



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

Introduction to the workshop

Gianluca Brunori (University of Pisa)

11 September 2020

1st Rural Digitization Forum meeting



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).



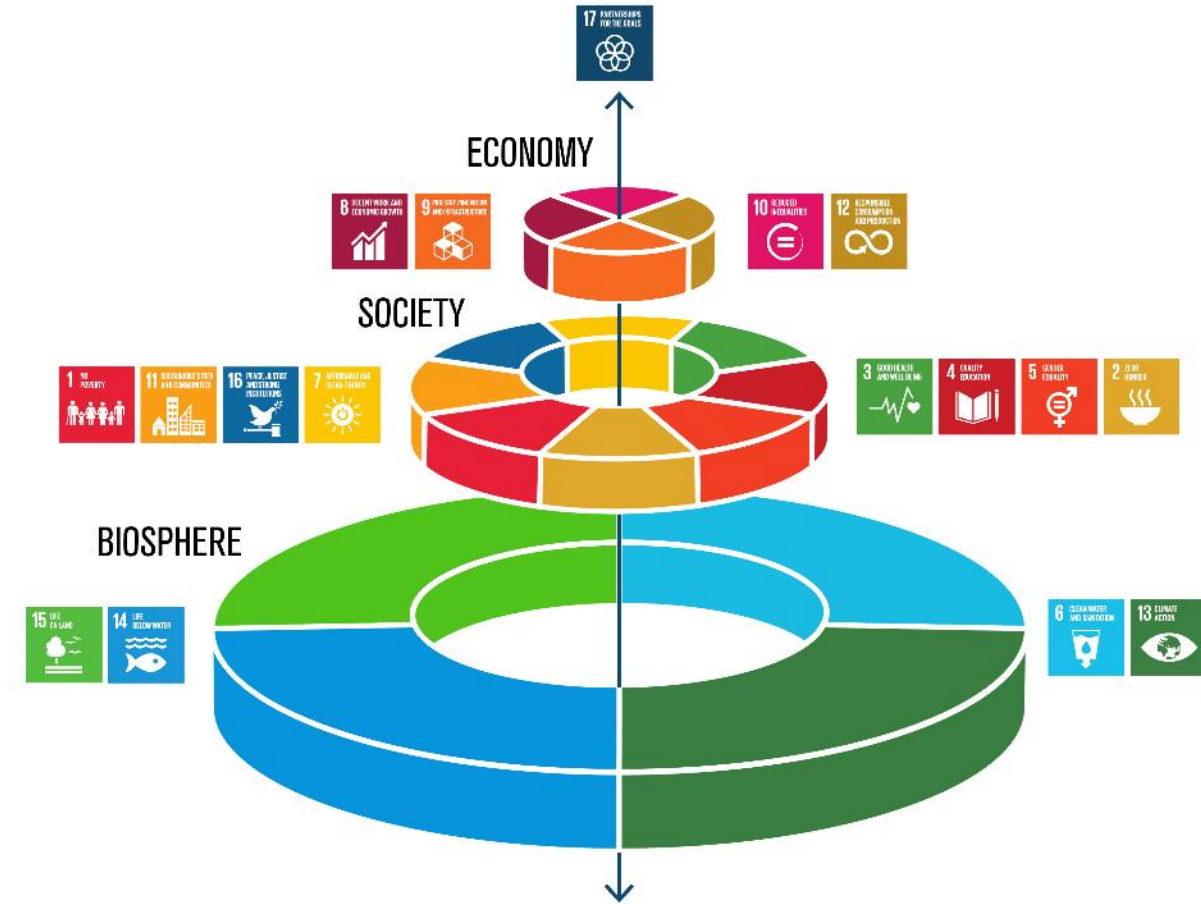
#DESIRA2020



DESIRA Messages



The **digital transformation** of rural areas generates **winners** (who benefit from the change), but also **losers** (who are marginalised by the change), as well as **opponents** (who resist to change) and **proponents** (who support or advocate for the change).



DESIRA Approach



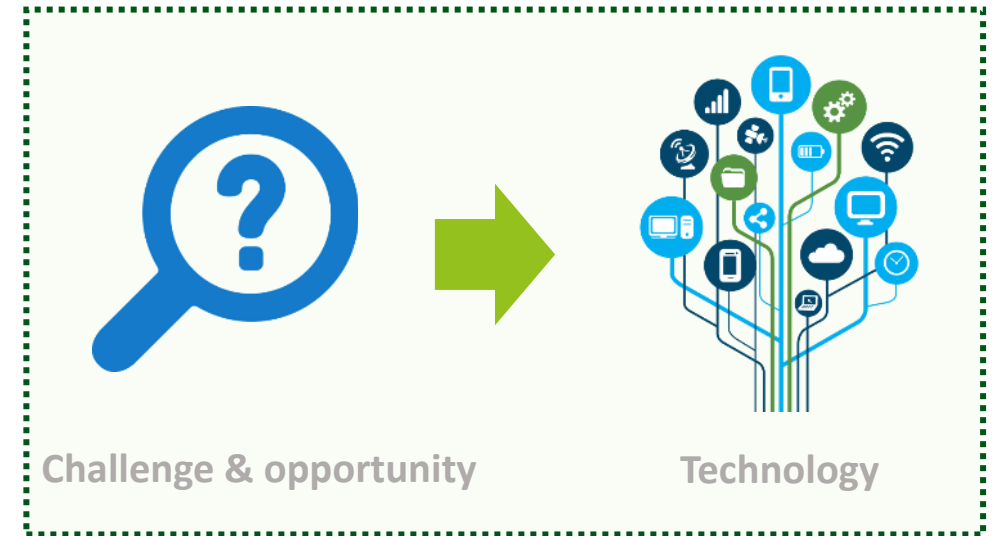
From technology as an end itself

To technology as the means to an end

FROM



TO



What is DESIRA about?



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

by

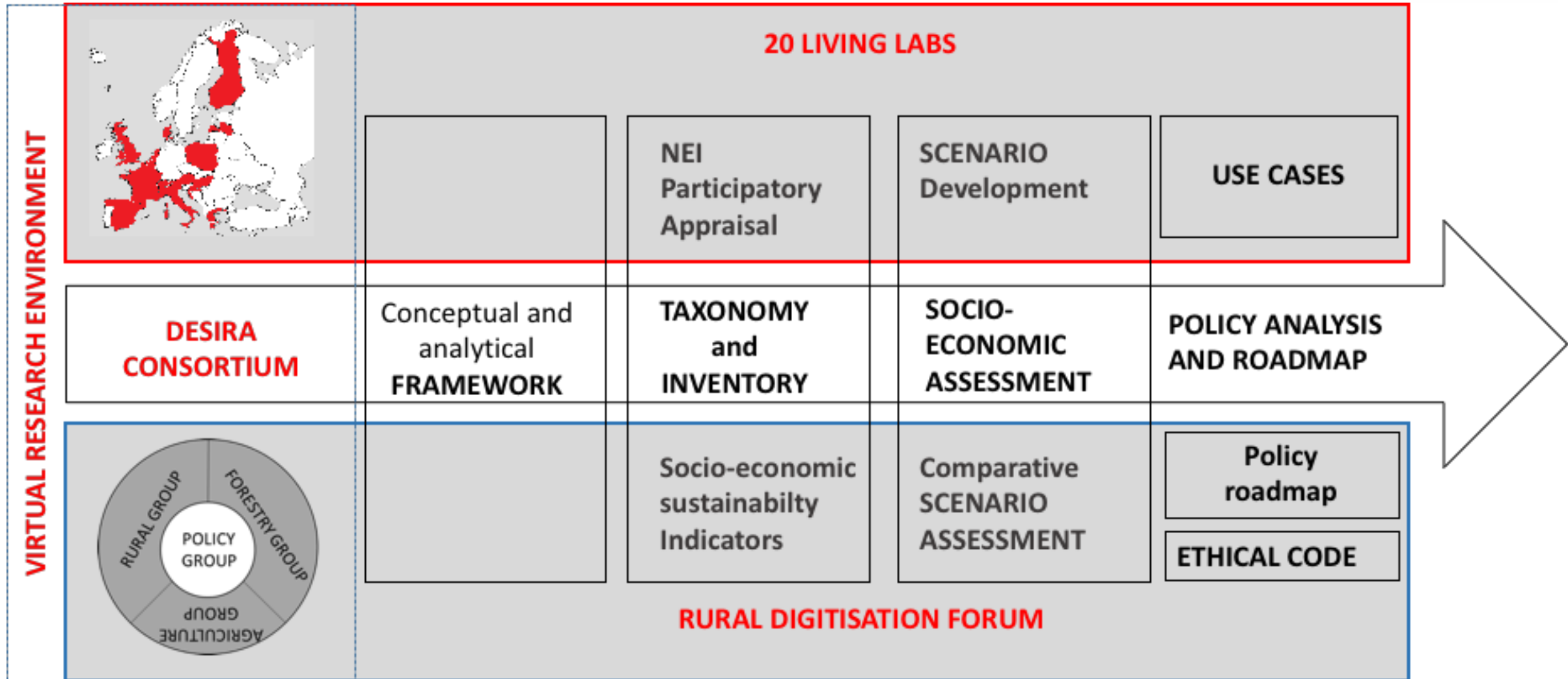
building a ***knowledge and methodological base*** that makes it easier ***to assess the past, current and future socio-economic impacts of ICT-related innovation.***

DESIRA Objectives

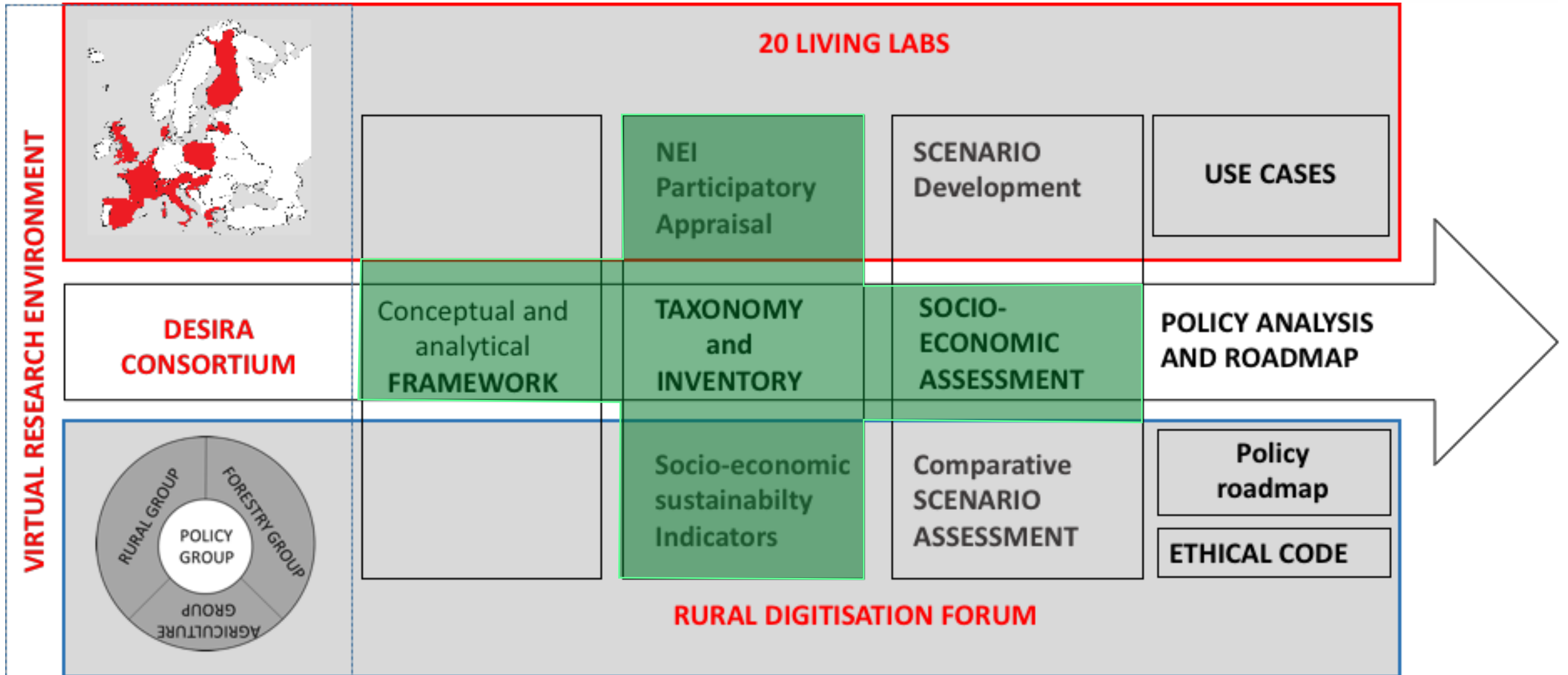


1. to fill the socio-economic **knowledge gaps** on digitisation in agriculture
2. to assess the past and current **socio-economic impact** of digitisation
3. to improve the capacity of rural communities to **reflect** on future risks and opportunities
4. to improve the capacity of rural communities to **reap the opportunities** offered by digitisation
5. to promote **online interaction and learning** among a wide range of stakeholders
6. to increase the **uptake of societal concerns** in ICT-related policy and innovation

The flow of the project







The flow of the project





DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

Thank you & follow us online!

-  @DesiraH2020
-  @DESIRA.H2020
-  DESIRA H2020
-  DESIRA H2020

