses was set up based on interest expressed by various stakeholder groups in the Rural Networks Steering Group. The first meeting was organised on 13 October 2016 in Brussels, with the participation of more than 20 representatives from local business support organisations/ advisory services, LEADER Local Action Groups, European and national stakeholder organisations, research institutes, National Rural Networks, Managing Authorities, and European Institutions. Until July 2016 further three thematic group meetings and a larger seminar will be organised on the theme of rural businesses.

ENRD Rural Businesses Thematic Group agrees on specific themes to work on

Based on the discussion during the 1st Thematic Group meeting, the group decided to focus on the overarching concept 'new trends and wild ideas', which themselves influence two more operational aspects: 'smart business support' and 'digitisation'.

New trends & wild ideas

New trends and wild ideas mean identifying new products, services, sectors, technologies and markets for rural businesses. Businesses need to understand and anticipate new trends to stay viable in the long run. Building on new trends can support strategies for 'smart specialisation', i.e. finding innovative areas for specialisation based on local cultural, natural and community assets.

Business Support **Digitisation**

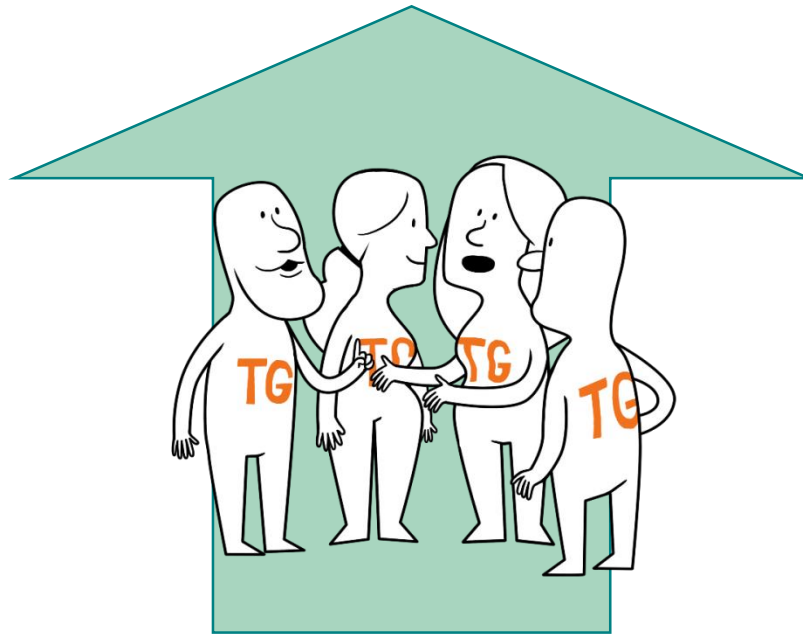
NEW TRENDS & WILD IDEAS

¹ An initial survey among potential participants identified four possible themes for discussion: (1) Digitisation & ICT, (2) Smart networking for rural businesses, (3) Business development based on local community, natural and cultural assets (smart specialisation), (4) Urban-rural linkages. See briefs [here](https://enrd.europa.eu/themes/smart-and-competitive-rural-areas/rural-businesses.pdf): <https://enrd.europa.eu/themes/smart-and-competitive-rural-areas/rural-businesses.pdf>. The three themes that the TG will work emerged based on discussion and reorganisation of the initial four themes.

² Smart specialisation has been defined in the regional development context as a place-based approach. It builds on the assets and resources available in a region and on their specific socio-economic challenges in order to identify unique opportunities for development and growth.



Improving RDP implementation



Business support for creating and implementing creative/ new & wild business ideas

Business support for digitisation

Which aspect of digitisation?

How broadband / new technologies are used once they are in place?

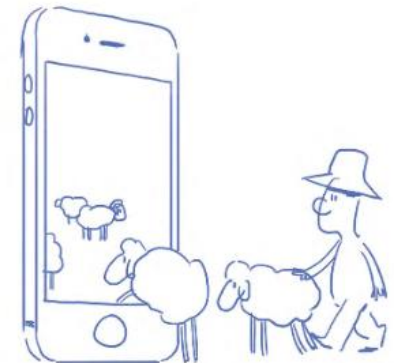
- Overcoming the ('double') digital divide: make sure that digital **opportunities are taken up**
- Socio-economic **benefits** for rural areas



Digitisation opportunities

Not only agriculture, but also the **wider rural economy**

- **Farm diversification**, including supply chains/ value chains (on-line selling, marketing, etc.)
- **Basic services**: digitisation of healthcare, elderly, local shops, post and other services
- **Tourism**: increasing tourism potential (including nature-based tourism), e.g. mobile services, e-tourism products, etc.



Business support for digitisation

Main focus on **creative/ new ways of supporting businesses** to take up digitisation

- **Digital (business) hubs**
- Other hubs: Service centres/ smart work centres; community service hubs;
- Other types of business support: skills development (school-level, etc.), advisory



More information & next steps

Exchange of experience & examples ...

Be practical improve RD programme & policy

- Further background research/ collection of examples on digitisation with specific focus on RDP funded projects and initiatives (**examples are welcome!**)
- Seminar on Rural Businesses (March 2016) linked to TG work outcomes (discussion and dissemination)
- Publications on rural businesses
- Continuous update of our thematic webpage:

http://enrd.ec.europa.eu/thematic-work/smart-and-competitive-rural-areas/rural-businesses_en



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EIP Network and Digitisation

Focus Group Precision Farming

<http://ec.europa.eu/eip/agriculture/en/content/mainstreaming-precision-farming>

- What is keeping back the take up of precision farming?

Outcome:

- Risk
- Interoperability
- Data access / data ownership



EIP Network and Digitisation

Seminar data driven business models

https://ec.europa.eu/eip/agriculture/en/Seminar_Data_Revolution

What type of new business opportunities are around?

What are the typical constraints

Ecosystem

Outcome:

- Clear view of types of business models
- Link business models and access to data / data ownership
- Start of a new community



EIP Network and Digitisation

2017 Work Programme

- Access to data / data ownership
- Digital hub / ecosystem
- Role of rural development
 - Operational groups
 - Training
 - LAGs
 - Investment
- Work in Horizon 2020
- S3 AGRO-Food platform (Tuscany & Andalusia initiatives)

