



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

Principles for a sustainable rural digitalisation

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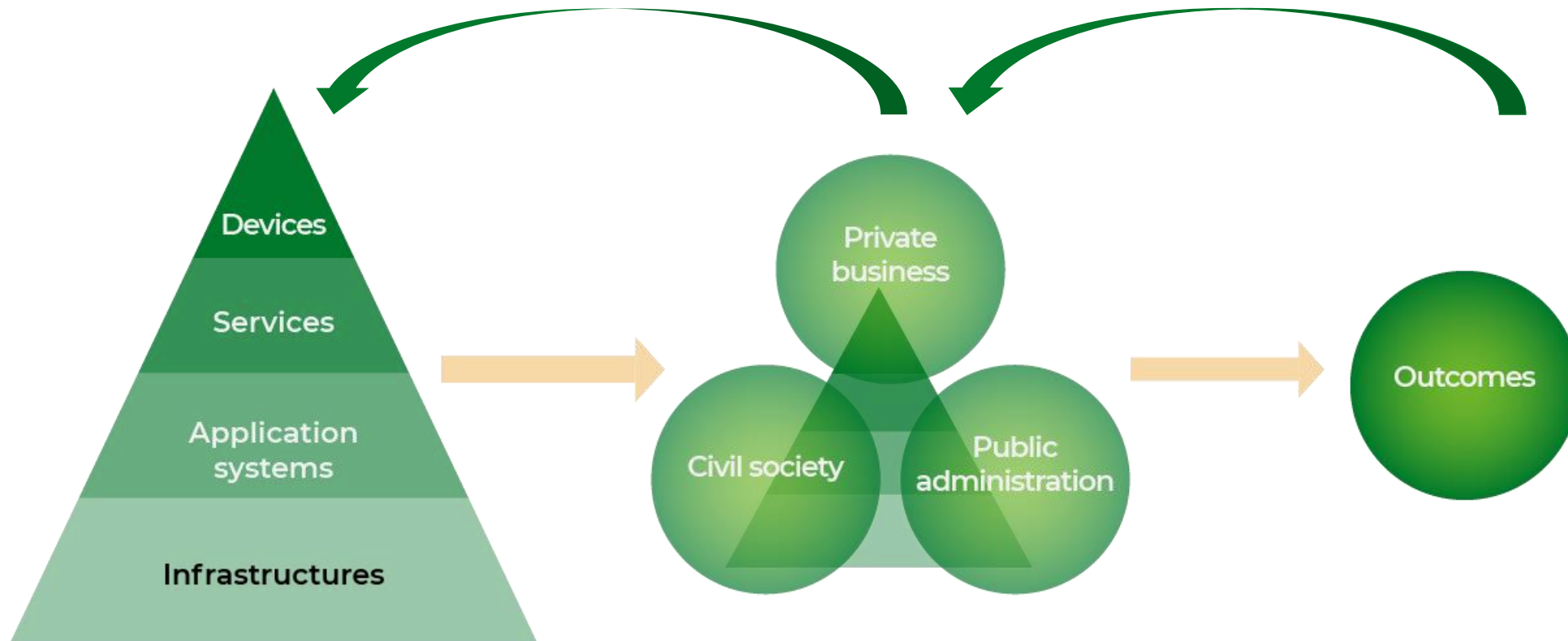
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Digitalisation as a socio-technical process



Potential of digital technologies



Technology	Potential	Application
Social Media and social networks	Social capital	Community building, Territorial promotion
Websites and online platforms	Access to knowledge, Connecting with markets and administration	E-government, E-commerce
Cloud	Flexible access to remote services with web or mobile apps	Work outdoor
Local & remote sensing (sensors), drones and/or satellite imagery	Advanced monitoring capacity	Precision agriculture, Environmental monitoring
Distributed ledgers	Reduction of transaction costs, Privacy and identity preservation	Value chain integration
Data, analytics, AI	Prediction capacity, Managing diversity	Decision Support Systems
Augmented reality/virtual reality	Enhancing human senses	Education; Training; Tourism Quality of experience
3D printing	Decentralisation of manufacture	Spare parts, food
Autonomous systems	Automation of physical and intellectual work	Quality of work, Cost reduction, Quality of life



Purposes of digital innovation



Productivity

Administration

Coordination
(internal, across
the value chain)

Quality of
products

Resource
efficiency

Quality of the
environment

Health

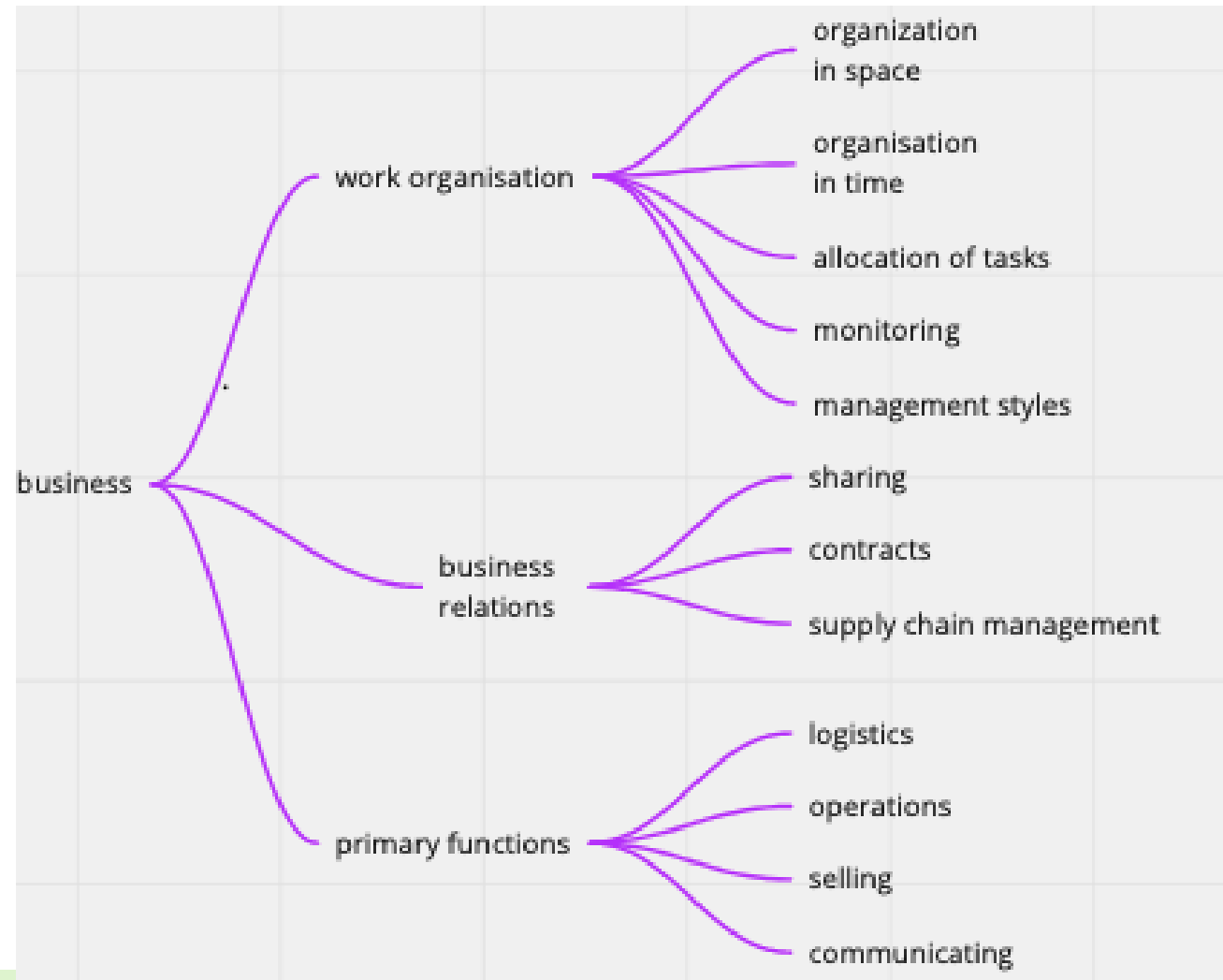
Visibility,
reputation

Business
intelligence

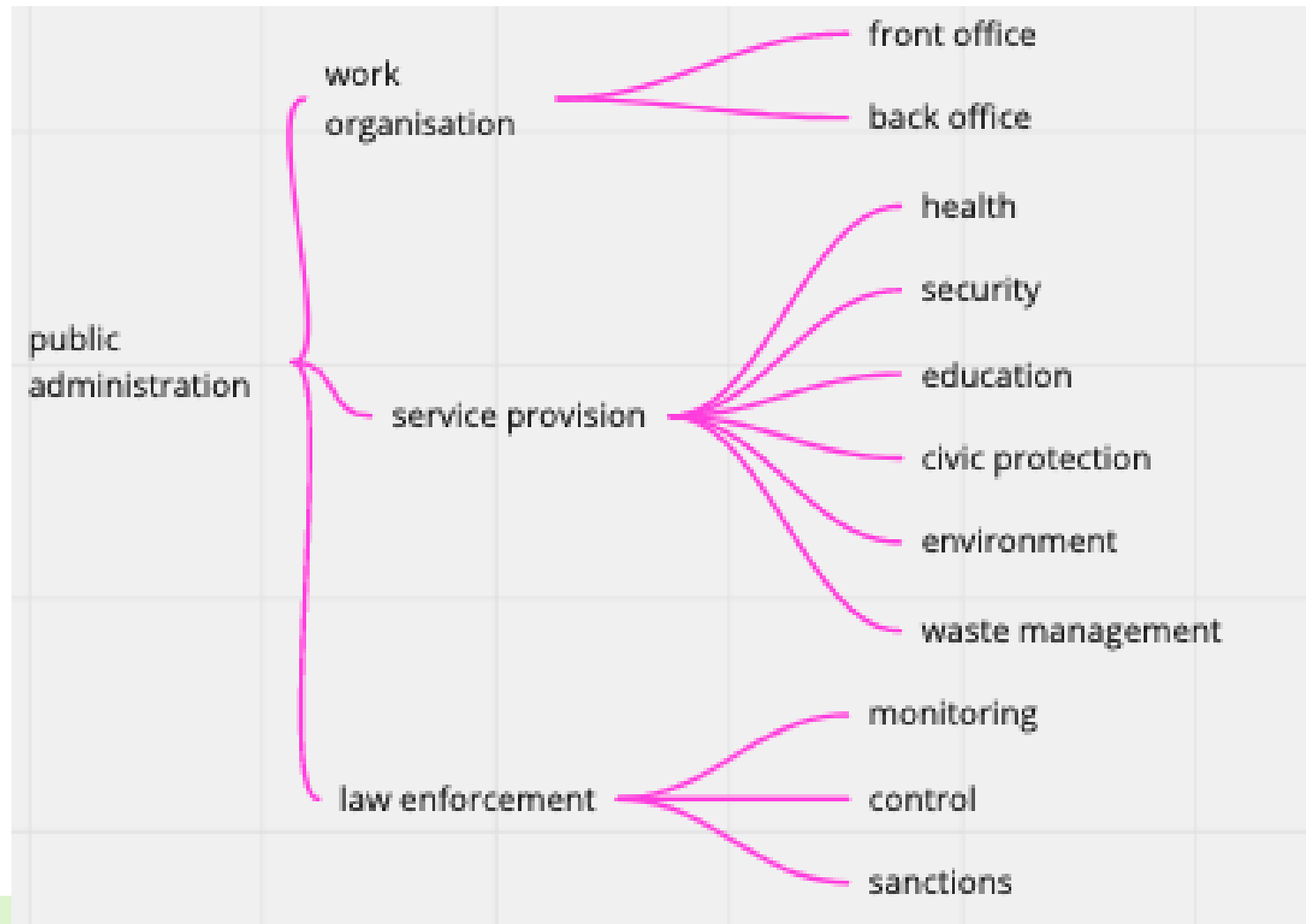
Rural life



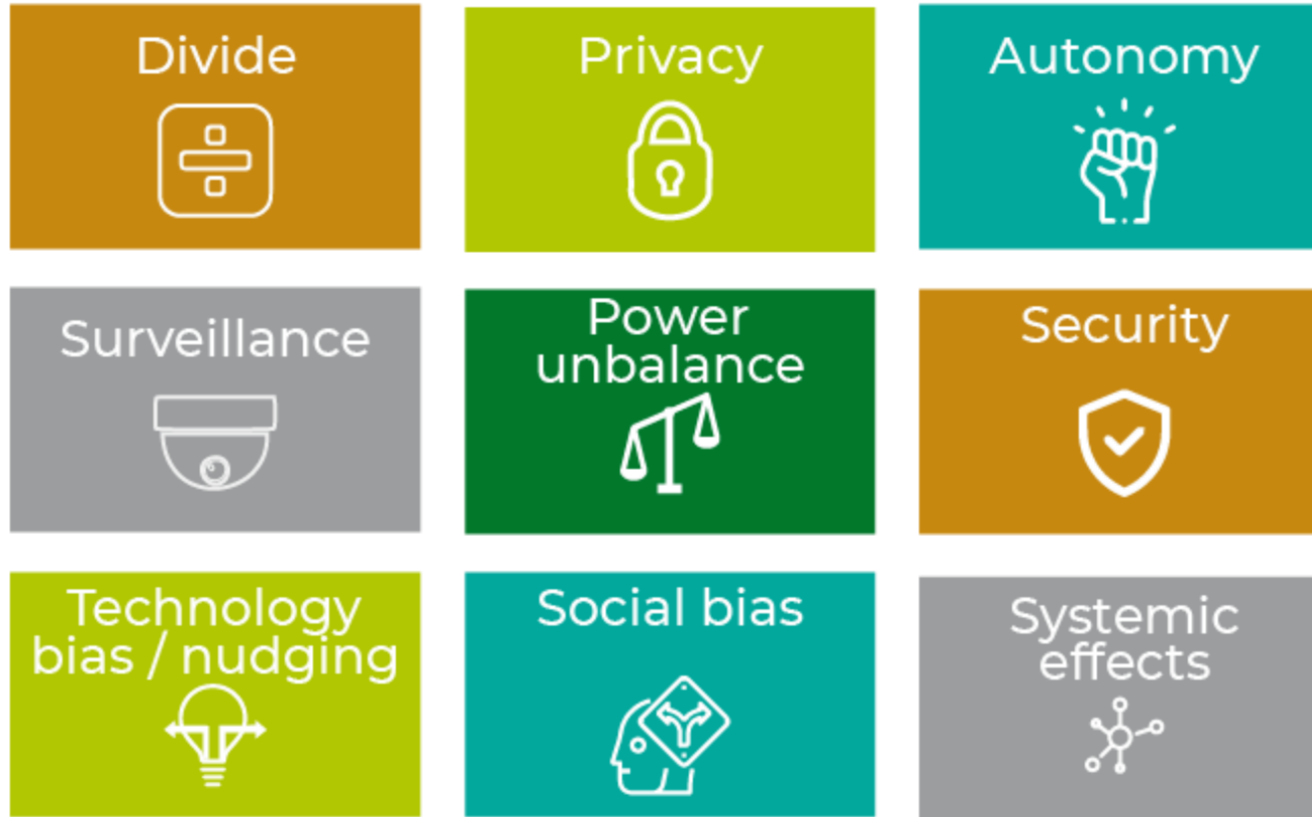
Rural business



Rural administration



Risks of digital technologies



Principles to guide digitalisation



✓ Creating the basic conditions for digitalisation

Infrastructure, human capital, economic gain

✓ Anchoring digitalisation to sustainable development

Strategies that address needs and expectations of local communities in relation to the SDGs.

✓ Adapting digitalisation to different contexts

Participatory and place-based approaches to digitalisation.
Link local needs with digital knowledge (e.g. brokers, hubs, etc).

<https://desira2020.eu/resources/contribution-to-the-long-term-vision-for-rural-areas/>



Principles to guide digitalisation processes



✓ Favouring digital inclusion

Digitalisation can generate uneven development, marginalisation and polarisation. Avoid digital exclusion and ensure that no one is left behind.

✓ Developing digital ecosystems

Support 'connectors' –Digital hubs, fab labs, co-working spaces, living labs, LAGs and other intermediate bodies

✓ Designing policy tools for sustainable digitalisation

Regional Digitalisation Agencies
Agriculture and Rural Knowledge and Innovation Systems (ARKIS) to foster digitalisation to foster digitalisation beyond agro-forestry.

<https://desira2020.eu/resources/contribution-to-the-long-term-vision-for-rural-areas/>

• Principles to guide digitalisation processes



Actions in four key domains:





- i) Human capital
- ii) Innovation
- iii) Investments
- iv) Governance

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