



European Network for  
Rural Development

2nd Thematic Group Meeting  
Smart and Competitive Rural Businesses

# 'Digitisation in the wider rural development context - a policy opportunity'

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# Which aspect of digitisation?

- Focus on: How broadband/ new technologies are used once they are in place?
- Socio-economic benefits for rural areas
- Overcoming the ('double') digital divide: make sure that digital opportunities are taken up
- Focus on business support to digital solutions/ applications building on 'endogenous' resources of an area
- Not only agricultural, but wider rural development context

# Digitisation opportunities in the wider rural development context

- Digital business hubs and service centres/ smart work centres
- Community service hubs
- Farm diversification, including supply chains (on-line selling, marketing, etc.)
- Basic services: healthcare, elderly, local shops, post and other services
- Tourism: increasing tourism potential (including nature-based tourism), mobile services, e-tourism products, etc.