



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

DESIRA RDF Meeting - Scenario Planning

Dominic Duckett

07 December 2021



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

Why Scenario Planning?



- No one knows what will happen. The future is inherently uncertain. However, we are able to look at both past events and the current situation with a greater degree of certainty.
- Scenario Planning is a methodology developed to consider a range of plausible outcomes, based on what we do know about the past and present.
- SP harnesses human creativity and imagination to make flexible plans that are robust enough and sufficiently flexible to deal with unpredictable developments.



The DESIRA Scenarios

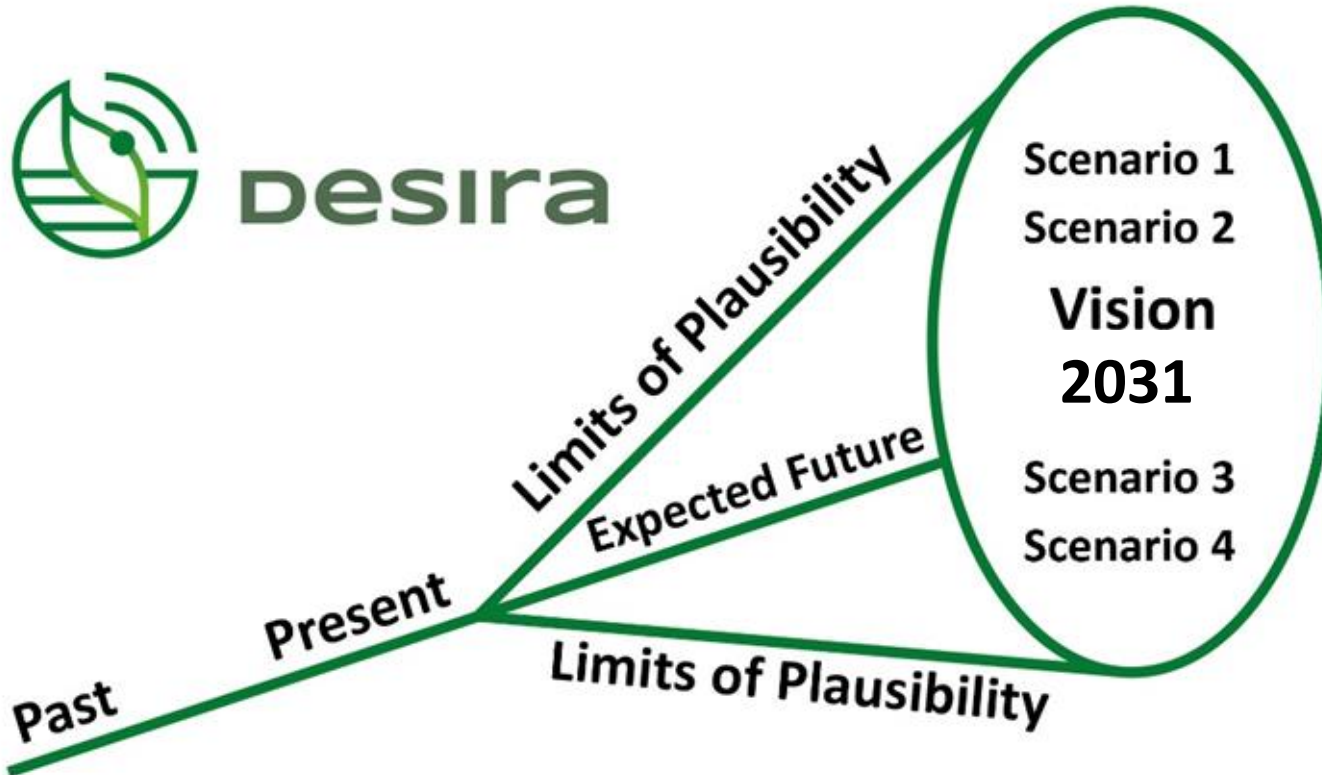


- **DESIRA has adopted an ‘exploratory’ and ‘participatory’ scenario development approach**

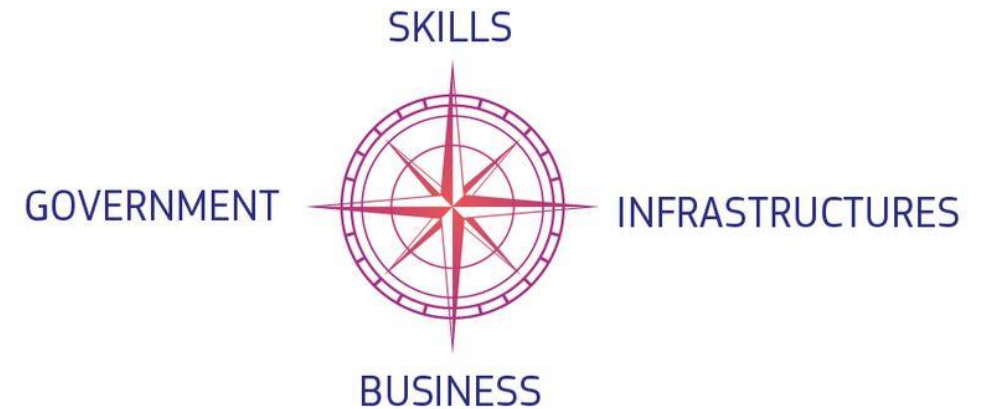
“...exploratory scenarios often strive for awareness raising, the stimulation of creative thinking, or gaining insight into the way social, economic, and environmental drivers influence each other”.
(Kok et al. 2011)

- **They are crafted to form plausible accounts of what the future might look like in consideration of known drivers of change having specific effects over time, with a strong qualitative element shaping the entire exercise.**
- **With a characteristic narrative element, exploratory, qualitative scenarios lend themselves well to stakeholder dissemination.**

Plausibility?

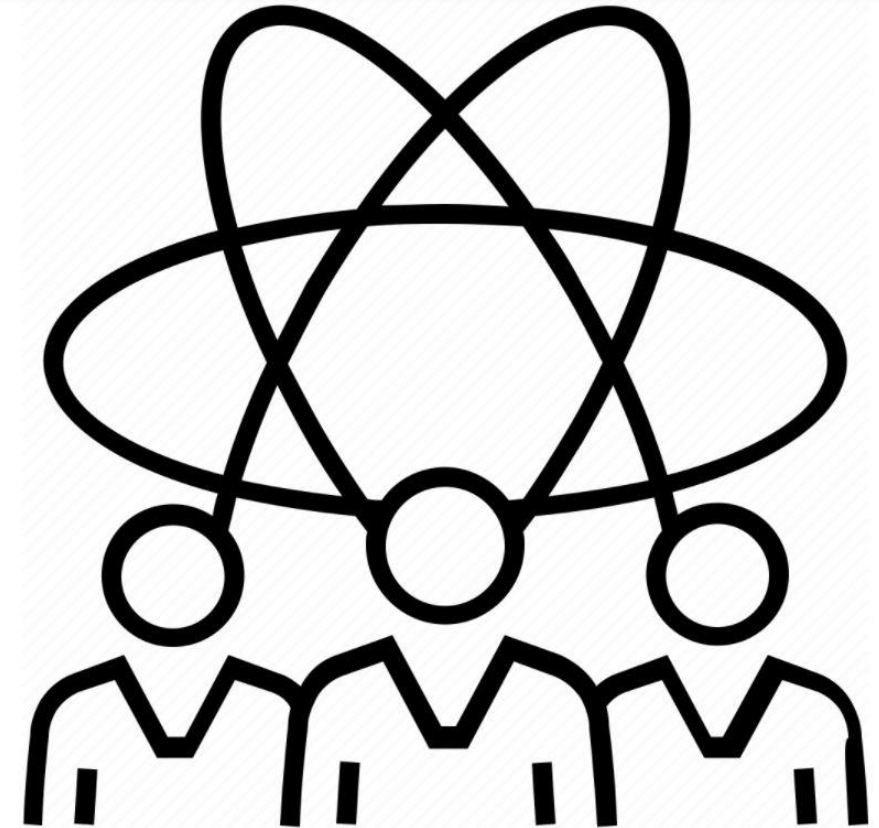
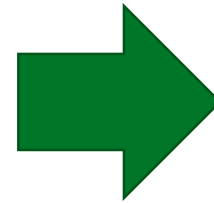


- 10 year horizon to combine plausibility with strategic foresight
- Aligns to EU Digital Decade

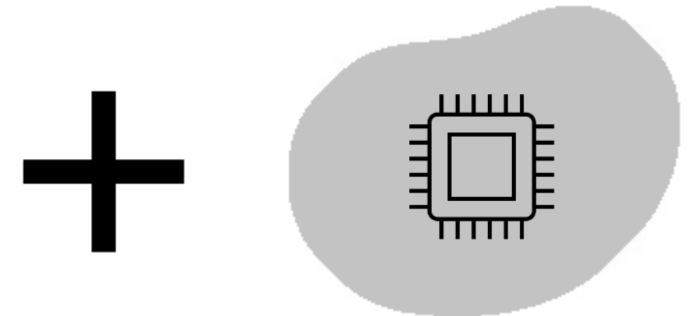


The future can depart from expectations exponentially, the farther ahead we attempt to foresee.

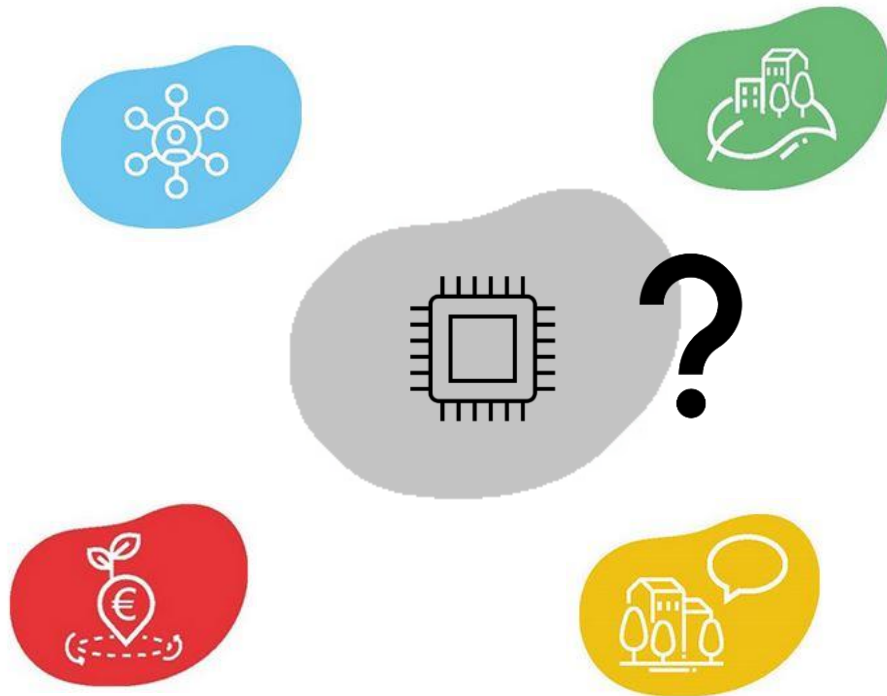
Anticipated results of DESIRA Scenarios



Integration of DESIRA Scenarios with the Long Term Vision for Rural Areas



Requirements of this Foresight Exercise DESIRA



- Support the development of a fifth component - the vision for “Digital rural areas”
- Embellish the composite scenarios extending towards 2040
- Develop Foresight Recommendations at an EU level.

Four existing components are 1. Stronger rural areas; 2. Connected rural areas; 3. More resilient rural areas that foster well-being; 4. Prosperous rural areas. Components are overlapping and complimentary. https://ec.europa.eu/info/strategy/priorities-2019-2024/new-push-european-democracy/long-term-vision-rural-areas_en



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

WD3.1 Scenario Planning Methodology

Dominic Duckett, Leanne Townsend, Claire Hardy, Christina Noble (The James Hutton Institute)

Bolie Elzen (Wageningen University & Research)

07 December 2021

DESIRA RDF 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

The Scenario planning process

i. Assemble panel of scenario planners



ii. Draft Scenario Question & determine timeframe



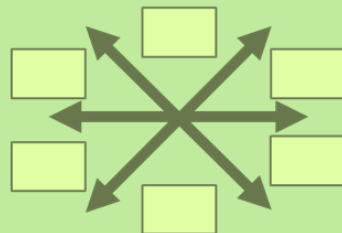
iii. Review past events



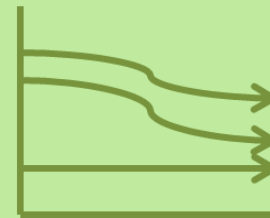
iv. Identify critical uncertainties

1	?
2	?
3	?
...	?

v. Develop plausible scenarios



vi. Consider implications



The Scenario planning process

i. Assemble scenario planners



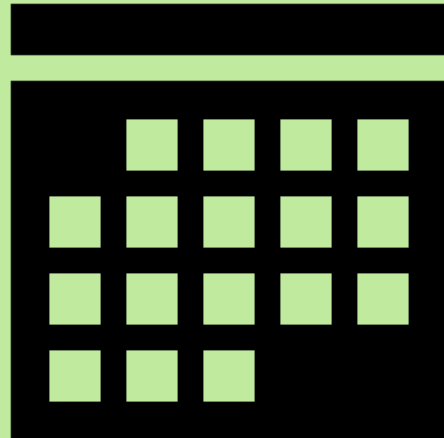
The Scenario planning process

ii. Draft Scenario Question & determine timeframe



The Scenario planning process

iii. Review past events





iv. Identify Critical Uncertainties

1	?
2	?
3	?
...	?

STEEP

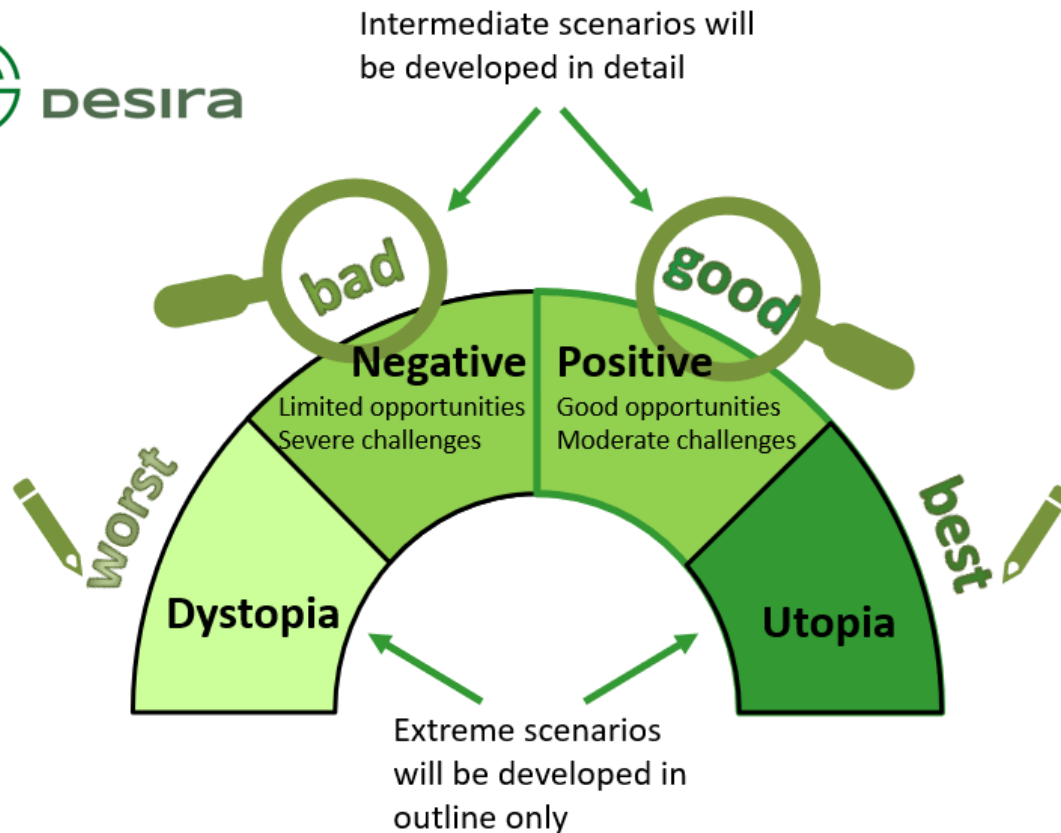


STEEP	DOC
	Demographic issues? Depopulation? Digital literacy? Local community issues? Cooperation? Stakeholders and their technology adoption? SCP?
	What are the relevant Digital Game Changers? Data? Information flow? Platforms? Solutions? Infrastructure? SCP? Equipment? Production methods?
	Sustainability? Land management? Climate Emergency? Natural environment?
	Macroeconomic environment? Local economy? Markets? Labour force?
	Types of governance? Extent of future governmental support? Local norms and values? Institutions? Formal and informal interactions between stakeholders?

The Morphological Box



Assumptions	Plausible positive		BAU assumption		Plausible negative
External Drivers					
Driver 1					
2					
3					
Internal driver <i>n</i>					
Internal drivers					
Driver 1					
2					
3					
4					
Internal driver <i>n</i>					

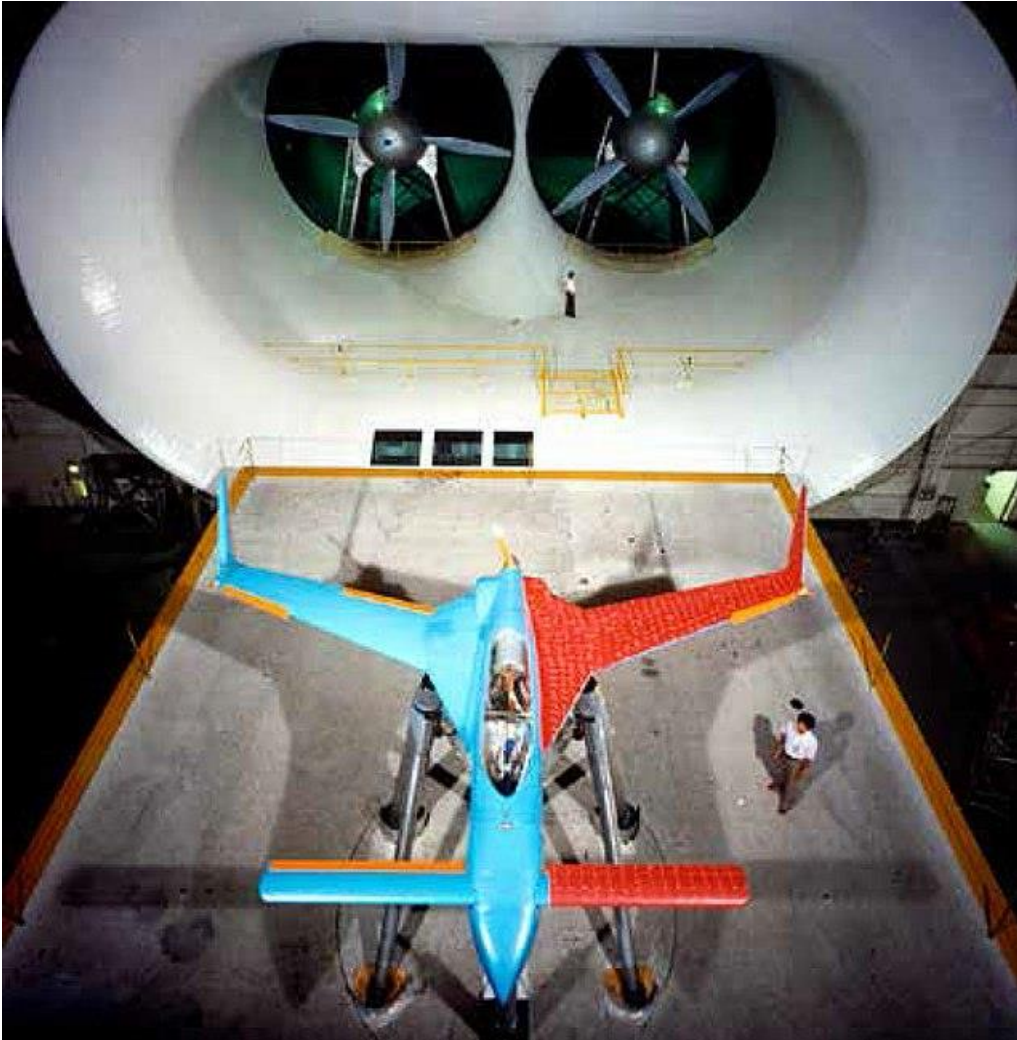


History suggests that best and worst cases are less likely to occur than mixed scenarios with some winners and some losers.

Assumptions explore how the DOC may plausibly affect the future. We will to develop two future narratives: one in which digitalization leads to a better but not best case scenario; and another narrative in which it leads to a worse but not worst case scenario.



Windtunnelling



In plenary both groups should consider whether the policies and ideas from the other group would be effective within their scenario.

Windtunnelling is a technique designed to stress test different scenario parameters.



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

Thank you & follow us online!

 @DesiraH2020

 @DESIRA.H2020

 DESIRA H2020

 DESIRA H2020

