

*“Baltic rural broadband project“*

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

Interop - Berlin 07.11.2007

## Hard facts - 26 partners

- Denmark Grenaa Tekniske Skole, Noerre Djurs Computer-Boevl-miljoe
- Estonia Võru Linnavalitsus, Võru Maavalitsus, Võrumaa Kutsehariduskeskus, Võrumaa Omavalitsuste
- Finland Region Aboland
- Germany Fachhochschule Stralsund, Landkreis Osterholz, NETZ-Zentrum ProArbeit kAöR (LP), Stadt Osterholz-Scharmbeck
- Latvia University of Latvia - Institute of Mathematics and Computer Science
- Lithuania Ignalina AE regiono plėtros agentūra, Ignalina District Municipality, Institute of Mathematics and Informatics, Visaginas municipality
- Norway Dalaneradet, Ryfylke IKS, University of Stavanger
- Poland Starostwo Powiatowe w Kwidzynie
- Sweden Handelskammeren Värmland, Lämsstyrelsen Värmland, Torsby

## Hard facts

# 4 Mio. Euros budget

## The idea behind...

- ...is to learn from each other
- ...is to work on regional development
- ...is to strengthen networks
- ...is to be prepared for a competition...

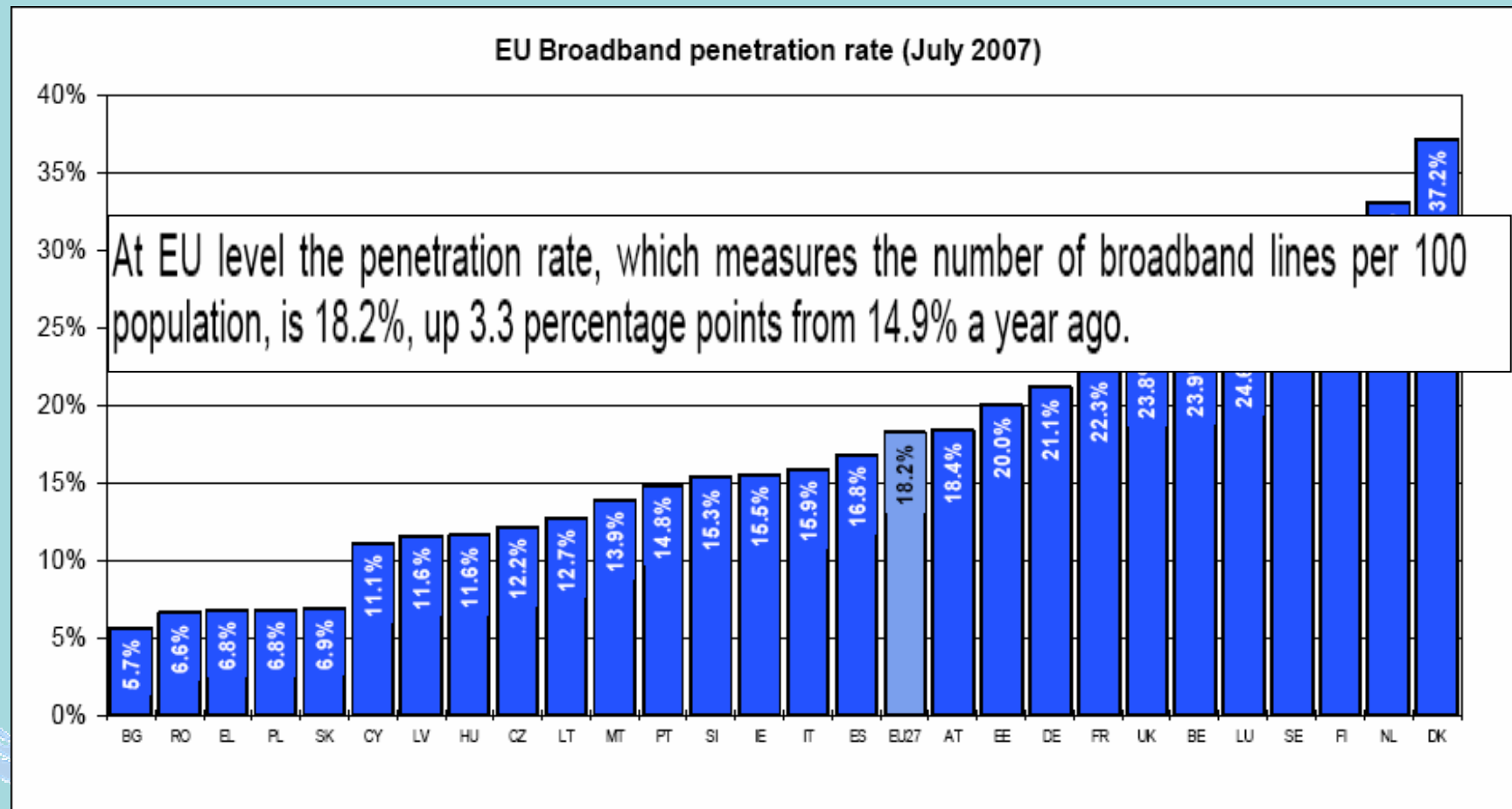
... Information society  
Europe....

## 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.**
- **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**



## Broadband in EU (144 kbit`s)



## The Project Goals

- investment planning in broadband infrastructure
- Business and operating models shall be developed
- 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.

# Overview work packages

## Work Package 1 Strategy Development & Capacity Building

- Project 1: Stock Taking and Strategic Study in each partner region  
Result Cumulated “Baltic Rural Broadband Study” (Strategy)

## Work Package 2 Technical Solutions

- Project 2: Regional capacity building by joint implementation of local wireless solutions (Technical Solutions)

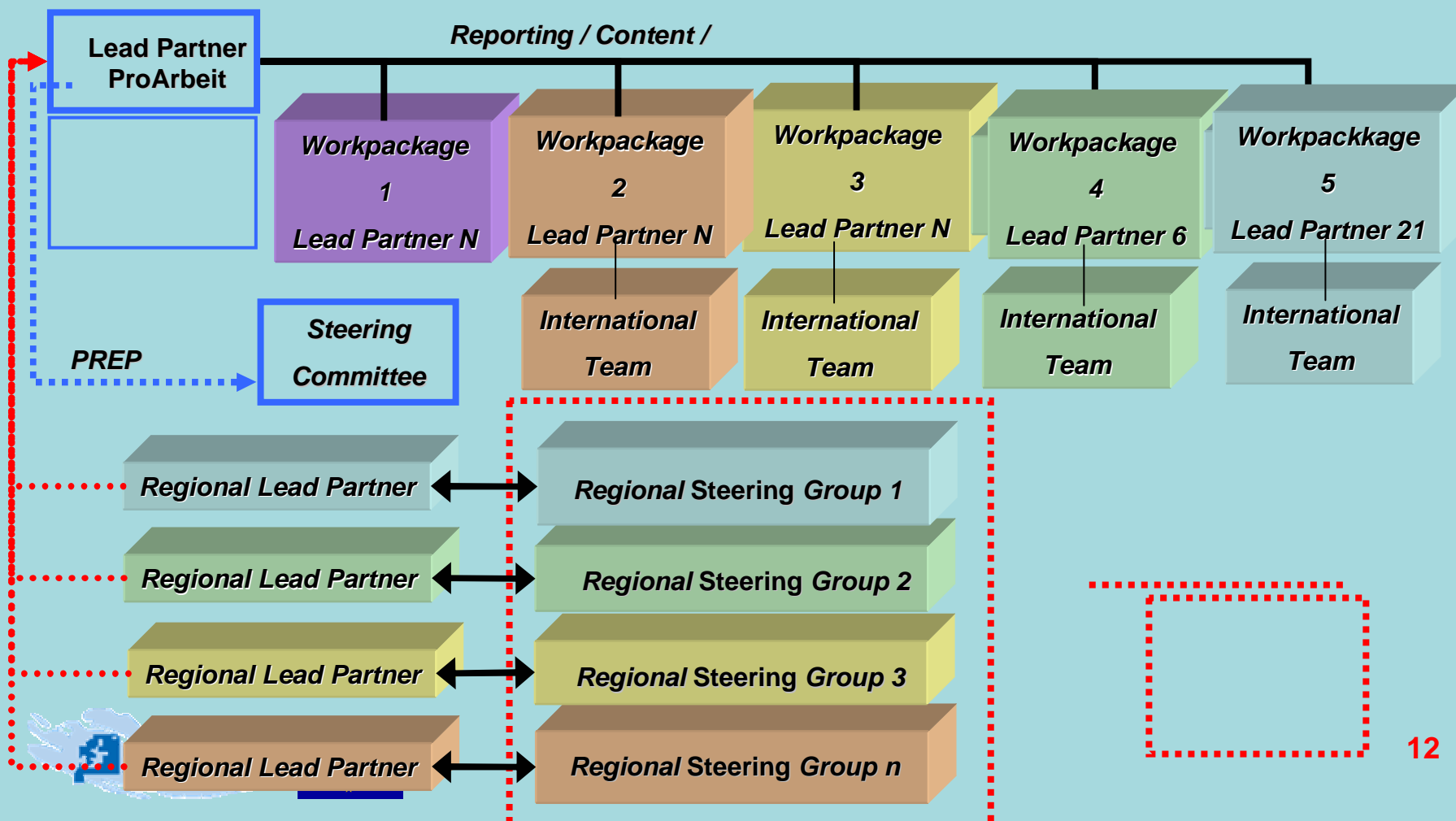
## Work Package 3 Applications & Services

- Project 3: Strengthening inter-communal cooperation and reduction of cost by application sharing (ICAS)
- Project 4: Service oriented portal solutions supporting eGovernment (SOPS)
- Project 5: Options of Broadband Access in Schools (OBAS)
- Project 6: Broadband Based Business (3B)
- Project 7: Broadband in the Health System (eHealth solutions)

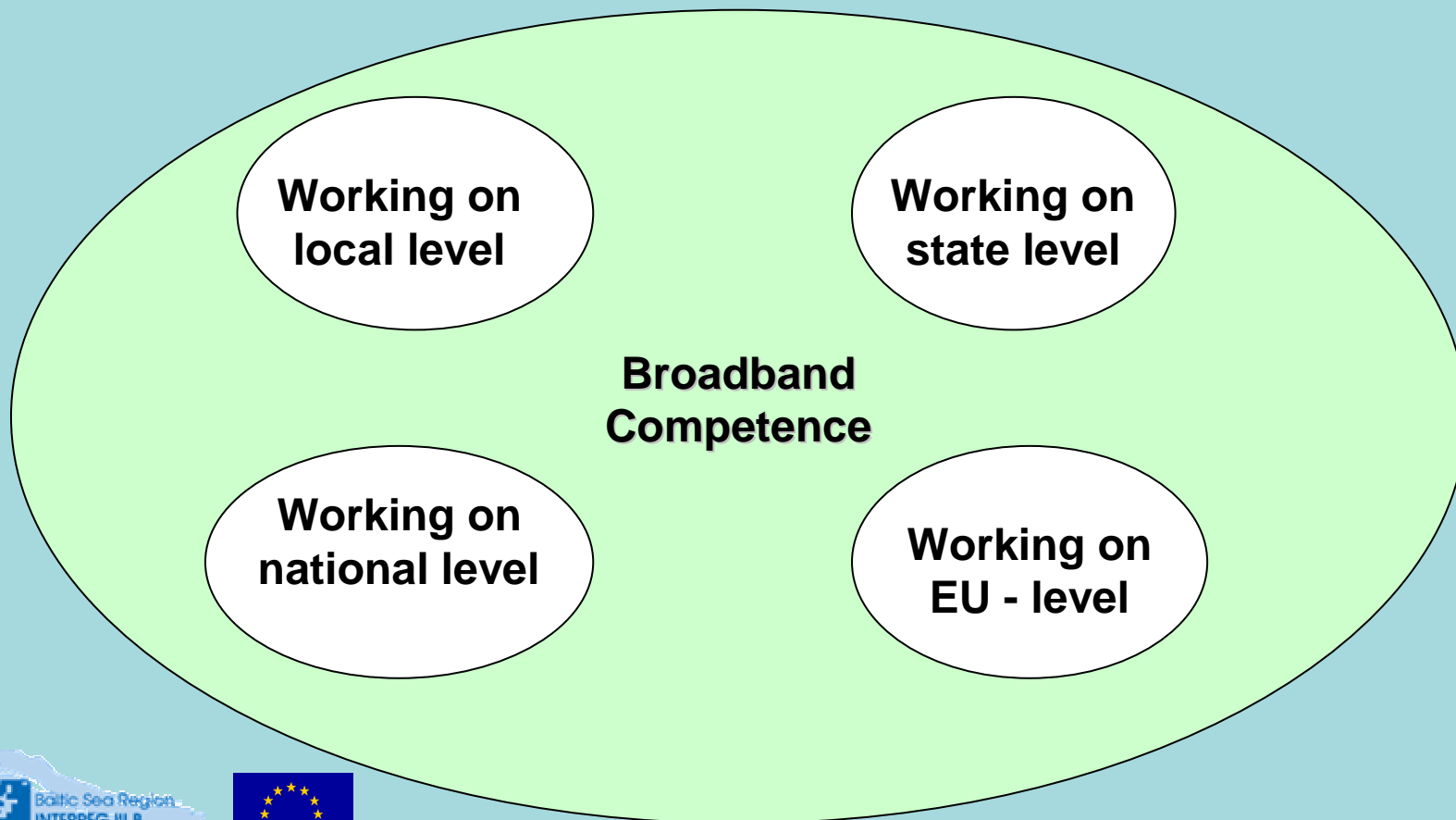
## Work Package 4 E- Community Development

- Project 8: Best Practice in eInclusion (eInclusion)
- Project 9: Capacity Building in Wireless Broadband Technologies (WIFI Competences)

## Day to day management



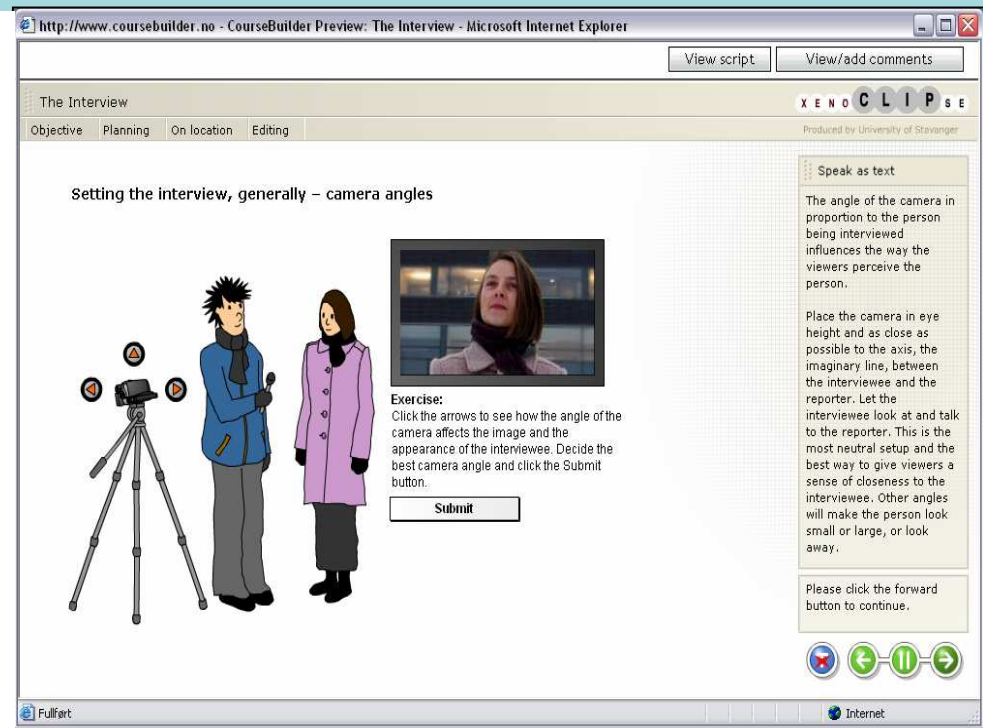
## Why sitting together now!



## Norway -learn to communicate!

### Shared application server:

The product of the Xenoclipse course will be video content suitable for broadband distribution. The basic idea of the course is to make the common citizen able to exploit the Web to express meaningful messages by video. We therefore will implement and offer the service of an application-streaming server for sharing the video outcome of the online courses and document the findings.

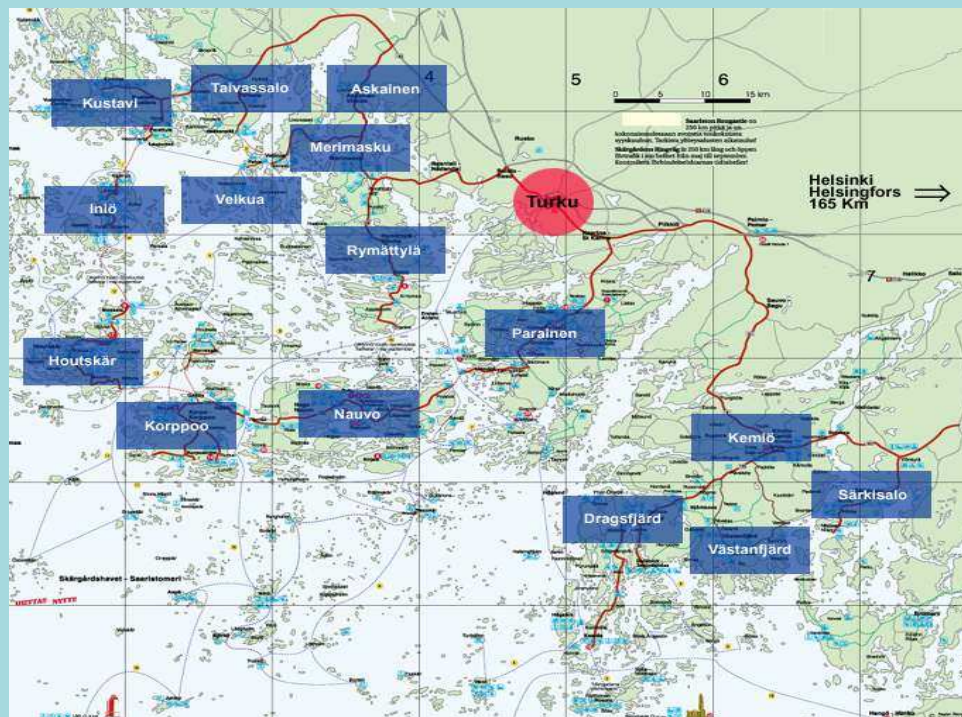


The screenshot shows a web browser window titled "http://www.coursebuilder.no - CourseBuilder Preview: The Interview - Microsoft Internet Explorer". The page content includes a navigation menu with "Objective", "Planning", "On location", and "Editing". The main heading is "Setting the interview, generally - camera angles". Below this is an illustration of a reporter and an interviewee with a camera on a tripod. A video player shows a woman being interviewed. An "Exercise" section instructs the user to click arrows to see how camera angle affects the image and to click a "Submit" button. A sidebar on the right titled "Speak as text" provides additional information about camera angles and viewer perception. At the bottom of the sidebar are navigation buttons for back, forward, and search.

## Sweden - always working?! - old frequencies are able to deliver 4 Mbit`s



# Finlands Islands - Getting a doctor via videophone! - WIMAX is working stronger on the waterside!



## Furthermore:

- Wireless networks to discuss radio photos between hospitals online
- Using TV cables for delivering of internet connections
- Identification of new services f.e. IP TV
- Remote Maintenance Systems for schools

Do you want to know how it works, how it is financially attractive, how you can develop your region like this...

## ...then be aware of:

- The Baltic Rural Broadband Compendium to be public in April 2008 and
- the European Broadband Forum- a community of experts working for the e-society

## Zitate - 2006

- In Norwegen reden für nicht darüber, ob wir Breitband brauchen, sondern wozu wir es noch nutzen können! Prof. Dr. Jan Frick (Stavanger University, Gastprofessor am MIT)
- Bildung, Gesundheit, Arbeit - sind die Bausteine unsere Gesellschaft - Internet macht alles möglich, egal wo wir leben! (Christer Nyback, Geschäftsführer des Archipelago-Net in Finnland)
- Ob Indien, Osteuropa oder Dänemark, es gibt keinen Grund darauf zu warten, dass andere das tun, was wir selbst am Besten können! (Bjarke Nielson, BGM Grenaa und Aufsichtsratsvorsitzender des Internationalen Institutes für Breitband im ländlichen Raum)
- Breitband fängt bei einem Gigabit an! (Bix Jacobse - Geschäftsführer Groningen Internet Exchange)
- Estland ist Arm - Breitband als Infrastruktur zu begreifen, war die wichtigste Entscheidung die unsere Regierung getroffen hat! (Hannes Astok - Leiter der Regionalentwicklung im Estnischen Ministerium für Strukturaufbau)

# Thank you !

Tim Brauckmüller

A proud transnational project manager

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