PRACTICE ABSTRACT

Use Case and Showcase technology

DigiCroft: Giving access to training for Crofters and smallholders

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The DigiCroft is a digital tool that aims to signpost participants to websites hosting up-to-date current information on training opportunities. The information sources focus on training relevant for crofters and smallholders in remote locations of Scotland. The geographical locations of these actors imply they rarely have a central point of contact, making disseminating information challenging. Equally, those searching for information find it time-consuming to identify relevant training opportunities. Some courses are only open to members of organisations; therefore, access is not equal for all as only those with membership can apply. Many courses advertised are for rural dwelling people that do not own land, and these are not useful to crofters and smallholders, e.g., fencing for a garden is very different from stock fencing, requiring different skills. People spend many hours using all their resources to find appropriate training, at a convenient time and an accessible location.

Living Lab
LL Coigach, Scotland
Use case statement
To provide information on training opportunities on one platform using gamification techniques
Key Digital Technologies and Actors
Digital platform: DigiCroft. Crofters, smallholders, Crofting federation, crofting commission, Lantra, NFUS, FAS
Keywords
DigiCroft; Gamification, crofting, smallholders, training
More info: Coigach LL

Small focus groups have been used to gather information about the requirements of end users and to identify already available information resources. Research and developers, at the James Hutton Institute, propose using gamification techniques to entertain players whilst providing signposts to relevant training opportunities. The DigiCroft will deliver clear focused messages within a unique environment targeted to engage the crofting (and smallholding) communities. A simulated crofting community environment will be developed by a software developer that will be augmented with 360-degree footage to allow a bespoke experience to be created. The information spheres will deliver information on training opportunities to engage players and inform them on the background of the topic as well as direct them to event pages giving times and dates of training opportunities, allowing players to register their interest. The DigiTool will also provide links to lasting resources that offer learning experiences.