

“Baltic rural broadband project”

***Broadband Access and Internet use
in Rural Areas as
instruments of regional development”***

Project Goals & Partnership

Kick – Off Meeting

Osterholz- Scharmbeck 4-6 Sept. 2005

Project Background

- **Insufficient access to high speed internet and lack of bandwidth with reasonable prices are hindering the adaptation of rural regions to the information society and economy.**
- **Enterprises and inhabitants of such areas are disadvantaged in comparison with those in urban agglomerations**
- **The political goal of a polycentric and balanced development in all regions of the EU is contravened by the actual policy of telecommunication suppliers in favour of the rural areas.**
- **The challenges of a more and more on technical solutions based production in industries infect the competitiveness of enterprises in rural areas without sufficient data connection. Jobs in rural areas are in danger; displacement of industries would lead to desertification**

The Project Goals

- ➔ The project is aiming on investment planning in broadband infrastructure in all participating regions. It is expected that these investments will be carried out as far as profitability is proved.
- ➔ Business and operating models shall be developed in the project too. Still during the runtime of the project they will be the basis for negotiations with private investors or the creation of private- public operation structures.
- ➔ Thus the project shall create self sustainable structures for investing in and operating decentralized market oriented provider models.

Planned Project Outcomes (1)

The project will result in a well funded practice oriented compendium on development of cheap and fast local broadband access as a tool of regional development in rural areas. Since investments by national telecom providers are not expected, adapted solutions with alternative cheap techniques applicable to a decentralized level will be developed as the core task of this project. These solutions are only partly and in relatively small scale existing and more or less born from local initiatives. The know how gathered by the pioneers is not yet available for a broader public of interested areas. The project shall form a forum for all rural areas in the BSR interested to invest in broadband infrastructure. The state of existing practice and new experiences gathered by jointly implemented local case studies in this project will be documented & made available to be spread to other rural areas.

Planned Project Outcomes (2)

For the participating regions the project results will be concretized in **local / regional broadband strategies, operating models, business plans and investment planning**. Further **new WEB based services** in fields like e-government, e-learning, e-health will be implemented in a trans-national cooperative process which will also be **documented in form of case studies**.

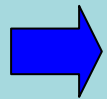
Planned Project Outcomes (3)

The potentials of fast internet for regional development can only be mobilized by an improved internet use in the local societies. Thus the development of the E- community is another pillar of the project which will be reinforced by measures like access points for target groups without own internet access, raising E- literacy by training offers for these target groups & local community communication portals.

Best practice will be described in an **E- Community Guideline**.

Dissemination of the project idea and results is aiming on local and regional (NUTS II) **stakeholders & other regions** who might be interested to adopt the project results.

Project Approach

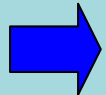


Joint development and test of solutions on three axes:

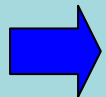
Backbone

Applications (Products & Services)

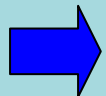
E- Community



Exchange of experiences



Benchmarking



Knowledge Transfer

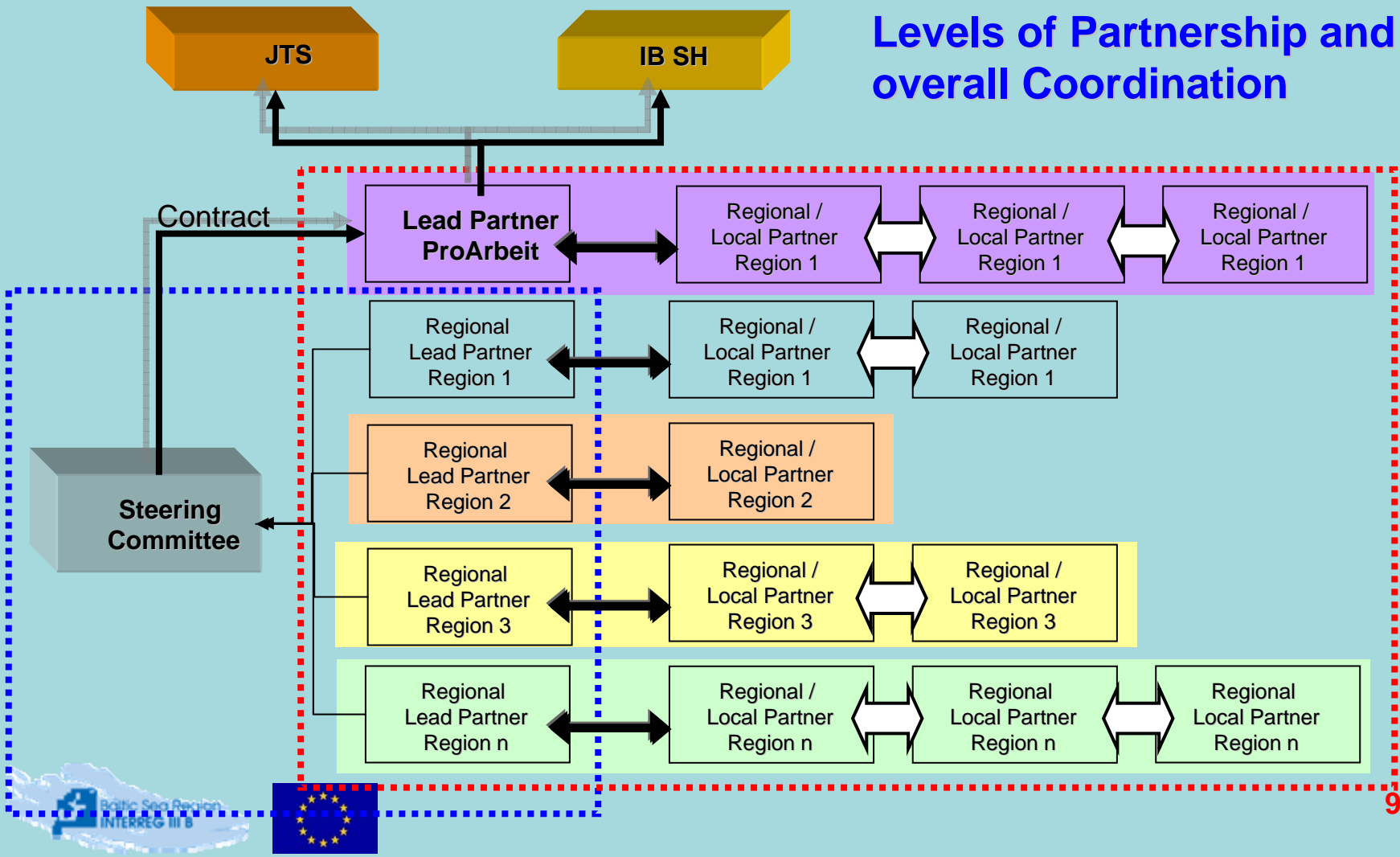
Baltic rural broadband project

Broadband access and internet use in rural areas as instruments of regional development

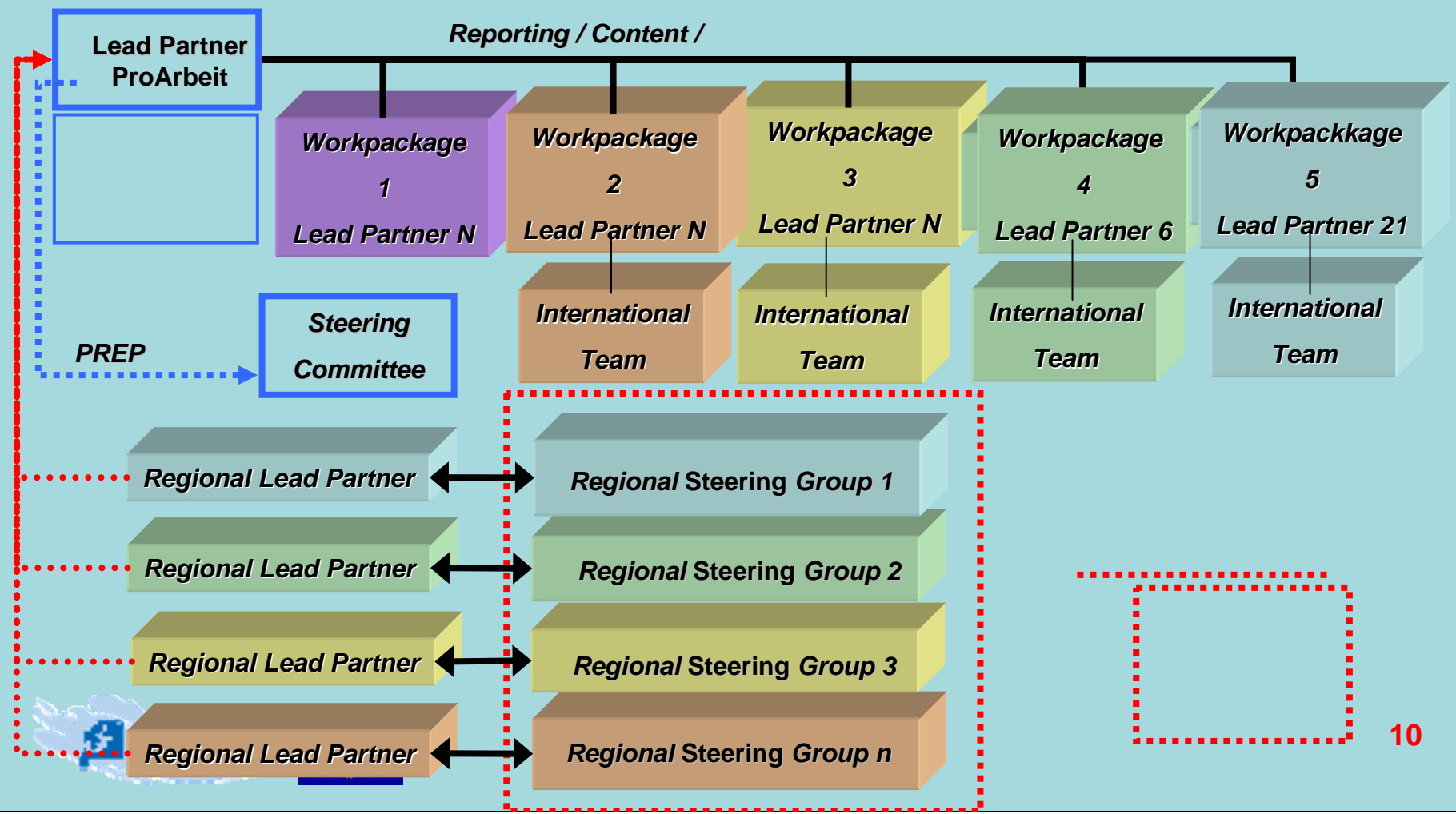
PARTNER REGIONS



Levels of Partnership and overall Coordination

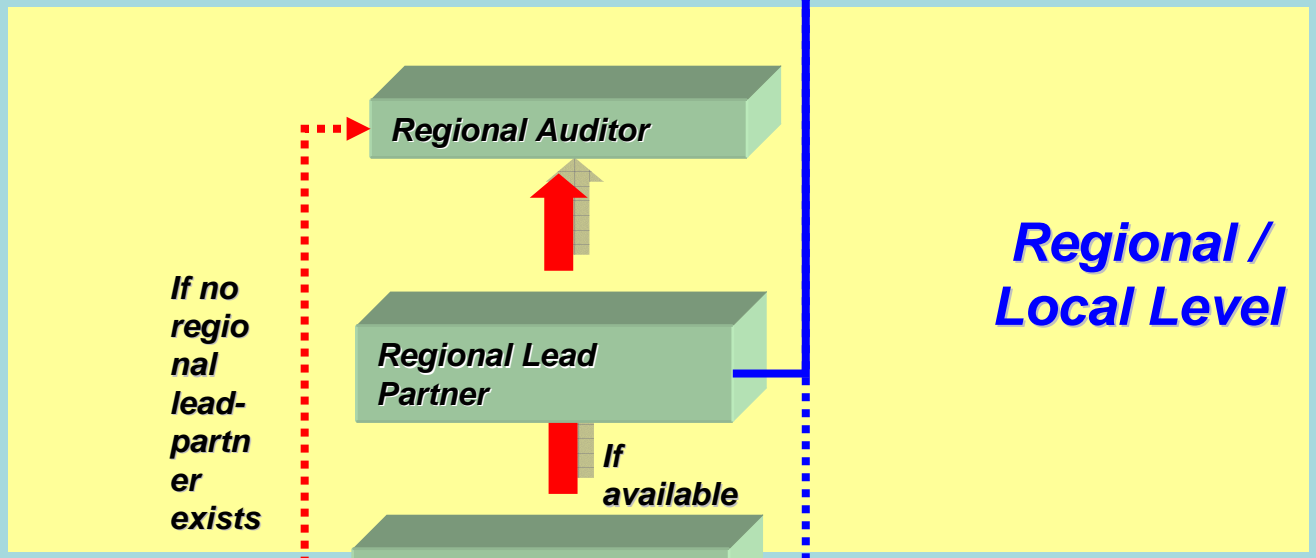
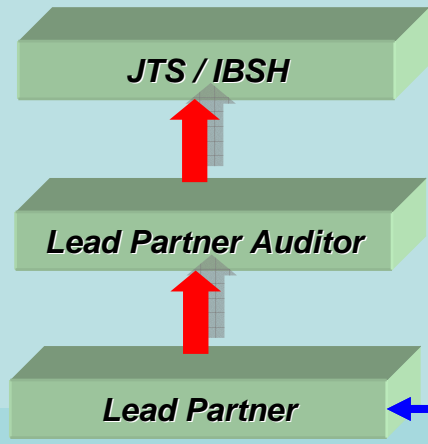


Day to day management



Audit and finance management

Transnational Level



If no regional lead-partner exists

Regional / Local Level