

## BOOSTING SUSTAINABLE DIGITALISATION IN AGRICULTURE, FORESTRY AND RURAL AREAS BY 2040 WEBINAR

30 June 2021

In June 2021, the European Commission expects to publish the Communication on the Long-Term Vision for Rural Areas. Digitalisation will certainly have a prominent role in the future of rural areas, as a mega trend already affecting agriculture, forestry and the life of rural citizens across Europe.

This webinar is organised in the context of the **DESIRA Rural Digitalisation Forum (RDF)**.

### Objectives of the webinar:

- Get a common understanding of the envisaged role of digitalisation in the Communication on the Long-Term Vision for Rural Areas;
- reflect on the recommendations produced by the Rural Digitalisation Forum to guide sustainable digitalisation of agriculture, forestry and rural areas;
- identify key challenges and opportunities of digitalisation for the future;
- exchange on the policy support needed on the ground to ensure sustainable digitalisation of agriculture, forestry and rural areas.



## Wednesday | 30 June 2021

### 10.00 – 10.10h **Welcome and introduction**

*Enrique Nieto, European Association for Information on Local Development – AEIDL, Belgium*

### 10.10 – 10.45h **The role of digitalisation for achieving the long-term vision for rural areas**

- *Digitalisation in the EU long-term vision for rural areas.*  
*Juan Velasco, DG AGRI, European Commission*
- *DESIRA RDF views to boost sustainable digitalisation of agriculture, forestry and rural areas by 2040.*  
*Gianluca Brunori, DESIRA project coordinator, University of Pisa, Italy*

### 10.45 – 11.50 **Leveraging the benefits of digitalisation by 2040**

- *Needs and expectations for digitalisation emerging from DESIRA Living Labs.*  
*Fabio Bartolini, University of Pisa, Italy*

**Group discussion.** *What are the current **challenges** & **opportunities** these sectors are experiencing regarding digital transformation? What **policy** support is needed on the ground to ensure sustainable digitalisation?*

- *Digitalisation in the agricultural sector.* **Cynthia Giagnocavo**, *University of Almeria, Spain*
- *Digitalisation of the forestry sector.* **Monia Santini**, *Director of the CMCC Division Impacts on Agriculture, Forests and Ecosystem Services (IAFES)*
- *Digitalisation of rural areas.* **Emilija Stojmenova**, *Head of 4P Digital Innovation Hub, Slovenia*

### 11.50 – 12.00h **COFFEE BREAK**

### 12.00 – 12.25h **Reporting back in plenary and collective reflections**

### 12.25 – 12.30h **Closing Remarks**