



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

Needs Expectation and Impact analysis

Fabio Bartolini¹, Matteo Metta², Stefano Ciliberti², Chinedu Obi²

1 University of Ferrara

2 University of Pisa



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#DESIRA2020

NEI appraisal



21 Living Labs' Focal Questions

Aggregate Data collection

Comparison analysis across the 21 LLs

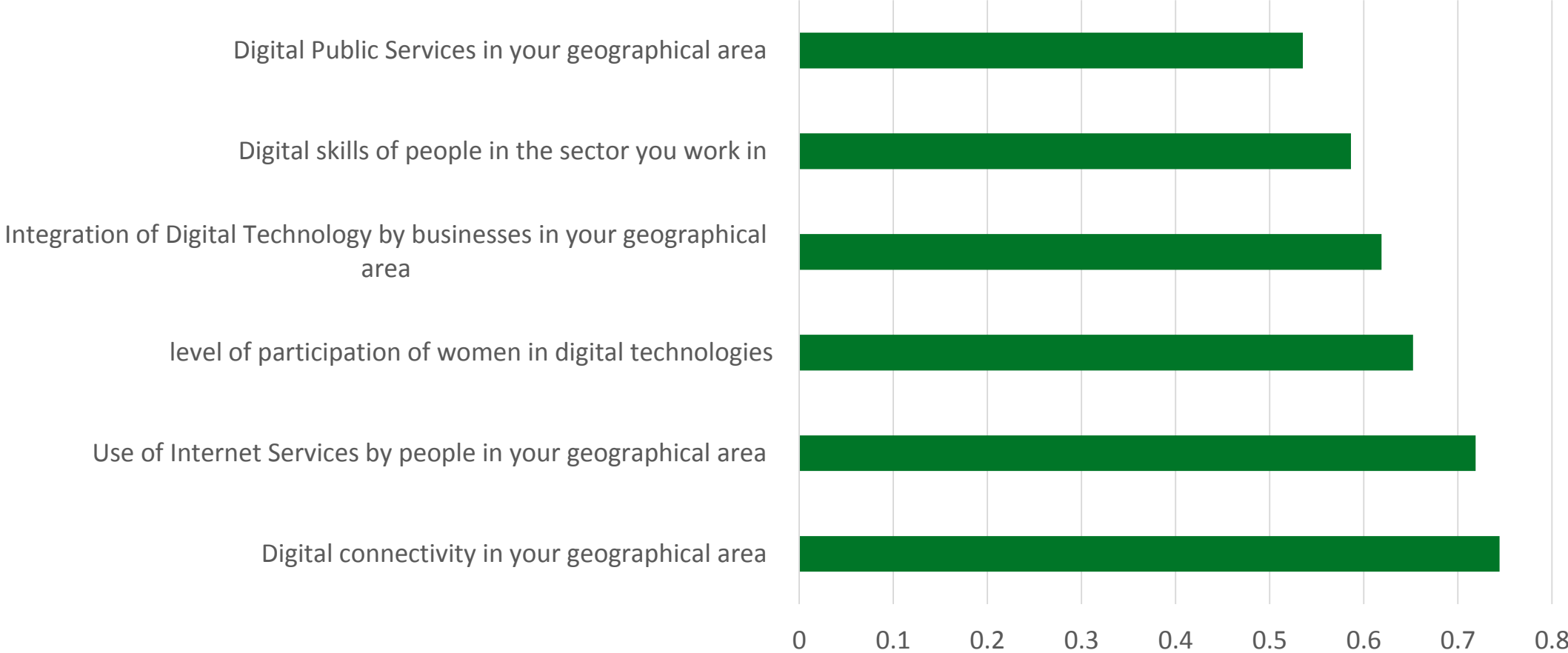
- **Rural:** e-governance (DE), territorial attractiveness (ES), farm diversification (HR), local livelihoods (IE), land management (IT), short food supply chain (NL), spatial planning (PL), crofting communities (UK Scotland).
- **Agriculture:** ammonia emission (BE), weed control (CH), fruit production (DE), advisory services (EL), water management (EL), wine supply chain (FR), agri-food innovation (FR), horticulture (FR), beef marketing (LV).
- **Forestry:** wood trade traceability (AT, IT), wildfires & firefighting (ES), bioeconomy (FI).

- 158 interviews to key stakeholders
- 378 participants involved in focus group discussions
- 273 respondents to DESIRA online survey
- Secondary quantitative and qualitative data

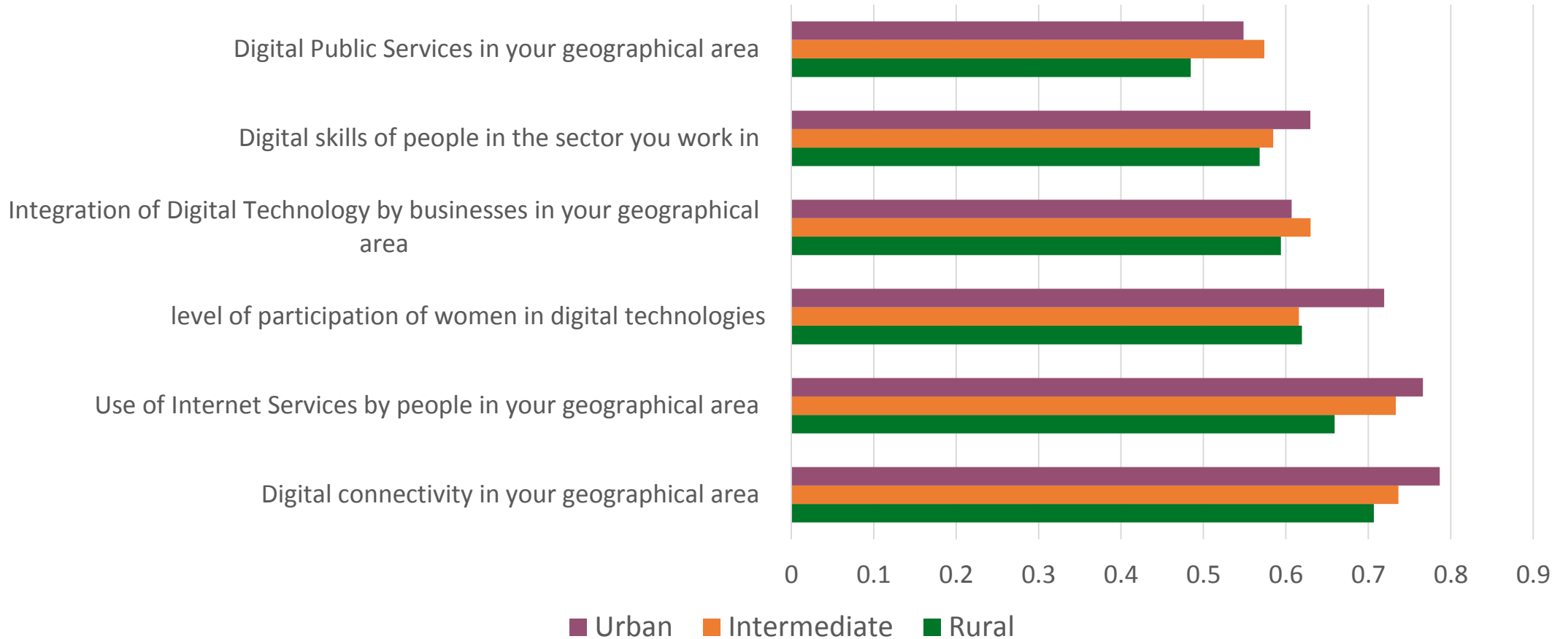
Mixed methods

Qualitative Content Analysis
+
Summary statistics

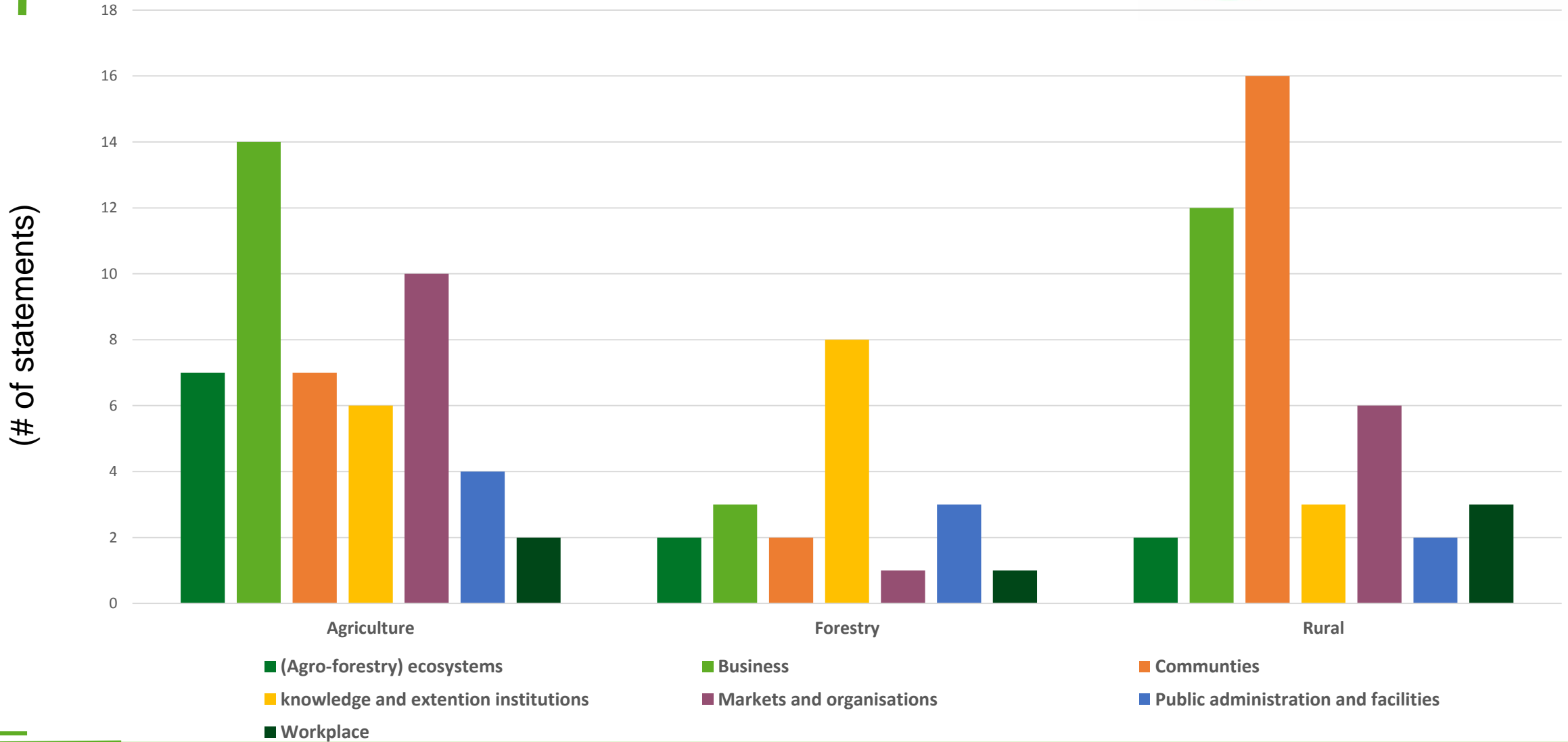
Current levels of digital connectivity, usage and skills (Log of Mean)



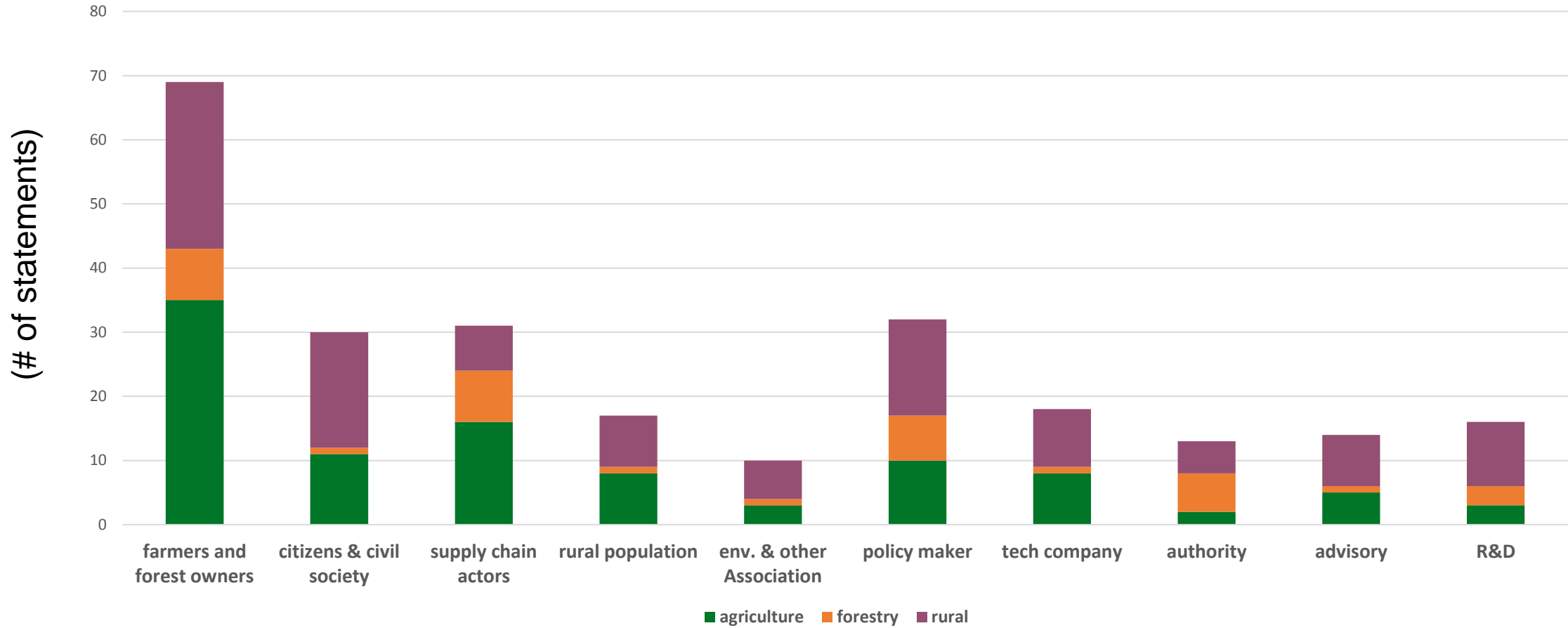
Current levels of DESI (Log of Mean)



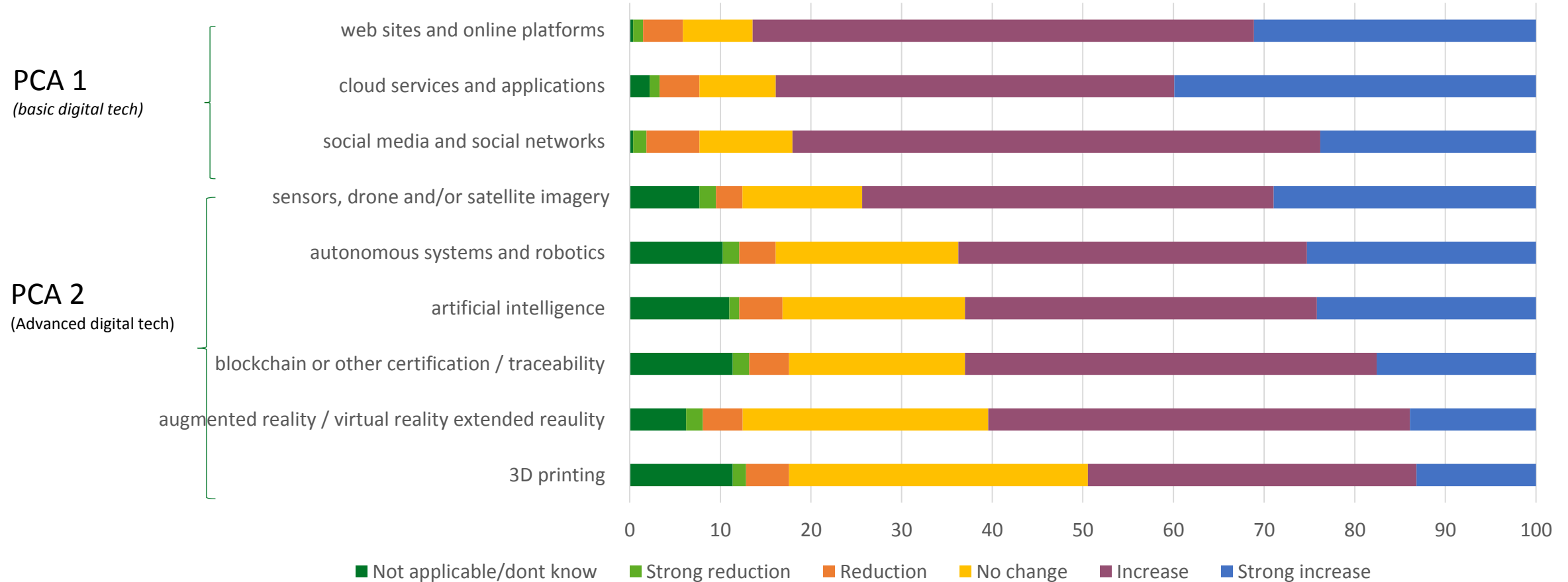
Needs



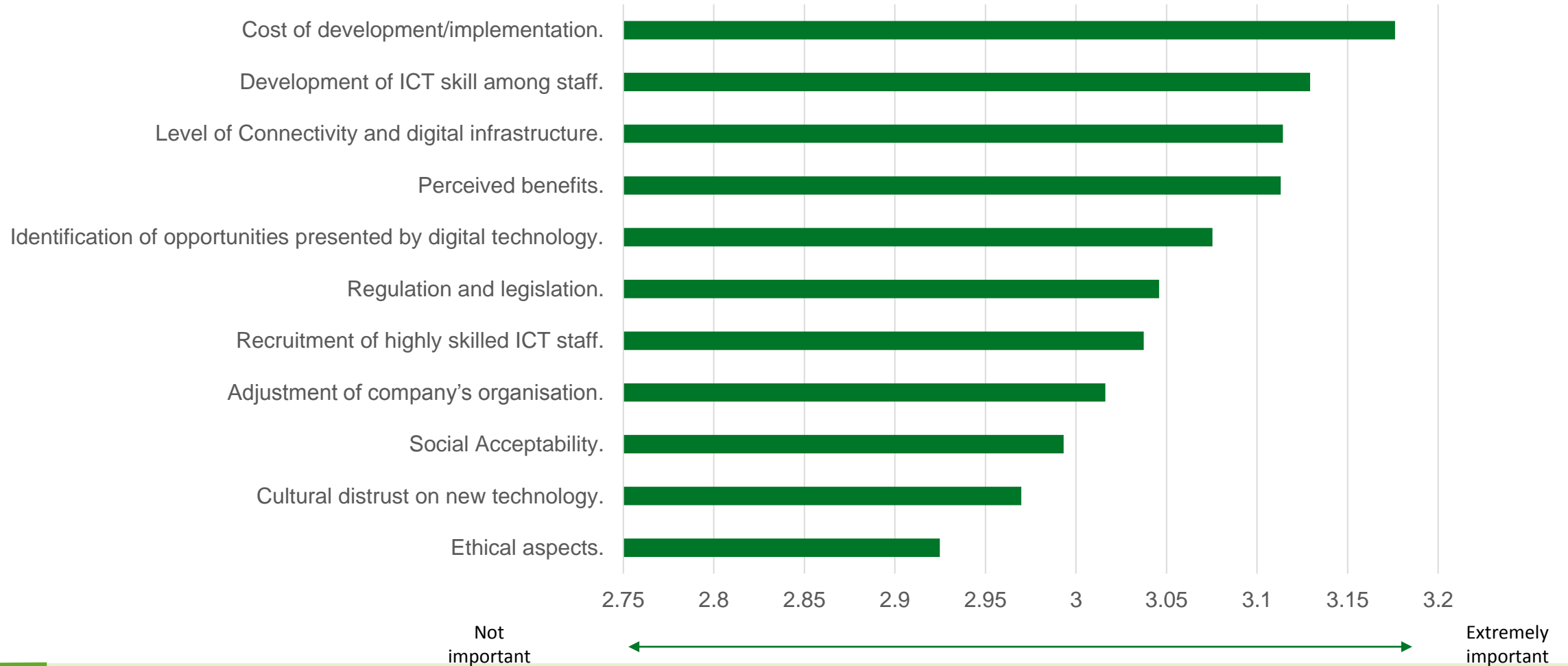
Who needs it?



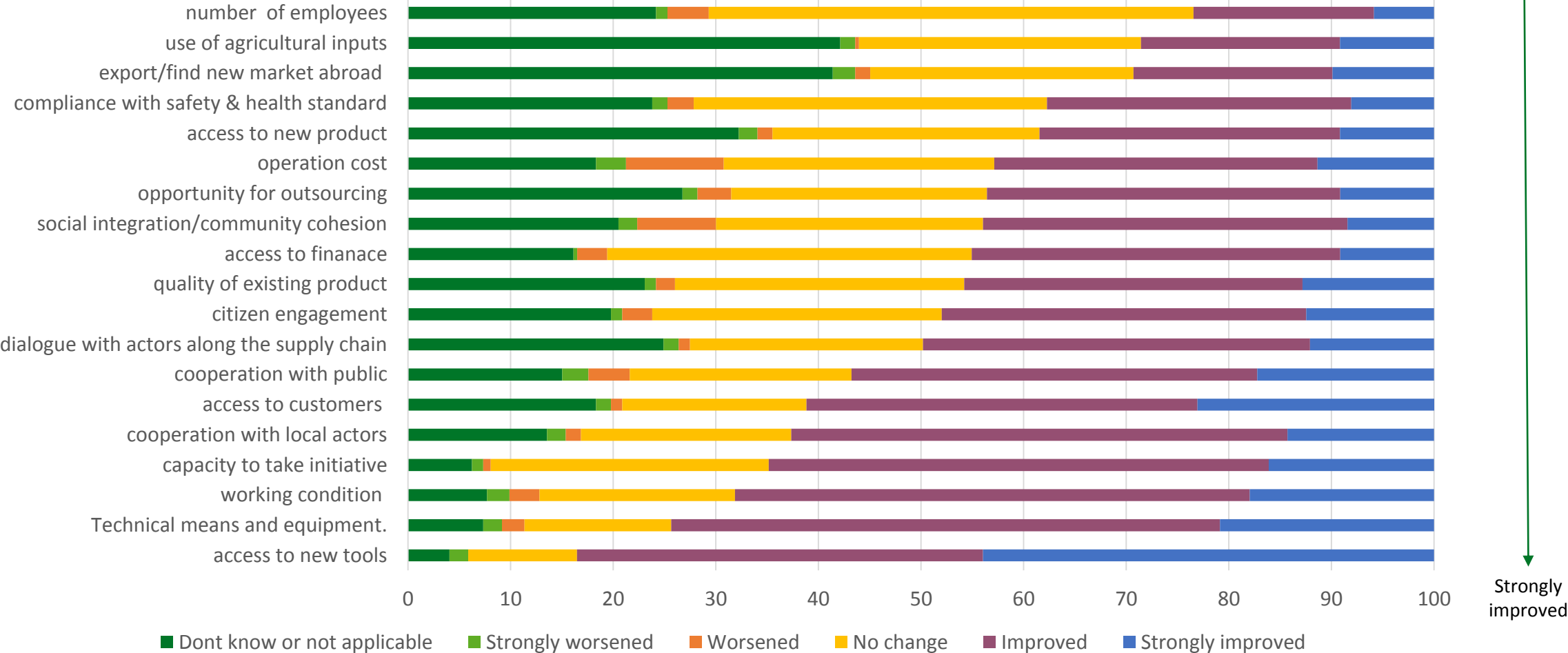
Adoptions in next 5 years



Obstacles to adoption of digital technologies



Current impact of digitalization



Discussion







- Different perception of digitalisation between urban and rural
- Different needs from digitalisation
 - Business opportunities (agricultural)
 - New Knowledge (forestry)
 - Communities and participation (rural)
- Current Impact on working conditions; new connectivity; dialog with other actors (supply chain, citizens; public administration)
- Role of covid-19 as accelerator of dig. transition



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Thank you & follow us online!

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