

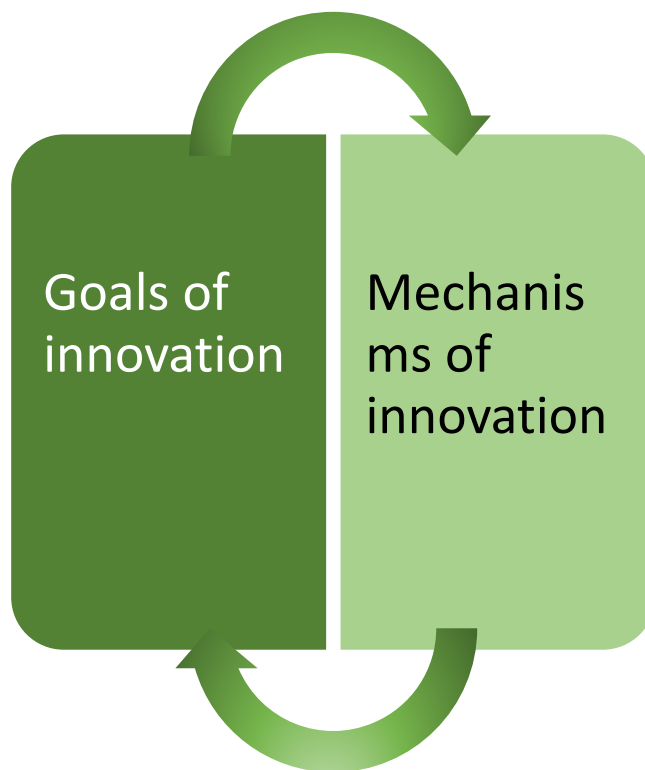


UNIVERSITÀ DI PISA

Gianluca Brunori (UNIFI)

Innovation for rural areas

The debate on rural innovation



The goals of innovation: Is digitalization a need of rural people?



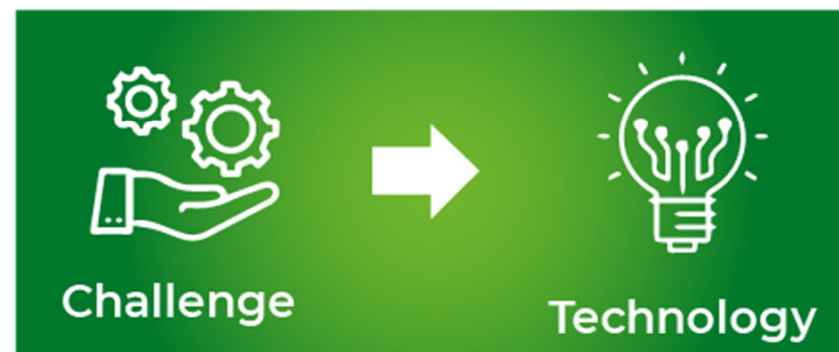
technology as an end itself

FROM



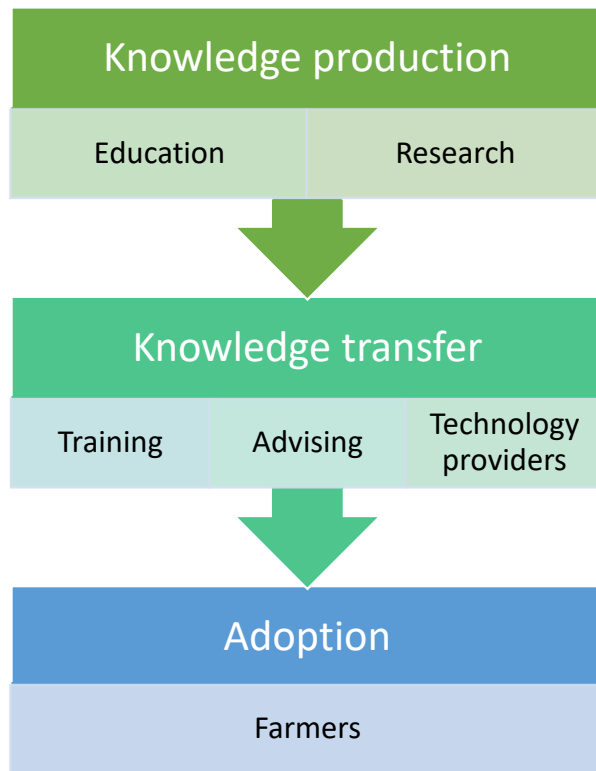
TO

technology as the means to an end

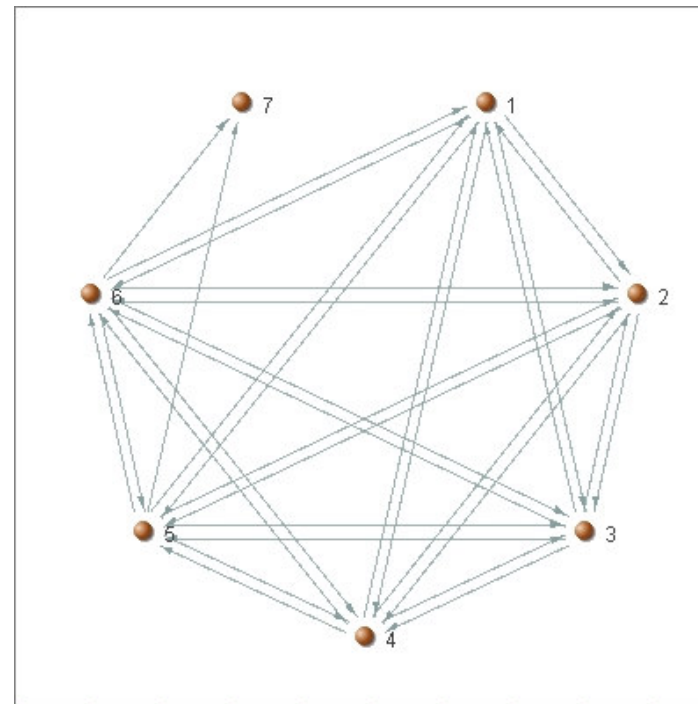


The mechanisms of innovation: linear vs interactive

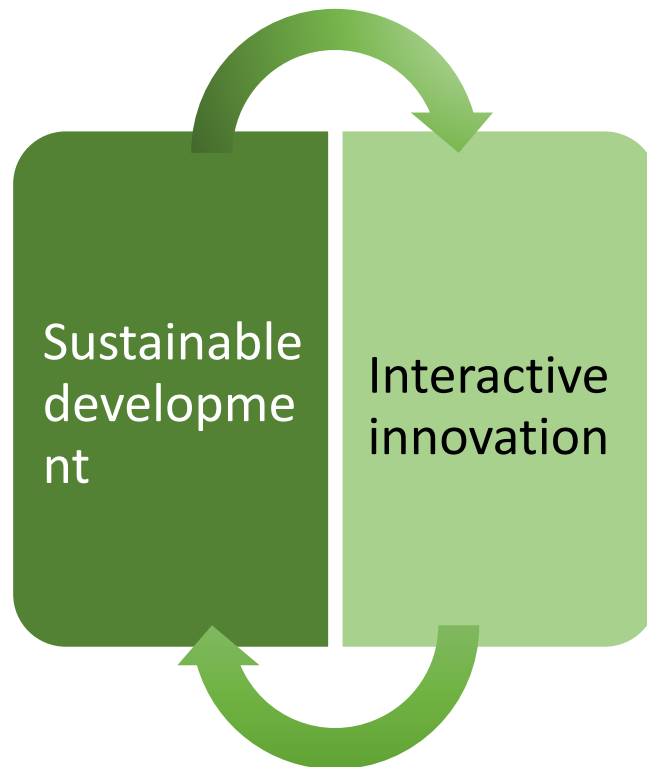
Linear approach



Interactive approach



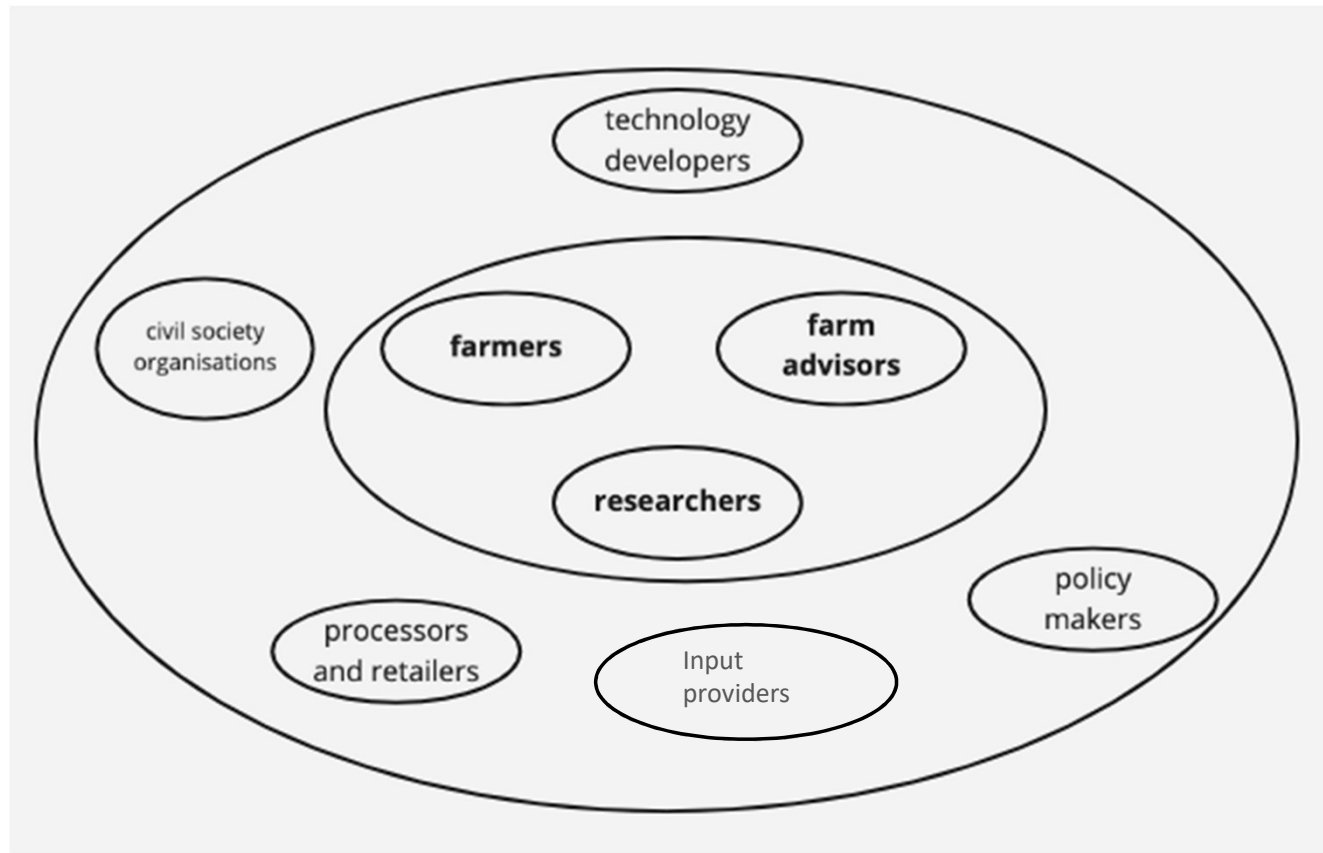
Sustainable digitalisation



How to harness the potential of interactive innovation for sustainable development?

A **living lab** is a network of farmers, knowledge intermediaries, stakeholders, policy makers constituted around an **emerging problem** within a given **field** and willing to develop solutions through collaboration.

The ideal-typical structure of a rural Living Lab



DESIRA Living Labs



1. Oosterwold (NL)

Local markets

2. Central

Ostrobothnia (FI)

Circular economy

3. Rhineland-

Palatinate (DE)

Communication and
gender

4. Rural Poland (PL)

Participation

5. Latvia (LV)

Digital marketing

6. Lake Constance **(DE)**

Organic fruit
production

7. Austria (AT)

Wood traceability

8. North Great Plain **(HU)**

SMEs in rural areas

9. Switzerland (CH)

Organic farming

10. Northern Greece **(GR)**

Smart rural
communities

11. Trikala (GR)

Water management

12. Adriatic Region **(HR)**

Tourism

13. Apennine Region **(IT)**

Firewood traceability

14. Tuscany (IT)

Land management

15. Andalucia (ES)

Forest fires

16. Aragon (ES)

Rural attractiveness

17. New Aquitaine **(FR)**

Digital wine sector

18. Burgundy- **Franche-Comté (FR)**

Agroecological
transition

19. Scotland (GB)

SMEs in rural areas

20. West Flanders **(BE)**

Livestock production

The work of Living Labs



Identification of a 'focal question';



Analysis of the context: the needs of the territory;



Participatory analysis of the socio-technical system of land maintenance;



Identification of objectives related to the SDGs and the contribution that the focal question could give to them;

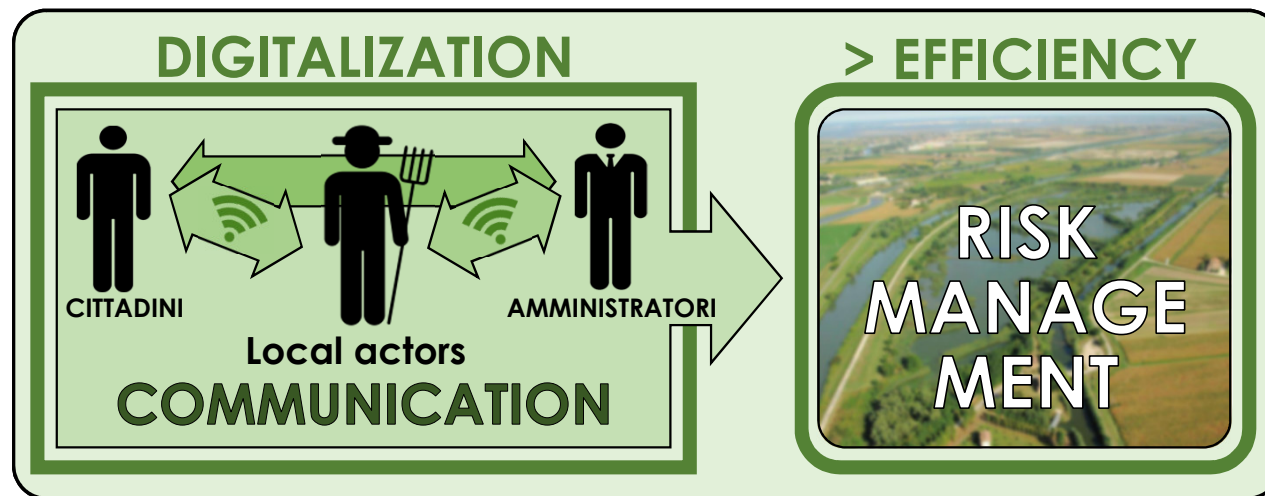


Scenario workshop:
How will digitalisation help?



TOSCANA NORD : flood risk management

How can better communication between local actors, farmers and administrators improve effectiveness of land management?



Digital Technologies: two scenarios

How will the management of the territory be structured in the mountain areas of the Consorzio Toscana Nord in 2031? What role will digital technologies play?



Today

2033

2025

2027

2029

2031

Scenario 1: Integrated use of technologies, use of sensors and drones, and high involvement of citizens and farmers in monitoring

Scenario 2: Exclusive use of sensors and drones for monitoring, without involving citizens and farmers

**Thank you for
your attention!**



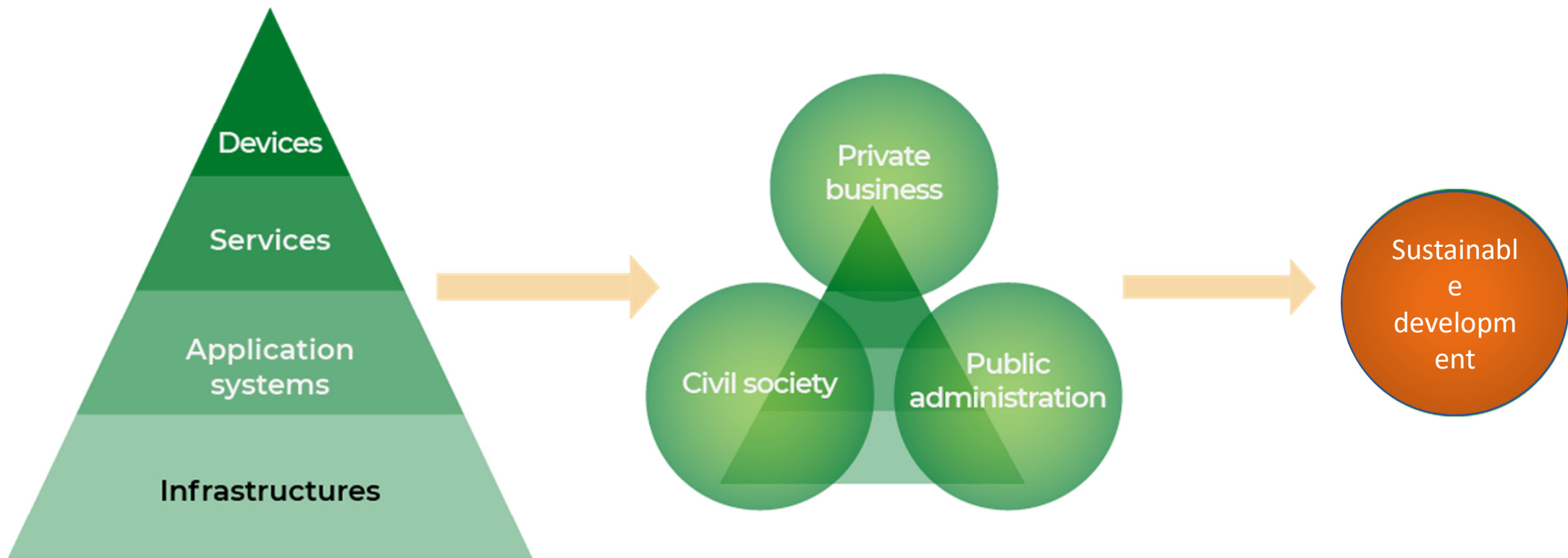
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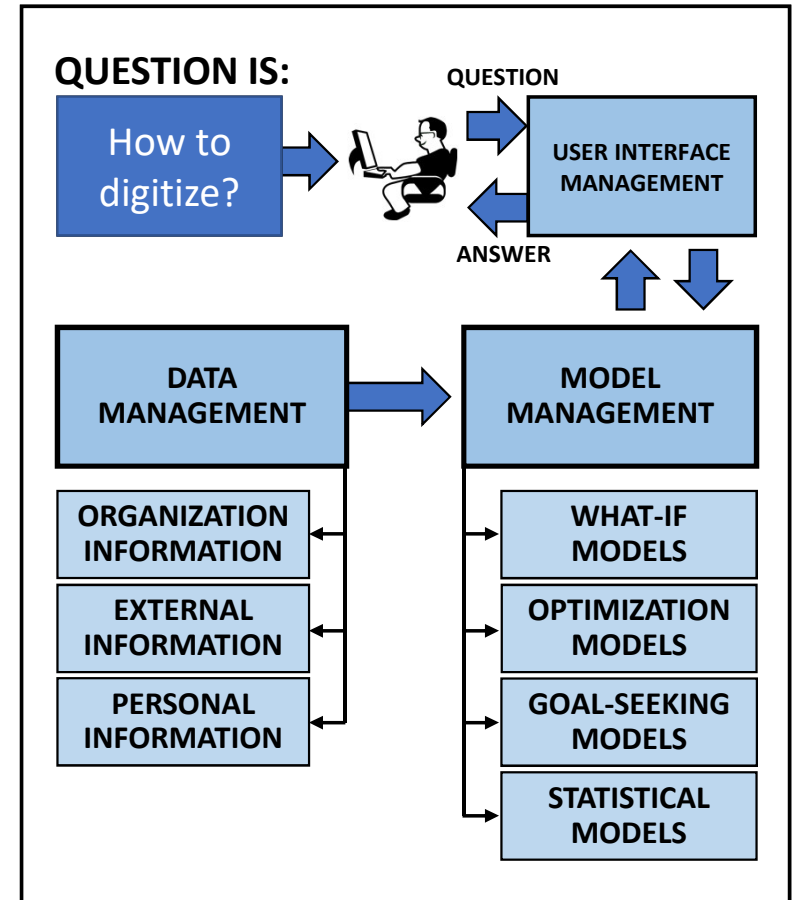
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Goals of innovation: the case of digitalization





The role of farmers



New digital technologies