

**Brussels, 12 December 2002**  
**Rural Wins workshop**

**Information Society as Key Enabler of Rural  
Development**

**Bror Salmelin**

**Head of Unit new working environment**  
**DG Information Society**



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# Agenda

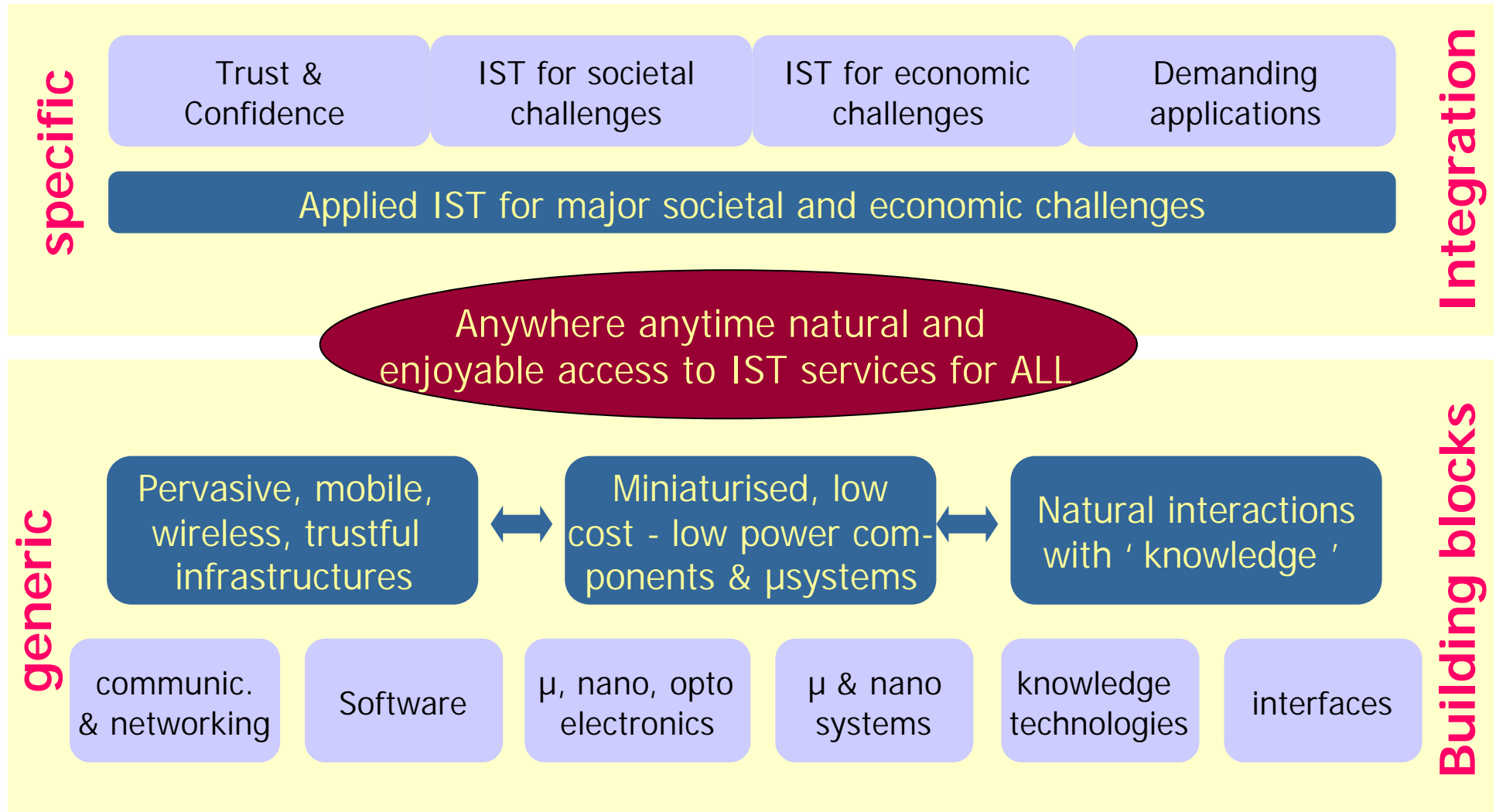
- ***Overview of DG INFSO & Information Society***
- Role of Information Society Technologies in Rural development
- Future plans & conclusions



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# IST in FP6



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# EU New Strategic Goal

- To become the most competitive and dynamic knowledge-based economy in the world

- capable of sustainable economic growth
- with more and better jobs and
- greater social cohesion

• *Lisbon Summit March 24, 2000*



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# eEurope

**“To become the most competitive and dynamic knowledge-based economy in the world by 2010”**

**capable of sustainable economic growth, with more and better jobs and greater social cohesion**

*The highest political support to the implementation of IT ever!*



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# eEurope 2005

## 1. Set-up modern public on-line services

- **e-government** (interactivity, public e-procurement, ...)
- **e-learning services** (computers in schools, virtual campuses,...)
- **e-health services** (interoperability, e-health card, ...)

## 2. Enable a dynamic e-business environment

- **eBusiness** (interoperability of e-business solutions, ...)

## 3. Focus on infrastructures & technologies

- **Broadband**



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# Examples of IST projects

**Rural wins:** Broadband services for rural areas.

**AFORO:** future challenges in Agrifood Industries.

**E-Canned:** e-commerce for food cannery companies.

**E-Flora:** supply chain management for floriculture sector

**Mediat-SME:** mediation system for traditional agri-food SMEs

**Fairwis:** virtual trade fairs and exhibits targeting agri-food sector.

**Virtual winery:** e-shop for the winery sector

**District:** Web based business management system for food retailers

**My Grocer:** B2C oriented e-services in the grocery retail sector

**Smartisan:** XML based services for the food wholesale & retail sector

**eBroker:** eMarket for the fish sector

**E-Fruitrace:** Internet based traceability system for fruit value chain



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## Role of Information Society in Rural Development

- **To diversify income and employment**
- **To stem rural depopulation**
- **To increase competitiveness of rural European companies**
- **To foster European development and integration**



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## Priority areas for IS & RD (I)

- **Public on-line services, eInclusion:**
  - eGovernment
  - eHealth
  - eLearning
  - eCommunities
- **Food safety**
  - Traceability through all the value chain supported by IT
  - this will bring a competitive advantage for European agrifood stuff



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## Priority areas for IS & RD (II)

- **Increasing competitiveness of current rural European companies**
- **New business opportunities:**
  - **Delocalisation of Business services away from the company out in rural areas**
  - **Teleworking**
  - **Tourism**



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## Opinion of the Committee of the Regions

- **“we must make optimal use of information and communications technologies (ICTs) in order to stem rural depopulation and avoid the economic and social costs traditionally associated with that phenomenon”**
- **The development of rural areas by means of a proactive policy on information and communications technologies.**

COM-2/024. 15 November 2001



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# IST Work programme - budget phasing

## Planning over 4 years

Year	2003	2004	2005	2006
<b>Indicative Budget</b>	<b>835,000</b>	<b>891,000</b>	<b>935,000</b>	<b>964,000</b>
<b>Calls per year</b>	Two calls drawing on 2003 and 2004 budgets	<b>One call drawing on 2005 budget</b>	Second WP (covers also all topics of SP) with updated focus	

First WP covers all topics of the SP



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# Call 1

## *1-Strategic Objectives*

*Pushing the limits of CMOS, preparing for post-CMOS*

*Micro and nano systems*

*Broadband for all*

*Mobile and wireless systems beyond 3G*

*Towards a global dependability and security framework*

*Multimodal Interfaces*

*Semantic-based knowledge systems*

*Networked audio-visual systems and home platforms*

*Networked businesses and governments*

*eSafety of road and air transport*

*eHealth*

*Technology-enhanced learning and access to cultural heritage*

## *2- Future and emerging Technologies*

*Proactive initiatives: (i) Beyond robotics (ii) Complex systems research (iii)The Disappearing Computer*

## *3- General Accompanying*

*General Accompanying actions*



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# Call 2

## 1- Strategic Objectives

*Advanced displays*

*Optical, opto-electronic, photonic functional components*

*Embedded systems*

*Open development platforms for software and services*

*Cognitive systems*

*Applications and Services for the Mobile User and worker*

*Cross-media content for leisure and entertainment*

*GRID-based Systems and solving complex problems*

*Improving Risk management*

*eInclusion*

## **2- Research Networking**

*Research Networking test beds*

## **3- General accompanying actions**

*General Accompanying actions*



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# Valencia Conference

- **Aims of the conference**
  - **political aim:** to bring together decision makers from the European Commission and from member states, in order to agree on ways of co-operation and co-ordination of the individual initiatives in this area.
  - **Socio-economic aim:** to bring together the Information Society constituency and the Rural Development community in order to catalyse the use of IS in rural areas.
- **Place: Valencia (Spain)**
- **Date: 3/4 February 2003**
- **More information:**

[http://europa.eu.int/information\\_society/topics/ebusiness/ecommerce/erural/index.htm](http://europa.eu.int/information_society/topics/ebusiness/ecommerce/erural/index.htm)

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## Conclusions

- **There is a strong potential for the use of information society technologies for rural development**
- **The results of EC and MS RTD programmes are showing a way for much larger implementations in rural areas**
- **Information Society should be a key part of any Rural Development Programme**
- **Valencia Conference will be a main milestone**



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