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Summit

European Regions

for Smart Communities



SESSION:

DIGITALIZING FARM MARKETS

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MAIN CHALLENGES FOR RURAL COMMUNITIES

1. Depopulation of rural areas

- Digital Anabaptism
- Innovation & knowledge

2. Demand aggregation

- Rural dependence on non-rural goods

3. Telecommunication services

- If available, limited



Why digitalize?

WHY DIGITALIZE RURAL AREAS

1. Provide efficiency, accurately and sustainability

- Agri-Food production focused

2. Increases environmental performance

- More attractive jobs for younger generations
- Decision-making based on productivity and community needs

3. Agri-food production and distribution

- Transparent for the value chain
- Fair cost-benefit relation



WHY DIGITALIZE RURAL AREAS

4. Development of new opportunities for business

- Value chains connecting producers and consumers
- Innovative telecommunication services
- Ensure incomes for large periods of time

5. Reduce social and regional disparities between urban and rural areas

- More attractive rural communities
- Improving access to services

Example: COVID pandemic has generate large movements of people from cities to **digitalized rural areas** (Spain)



2 EXAMPLES OF EUROPEAN INITIATIVES

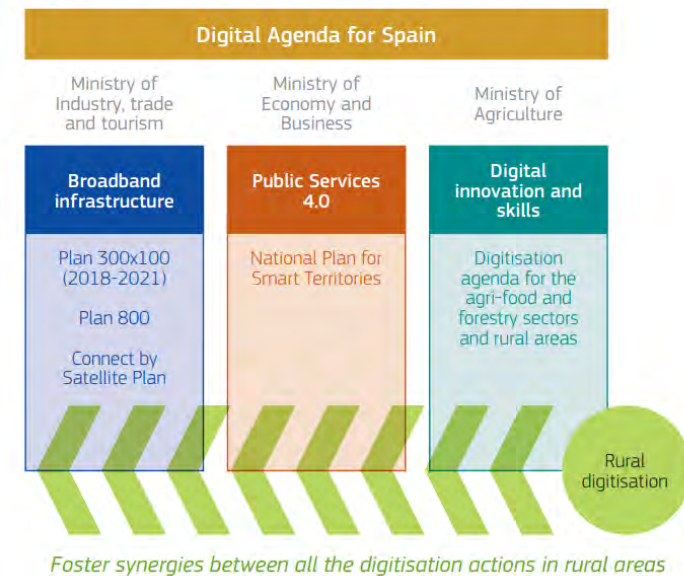
1. Fraunhofer-Institute in the “Digital Villages” projects

- Demonstrates potentials of linking people, organisations and infrastructures through digital technologies

2. The Digital agenda in Spain integrates

- Public services, Broadband infrastructure and Digital Innovation an Skills

Figure 1. National level Digitisation framework



Source: ENRD Contact Point

AURORAL APPROACH

Digitalization of farm markets as common contact place for the community

Collaborative Rural Ecosystems



- Collaboration between members
- Focused on community integration

AURORAL STRATEGY

1. **Enhance community integration by providing an digital farm market**
 - Secure, private and community owned digital farm markets
2. **Digital farm markets/ AURORAL commodity market place provide:**
 - Common and unique on-line place for any type of trading: buy, sell, exchange, etc.
 - Integration of goods, services, resources and data as commodities
 - Data as source identification of local needs
 - Needs lead development of business opportunities
3. **Integration with other regional and urban marketplaces**
 - Fair prices based on cost / benefit
 - Sustainability and eco-friendly using local resources

AURORAL STRATEGY

4. Goods creation based on real requirements
 - Innovative financial services
 - Professional service integration (Shoe repairer, home assistance)
5. Increased smart villages ecosystem integrating all
 - goods, products and services (professional or not)
6. Data creation is a commodity that can be traded

CONCLUSIONS

DIGITAL TECHNOLOGIES ARE KEY FOR RURAL COMMUNITIES₁ TO:

1. MAKE THEM MORE ATTRACTIVE, SMART AND SUSTAINABLE
2. REDUCE ISSUES RELATED TO REMOTENESS
3. ENSURES ACCESS TO BETTER LIFE CONDITIONS
4. SUPPORTS THE CLIMATE CHANGE OBJECTIVES



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