

## European Rural Networks' Assembly

### Workshop 1 - Rural Networks: Contributing to Smart and Competitive Rural Areas

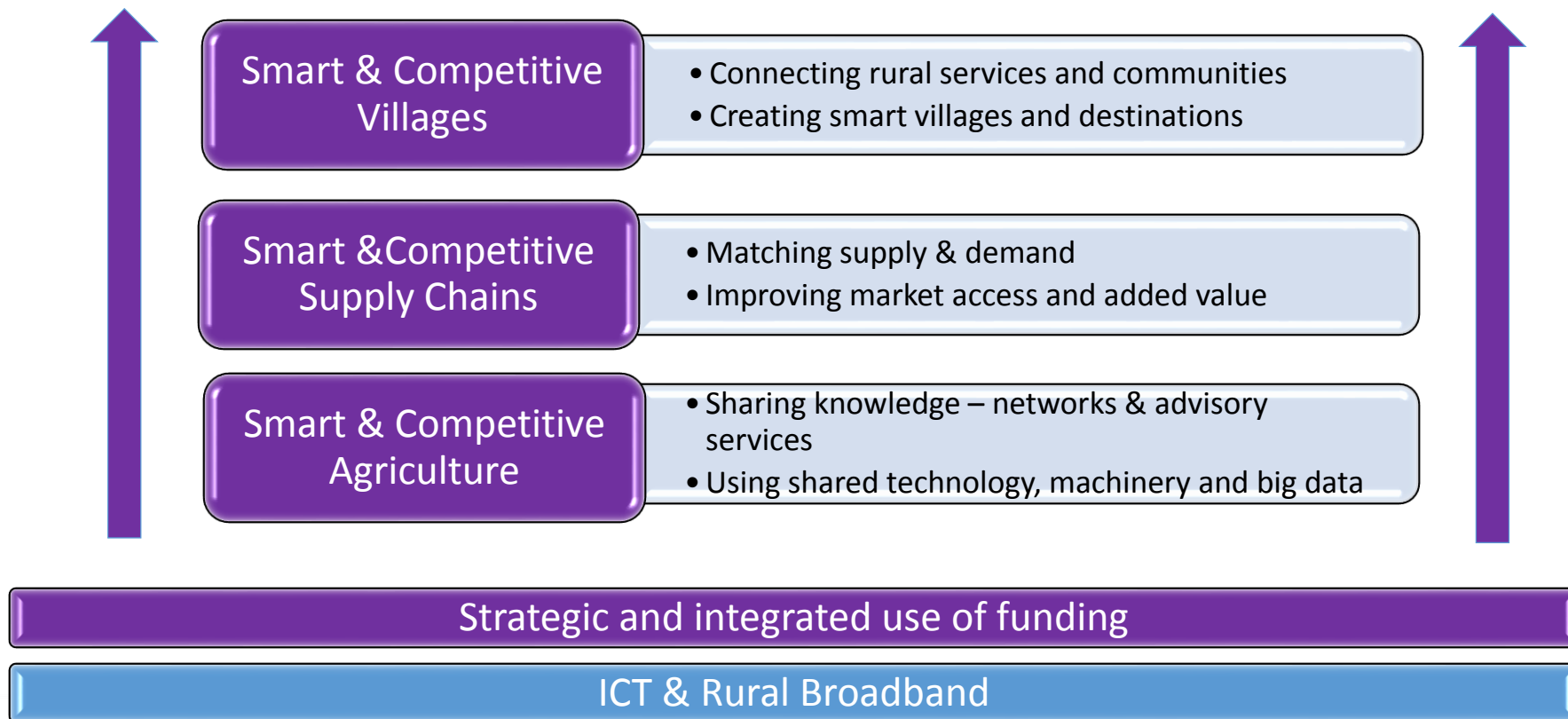
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2<sup>nd</sup> Meeting

Brussels – 26 November 2015

#RNAssembly2015

# Refining the topics



What are the key needs?	Which approaches can be used?
Defining Smart Agriculture	Find new niches, new technologies and ensuring it is sustainable
Sharing knowledge – between networks and advisory systems	Creating networks relating to innovation and advisory services (ProAKIS study; EU Solinsa project)
Raising awareness of new technologies	Support for training in innovation and for rolling out Measure 16; Using LAGs to introduce innovation in rural areas
Sharing technology, and smart use of resources	Support practice-based conservation agriculture (Carbon Management tools; Machinery rings)
Using big data	Using results to guide achievements (animal monitoring)



What are the key needs?	Which approaches can be used?
Matching supply and demand,	Using platforms to connect supply and demand (Agrilocal -France; e-platforms for local food in Romania)
Adding value	Direct sales and defining Unique Selling Points (USP) Using quality schemes
Developing farmers' markets and direct sales	Look at the whole value chain for public food, and encourage greater urban-rural links (web based systems)
Developing routes to market	Encouraging collaboration among chefs, public food providers and supermarkets (farmers associations, producer groups – Belorta in Belgium)



# Smart and Competitive Villages

What are the key needs?	Which approaches can be used?
Creating smart villages	Creating an inclusive approach; creating services for the community and for tourism (Dark Sky Tourism - Portugal – Youth involvement projects)
Digital services and rural broadband	Reusing older infrastructure; using schools and rural SMEs as the broadband hub for the community (Latvia – renovation of windmills)
Connecting different sectors for an integrated approach	Providing 360 degree support for rural entrepreneurs. Using networks to link diverse sectors.
Creating a shared economy	Recognising community contributions and skills (Germany – Stock market for services)



