The next level in local food:
The case of peri-urban Oosterwold

Jan Eelco Jansma (Wageningen University and Research
December 9th 2020

ARC2020 Event | Local Food – Reimagining Regional Responses

#DESIRA2020

NL

Almere
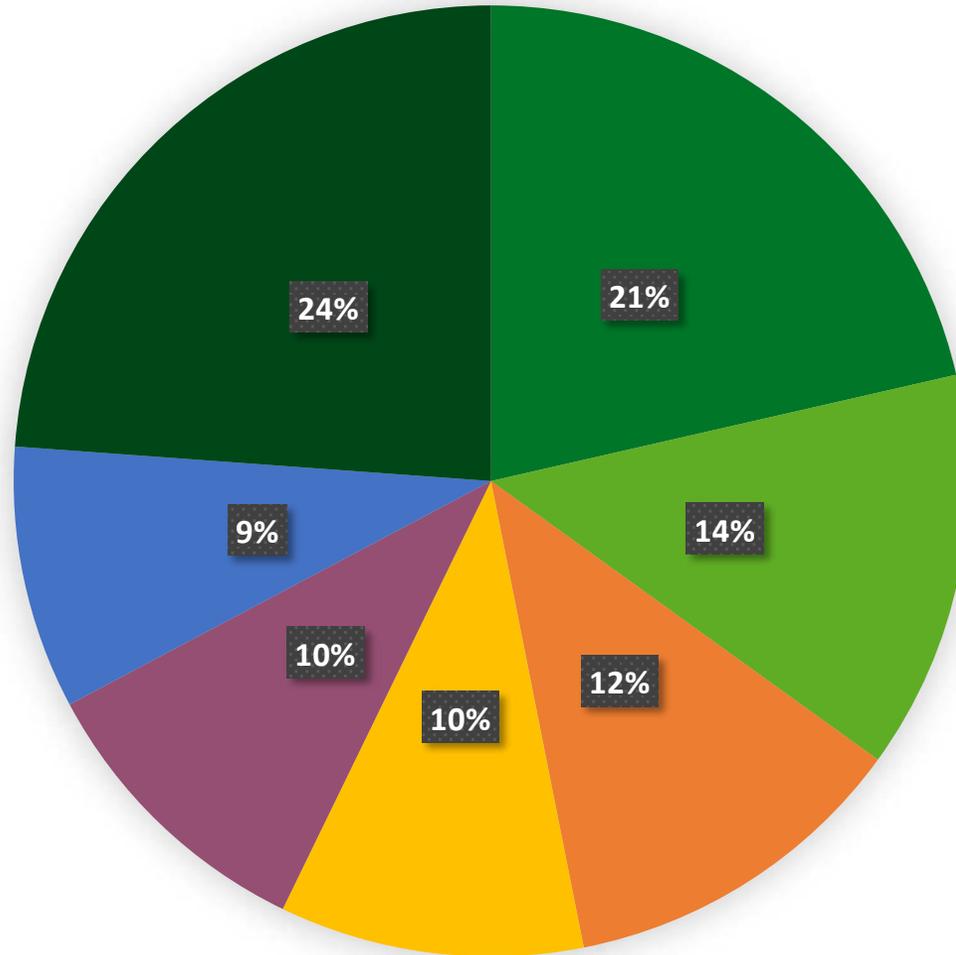
Amsterdam

Oosterwold: 4.300 ha and 15.000 future homes

Oosterwold

Facts Oosterwold (2020)

- 1.800 residents
- 80% has job outside Oosterwold
- Embrace urban agriculture
- Social and green & biodiverse landscape
- 500-2.500 m^2 is plot size urban agriculture
- Fruit and vegetables mainly produced
- Food mostly shared with family & friends
- Being outside and healthy food

To improve local food, we need...

Pie chart:
- Fysical location, shop — 21%
- Digital systems — 14%
- Coordinator — 12%
- Knowledge platform — 10%
- Fysical location, processing — 10%
- Training & courses — 9%
- Other — 24%

DESIRA: Digital systems support local food initiatives

![DESIRA logo]

DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

The H2020 DESIRA Project:

Assessing the socio-economic impact of digitalisation in Rural Areas

Silvia Rolandi (University of Pisa - PAGE)
December 9th 2020

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The Project - DESIRA

Digitisation: Economic and Social Impacts in Rural Areas

is a Horizon 2020 project (2019-2023) coordinated by the University of Pisa which involves 25 partner organisations (research institutes, NGOs and SMEs) in a multi-actor and inter-disciplinary Consortium.

The AIM of the Project is

To improve the capacity of society and political bodies to respond to the **challenges** that **digitalization** generates in agriculture, forestry and rural areas
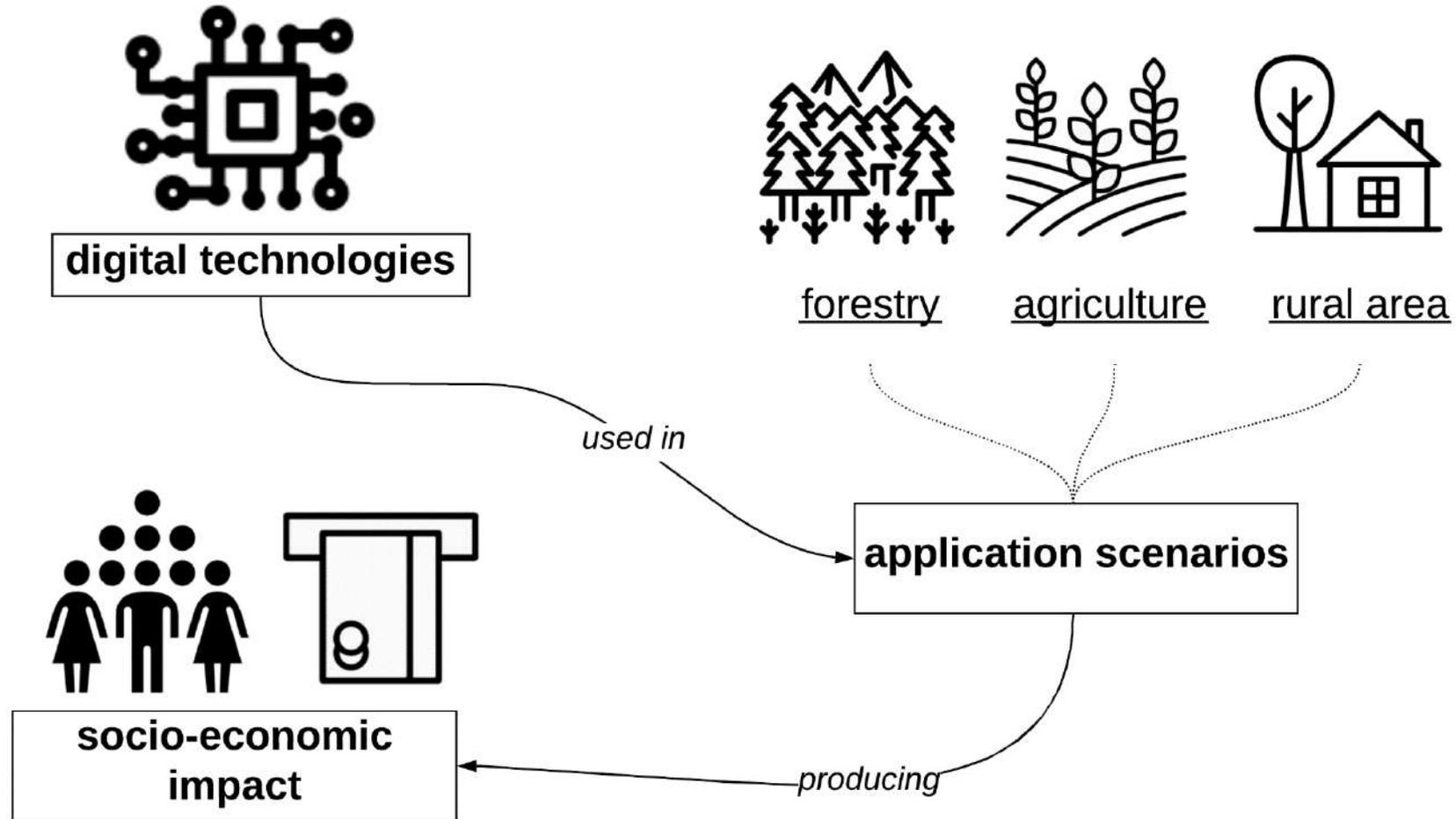
The study is conducted through a network of **20 Living Labs** to study and assess the present and future impacts of digitalisation

A Rural Digitisation Forum (RDF) will help discuss and share information among the practitioners to grasp opportunities and find solutions when is needed
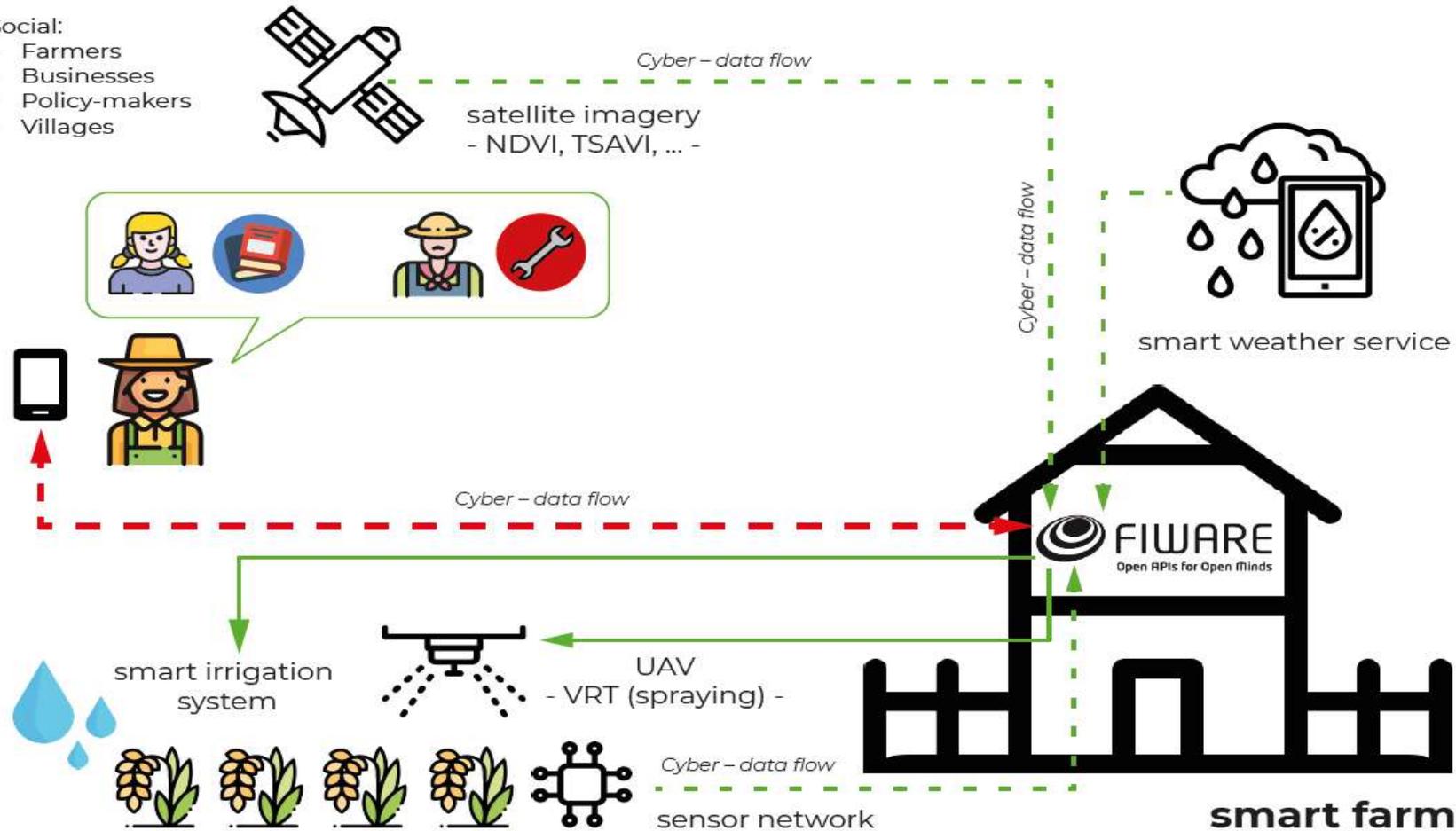
Why so?

What digitalisation has changed and what could we start being familiar with?

Interconnection between:

- society, plant and/or animals (**Social**, beings)

- data (**Cyber**, software) and

- things (**Physical**, Hardware)

What could you be interested in?

➡ Check all Living Labs works

➡ Joing the Rural Digitisation Forum

DESIRA

DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

Thank you & follow us online!

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Check Jan Eelco Jansma at LinkedIn or www.wur.nl
& Silvia Rolandi at University of Pisa PAGE Group at https://page.agr.unipi.it/