



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

DESIRA: an overview

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DESIRA receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818194. The content of this document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).



#DESIRA2020

Our point of departure

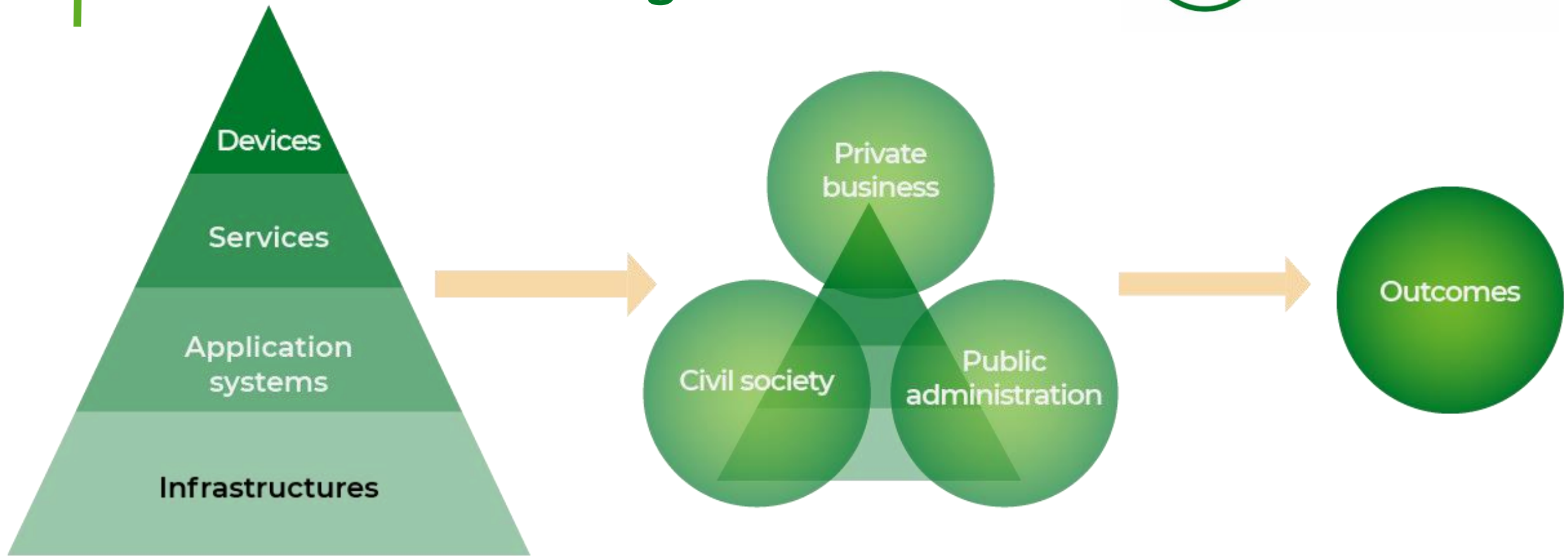
Digitalisation does not occur as the effect of ‘innovation uptake’ but as a transformation of a socio-technical system

Humanising digitalisation

Content of the presentation

- Goals and main achievements of DESIRA
- Clarification of concepts
- The DESIRA conceptual framework
- The Inventory of digital tools
- Modelling broadband access impact on economic growth

What is the goal of DESIRA?



Improve the **capacity of society and political bodies** to respond to the challenges of digitalisation in rural areas, agriculture and forestry

Main achievements



Conceptual development

Conceptual framework

Pan-European socio-economic assessment

SESI indicators

Education, dissemination

Capacity development

Inventory

Taxonomy

LL Training

Practice abstracts

Technology development

Virtual Research Environment

Dashboard

Policy influence

Rural Digitalisation Forum

Participation to policy conferences

Filling the knowledge gaps



Digitisation vs digitalisation



Socio-cyber-physical system



Taxonomy of game changers and of their impact



Inventory of digital technologies



Pan-European assessment

Digitization



Process by which analogic information is codified into numbers



Digitalisation

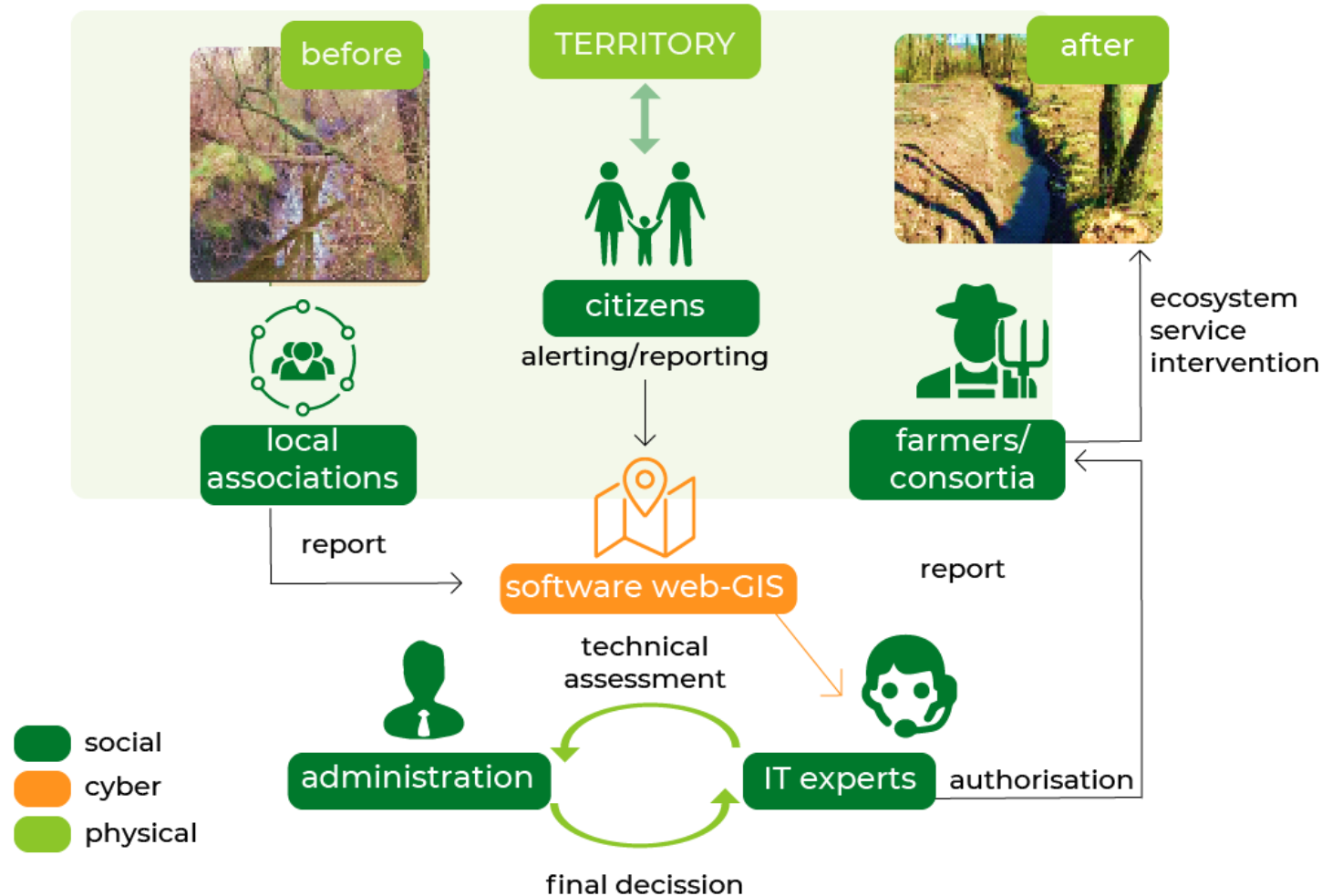


A reorganisation of human activities in relation to digitisation



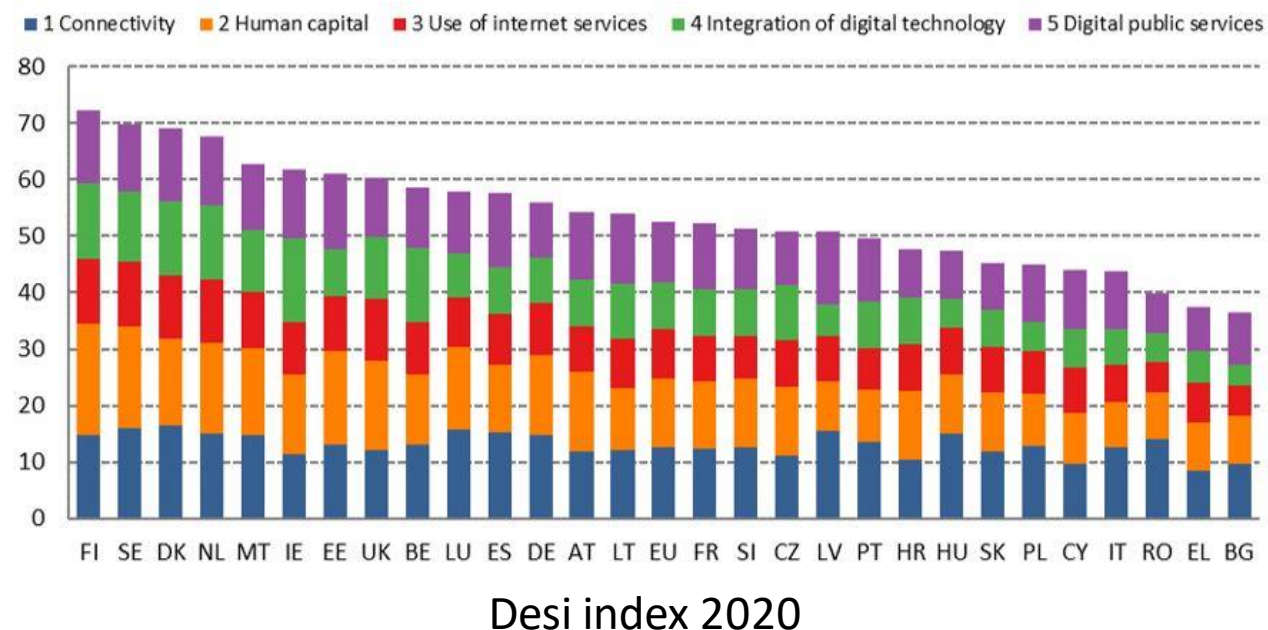
Conceptual framework

Studying digitalisation: Socio-cyber physical systems

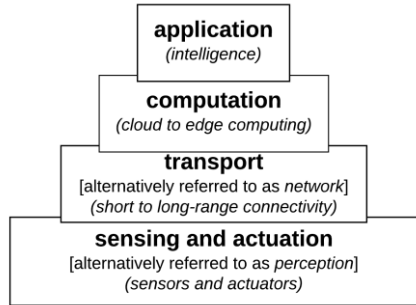


Inventory of digital tools (DGC)

Under which conditions are digital technologies game changers?



Strengthening the capacity of rural actors: the inventory of digital tools



Taxonomy of digital technologies



forestry



agriculture

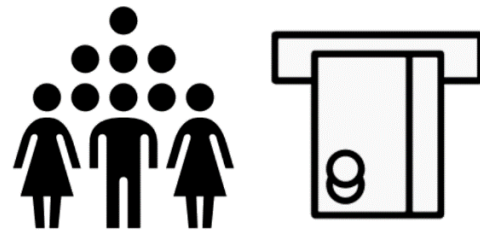


rural area

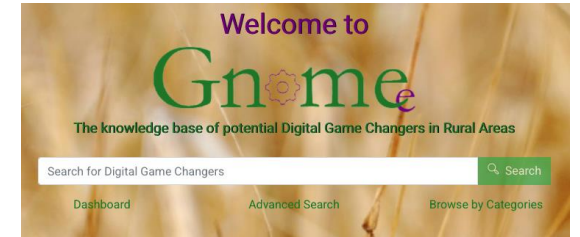
used in

application scenarios

producing



socio-economic impact

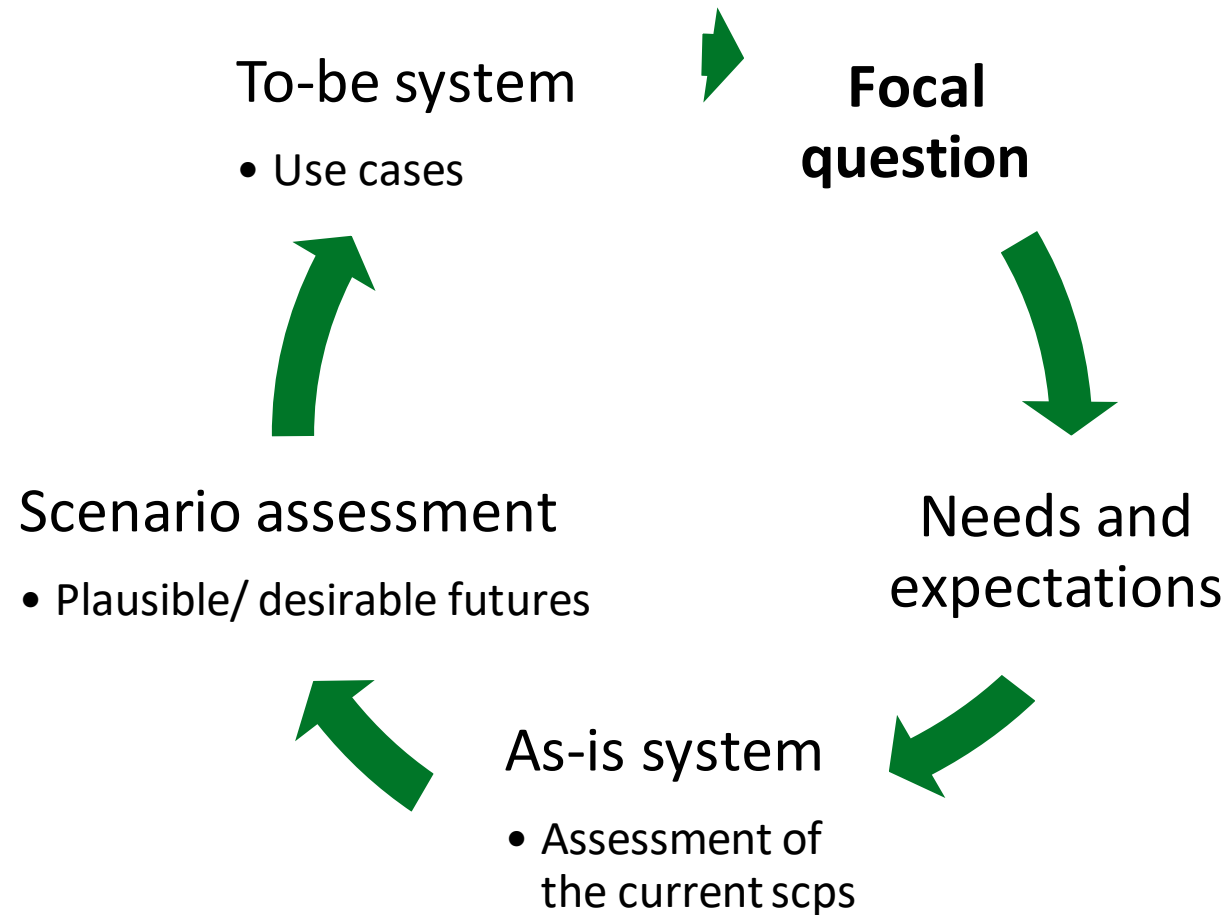


Toolkit of digital tools



Taxonomy of impacts

Assessing digitalisation: Living Labs



DESIRA Living Labs



1. Oosterwold (NL)

Local markets

**2. Central
Ostrobothnia (FI)**

Circular economy

**3. Rhineland-
Palatinate (DE)**

Communication and
gender

4. Rural Poland (PL)

Participation

5. Latvia (LV)

Digital marketing

**6. Lake Constance
(DE)**

Organic fruit
production

7. Austria (AT)

Wood traceability

**8. North Great Plain
(HU)**

SMEs in rural areas

9. Switzerland (CH)

Organic farming

**10. Northern Greece
(GR)**

Smart rural
communities

11. Trikala (GR)

Water management

**12. Adriatic Region
(HR)**

Tourism

**13. Apennine Region
(IT)**

Firewood traceability

14. Tuscany (IT)

Land management

15. Andalucia (ES)

Forest fires

16. Aragon (ES)

Rural attractiveness

**17. New Aquitaine
(FR)**

Digital wine sector

**18. Burgundy-
Franche-Comté (FR)**

Agroecological
transition

19. Scotland (GB)

SMEs in rural areas

**20. West Flanders
(BE)**

Livestock production

Modelling broadband impact



ANALYSIS AT NUTS3 LEVEL OF
BROADBAND DISTRIBUTION



ANALYSING THE IMPACT ON
GROWTH

Pan-European analysis

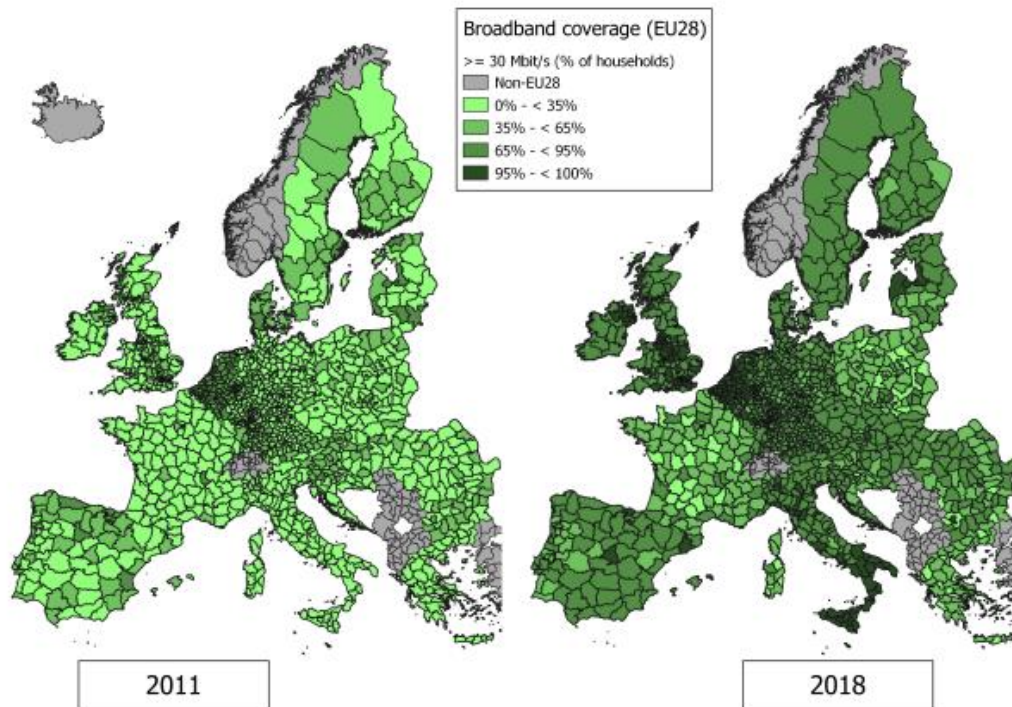
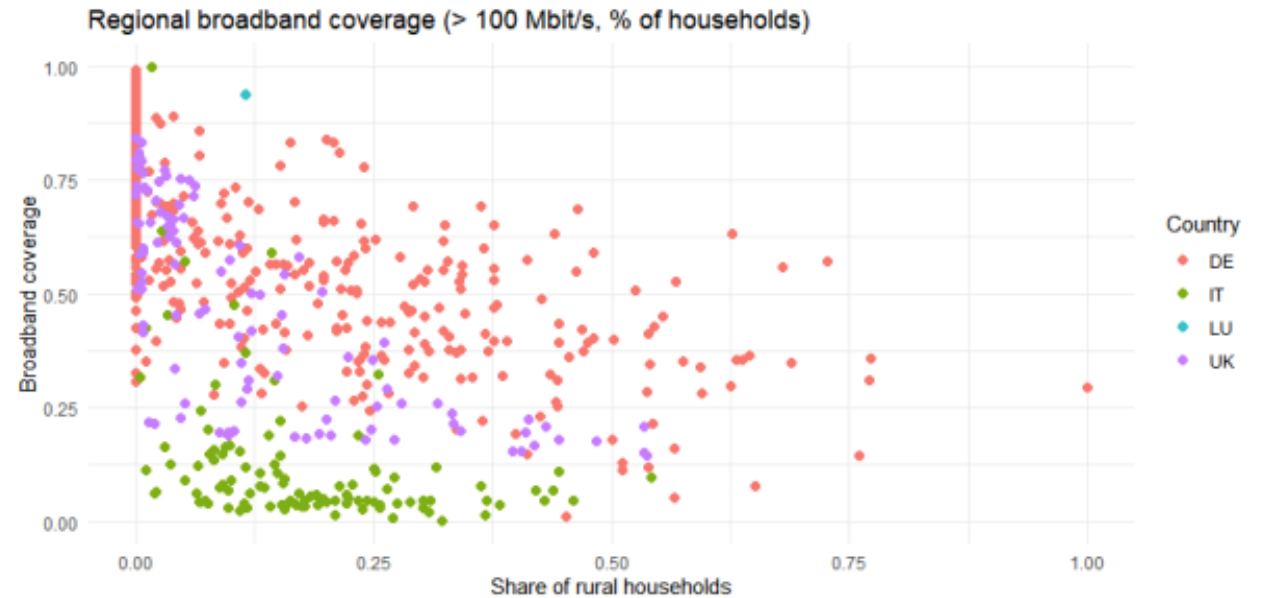


Figure 5: Broadband coverage in the EU28 (2018), as expressed by the share of households with access to connectivity speeds of at least 30 Mbps.



ANALYSIS AT NUTS3
LEVEL OF BROADBAND
COVERAGE OF RURAL
HOUSEHOLDS



ANALYSING THE IMPACT
ON GROWTH

Uptake of societal concerns

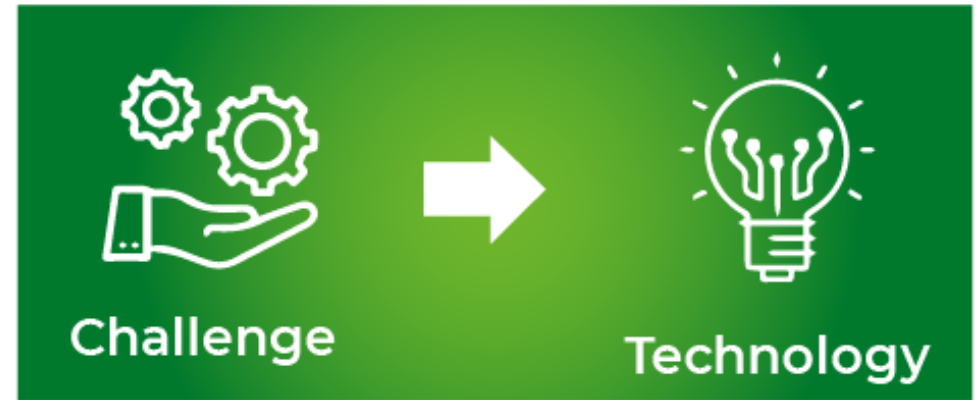
technology as an end itself

FROM



TO

technology as the means to an end



A framework for the analysis of impact



Design-related conditions

Access-related conditions

System-related conditions



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