

AGRICULTURE 4.0 AND RURAL DEVELOPMENT

# Digital entrepreneurship in rural areas



## Parallel Thematic Session

### AGRICULTURE 4.0 AND RURAL DEVELOPMENT

#### Digital entrepreneurship in rural areas

##### Organised by



##### Supported by



##### In partnership with



##### Official Sponsor



##### Premium Sponsors



##### Sponsors



##### Co-funded by



# INDEX

ADELAIDE.FARM - online market for small farmers to connect with the urban consumers .....	4
ASNET - Mobile Broadband .....	5
EPAM PROJECT – Business development in the aromatic and medicinal plant sector in Portugal .....	6
GEPARK AROUCA - Implementation of a development strategy .....	7
PROVE - Promote and sell agricultural products in short supply chain .....	8
ROBUST - Unlocking Rural-Urban Synergies .....	9
SIMRA - Social Innovation in Marginalised Rural Areas .....	10
SMARTFAMER - e-commerce platform for fruit and vegetables that links directly farmers to the consumers .....	11



Supported by:



PROGAMA DE  
DESENVOLVIMENTO  
RURAL 2014-2020



## Partners

Type:

Other enterprise  
Agri enterprise  
Research/Teaching

Name:

Guess What PR; Apps4Mobility  
EDIA, SA  
Instituto Politécnico de Beja

## Project

Objectives:

Create a online market for small farmers to connect with the urban consumers. The consumers can buy quality products (from a responsible agriculture) and even have an online vegetable garden, and the farmers can sell their products at fair prices, increasing their income.

Expected results:

Our goal it to achieve a average income, for farmer, of about 900€/month and to have about 200 small farmers and about 800 consumers at the Adelaide.Farm at 2019. We want to achieve until the end of 2019 a total income of 25.000€/month We also expect to star our internationalization at 2019.

Results so far/first lessons:

We already have 82 small farmers and about 250 consumers. Our first lesson is that it isn't easy to change the traditional commercialization method of the small farmers to this new one. We have a lot of consumers waiting for the products of the small farmers but we still don't have the diversity and the quantities that we wish. It's a great challenge to bring the small farmers to this new concept.

Who will benefit:

Small Farmer and urban consumers.

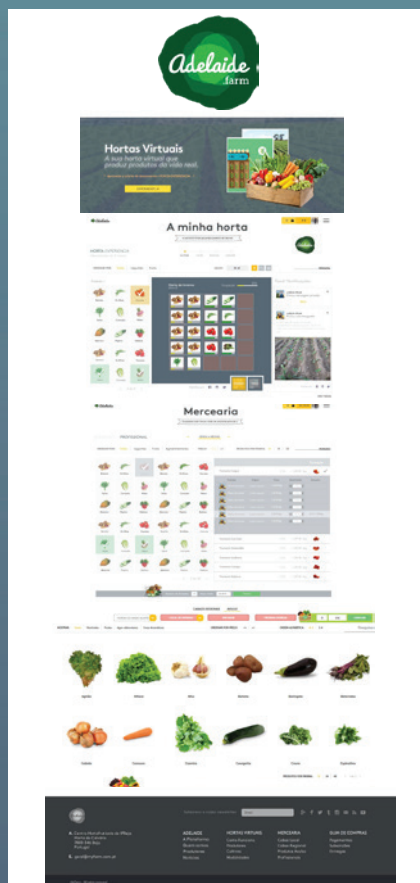
## Innovation Project :

ADELAIDE.FARM - online market for small farmers to connect with the urban consumers.

*Adelaide.Farm - a plataforma que liga produtores a consumidores com laços sociais e ambientais.*

## Practical problem

Small farmers have strong difficulties on selling, at fair prices, their products. They are stuck at prices defined by intermediaries. This leads them to the abandonment of the fields, increasing the rural depopulation. They need a direct connection with the consumers.



Start: June/2016  
Endless

Budget: 150.000 €



Supported by:



Start: 15/02/2013  
End: 28/02/2014

Budget: 896.000 DKK

## LAG project: ASNET Mobile Broadband

### Practical problem

As of 2013 citizens living at the Asnaes peninsular outside Kalundborg, Denmark had no access to broadband or mobile connectivity. The bandwidth through fixed line telephones at the time was 0,512Mb/s down and 0,123Mb/s up at its best.

### Partners

#### Type:

Association

LAG

Enterprises

#### Name:

Asnaes Citizens Association

LAG Nordvestsjælland (LEADER)

3 Mobil Danmark

### Project

#### Objectives:

To establish a wireless broadband 4G LTE network with antennas mounted on a 80 meters tall windmill. Provide fast and reliable mobile broadband to citizens, farmers, schoolchildren, students and businesses at Asnaes peninsular a low density populated area.

#### Expected results:

To reach a 95 % coverage at speeds up to 40/20 Mbits/s down/up.  
To encourage people to settle at Asnaes.  
To encourage young people to study abroad and come back to Asnaes to settle with their families.  
To provide broadband for existing and new businesses to grow.

#### Results so far/first lessons:

Results so far:  
As of 2017 speeds are 130/130 Mbits/s.  
95% coverage of Asneas peninsula.  
Reliable and stable connection. 240 subscribers.  
Lessons:  
Quality of connectivity depends on distance from antennas, obstacles such as forests and terrain.  
External house antennas and network repeaters needed in some areas.  
Settlement has increased.  
House up for sale are sold much faster than before ASNET was launched.

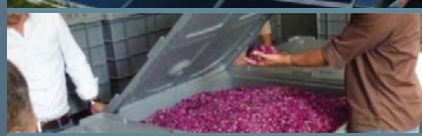
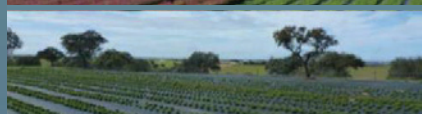
#### Who will benefit:

Citizens, young and old. Pupils, students and employees working at home. Local businesses and visitors.

Contact: Jes Jessen  
E-mail: [jes@sales-lab.dk](mailto:jes@sales-lab.dk)



Supported by:



Start: October/2011  
End: April/2013

Budget: 91.873 €

## Innovation Project:

EPAM PROJECT – Business development in the aromatic and medicinal plant sector in Portugal.

EPAM - Empreender na Fileira as Plantas Aromáticas e Medicinais - Desenvolvimento de negócios no setor de plantas aromáticas e medicinais em Portugal.

## Practical problem

Global challenges an emerging economic sector faces, like:

- lack of information about the sector and the business;
- limited technical knowledge available;
- little significant (horizontal and vertical) relationship between stakeholders within the sector ;
- difficulties in accessing (creating) markets;
- lack of political relevance.

## Partners

Type:

Agri Association

Name:

ADCMoura – Associação para o Desenvolvimento do Concelho de Moura;  
ANIMAR – Associação Portuguesa de Desenvolvimento Local

## Project

Objectives:

Foster the development of a national network related to the production and sale of aromatic and medicinal plants; Support entrepreneurship within the sector and develop the capacity of its agents; Increase and disseminate knowledge within the sector; Build on experience and prepare policy proposals

Expected results:

KNOWLEDGE: benchmarking of best practices | map of producers and other stakeholders in Portugal

RELATIONSHIP: national and local meetings | collaborative initiatives within the sector

DISSEMINATION: gather/build technical information | specialised training

POTENTIAL: cooperate with public sector | marketing action (cooperation, domestic and international promotion, differentiation)

Results so far/first lessons:

All proposed results were accomplished. EPAM continued to develop after the end of this project. New projects enabled the consolidation of the process. The network principles, methodologies and tools designed for the project help to create a collaborative and innovation-driven environment within an emerging value chain. New opportunities arise for EPAM to scale up (+actions, +territory, other sectors) and to scale deep (sustainability). [www.epam.pt](http://www.epam.pt)

Who will benefit:

All stakeholders in the medicinal and aromatic plants sector: producers, industry, researchers, support technicians, education and training agents, consumers...

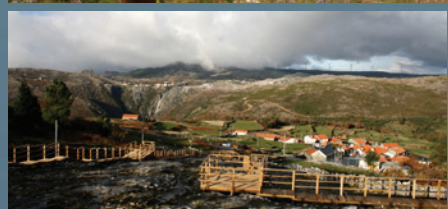
Stakeholders in other emerging economic sectors.

Contact: Maria Clara Lourenço  
E-mail: [clara.lourenco@adcmoura.pt](mailto:clara.lourenco@adcmoura.pt)





Supported by:



Start: August/2007  
End: November/2011

Budget: 64.500 €

## Leader Transnational Cooperation Project:

Best practices for the creation and promotion of Geoparks

AROUCA GEOPARK – Implementação de uma estratégia de desenvolvimento

### Practical problem

The need to attract tourists and visitors to an underdeveloped region, by the use and promotion of endogenous resources, focusing on sustainability.

### Partners

#### Type:

LAG association

Other association

Public / Local Authority

Research/ Teaching

#### Name:

ADRMAG - Associação de Desenvolvimento Rural Integrado das Serras do Montemuro, Arada e Gralheira

AGA – Associação Geoparque Arouca (44 public and private partners)

Lesvos Geopark; Idrijsko Agencija; North Pennines Geopark

UTAD – Universidade de Trás os Montes e Alto Douro; Universidade do Minho

### Project

#### Objectives:

Identify good practices and exchange experiences in the implementation and management of Geoparks;  
Transmitting and promoting good practices between local agents;  
Developing IT Tools for tourism management in rural areas;  
Diversify the touristic offer in a rural territory;  
Stimulate local economy.

#### Expected results:

Involvement of the local population on a common objective;  
Increase the incoming of tourists and visitors in 50% in 5 years;  
Import and export good practices between local agents (innovation of tourism products, partnerships, routes, tourist packages);  
Geopark TV.

#### Results so far/first lessons:

Involvement of all local operators and population;  
Geopark Arouca with the UNESCO label;  
15 new geosites;  
New generations know about and promote Geopark Arouca;  
Cooperation projects weakened but local partnership strengthened.

#### Who will benefit:

Tourist operators; Hotels and rural guest houses; Restaurants; Local and Regional Economy

Contact: João Carlos Pinho  
E-mail: [jcarlos@adrimag.com.pt](mailto:jcarlos@adrimag.com.pt)



Supported by:



Start: January/2010  
End: December/2013

Budget: 500.693 €

## Leader Inter-territorial Cooperation Project:

PROVE - Promote and sell agricultural products in short supply chain.

*PROVE - Promover e vender produtos agrícolas em cadeias curtas de abastecimento alimentar.*

### Practical problem

Difficulties in marketing and disposing of agricultural products to consumers.  
Difficulties of communication and relationship between small farmers and final consumers.

### Partners

Type:

LAG Association

Name:

ADREPES - Associação para o Desenvolvimento Rural da Península de Setúbal; TAGUS RI - Associação para o Desenvolvimento Integrado do Ribatejo Interior; MONTE - ACE Desenvolvimento Alentejo Central; ADRIMINHO - Associação de Desenvolvimento Rural Integrado do Vale do Minho; DOLMEN - Cooperativa de Formação, Educação e Desenvolvimento do Baixo Tâmega, CRL; INTERIOR ALGARVE CENTRAL; ADRITEM - Associação de Desenvolvimento Regional Integrado das Terras de Santa Maria; ADERSOUSA - Associação de Desenvolvimento Rural das Terras de Sousa; ADER AL - Associação para o Desenvolvimento Rural do Norte Alentejo; ADIRN - Associação para o Desenvolvimento Integrado do Ribatejo Norte; PRO-RURAL - Programa de Desenvolvimento Rural da Região Autónoma dos Açores; ATAHCA - Associação de Desenvolvimento das Terras Altas do Homem, Cávado e Ave; CHARNECA - Associação para a Promoção Rural da Charneca Ribatejana; DESTEQUE - Associação para o Desenvolvimento da Terra Quente; LEADEROESTE - Leader Oeste - Associação de Desenvolvimento Rural; PRO-RAIA Associação de Desenvolvimento Integrado da Raia Centro Norte

### Project

Objectives:

Stimulate local sustainable development processes  
Promote the local entrepreneurship of small producers  
Stimulate new ways of short marketing chains, between small producers and consumers  
Establish networks for the innovation of products and / or modes of production and marketing  
Make full and effective use of the internet and ICT

Expected results:

Creation the G-PROVE on-line ordering system for home delivery of fresh local produce  
Creation of 50 distribution places to market PROVE produce  
Involving 100 participating small farmers  
Involve 2000 participating consumers  
Selling each week 13 tons of horticultural produce

Results so far/first lessons:

Creation the PROVE website and G-PROVE on-line ordering system for home delivery of fresh local produce ([www.prove.com.pt](http://www.prove.com.pt))  
Creation of 93 distribution places to market PROVE produce  
Involving 137 participating small farmers  
Involve 3800 participating consumers  
Selling each week 35 tons of horticultural produce

Who will benefit:

Small farmers  
Consumers  
Environment

Contact: Paulo Pereira  
E-mail: [paulo@atahca.pt](mailto:paulo@atahca.pt)





Supported by:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°727988



Start: June/2017  
End: May/2021

Budget: 5.999.937 €

## Horizon 2020: ROBUST - Rural-Urban Outlooks: Unlocking Synergies

### Practical problem

Cities are centres of industry and innovation while the countryside remains a place for food production and recreation. ROBUST breaks with this false dichotomy and stresses inter-connection, interdependence and blending of rural, peri-urban and the urban areas.

### Partners

#### Names:

Wageningen University, Rural Sociology Group (NL); Aberystwyth University - Department of Geography and Earth Sciences (UK); Baltic Studies Centre (LV); Tukums Municipality, Development Department (TUKUMS) (LV); University of Gloucestershire, Countryside and Community Research Institute (UK); Federal Institute for Mountainous and Less-Favoured Areas (AT); Policy Research & Consultancy (DE); Peri-Urban Regions Platform Europe (PURPLE) (BE); University of Valencia, Research Institute for Local Development (ES); OIKOS - Development Consulting (SI); Natural Resources Institute Finland (FI); City of Helsinki, Urban Facts and Executive Office (FI); Regional Government of Valencia (ES); Regional Development Agency of the Ljubljana Urban Region (SI); ICLEI - Local Governments for Sustainability, European Secretariat (DE); Ede Municipality (NL); Commission for Regional Development and Coordination of Lisbon and Tagus Valley (PT); University of Lisbon, Instituto Superior Técnico (PT); University of Pisa, Department of; Agriculture, Food and Agri-environmental Science (IT); Gloucestershire County Council (UK); Regional Authority FrankfurtRheinMain (DE); Province of Lucca (IT); Welsh Local Government Association (UK); Regional Management Metropolitan Area Styria (AT).

### Project

#### Objectives:

ROBUST will advance our understanding of the interactions between rural, peri-urban and urban areas, and identify policies and governance models that foster mutually beneficial relations. The improved governance arrangements will support Europe's smart, sustainable and inclusive growth strategies.

#### Expected results:

- A new synergy scanning, mapping, and evaluation method;
- a documentation of five broad types of functional linkages of relevance for smart and sustainable regional growth;
- the identification of opportunities for greater cross-sectoral cooperation and synergies; and
- the development of new (micro) businesses and job opportunities in rural, peri-urban and urban areas.

#### Results so far/first lessons:

During the project kick-off 11 Living Labs and 5 Communities of Practice were established, the latter including the topics new businesses and labour markets, and public infrastructures and social services. One question: How can new trends in labour markets like the rise of knowledge-intensive and creative businesses be matched with the very heterogeneous resources of city-regions?

#### Who will benefit:

Decision-makers in public and private sectors, planners, developers, entrepreneurs, citizens, interest groups, and NGOs.



Contact: Karlheinz Knickel  
E-mail: karlheinz.knickel@googlemail.com



Supported by:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 677622



Start: April/2016  
End: March/2020

Budget: 5.575.829 €

## Horizon 2020:

### SIMRA: Social Innovation in Marginalised Rural Areas

## Practical problem

How to enhance outcomes of societal well-being by meeting societal challenges through reconfiguring social practices and engaging civil society actors?

## Partners

### Names:

James Hutton Inst. (UK); Univ. Degli Studi Di Padova (IT); Universitaet Fuer Bodenkultur Wien (AT); Stichting Wageningen Research (NL); Perth College (UK); Ustav Ekologie Lesa Slovenskej Akademie Vied (SI); European Forest Inst. (FI); Mediterranean Agronomic Inst. Zaragoza / Int. Centre for Advanced Mediterranean Agronomic Studies (ES); Int. Center for Research on Environment and Economy (GR); Univ. Oulu (FI); Bundesanstalt Fur Agrarwirtschaft (AT); Ostlandsforskning As (NO); Accademia Europea Di Bolzano (IT); Lancaster Univ.(UK); Univ. Degli Studi Di Foggia (IT); Cairo Univ. (EG); Food and Ag. Organization of United Nations (IT); Euromontana (FR); Seeds-Int (LB); Foreco Technologies (ES); Rural Development Co.(UK); CETIP Network Sro (CZ); Oar-Regionalberatung (AT); Centre Tecnologic Forestal de Catalunya (ES); Univ. Bern (CH); Schweizerischen Arbeitsgemeinschaft Fuer Die Berggebiete (CH)

## Project

### Objectives:

SIMRA aims to fill the significant knowledge gap in understanding and enhancing social innovation in marginalised rural areas by advancing the state-of-the-art in social innovation and connected governance mechanisms in agriculture and forestry sectors and in rural development in general.

### Expected results:

SIMRA aims to fill the significant knowledge gap in understanding and enhancing social innovation in marginalised rural areas by advancing the state-of-the-art in social innovation and connected governance mechanisms in agriculture and forestry sectors and in rural development in general.

### Results so far/first lessons:

An international stakeholder science, policy and practice Think Tank facilitated co-learning. It informed development of a project definition of Social Innovation (SI), and a theoretical framework and classification of SI. The marginalised rural areas of Europe and the entire Mediterranean area were defined and mapped, and a database of examples of SIs was created and published online.

Project website: <http://www.simra-h2020.eu/>

### Who will benefit:

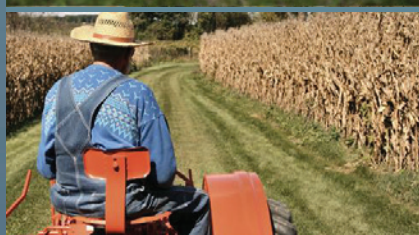
European and national policy teams, stakeholders engaged in, or planning, social innovation, including scientists.



Contact: Maria Nijnik and David Miller  
E-mail: [david.miller@hutton.ac.uk](mailto:david.miller@hutton.ac.uk)



Supported by:



Start: June/2017  
End: June/2022

Budget: 500.000 €

## Innovation Project:

**SMARTFAMER** - e-commerce platform for fruit and vegetables that links directly farmers to the consumers.

*SMARTFAMER - um portal de comércio eletrónico de hortofrutícolas que liga o produtor diretamente ao consumidor.*

## Practical problem

Small farmers face many obstacles to access the market: crushed margins, wide payment terms, low efficiency, heavy logistical costs. With no intermediary SmartFarmer will increase significantly the margin, reduce for 3 days the payment term, gaining in efficiency, innovation and sustainability

## Partners

Type:

NGO  
Other Enterprise

Name:

Oikos - Cooperação e Desenvolvimento  
Fundação Vodafone; Vieira de Almeida & Associados - Sociedade de Advogados

## Project

Objectives:

To foster rural local economies in Portugal through short supply chains

Expected results:

In 5 years we expect to have 30 local SmartFarmers covering the whole national territory

Results so far/first lessons:

Portal and 2 Apps (SmartFarmer and SmartPrice) set in place; 21 local partners (who will manage local SmartFarmers); 6 local SmartFarmers actually working; 150 registered users (47 of which are farmers); Need to improve logistic solutions

Who will benefit:

Small farmers, individual and collective consumers and the planet/environment

Contact: Pedro Krupenski  
E-mail: [pedro.krupenski@oikos.pt](mailto:pedro.krupenski@oikos.pt)



---

[www.aislisbon2017.com](http://www.aislisbon2017.com)