

Nordic Association of Agriculture Science (NJF)
Continuous international scientific conference
“Challengers of Economics, Education and Society Development in the Nordic – Baltic Countries and beyond” organised by Section of Economy, Education and Society
Programme for the virtual seminar on **April 6th, 2022 (Wednesday)**
12:00 to 13:30 Central European time (13:00 to 14:30 Eastern European time)
The link for joining the conference event presented at the end of this programme

Presentation 1

Title: RECENT TRENDS IN PEOPLE'S ENTRY INTO FARMING IN JAPAN

Speaker: Tomohiro UCHIYAMA, Professor at Tokyo University of Agriculture, Japan / Visiting Professor at University of Helsinki, Finland

Author: Tomohiro UCHIYAMA, Professor at Tokyo University of Agriculture, Japan / Visiting Professor at University of Helsinki, Finland

Annotation: Agriculture in Japan has shrunk for a long time. The number of farmers and farmland acreage have been decreasing substantially. The presentation examines the recent trend of farming sector, latest statistics on farm entry, succession and exit, unique characteristics of farm succession process, and policy measures to encourage young people and other business entities to entry into farming in Japan. As are the cases with European countries, Japan's government encourages more young people to get involved in farming as professional. However, the statistics show the fact that the recent 'new entrants' are usually not young farmers, but people who retire compulsorily from non-farming jobs and begin farming by using their home farmland; hence reflect the Japanese trend to 'retire to farming', due to the "lifetime working" virtue and weakened national pension scheme. The presentation will show one option to harmonize the ageing of the farming communities with stabilizing rural area and keeping agricultural competitiveness among developed countries.

Presentation 2

Title: IMPLEMENTATION OF THE SMART VILLAGE CONCEPT IN LITHUANIA

Speaker: Vilma Atkočiūnienė, Professor at Vytautas Magnus University, Lithuania

Author: Vilma Atkočiūnienė, Professor at Vytautas Magnus University, Lithuania

Annotation: With The "smart" concept emerged with the global Internet in the 1990s and highlights the new opportunities created by the development of information and communication technologies. It means more than just exploiting digital technologies, but also seeks to respond creatively to the economic, social and political challenges of a post-industrial society at the turn of the 21st century. Over time, the term has been extended to include non-technical innovations that are entrepreneurially adapted (through innovative business models) to contribute to a better and more sustainable rural or urban life. Smart is a socio-economic system whose development communities, based on local strengths and opportunities, make and implement innovative, systemic change-oriented solutions to increase their resilience and quality of life (progress must be measurable); the widest possible participation (without leaving anything aside) and cooperation in the use of digital and other technologies in their day-to-day activities. The aim of the research was to answer the questions - what is the environment of Lithuanian rural areas in the context of intelligence? What is the content and structure of the Smart Village concept? The object of the research is the signs of rural intelligence and the potential of smart rural initiatives and areas of intervention. Surveys, manifest content analysis of documents, data verification: factor and reliability analysis methods, open content analysis methods were used in the research. The following areas for investment in smart villages have been identified: 1) *Local economic projects*; 2) *Inclusive local infrastructure and service projects*; 3) *Smart public administration projects*; 4) *Smart local community projects*; 5) *Environmental protection and climate change mitigation projects*.

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