# Study on Availability of Access to Computer Networks in Rural Areas

Contract No: 30-CE-0099278/00-78

# **Final Report**

### Annex A

# **Case Study Fiches**

Nov-07

Start date of project: 1<sup>st</sup> January 2007 Duration: 9 months

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## **Annex A: Case Study Fiches**

## **AXIS 1. Improving Competitiveness of Agriculture** and Forestry Sector

#### 1. Prefarm, Czech Republic

Name Prefarm

Country Czech Republic

**Summary** Precision farming is the name for a particular kind of farming. It is based on identifying the

> effects of soil variation, fertility and elevation on farming. Precision farming was established in the USA in the 1960s. In the Czech Republic each farmer knows that there are differences in soil fertility. It is very important and that the information is used effectively. The big opening in

precision farming came in the 1990s as GPS was opened up for public use.

Location 4. Intermediate Region (IR).

1. Small town.

Description MJM Litovel a.s. company is delivering precision farming from 1997, trading as Prefarm.

> Today using this system, there are more than 350 field subjects with total area 300,000 ha. Users of the system are farmers from the Czech Republic, Slovakia, Germany and Italy. The

company is made up of independent specialists, who are developing the system.

Website: www.mjm.cz Links

E-mail: gnip@mjm.cz





#### **Quantitative Project Factors**

**Target Rural Population** 

2. SME/Business/Agrifood/Private Sector.

Class of best practice **Primary** 

1. Improving competitiveness of agriculture and forestry sector.

Sector for ICT **Applications** 

1a. Agrifood (Primarily food production).

Secondary **Sector for ICT Applications** 

1b. Agrifood (Non-food production).

**Financial** Support

Support from EU and National authorities approximately 600,000 euro.

**Budget** Sources of

4. Public Funds – National, 5. Public Funds – EU.

funds **EU Support** 

Research funds (Information society, 5FP and 6FP).

Outputs number of users

Outputs jobs created jobs

8

maintained

12



**Approach** 2. Bottom-up. 1. Innovative.

**Qualitative Project Factors** 

Reasons for developing the project

There was a need for an innovative solution to advice on farming systems. Prefarm is one of the

many outputs of Wireless info Living Lab.

Solution The project demonstrates new web based advisory services in agriculture.

Time to develop

project

**Benefits** This is now a commercially running system, which evolved from a 5FP project.

Success 1. Financial support from EU.

**Factors** 6. Understanding of growing competition and functioning of modern markets.

Sustainable Yes **Transferable** Yes



#### 2. WirelessInfo – Czech Living Labs for Rural Development, Czech Republic

Name WirelessInfo - Czech Living Labs Web and Mobile Spatial Data Infrastructure

Country Czech Republic

Summary WirelessInfo is a virtual research village which brings together SMEs, research and industry.

> The focus of the WirelessInfo is new development, testing and exploitation of services and technologies for spatial data management in areas of rural development including agriculture

and forestry, emergency systems, logistics and public administration.

Location 3. Intermediate Region (IR).

1 Small town.

Description Wirelessinfo is located in the small city Litovel, but as a virtual organisation covers different

parts of the Czech Republic, with the primary focus on the Olomouc region. All activities of

Wirelessinfo are based on commercial research.

Links Website: www.wirelessinfo.cz

E-mail: horak@wirelessinfo.cz



#### **Quantitative Project Factors**

**Target Rural Population** 

2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government Agencies/Schools.

Class of best practice

1. Improving competitiveness of agriculture and forestry sector, 2. Improving environment and

countryside, 3. Quality of Life in rural areas and diversification of the rural economy. 1a. Agrifood (Primarily food production), 1b. Agrifood (Non-food production).

**Primary** Sector for ICT **Applications** 

Secondary Sector for ICT **Applications** 

3. eBusiness / eCommerce Practices.

**Financial** Support

Support from National and European authorities of 1,000,000 euro.

**Budget** 

1,000,000 euro

Sources of

4. Public Funds – National, 5. Public Funds – EU.

funds

**EU Support** Research funds (Information society, 5FP, 6FP).

Outputs number of 500

users

Outputs -12

iobs created

jobs

20

maintained **Approach** 

1. Bottom-up.

1. Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

The main goals of the WirelessInfo association are to co-ordinate activities in research, new development, testing and exploit new information systems and technologies for data collection and data transport on the market. This data is collected for all members. WRLS has a wide field of activities which they exploit on both the Czech Agricultural market and European Agriculture

Solution

The project demonstrates possibilities of innovative collaboration of rural SMEs and

universities. It demonstrates the long term feasibility of the concept of Living Labs.

Time to develop project

1999



**Benefits** Fully functional Living Lab with strong position in the national and international marketplace.

Success 1. Financial support from EU.

**Factors** 2. Support from regional/national authorities.

6. Understanding of growing competition and functioning of modern markets.

 $\begin{array}{ll} \text{Sustainable} & Yes \\ \text{Transferable} & Yes \end{array}$ 



#### 3. Organic Denmark, Denmark

Name Organic Denmark

Country Denmark

Summary Organic Denmark is a web portal for promotion of Danish organic food producers' products.

Target customers are mainly the international food market.

Location 3. Predominantly Rural (PR).

2. Scattered.

Description The organisation Organic Denmark is located in Århus. The aim of the association is to market

organic products. The size of the project is to promote products for the 3,000 Danish farmers who

are registered as organic producers. Number of employees is 30.

Links Økologisk Landsforening.

Tel.: +45 8 732 27 00.

Website: www.organic-denmark.com E-mail: info@organic-denmark.com









#### **Quantitative Project Factors**

Target Rural

**Population** 

Class of best practice

1. Improving competitiveness of agriculture and forestry sector.

2. SME/Business / Agrifod / Private Sector.

1a. Agrifood (Primarily food production).

Primary

**Sector for ICT** 

**Applications** 

Secondary **Sector for ICT** 

**Applications** 

**Financial** 

N/A.

Support **Budget** 

N/A.

Sources of

1. Private funds.

2. SMEs.

funds

**EU Support** 

N/A

Outputs number of Potentially the 3,000 farmers in Denmark who are certified for organic production. No data

available on number of buyers.

users

Outputs -

30 in the organisation. No figure available on number which is promoted.

jobs created

jobs

30

maintained **Approach** 

2. Top-down.

2. Non-innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

Danish agriculture has always focused on foreign markets. Today more than 66 % of Danish food production is exported. Danish food producers are now supplementing the selection of Danish products on the export markets with an extensive organic portfolio.

The web portal markets the members of the Organic Denmark and their products. The buyer is invited to contact the farmers directly. The reason for promoting organic food is that there has been a shift in the consumer's preference so the farmers feel they need to adopt their products and way of selling to the new climate.

Solution

Organic Denmark is a success story with 30 highly competent employees who markets the organic farmer's products. Products are grouped into following categories: Dairy and fats, Meat and

charcuterie, Fruit and vegetables, Grain products, Beverages and concentrates,

Snacks and specialities. The project is run by the Økologisk Landsförening. The farmers list on the

portal and are themselves responsible for selling products.

Lessons to be learned are that it takes time to develop this type of trade with use of ICT.

Time to develop project

ne to 2005

Benefits Organic Denmark promotes sustainable farming. The web portal is good for information. Next step

eBusiness is not taken yet partly due to that farming is a conservative sector. Benefit for farmers is

that they reaches "world market" which they would not if they are on their own.

Success Factors 6. Understanding of growing competition and functioning of modern markets.

Sustainable

Yes

**Transferable** Environmental demand in society. Effects of environmental work can be shown in best practice

cases.



#### 4. Pro-Bio-Energy in the North Sea Region, Germany

Name Pro-Bio-Energy in the North Sea Region

Country Schleswig-Holstein, Germany

Summary The ProBioEnergy project aims at replacing fossil fuels with the use of local and regional

biomass and thus increasing the share of renewable energy. The project lead partner was Swedish but the most interesting results were found in Germany and Norway where use of biofuel was quite small at the project start. The project has worked with campaigns and studycircles to raise awareness and with dissemination of best practise to show the way new bioenergy plants for small scale district heating can be promoted. A virtual market place for bio-

energy has been developed which now is ready for deployment.

2. Intermediate Region (IR) – 15 % to 50 % rural. Location

1. Small Town and 2. Scattered Schleswig-Holstein region.

Description Promotion of Bio-Energy by Marketing, Implementation and Trading in the North Sea Region

(ProBioEnergy) was a 36-month ERDF project within the Interreg IIIB programme

(www.probioenergy.net). The ProBioEnergy project has successfully run campaigns in all partner countries (Sweden, Norway, Denmark, the UK and Germany) where a large number of people on different levels and in different capacities have been targeted. ICT has been used in those campaigns (best practice and new plants have been promoted on the project web page). The team has also organised a large number of meetings at local, regional, national and EU level where a large number of people were targeted and directly influenced. Meetings were both in form of study-circles and conferences. The results of the campaigns are increased awareness among citizens about bio-energy which facilitated the conversion of energy sources in utilities,

SMEs and the domestic sector.



Links

ProBioEnergy partners in Germany (Schleswig-Holstein) were Innovasionsstiftung SH and Ministerium für Wissenschaft, Wirtschaft und Verkehr des Landes Schleswig-Holstein

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or Dr. Winfried Dittmann,

Tel.: +49 431 9805-762, fax: -699,

e-mail: dittmann@i-sh.org Website: www.probioenergy.net

Installation at a Waldorf-school Ostholstein in Lensahn. Installation of a new wood pellet boiler with 250 kW thermal power for heating a school village.





**Quantitative Project Factors** 

Target Rural **Population** 

2. SME/Agrifood (no-food)/Private Sector, 3. Public Sector/Home.

Class of best practice

1. Improving competitiveness of agriculture and forestry sector, 2. Improving environment and

countryside.

**Primary** 

1b. Agrifood (Non-food production).

Sector for ICT **Applications** Secondary

2. SMEs, 3. eBusiness / eCommerce Practices.

Sector for ICT **Applications Financial** 

The project was funded with an ERDF grant amounting to 2,040,000 euro.

Support

**Budget** 4.2 million euro for 3 years.

Sources of funds

3. Public funds (Regional) and 5. Public Funds (EU).

**EU Support** 

The project was funded with an ERDF grant amounting to 2,040,000 euro. Funding was used

2003-2006.

Outputs number of users

Project was finished on 31/12/2006. The ProBioEnergy virtual trading website is now open for

deployment.

50

Outputs jobs created Around 50 During the project.

iobs

maintained **Approach** 

2. Top-down and 1. Bottom up (study circles).

1. Innovative.

**Qualitative Project Factors** 

Reasons for developing the project

Solution

There is a great need to promote bio-energy to contribute to reduction of use of fossil fuel in housing and municipal sector. In ProBioEnergy ICT was being used to promote use of bioenergy in small scale plants. A virtual trading site for bio-energy has been developed. ICT was being used along with traditional methods such as study circles for farmers in covering the whole chain from production of bio-energy to final use.

The project was driven / implemented with both traditional methods (study-circles, conferences and other meetings) and use of ICT. ICT was used to promote bio-energy usage with presentation of best practice and new plants. A virtual trading place for bio-energy was developed and is now ready for deployment. One lesson to be learned is that ICT can be used in information campaigns in this type of operation. The results are really promising. But to maintain the results the partners and project financiers need to be "sustainable". The difficult tasks regarding the virtual trading place lies ahead when the site is being deployed.

Time to develop project

**Benefits** 

The benefits are: Increased use of bio-energy in the North Sea Region. Effects are also increased awareness, increased information and implementation of technology and knowledge and full

scale demonstration of technology. The ProBioEnergy virtual trading web portal is a ready

Start October 2003–end December 2006 (Deadline for final report 31 March 2007).

developed infrastructure for trade in bio-energy.

**Success** 

1. Financial support from EU.

**Factors** 

2. Support from regional /national authorities.

6. Understanding of growing competition and functioning of modern markets.

Sustainable

**Transferable** 

Environmental demand in society. Effects of environmental work can be shown in best practice

cases



#### 5. Food and Drink, Greece

Name Food and Drink

**Country** Greece

**Summary** "Food and Drinks" is the Greek Portal for the Food and Drinks Industry. It offers professional

premium services free of charge, like daily news for the food and drinks industry, interviews, articles, job vacancies etc. Furthermore, we are proud to present the first online exhibition of the Greek Food and Drinks Industry: The exhibition presents the most important companies of the Greek Market, as well as their products and services. Finally, through the online exhibition one has the possibility to contact directly with the companies of his interest, without any fee or

commission.

**Location** 3. Predominantly Rural (PR) -> 50 % rural.

2. Scattered.

**Description** Greece consists of a mountainous and craggy mainland jutting out into the sea at the southern

end of the Balkans. The Peloponnesus peninsula (separated from the mainland by the canal of the Isthmus of Corinth); and numerous islands (around 3,000), including Crete, Euboea, Lesbos, Chios, the Dodecanese and the Cycladic groups of the Aegean Sea as well as the Ionian Sea islands. Greece has the tenth longest coastline in the world with over 15,000 kilometres; its land

boundary is 1,160 kilometres.

Agriculture in Greece is based on small-sized family-owned dispersed units, while the extent of cooperative organisation stays at low comparative levels, against all efforts that have been taken in the last 30 years, mainly under European Union supervision. Greek agriculture employs 528,000 farmers, 12 % of the total labour force. It only produces 7 % of the national GDP (about \$16 billion annually). A large number of the country's immigrants are employed in the

agricultural sector of the economy, as well as construction and public works.

Links NXS Communications

Kanari 30, 16343 Ilioupoli, Athens

Greece

Telephone: (0030) 210-9936934 Fax: (0030) 210-9936698ki



#### **Quantitative Project Factors**

Target Rural Population

2. SME/Business/Agrifood/Private Sector.

Class of best practice

1. Improving competitiveness of agriculture and forestry sector.

Primary Sector for ICT 1a. Agrifood (Primarily food production).

Applications Secondary

3. eBusiness / eCommerce Practices.

Sector for ICT Applications Financial

No

Support Budget

Private funds.

Sources of funds

EU Support N/A
Outputs - N/A



number of users

Outputs – jobs created

N/A N/A

jobs maintained Approach

2. Top-down.

2. Non innovative.

**Qualitative Project Factors** 

Reasons for developing the project

NXS Communications was established in 2004 by people deeply involved in the food and drink industry. "FoodandDrinks.gr - The Greek portal for the food and drinks industry" consists of

both a project and a vision for the people at NXS Communications.

Its goal is to supply businessmen with helpful information and quality services in order to satisfy the high demands of one of the most upcoming branches of the Greek industry.

Solution

Time to

develop project

**Benefits** Benefit for Agrifood sector.

2004

**Success** 4. Involvement and cooperation of local companies / organizations.

**Factors** 6. Understanding of growing competition and functioning of modern markets.

Sustainable Yes Transferable Yes



Location

#### Study on Availability of Access to Computer Networks in Rural Areas Final Report Annex A Case Study Fiches – Nov07

#### 6. IT competence in Ballyhoura Country, South West, Ireland

Name IT competence in Ballyhoura Country

**Country** South West, Ireland

**Summary** Ballyhoura Development is a LEADER area development company based on the Cork/Limerick

border. It serves small, scattered communities across a remote, rural area characterised by decreasing population, declining services and deteriorating infrastructure. The Ballyhoura response has been to adopt measures which initiate a transformation of its predominantly agriculture-based economy towards a knowledge-driven society, but without prejudice to the diversification and efficiency of such agriculture as can still be supported. ICT is seen as a

valuable tool in this process.

2. Intermediate Region (IR).

1. Small towns, 2. Scattered communities, and 3. Isolated dwellings.

**Description** Developing ICT competence in Ballyhoura Country has three strands – ICT for farmers, ICT for

women and Mobile ICT. The strands interlink and complement each other. ICT for farmers uses Mobile ICT to teach the skills needed for farm and animal management, for selling stock and for departmental and co-operative websites – the training is taken to the farmers and provided in suitable locations. ICT for women is part of a programme of individualised support under the Local Development Social Inclusion Programme based on equity, equality and capacity-building. It, too, relies upon the Mobile ICT provision of training and services because the restrictions upon women's cultural, economic and social activities prohibit their participation in more conventional learning environments. And ICT for women complements ICT for farmers by not only increasing the skills and competence of registered farm couples but also by equipping women to participate more effectively in farm management and even to improve their, hitherto poor, prospects of raising farm-related finance. A greater ability to raise capital is

also the consequence for non-farming women participants in Mobile ICT.

**Links** Ballyhoura Development Ltd

Carmel Fox, Chief Executive Officer, e-mail: <u>c.fox@ballyhoura.org</u>, tel.: +353 (0)63 91300

or Maura Flynn, Administrator

http://www.client.teagasc.ie/limerick/county\_profile/ballyhoura\_development\_ltd.htm



#### **Quantitative Project Factors**

Target Rural Population Class of best practice 1. Women in the community and home, and 2. Registered farm businesses.

1. Improving the competitiveness of the agriculture sector, and 3. The quality of life in rural areas with diversification of the rural economy.

Primary Sector for ICT Applications Secondary Sector for ICT

**Applications** 

1a. Agrifood (primarily food production and the management of calves), and 4. eLearning and eSkills for women.

1b, 2, 3, 5 and 6 – a cross-sector belief that Mobile ICT would impact positively upon enterprise development, work organisation, social interaction while creating opportunities for other applications.

Financial Support

**EU Support** 

ICT for farmers and ICT for women are both funded by private match funding (10 %) and EU Structural Funds (90 %). Mobile ICT is funded by Pobal (i.e. nationally) under a three year contract. (Pobal is a not-for-profit company with charitable status that manages programmes on behalf of the Irish Government and The EU. Its mission is to promote social inclusion, reconciliation and equality through integrated social and economic development within communities.)

Budget ICT for farmers: 17,500 euro. ICT for women: 5,000 euro. Mobile ICT: please refer to Michelle Shiels. Project Manager, 00 353 (0)63 90952 for contract details.

Sources of ICT for farmers: 1. and 5. ICT for women: 1. and 5. Mobile ICT: 4. funds

ICT for farmers and ICT for women are both funded by LEADER +. ICT for farmers received 17,500 euro in January 2005 and is nearly complete. ICT for women received 5,000 euro in

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September 2006 and is now complete. Please contact Maura Flynn, +353 (0)63 91300 (m.flynn@ballyhoura.org) for full information. Mobile ICT is also funded under LEADER. It started in 2001 and has funding until the end of 2009. Please contact Michelle Shiels +353 (0)63 90952 for full information.

Outputs – number of users Pilot projects in 2000–2001 trained 367 adults (of whom 268 were women) in 15 % of the 52 Ballyhoura communities. Mobile ICT aims to have trained a further 1,512 adults by the end of its current three year programme and delivered "summer school" ICT training to 1,000 children. MOBILE ICT will deliver a self-sustaining company charged with maintaining ICT competence in the Ballyhoura area (complement not yet established).

Outputs – jobs created iobs

It is possible to identify a total of 70 farmers who have been equipped with, and accredited for, the ICT skills necessary to improve and diversify farm activities. As such they are treated as "jobs maintained".

jobs maintained

Approach 2. Top

2. Top-down – providing a service where people feel able and motivated to benefit from it.

1. Innovative – recognising an opportunity for integration and synergy, by satisfying two discrete needs with one new service which benefits a core challenge for the Ballyhoura region.

#### **Qualitative Project Factors**

Reasons for developing the project

What has become an integrated project was initiated as separate strands. Concern for the under-representation of nearly 30,000 women in decision-making structures at local and county level has grown over the last 15 years. A "Women in Enterprise" initiative followed an academic investigation of the problems experienced by Ballyhoura women – with an immediate impact upon business start-ups, particularly in food products. The later work of the National Advisory Council on the Role of Women in Agriculture brought the inequitable representation of women as registered farm owners into the centre of the debate on the future of farming itself. LEADER + provided the final inspiration and funding for locking greater access, equality and outcome for endeavour into the measures needed to transform an ailing local economy. ICT was the means by which enhanced personal skills and institutional improvement could be accomplished – it served to animate, to disseminate and to raise awareness among women, while also transforming the skills available in the farm and outside the farm gate.

Solution

It is important to understand the working culture at Ballyhoura Development. This is a small, intimate rural development agency where the weekly routine incorporates a group planning and management session. Thereafter during the week, decision-makers may not see each other. But at one fixed point in the diary programme, they do all think aloud and together. In itself, this is a powerful opportunity for sharing currents of opinion feeding back from the diverse rural communities which make up the Ballyhoura countryside. All recognised that access to their different strands was a common barrier. The need was recognised in each area but people could not participate if the training was not made available locally. This was a matter of practical concern for the target participants, not self-erected barriers by rural dwellers resistant to the idea of ICT. The solution agreed within Ballyhoura was to mobilise. Mobilising the provision of ICT services then became flexible, customer-focused response to common training needs – to ICT skills for farmers, to eLearning and to communication skills for women. Only the context differed. The need for change was driven top-down and in a manner consistent with the way life is lived in this remote area.

Time to develop project Benefits

The projects are at different stages of development. Mobile ICT commenced in 2001 and is on a 3 year funding cycle, the current period ending in 2009. ICT for farmers started in January 2005. ICT for women started in September 2006.

Farm compliance with new regulations and improved farm management efficiency; the skills and competence needed for farm activity and enterprise diversification; greater representation, return to work and business start-ups by women; a culture of enterprise and confidence spreading beyond perceived sectoral boundaries and transcending imagined personal barriers.

1. Financial support from EU.

Success Factors Sustainable Transferable

5. Understanding the need of creating /spreading information society.

Yes

Yes. The recognition that even an alerted, interested rural community will still not take up ICT if there are unresolved practical difficulties is a key lesson for any other, similar locality. It follows that Ballyhoura's routine practice of decision-makers regularly "thinking aloud and together", based also upon a detailed knowledge of the area they serve, is a transferable lesson. They were quickly able to realise that making IT mobile would meet the common difficulties of

their principal target audiences – and even attract new participants.



#### 7. S'Atra Sardigna, Sardinia, Italy

Name S'Atra Sardigna Country Sardinia, Italy

**Summary** S'Atra is an organic produce co-operative based near Cagliari in the south west of Sardinia and

launched in 1982. Initially, S'Atra made no use of ICT and remained a limited co-operative supplying the Cagliari market. The later adoption of ICT products and techniques, as these became available, has allowed S'Atra to establish an international market using direct sales. Simultaneously, the co-operative has grown into a modern food production / processing / distribution industry but without losing its identity as a quality source of local, authentic, organic produce. This case study records that S'Atra's marketing uses a website but relies more usually on attendance at international events – in Europe, North America and beyond. Its sales effort relies on e-mail with customers, as well as fax. But it is the use of ICT to support the

relationship with co-operative members (i.e. suppliers) that is of special interest.

**Location** 2. Intermediate but with many suppliers being 3. Predominantly rural.

2. Scattered.

**Description** The S'Atra co-operative has around 100 members – that is, small farmers and producers

specialising in certain of the products and using strictly organic methods. The issues for cooperative management, therefore, include production, quality, compliance, ordering, delivery, supplies and training. Where customary and still practicable, these issues are conducted through

weekly visits by a small technical team – that is, in a face-to-face situation entailing crop/product/animal inspections. However, the role of ICT in supporting that traditional form of engagement with small rural operations has to be substantial. S'Atra explains that it uses e-mail for this purpose. It follows, therefore, that sufficient ICT and related training have been provided in possibly remote rural areas to sustain a thriving international business with a considerable product range. It has not been possible to investigate more closely the particular uses made of ICT, the different levels of skill or the further, unplanned uses made of modern communications technology. It is simply reported that here is an instance of 100 % ICT usage

across a substantial group of rurally based small and traditional enterprises.

Links Mario Cirronis, Presidente, S'Atra Sardigna

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#### **Quantitative Project Factors**

Target Rural Population Class of best practice 2. Farmers and other agrifood producers participating in the co-operative

1. Improving the competitiveness of agriculture – but also 2. Improving the environment and countryside (by virtue of organic production), and 3. Quality of life and diversification (through

growth in product range).

Primary Sector for ICT Applications 1a. Agrifood, but also 1b. Food retailers and market outlets, and 2. SMEs.

Secondary Sector for ICT Applications 5. Employment creation practices, and 6. Tourism.

Financial Until a formal request can be raised, it can only be surmised that S'Atra will have benefited Support from LEADER-type, national, regional and local investment over the last 25 years, as well as

Sources of funds

N/A

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**EU Support** N/A

Outputs number of users

100 co-operative members.

Outputs -Not known but commensurate with a co-operative of 100 members (small suppliers) and a jobs created central, technologically based production and distribution network, plus sales, marketing and

administrative support.

jobs N/A

maintained

**Approach** A combination: 1. Bottom-up and 2 Top-down.

A combination: 1. Innovative and 2. Non-innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

S'Atra pre-dates the availability of modern ICT. It was an early co-operative solution to problems of rural poverty and isolation. The subsequent introduction of ICT to support management communication between S'Atra and its members will have reflected the availability of newer applications, the needs of emerging and expanding markets, and efficiency

– essentially the need to remain competitive.

**Solution** The way in which the introduction of ICT to rural areas has been driven is not known. However,

> the lesson to be taken from the S'Atra example is (exactly as with eTeams) that an entrepreneurial spirit and business imperative are together a key driver of ICT take-up.

Time to

develop project **Benefits** 

Advancing ICT skills in a rural area to support the quality of life and rural diversification.

6. Understanding of growing competition and functioning of modern markets.

**Success Factors** Sustainable **Transferable** 

Yes

Yes. In the same way that the co-operative movement has been a readily transferable concept, so S'Atra Sardinia has lessons which can be replicated. Some of these understandably reflect cooperative themes and are not particularly new – for example, using ICT to assist economies of scale, the control of quality, the collection of different products, the marketing of products, delivery to customers, and the disbursement of receipts. In S'Atra's case, however, the cooperative started before the age of ICT and, all that this case study is observing is a normal cooption over several decades of new information techniques into the daily management task of a dispersed farm. But clearly there is something else at work. S'Atra is so busy servicing customers for Sardinian organic products in locations across the world that its outstanding success leaves little time to spare for external, intellectual inquiries. So much is understandable. But S'Atra's reluctance to engage with the investigation may also suggest that here is an example of strong leadership which commands loyalty in return. Here is an entrepreneur at work, a business leader who cares about the people who together constitute the business. And if he steadily leads his co-operative farmers into the information society, then they follow his lead. His concern to preserve the traditional personal contact (the weekly visits supported by training and demonstration) serves to reassure those who might hesitate that there is nothing in the information society to be afraid of. Only one other possibility can be added, which only S'Atra Sardinia can confirm. In view of the organic emphasis of the enterprise, it is possible that a key in-house value has been always to privilege the traditional way over the potential gains of new technology. If true, this would resemble the PasserelleECO insistence that ICT is only a tool to be used, not an end in itself.



#### 8. Korea Information Village Programme, Korea

Name Korea Information Village Programme

**Country** Korea – whole country

**Summary** One of the world's most wired nations, Korea is also a leader in using information and

communications technology (ICT) to make government more efficient, accountable and transparent. As part of a broad range of e-Government initiatives, Korea has instituted an innovative information village (INV) program that is bringing remote communities into the digital economy and enhancing the quality of life of rural residents. Farmers are now able to sell their produce direct to the public via village websites, while many have been able to tap into the

growing rural tourism market.

**Location** 3. Predominantly Rural (PR) -> 50 % rural.

2. Scattered.

**Description** The project connects 250 remote villages across Korea. These are mainly based in the

mountains or on the coast.

The aim of the project was to ensure that Korea's villages did not fall behind their urban areas, which had access to some of the most affordable and fastest broadband in the world. The project

also focused on developing new skills and business opportunities for rural residents.

**Links** Information Villages

Postal code 110-755, Leema Bldg. 508 Susong-dong, Jongno-gu Seoul, Korea

E-mail: info@invil.org

Website: www.invil.org/english







#### **Quantitative Project Factors**

Target Rural Population

2. SME/Business/Agrifood/Private Sector.

Class of best practice

1. Improving competitiveness of agriculture and forestry sector.

Primary
Sector for ICT

1a. Agrifood (Primarily food production).

Applications Secondary

3. eBusiness / eCommerce Practices.

Sector for ICT Applications Financial

The project has received financial support from the Korean Government.

Support Budget

The first phase cost approximately 10 billion won (5.8 million euro) and 28 billion won

(16.2 million euro) for the second.

Sources of funds

Korea's central government provided 100 percent of the first phase and 25 percent of the budget for the second phase. Remaining funding came from local government and the private sector

(INTEL contributed funding towards e-learning).

EU Support

Support N/A

Outputs – number of users

Total of 233,540 local residents in 79,279 households in 280 villages have participated in Information Village.

N/A

Outputs – jobs created

N/A

jobs maintained Approach

Top-down.
 Innovative.

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#### **Qualitative Project Factors**

Reasons for developing the project

The main reason for developing the project was to spread ICT benefits. Like most nations, the Republic of Korea found that rural citizens in traditional industries of fishing and agriculture had less access to ICT than urban populations. The project also aimed to enhance rural life. Many of Korea's rural villages faced stagnant economies and rapidly ageing populations as younger people moved to the cities. The project was initiated by the Korean government, the Ministry of Government Administration and Home Affairs (MOGAHA). Agricultural producers lacked access to markets and they were unable to add value to their crops.

Solution

- The project was driven to create inclusive access. Working with local governments, citizens and private companies such as Intel, MOGAHA has established over 250 information villages. The programme provides subsidized home PCs, broadband infrastructure and village information centres, as well as extensive training that break down barriers to using the technology. Each information village is implemented according to a roadmap of seven steps.
- 1. Deploy broadband infrastructure using Digital Subscriber Lines (DSL) giving villagers high-speed access to the Internet from home or from the village information centre.
- 2. Establish a village information centre. The centre provides a community gathering place and a location for training and other services. Information centres are located in town halls, public buildings or vacant schools, and are equipped with networked PCs, printers and projection systems. To benefit from best practices, centres are operated according to a standardized guide that can be modified as needed to meet regional requirements.
- 3. Supply home PCs. The programme aimed to distribute home PCs to about 70 percent of households, to match the overall national rate of PC penetration. A local village operations committee oversees the distribution of home PCs.
- 4. Design custom content. Korean officials say the development of information content is the most important of the seven tasks. Content includes a central portal for the program (www.invil.org), under which villages and individuals can create their own home pages. The portal includes the framework for conducting eCommerce.
- 5. Provide education and training this has been crucial in overcoming early fears and has been backed by peer to peer learning.
- 6. Develop local autonomy each village project is managed by a committee of around 15 residents. Their role is to co-ordinate the village website and e-commerce activities. Support comes from public officials.
- 7. A village logo each village designs its own logo and promotes the local brand aggressively.

#### Lessons learned

The biggest task was creating the content itself and ensuring that the villagers were the primary beneficiaries. This included standard content across all villages, region-specific content, village home pages, and e-commerce services. The Samsung SDS Consortium was selected as an exclusive project manager for the establishment of content and services. Equally challenging was creating public awareness of Invil and getting the support and participation of those living in selected Invil villages. Every effort was made to reflect local demands on the Web portal and content through numerous workshops and resident interviews. In addition, meetings were held to explain the information content creation project as a way of raising public awareness and boosting resident participation.

Time to develop project Benefits

Project started in 2001.

#### The benefits are:

- Digital inclusion. The PC penetration rate in the information villages is around 65 percent, comparable to that of Korea's cities.
- Economic competitiveness. Using e-commerce, farmers are increasing their incomes, villages are expanding their tourist services and rural economies are becoming more diversified. In the two years Jan. 2003 to Jan. 2005, farm income rose by \$2.1 billion won (1,531 million euro). Flowers and fruit are now sold direct to new markets one village found a new market for dried persimmons. The village was remote and did well in the summer, but business slowed down in the winter. Sales over the web allowed the villagers to keep money coming in throughout the winter. In 2001 2 families sold 20 boxes of dried persimmons, in 2004 following the project, they sold 2,000 boxes worth 64,000 euro. They have now built a new order processing centre. Tourism has also increased as accommodation providers have promoted their facilities on the

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web. 80 villages offer "green tours" however, before the project many had no idea how to

market themselves to urban residents.

Success Factors 2. Support from regional /national authorities.

Sustainable

5. Understanding the need of creating /spreading information society.

Yes – the project has developed new skills and services in a range of villages. The centres are costly to run and there must be questions if these can be staffed in the long term. However, some revenue is going back into centres as they offer services to businesses and residents in the

villages.

**Transferable** 

Strong links between informal learning and community economic development. ICT centres can

be incubators for local businesses.



#### 9. Buskerud fylkeskommune, Norway

Name Buskerud fylkeskommune

Country Norway

Summary Norway has a big hydroelectric energy production and in recent years people are invited to use

> electricity for heating. The result from is that electricity is directly in panel heaters, and only a small proportion of new buildings are built with water based central heating systems. By participating in this European project Buskerud fylkeskommune has promoted development of new bio-energy plants. The project has used modern technology ICT, development of a virtual

trading place along with traditional methods meetings, study-circles, and study tours.

Location 2. Intermediate Region (IR) – 15 % to 50 % rural.

2. Scattered.

Description The project was coordinated from Sweden. The Norwegian part of the project operated in

> Buskerud fylkeskommune amounted to 121,500 euro. The aim was to increase use of bioenergy in the fylkeskommune by starting up new plants, demonstrate technical solutions, and

develop a market place for bio-energy.

Links Tom Christensen, Buskerud fylkeskommune

Tel.: +47-32 808 702,

E-mail: tomchristensen@bfk.no The Bio-energy central in Woods

– has an impact on the



#### **Quantitative Project Factors**

1. Improving competitiveness of agriculture and forestry sector.

**Target Rural** 

**Population** 

1. Community/Home, 2. SME/Agrifood.

Class of best

practice Primary

1b. Agrifood (Non-food production).

**Sector for ICT Applications** 

Secondary

2. SMEs.

Sector for ICT

**Applications Financial** 

Region and National government.

Support

**Budget** 

Totally 121,489 with ERDF support 74,500.

Sources of

funds

5. Public Funds.

**EU Support** 

ERDF (via Government of Norway).

Outputs number of users

Potentially all municipality buildings and private homes.

Outputs iobs created

Totally 50 during the project.

iobs maintained 50

**Approach** 

1.Bottom-up and 2. Top-down.

1. Innovative.



#### **Qualitative Project Factors**

#### Reasons for developing the project Solution

Norway has changed the energy policy from electricity in heating to use of bio-energy. The issue in the project were among other to use ICT in promoting bio-energy.

The Campaign results are good in Buskerud County (Norway).

- The awareness about bio-energy like pellets and wood chips has risen from a very low level to a much higher.
- The use of pellets are still low, but increasing. - The connections to the district heat plant are good.

The Campaigns have started processes which hopefully will give the results of a lot of plants. Until now more than six new plant are built in the region from 100 kW to 7,000 kW

The newest statistics from Innovasjon Norge show than Buskerud now is the "hottest" region in Norway regarding bio-energy. Lesson to be learned: Modern technology can be implemented and used in promoting bio-energy.

2003-2006.

Time to develop project

**Benefits** The main benefit is improvement in environment. The switch from electricity to bio-energy in

heating of houses creates a sustainable society.

Success **Factors** 

2. Support from regional /national authorities.

4. Involvement and cooperation of local companies / organizations. Sustainable

**Transferable** 

Environmental demand in society. Effects of environmental work can be shown in best practice

cases.



#### 10. Dolina Czarnej, Poland

Name Dolina Czarnej

Country Poland

Summary Dolina Czarnej' is an agro-tourist association and municipal association of rural community and

> persons who provide services for development of village and agriculture. Members of the association are farms which provide accommodation and active rest services. The main task of the association is to promote its members and region. It provides a web server with data about

all associated organizations and their members.

Location 3. Predominantly rural.

Scattered.

Description The name of association comes from the name of little river in Swietokrzyskie region. This is a

> typical Polish agriculture and forestry region which covering 200 square kilometres. The forests cover an area of 54 % and arable lands cover an area of 42 % of it. Almost 66 % of a region is located in Cisowsko-Orlowski Parkland with its surroundings and Chancza artificial lake.

Links Pawel Gratka

gratkasd@o2.pl, Tel.: +48 607305393

Website: www.agrowakacje.pl/dolinaczarnej



#### **Quantitative Project Factors**

**Target Rural** 2.SME/Business/Agrifood/Private Sector. **Population** 

Class of best

1. Improving competitiveness of agriculture and forestry sector.

practice . Primary

7. Tourism.

Sector for ICT **Applications** 

Secondary 2. SMEs.

**Sector for ICT** 

**Applications** 

**Financial** N/A

Support

**Budget** 12 euro paid by each member per year.

Sources of 1. Private Funds.

funds

**EU Support** N/A Outputs -5 number of

users

Outputs -N/A

jobs created

jobs N/A

maintained **Approach** 

1. Bottom-up.

2. Non-innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

Rakow region represents typical undeveloped rural area in Poland. There is a fixed telephony network managed by Polish incumbent operator but it contains only one local exchange and less then 20 km of copper cables. Because of this only 6 to 7 people on 100 inhabitants of Rakow commune have access to the fixed telephony line and almost no one to the Internet. The main problem was to establish an electronic platform to promote region and agri-tourist farms where telecommunications infrastructure almost doesn't exists.

Solution

There was bought places and portal scheme on public web server which provides ready solutions. The content was made at own cost by members of association. Members use a mobile communication network to contact clients and to access Internet.

Time to develop project

**Benefits** 

Creation of public available promotional website opens the region for new clients from whole

Poland. Members of association gained a cheap, fast and very popular advertise channel. Because its non-commerce association there is no information about incomes. However all

members pointed that there is a much bigger interest in booking in region.

Success Factors 4. Involvement and cooperation of local companies /organizations.6. Understanding of growing competition and functioning of modern markets.

Sustainable Yes

Transferable

The project can be transferred to any agro tourist region. It is obvious how creating a website

helped in finding guest and customers for agro tourism. It is then possible to apply their

experience to any other region.

November 2003.



#### 11. NetBrokers, Poland

Name NetBrokers Country Poland

Summary NetBrokers Sp. Z o.o. is a Kraków based Internet trading platform for the agribusiness sector.

> The Company was established in response to market needs for comprehensive and easily accessible information required to carry out increasingly complex market transactions.

Location 2. Intermediate Region (IR).

2. Scattered.

Description NetBrokers is an Internet trading platform. The platform contains an agribusiness news service,

> buy and sell offers for agricultural goods. Its users are able to view, buy and sell offers online, present their own offers, search the database by key words and selected parameters, gain access to offers posted by other entities. The goal of the system is to help clients to increase the efficiency and effectiveness of operations by supplying them with reliable and up-to-date

information and trading services via Internet.

Links NetBrokers Sp. Z o.o., os.

Teatralne 9A, 31-946 Kraków, Poland

Ms Agnieszka Róg Tel.: +48 12 646 18 30 E-mail: <u>a.rog@netb.pl</u> Website: www.netb.pl



#### **Quantitative Project Factors**

Target Rural **Population** 

2.SME / Business / Agrifood / Private Sector.

Class of best

1. Improving competitiveness of agriculture and forestry sector.

practice Primary Sector for ICT

1b. Agrifood sector (non food production).

**Applications** Secondary

3. eBusiness / eCommerce Practices.

Sector for ICT **Applications Financial** 

The platform is commercial, and operates fully on private funds basis. The company has its

**Support** main investor – DUDA S.A.

**Budget** N/A

Sources of 1. Private Funds.

funds **EU Support** 

N/A Outputs over 3,000 companies.

number of users

Outputs jobs created

10

jobs

10

maintained

**Approach** 1. Bottom-up. 2. Non-innovative.

#### **Qualitative Project Factors**



#### Reasons for developing the project Solution

There was a need to create an Internet platform for growing agricultural market needs as there was no sufficient platform for bringing information and trade offers. There was also no dynamic site in the virtual environment to sell and buy agricultural goods.

A platform was created. It has two main facilities – information centre and database. The information centre supplies comprehensive information on the commodity market. The main part is a database of companies and their offers. This part has the main facility of searching and placing trade buy and sell offers. The system aggregates offers and matches opposite's offers. The system does not support handle the transactions. The contracting parties contact each other. Since 1999-.

#### Time to develop project Benefits

The key goal was to achieve high growth in a number of agri-business companies placing trade offers via the platform. This would be followed by the growth of total value of goods on the stock as well as by the value of the company itself. Currently more than 3,000 companies – mainly from the meat, grains, fruits and vegetables sectors – use the programme. The total value of the goods shown in the table is between 180 and 220 mln PLN, where 75 % is the sell offers, and 25 % is the buy offers.

The growth rate across 2003 and 2005 was 4.44 times.

Success Factors Sustainable Transferable 6. Understanding of growing competition and functioning of modern markets.

Yes

This project can be transferred to any environment. In the modern trade model it is unavoidable to transfer to eEconomy. It can be not only transferred to a similar branch but to any where trade is a basis for existence in the market. A modern platform can help in every kind of trade; it can improve its efficiency as well as lower the costs of trade contacts.



#### 12. eFarmer, Slovakia

Name eFarmer Country Slovakia

Summary eFarmer in a portal offering general services concerning EU funds. It supports farmers with

information about possible subsidies and helps with to fill out the application forms.

Location 3. Predominantly rural (PR).

2. Scattered.

Description Provides users with up-to-date information about the EU subsidies farmers are entitled to

> (general legislation and regulations applicable to farmers). It also provides consultancy related to completion and submission of claims to the national payment agency. It is designed for the demonstration and dissemination of services provided to the wide farmers' community within

the V-4 countries.

Contact person: Mr. Juraj Zatkovic, tel.: +421-907169169 fax: +421-55-6221043 Links

E-mail: <u>zatkovic@centrum.sk</u>, GSM: +421-904299993 Central e-mail address: <u>efarmer-hotline@efarmer.sk</u>

Website: www.efarmer.sk



#### **Quantitative Project Factors**

Target Rural **Population** 

2. SME/Business/Agrifood/Private Sector.

Class of best practice

1. Improving competitiveness of agriculture and forestry sector.

**Primary Sector for ICT**  1b. Agrifood sector (non food production).

**Applications** Secondary

N/A

Sector for ICT **Applications** 

**Financial** European Commission co-financing infrastructure.

Support

**Budget** 3.740,000 euro. Sources of 5. Public Funds – EU.

funds

**EU Support** 1.900.000 euro

Outputs -One work shop with 33 attendees, 15 InfoDays with 700 attendees, monthly portal visitors up to more than 800.

number of users

Outputs jobs created 23 trained and certified eFarmers.

**Jobs** maintained

23 trained and certified eFarmers.

**Approach** 1. Bottom-up. 2. Non-innovative.



#### **Qualitative Project Factors**

# Reasons for developing the project

There was no easy-to-access information centre concerning diverse schemes and options for the agricultural sector, that would provide farmers and authorised agents (consultants, banks, farmer associations, organisations of the common market, etc.) with instructions on how to use web services for the preparation, completion, formal check, and claim submission to national Rural Payment Agencies (RPA).

Another problem was a very low amount of PC and Internet adoption within the farming communities.

#### Solution

A system designed for CAP (Common Agricultural Policy) that produces up to date content services (eFarmer content) linked with farmers' aid. It is followed by a package of web services to support farmers in their electronic claim submission. It covers the applications related to SAPS, LFA, national Top-Ups, etc. A wizard is in place to help the eFarmer completing the forms. The system performs automatic checks on the inserted data to eliminate errors and helps the farmers to submit correct claims to the RPA.

#### Time to develop project Benefits

the project: January 1 2005 to February 28 2007 afterwards commercial unit.

#### Expected benefits:

1. Obtain more entitled support by using the eFarmer services.

- 2. Less effort and cost electronic claim submission removes postal and travel expenses.
- 3. Faster response (lower penalties) thanks to communication with the payment agency through the Internet.
- 4. Reduction of operation costs relating to the payment agency thanks to lower error rates in submitted applications.
- 5. Increase in the amount of pc and Internet adoption within the farmer communities.

#### The expected financial benefit:

If the eFarmers project raises the awareness of farmers in the four demonstration countries by 10 %, it would result in a total net profit for the farmers of approximately 275 mil euro a year.

#### Benefits for users:

- Access to up-to-date information CAP content (=what are the farmer entitlements).
- To save communication cost with RPA by surface mail or by person, no penalties for missing claim submission term and returned claims.
- Error correction significantly reduce claim errors and rate of incomplete documents.

#### Success Factors

1. Financial support from EU.

6. Understanding of growing competition and functioning of modern markets.

# Sustainable Transferable

Yes

# This project can be transferred to any EU country. It is a great way of promoting EU support among farmers. It has already been implemented in three other countries (Hungary, the Czech Republic and Poland). This for of advisory on subsidies for farmers is very important mainly for new EU members and new entrants.



Location

#### Study on Availability of Access to Computer Networks in Rural Areas Final Report Annex A Case Study Fiches - Nov07

#### 13. Introduction of ICT in the milk sheep sector, Spain

Name Introduction of ICT in the milk sheep sector

Country

Summary The main goal of the project is to improve the quality of life and productivity of the shepherds

and cheese makers of the rural areas (objective 2) of the Basque Country through the use of

ICT.

This project responds to a need identified by the association Artzai Gazta. They transmitted this need to the LEADER+ local action group (Mendikoi) and the project started to take shape. Other groups were involved in the project: CONFELAC and C.R.D.O.P de Queso Idiazabal.

2. Intermediate Region and 3. Predominantly rural.

2. Scattered.

Description The project was structured in the following phases:

1. SW development and procurement of IT equipment.

In this first phase of the project the users were identified. The IT equipment was procured. Mendikoi selected the company IKT (specialised in rural systems) for the development of the SW applications. These applications were designed based on the feedback provided by Mendikoi, CONFELAC, C.R.D.O.P de Queso Idiazaba and the association Artzai Gazta. The latter was in charge of selecting the users that participated in the project.

2. Installation of SW applications and training of shepherds.

The project provided the shepherds with laptops and the SW applications developed to manage their businesses. They received a basic training on the use of the PC and a specific training on the use of the SW applications. The training was provided by Artzain Eskola.

3. Maintenance and technical support

The shepherds have access to technical support services. They have signed a support contract and the groups involved monitor the use of the PCs and the applications.

Links Iker Bilbao Guerrero Grupo de Acción Local MENDINET

> 01192 Arkaute (Araba), Spain E-mail: ibilbao@mendinet.org Website: www.mendinet.org



#### **Quantitative Project Factors**

**Target Rural** 

SME.

**Population** Class of best

1. Improving competitiveness of agriculture and forestry sector.

practice

**Primary** 

**Sector for ICT** 

**Applications** 

1b. Agrifood (food production).

Secondary

3. eBusiness.

Sector for ICT

**Applications Financial** 

The project has received 100 % financial support from the LEADER + programme.

Support

**Budget** 274,000 euro.

Sources of

funds

5. Public Funds – EU.



**EU Support** LEADER +, 274,000 euro.

Outputs – number of

22

users Outputs –

N/A

jobs created

- 1, - -

jobs maintained Not the goal of project.

**Approach** 1. Bottom-up. 1. Innovative.

**Qualitative Project Factors** 

Reasons for developing the project

The shepherds and cheese makers needed to reduce the time spent in management and

administration tasks.

**Solution** Provide the shepherds with PCs and applications adapted to their specific needs. The

applications have been developed to improve the management of the cheese factories and farms. The shepherds have also received a general training on the use of PCs and a specific training to

run the applications provided by the project.

The users have signed a contract that ensures the access to technical support.

Time to develop project

2002–2007.

**Benefits** Reduced time spent by the shepherds and cheese makers in management and administration

tasks.

Success 1. Financial support from EU.

**Factors** 4. Involvement and cooperation of local companies / organizations.

Sustainable Yes

**Transferable** Yes. The project facilitates the introduction of ICT to increase the productivity of the milk-

sheep sector.



#### 14. Technological innovation in the Rotalde irrigation community, Spain

Name Technological innovation in the Rotalde irrigation community

Country

Summary The project has provided 12 farms of the Rotalde community with the ICT equipment and

applications required to manage electronic transactions with their suppliers and customers.

Location 2. Intermediate Region and 3. Predominantly rural.

2. Scattered.

Description The main objective of the project was to develop and install in the farms of the Rotalde

irrigation community the ICT equipment needed to manage their relationship with their customers. The market pressure has been the main driver of the project. The customers had introduced ICT solutions and they were requesting their suppliers to start using electronic

transactions to handle the work orders.

The project has also included training courses. The technical experts of the main customers ("Azucarera Española" and "Vega Mayor") of the farms of the Rotalde irrigation community

did also participate in the training programmes.

Links Iker Bilbao Guerrero Grupo de Acción Local MENDINET

> 01192 Arkaute (Araba), Spain E-mail: ibilbao@mendinet.org Website: www.mendinet.org



#### **Quantitative Project Factors**

1. Improving competitiveness of agriculture and forestry sector.

**Target Rural** 

**Population** 

2. SME/Business/Agrifood/Private Sector.

Class of best

practice

**Primary** 

3. eBusiness.

**Sector for ICT** 

**Applications** 

Secondary

Sector for ICT

1b. Agrifood (non-food production).

**Applications** 

Financial

The project has received a 66 % financial support from the LEADER + programme.

Support

**Budget** 43, 000 euro.

Sources of

funds

1. Private funds and 5. Public Funds – EU.

**EU Support** Outputs -

number of

users

Outputs -

N/A

12 farms.

jobs created

jobs maintained

**Approach** 

Not the goal of project.

LEADER +, 28,400 euro.

1. Bottom-up.

1. Innovative.



Solution

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**Qualitative Project Factors** 

Reasons for The farmers of the Rotalde community started to experience how the majority of their customers developing had introduced Internet applications to manage their relationship and perform transactions with the project

their suppliers.

They were pushed somehow to adopt ICT to communicate with their customers. Introduce ICT solutions in the farms to handle the work orders through electronic transactions.

Two main customers have been involved in the validation of the ICT solution chosen.

Time to October 2005-February 2006. develop project

**Benefits** Increased productivity. Digital inclusion. Success 1. Financial support from EU.

**Factors** 6. Understanding of growing competition and functioning of modern markets.

Sustainable

**Transferable** Yes. The context of the project is the introduction of ICT solutions to handle the work orders of

rural suppliers through electronic transactions.



#### 15. Impecta Frö AB, Sweden

Name Impecta Frö AB

Country Sweden

Summary Impecta started up in 1975 by Michael Karlsson and Veronica Gårdestigs parents. Today

> Impecta is owned by the family and have their businesses in Julita, Sörmland. They have 8 full time employees one part-time employee. The main product is selling seeds and seed mixtures. Some of their products come from their own cultivation but most of it is imported. From being a traditional "catalogue" company, today about 70 % of all their trade is on the Internet. About 30 % is still through a traditional mail-order catalogue. The Internet part is growing fast, about

5-10 % every year.

Location 2. Intermediate Region (IR) – 15 % to 50 % rural.

2. Scattered.

Description Impecta Frö is a family business with 8 employees located outside Katrineholm a rural city in

Sweden. The aim of using Internet a developing an eBusiness was to efficiate sales and improve

revenues.

Impecta Frö AB Links

> Mr Michael Karlsson Website: www.impecta.se Tel.: +46 150 92331



Photo: Impecta Frö AB

#### **Quantitative Project Factors**

**Target Rural** 

2. SME/Business/Agrifood/Private Sector.

**Population** Class of best

1. Improving competitiveness of agriculture and forestry sector.

practice **Primary** 

3. eBusiness / eCommerce Practices.

**Sector for ICT Applications** 

Secondary 1b. Agrifood (Non-food production) and 2. SMEs.

Sector for ICT **Applications** 

**Financial** None

Support

**Budget** 

N/A

Sources of

1. Private funds.

funds **EU Support** 

Outputs -

Potentially all Impectas customers. Presently 70 % of them.

number of users

Outputs jobs created

6 8

maintained

jobs

Approach 1. Bottom-up.

1. Innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

Sale of seeds has traditionally been done via mail-order by the parents to Impectas owners. The step from catalogues to eBusiness (B2C) was obvious for the owners. But they had to convince

the municipality and the telecom operators that they needed broadband.

Solution Being located outside Katrineholm city the Impecta Frö AB had to wait for broadband

connection. That led to delay in development of their eBusiness. Today Impecta Frö AB have ADSL broadband connection. The delay until 2005 and the struggle (work to convince the municipality and the telecom operator) to get broadband shows how important it is for small SMEs not to give up. Mr Michel Karlsson collected signatures from neighbours showing that

they were committed to use the connection so at last they got it.

Time to 2005

develop project

Benefits The eBusiness developed mainly after the area got broadband. Today 70 % of the business is

being done via Internet.

**Success** 3. Strong involvement of local communities.

**Factors** 6. Understanding of growing competition and functioning of modern markets.

Sustainable Yes

**Transferable** The fact that there is a good access to broadband which makes it possible to use Internet

efficiently.



#### 16. Ammarnäs, Sweden

Name Ammarnäs Country Sweden Summary Ammarnäs

Ammarnäs is located in the heart of the Vindelfjällen nature reserve in Lapland, Sweden. Ammarnäs is a small village with 280 inhabitants in the Swedish municipality Sorsele, Västerbotten County. Most inhabitants in the village work in the tourism sector and/or with reindeer herding. Most SME promote their services via own websites. A community web portal has now been set up by the association for the SMEs in the village. The case is a good example how a small village can benefit from collectively marketing and when ICT is being used for

eBusiness.

**Location** 3. Predominantly Rural (PR) – > 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

3. Isolated.

**Description** Ammarnäs Village is located in Västerbotten County in Sweden about 1,090 kilometres from

Stockholm. The village is located in the Vindelfjällen nature reserve at the Vindelälven river, one of the few protected rivers in Sweden. Ammarnäs is known for being a genuine mountain village with a mix of new settlers and the Sámi culture represented by the two Sámi villages Ran and Gran. The village SME association has developed an own portal for marketing,

www.ammarnas.com.

The Ammarnäs Tourist information hosts following companies:

- Ammarnäsfjäll AB (www.ammarnasfjall.com),

- Ammarnäsgården Fjällhotell & Vandrarhem (www.ammarnasturism.com),
- Ammarnäs stugby (<u>www.ammarnasstugby.com</u>),
- Ammarnäs Wärdshus (www.ammarnasfishing.com),
- Bertejaure Fiskecamp & Fäbod
- Grundströms Stugby & Camping & Snöskoteruthyrning,
- Lapplandsafari Samisk Bosättning i väglöst land (www.lapplandsafari.se),
- Tjulådalens HB,
- Vindelåforsens Stugby (www.sjalvkannedom.nu),
- Ammarnäs Båttaxi (www.ammarnasfjäll.com),
- Ammarnäs Fiskecentrum (www.ammarnasfishing.com),
- Ammarnäsfjällens Islandshästar (www.ridiammarnas.com),
- Ammarnäs Vilt AB (www.ammarnasvilt.se),
- Helikoptertjänst AB (www.ammarnasstugby.com),
- Vindelfjällens forskningsstation (www.vindfo.se)

Ammarnäs Tourism office,

Links

SE-920 75 Ammarnäs, Sweden

Tel: +46 952 60000

Website: www.ammarnas.com





Photos: Urban Berglund.



**Quantitative Project Factors** 

Target Rural **Population** 

2. SME/Business/Agrifood/Private Sector.

Class of best practice

1. Improving competitiveness of agriculture and forestry sector, 3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** 

7. ICT in Tourism.

Sector for ICT **Applications** Secondary

2. SMEs, 3. eBusiness / eCommerce Practices and 1. Agrifood.

Sector for ICT **Applications Financial** 

Support

Ammarnäs village has received funding from national and EC sources via Sorsele Municipality for development of the broadband network. That funding did not include the portal. The first web portal was funded by EC and national sources. This portal is being set up by the Village network (association) of SMEs.

**Budget** 

Sources of

1. Private funds.

funds **EU Support** 

Non for this portal but the village has received funding for an earlier portal.

Outputs number of Web portal used by the enterprises in the village (28) and by all tourists coming to Ammarnäs.

users Outputs -

No direct.

jobs created

jobs

Possibly all jobs available in the village.

maintained **Approach** 

1. Bottom-up.

2. Non-innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

Being a small village in the Vindelmountain Reserve the problem for the tourist sector is not only the cost for the visitors journeys but also how to reach the customer, how to arrange tours, how to attract with cultural and other activities. Today marketing is made via Internet on the www.ammarnas.com web portal.

Solution

Västerbotten county furnishes Ammarnäs with Broadband via optic 10 MB. Development of website and other Internet solutions for www.ammarnas.com was done by the community Ammarnäs where a number of SMEs took an active role. Important lesson is that this web portal would not have been realised without good broadband connections.

Time to develop project

2006

**Benefits** Before the web portal was set up tourists going to Ammarnäs have booked their journeys with telephone and mail. Today almost all marketing and bookings are done with e-mail. The owner

of the company can run his business at the same time as the booking is open.

Success **Factors** 

**Transferable** 

3. Strong involvement of local communities.

4. Involvement and cooperation of local companies / organizations.

Sustainable

can be facilitated by initiating and financing networks.

The fact that there is a good access to broadband which makes it possible to use Internet efficiently. This can be funded via structural funds. Examples on what it means can be shown in

Ability to work in a cluster (SMEs gathered with other SMEs) and learn from each other. This

best practice cases.

An initial ICT skill to build on. Can be stimulated with ESF projects (training in ICT).



## **AXIS 2. Improving Environment and Countryside**

## 17. System for training on sustainability aspects in Vysočina, Czech Republic

Name Country Summary System for training about sustainability aspects in Vysočina.

Czech Republic

The NaturNet-Redime web portal is designed and implemented as advanced distributed interoperable knowledge and educational web services that will support learning about tools solving environmental, economical and social problems of sustainability across Europe. The system will also implement advanced functionality for mobile data access; location based services, and personalised and position-sensitive services. The new geographical and locationbased services will be combined with virtual presentation of objects and advanced mobile knowledge tools. The interoperability on the level of data as well as services will be an important aspect of the project.

The innovative web-based architecture will allow data sharing about the local environment across Europe and the knowledge generated by sustainable development tools. The combination of innovative methods based on virtual reality, multimedia and GIS services will create an excellent opportunity to understand the European environment in a geographical context and to learn about new methods and principles of sustainability. The NaturNet-Redime project will design and implement new distributed-knowledge and e-learning web services on the open source platform.

Location

- 2. Intermediate Region (IR).
- 1. Small town.

Description

TERRITORY: Vysočina is situated in the middle of the the Czech republic. The area of the region is 6,924,8 km<sup>2</sup> and most of the region is covered by hills, forests and meadows.

POPULATION AND ECONOMIC SITUATION: Vysočina has a population of 521,212 which is cca 5.1 % of total Czech population. Vysočina is densely populated: 75 inhabitants/km<sup>2</sup>. There are 729 municipalities and its centre and largest city is Jihlava (51,814 inhabitants).

Most of GDP of Vysočina is made up by small and middle-sized companies. 12 % of employed people work in agriculture. GDP of the region is cca 80,321,000,000 CZK. The unemployment rate in 2002 was 6.76 %.

THE REGION: Vysočina is located halfway between Prague and Brno on the E50 motorway. There are 97 secondary schools, 18 grammar schools, 12 higher professional schools and 43 vocational schools. However no university has been founded in Vysočina, the existence of it is our prime goal. Natural environment in Vysočina is of high quality. Number of protected nature areas and extent of forests, meadows, rivers and lakes in Bohemian Moravian Highlands represent appropriate conditions for healthy life.

ICT: Vysočina is specific Czech region due to its direct and effective ICT politics. This region plays at present the key role in management of building the Information system of Public Administration on regional and national level. Vysočina controls several ICT projects, where high ICT and GIT is tied with strong info-policy. In September Vysočina was the first from all Czech Public Authorities and Offices in the criterion of accessibility of information, winning a prize in a national competition for web pages. Vysočina constituted a special grant Fund for finance assistance to realize its political aims (see the Regional Development Plan). Special attention is given to ICT projects. The Region strongly facilitates the "internetisation" of rural countryside by investing several millions of CZK per year (it is only a part of total costs). There are also special grant programmes for GIS projects, where e.g. high GIS are implemented, like WMS/WFS, three types of web Map servers etc.). The Regional Authority has a young, highly qualified ICT team and very effective contacts in local municipalities.



Links Jiri Hiess,

E-mail: hiess.J@kr-vysocina.cz





#### **Quantitative Project Factors**

Target Rural Population

3. Public sector Government.

Class of best

2. Improving environment and countryside.

practice Primary

4. eLearning / eSkills.

Sector for ICT Applications

Secondary N

N/A

Sector for ICT Applications

rICI

Applications Financial

European 38,000 euro.

Support Budget

Sources of 5. Public Funds – EU.

funds

EU Support
Outputs –

Funding from 6FP Environment. N/A

number of users

N/A

Outputs – jobs created

jobs maintained N/A

Approach

Bottom-up.
 Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

The new concept of portal and content management based on distributed data sources and

metadata and catalogue services.

**Solution** The research project with many partners from Europe. Vysočina is one from region, where the

project is realised. Special focus is placed on territorial decisions.

Time to develop

2005

develop project

**Benefits** Project is at the last stage of implementation and pilot testing so results are not available yet.

Success 1. Financial support from EU.

**Factors** 5. Understanding the need of creating /spreading information society.

Sustainable Yes
Transferable Yes



## 18. Passerelle ECO, Corcelle, France,

Name Passerelle ECO

**Country** France

**Summary** Passerelle ECO is information, and to some extent a supervisory, network based upon practical

efforts to establish an alternative, environmentally responsible life-style. It can be located within the international movement for environmental protection and the restoration of a "natural" way of life. This movement promotes the concept of eco-villages as models for sustainable human settlements. Information is crucial in a context of withdrawal from society and yet also where the purpose is to test and demonstrate alternatives. Passerelle ECO's use of ICT is not only

sophisticated and authoritative but also projects one highly relevant lesson about

communications technology in the rural setting.

**Location** 3. Predominantly rural.

3. Isolated.

**Description** The project defines itself as an association, a review and a network. It combines ecological

awareness with a sense of social responsibility. It disseminates reports from full projects, notably eco-villages, while also teaching discrete techniques. One current and typical eco-village has 12 permanent residents and a regular throughput of visitors. Techniques include medicinal horticulture and water conservation. Sometimes, there are hybrid themes – *Amopie* was one communitarian project which invited people to experience co-existence in an atmosphere conducive to calm, self-improvement, sustainable use of natural resources and improved personal health. ICT is used in three ways – to maintain contact with eco-villages, to disseminate information, and to enable individual initiatives to be shared and scrutinised. None of these is a technologically advanced example of modern ICT but the *économie solidaire et écologique* which is claimed, with justification, by Passerelle ECO could not have happened

without ICT.

**Links** Jean-Luc GIRARD, Asso Passerelle ECO

Corcelle, 71190 La Chapelle sous Uchon, France

E-mail: asso@passerelleco.info



#### **Quantitative Project Factors**

Target Rural Population 1. Community and home – specifically individuals seeking to experience an environmentally aware lifestyle as well as to import ecologically sensitive techniques and products into a conventional lifestyle.

Class of best practice Primary

2. Improving environment and countryside and 3. Quality of life in rural areas.

Sector for ICT Applications 6. eCommunities.

Secondary Sector for ICT Applications

1a. Agrifood, in the sense of producing healthy food within a simple and sustainable lifestyle.

Financial Support Budget

None.

Not divulged. Passerelle ECO works on the principle of exchange trading – in other words, people buy services by offering their own skills in return. The role of money as an exchange medium is thereby reduced. It seems that personal donations, occasional fund-raising and

revenue from "customers" and visitors may make up any shortfall.

Sources of funds

None of these. The ICT deployed and the services employed are understood to have come from the sources identified above.

**EU Support** None of these.

Outputs – number of users

Not divulged. There appear to be at least five eco-villages operating at the moment although the level of activity up to 2003 was higher. Telephone contact with past participants suggests some difficulty at the time which led to re-organisation. Passerelle ECO seems to have emerged in a

healthy state and its detailed newsletters continue to report a vibrant scene with new



developments. Related websites suggest a high density of private sympathisers across France –

all Internet based.

Outputs – jobs created jobs

maintained

**Approach** 

This is not a measure of output that Passerelle ECO recognises. Equally, job creation is not the

lesson to be learned from Passerelle ECO about ICT take-up in rural areas.

This is not a measure of output that Passerelle ECO recognises. Equally, job creation is not the lesson to be learned from Passerelle ECO about ICT take-up in rural areas.

1. Bottom-up.

1. Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

The reasons for developing the project are key to grasping the lesson to be learned from Passerelle ECO. On the one hand lay anomie and disenchantment with modern life, and on the other a desire to move away from mass-media messages and the transient values associated with modern life. The project sought practical solutions and a simple life. Therefore, it valued only experience and respect for people, society, the spirit and the environment which allow such values to be lived and explored. The particular difficulty for those who shared that vision was finding others who thought the same and who could advance possible solutions. That was why

Passerelle ECO started.

Solution

Passerelle ECO is unimpressed by ICT except in so far as it supports its central vision. ICT is no more different or unusual, from the perspective of an alternative lifestyle, than a hammer or a vice. Similarly, Passerelle ECO's website is a tool at participant's disposal. The solution has been simply to understand how to use it – a skill that most users appear to have acquired elsewhere or, alternatively, learned from companions how to do whatever was next required to be done. The first lesson to be learned from Passerelle ECO, then, is that the message is more important than the tool. Making people take-up ICT in rural areas is not the end but the means to an end. Unless, like farmers, they are told to use ICT to register their calves, people will only turn to ICT if they want to get at the information available. This has implications for marketing and communication. But one other unexpected lesson may be that potential users of ICT in rural areas need to be educated in the value to others, as well as the limitations, of their own

experience.

Time to develop

N/A

project Benefits

A widening use of ICT to obtain information which people perceive to be relevant to the way they wish to live their lives. The information in the case study itself delivers other benefits.

Success

3. Strong involvement of local communities.

Factors

5. Understanding the need to of creating / spreading information society.

Sustainable

Yes

Transferable

The transferability of the project is not the issue. It is the transferability of the lesson which is

the real point. Yes.



#### 19. Media Event, Latvia

Name Media Event Country Latvia

**Summary** Video Lecture mirrors a real lecturing process in a classroom. The classroom's size depends on

the telecommunication channel's capacity (bandwidth) and streaming server. The Naturnet

portal lists all of the lectures with descriptions.

1. Provides organizing and conducting of lectures where students may be located remotely in

different places.

2. Uses any combination of videoconferencing, audio-conferencing and chat via Internet as a

tool.

3. Uses inexpensive and widespread hardware and software components for both lecturer and

students.

**Location** 2. Intermediate Region (IR) -15% to 50 % rural and 3. Predominantly Rural (PR) ->50%

rural.

1. Small Town and 2. Scattered.

**Description** Krimulda community self government is situated 50 km from the capital of Latvia Riga.

Area: 178 km<sup>2</sup> Population: 4,375

Main occupations: agriculture, forestry, woodworking, trade, tourism.

A part of the territory is situated in Gauja National Park. There are about 70 objects relating to the culture of civilization. The most important of them is Krimulda Evangelical Lutheran Church (1205) another is Turaida museum reserve. The surroundings are really picturesque. The most important manufacturers gas depository the only one in the Baltic States, the 3rd

biggest in Europe.

There are about 70 farms (5,500 ha) in the community.

There are 2 comprehensive schools with 650 and 120 students, 2 kindergartens, art and music

school, 3 public libraries, old peoples home, swimming pool and sports hall.

The community board employs 15 members of staff and 9 elected deputies work here.

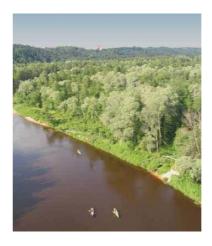
The inhabitants are interested in attending sports and culture activities.

Our aim is to improve the process of information processing and its delivery to the population.

The scale of the project is 150,000 euro.

**Links** Website: <u>www.naturnet.lv</u>

E-mail: alberts@latnet.tv



### **Quantitative Project Factors**

Main Target Group

3. Public Sector/Government Agencies/Schools.

Class of best

2. Improving the environment and the countryside.

practice Primary 3. Quality of Life in rural areas and diversification of the rural economy.

Sector for ICT Applications 4. eLearning / eSkills.

Secondary
Sector for ICT
Applications

6. eCommunities.



**Financial** European authorities etc., cca 150,000 euro.

Support **Budget** 

Sources of

5. Public Funds – EU.

funds

**EU Support** 6. FP Outputs -50

number of users

Outputs jobs created

jobs maintained

**Approach** 

3. Bottom-up. 1. Innovative.

1

**Qualitative Project Factors** 

Reasons for New methods of low cost interactive learning based on Open Sources.

developing the project Solution

The project demonstrates possibility to use Open source for rural applications. Time to 2005

develop project

Benefits In testing.

Success 1. Financial support from EU.

**Factors** 5. Understanding the need of creating /spreading information society.

Sustainable Yes **Transferable** Yes



## 20. Fjällhästen, Sweden

Name Fjällhästen Country Sweden

Summary Fjällhästen is a small tourist company located in the heart of the Vindelfjällen nature reserve in

Lapland, Sweden. Fjällhästen is selling tours on Icelandic horses to tourists. Fjällhästen has received a lot of awards for their eco-tourism. Fjällhästen promotes their services on their own website and on the community web portal that has been set up by the association for the SMEs in the village. The case is a good example how a small tourist company can benefit from ICT

when it is being used for marketing.

Location 3. Predominantly Rural (PR) -> 50 % rural.

3. Isolated.

Description The location of Fjällhästen is in the Vindel mountain nature reserve in Swedish Lapland. The

company has 2 employees and temp staff. No data on cost for ICT project available.

Links Mr. Osvald Jonsson

> Website: www.fjallhasten.com E-mail: info@fjallhasten.com

tel. +46 952 60000

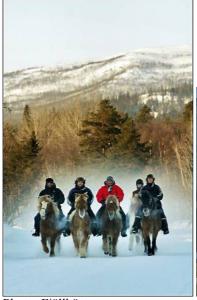




Photo: Fjällhästen

#### **Quantitative Project Factors**

Main target

group

Class of best

practice Primary 2. SME/Business/Agrifood/Private Sector.

2. Improving environment and the countryside.

7. ICT in Tourism.

Sector for ICT **Applications** 

**Secondary** 

Sector for ICT

1a. Agrifood sector (a. Primarily food production).

**Applications Financial** 

None. Support

**Budget** Sources of

N/A

funds

1. Private funds.

**EU Support** Outputs -

No.

number of users

All customers to the Fjällhästen. No data on that available.



Outputs – jobs created jobs maintained 2

**Approach** 1. Bottom-up. 1. Innovative.

**Qualitative Project Factors** 

Reasons for developing the project

In 1986 the owner of Fjällhästen exchanged his motor-bike in attendance of reindeer for an Icelandic horse. His body had been badly treated of the tough driving in the mountains. Now it was time to test a new and for the body more kind way of finding the way in the mountains. The Icelandic horse Grani was the first to arrive in Ammarnäs to assist Osvald Jonsson with the reindeers. But to keep in the step with the motor-bikes was hard. On the other hand the interest had been woken among visitors in Ammarnäs to come along with Osvald Jonsson and Grani on

mountain tours. The marketing is all done with Fjallhasten's website.

**Solution** Fjällhästen is a sustainable eco-tourism company with good prospers for the future. This would

not have been realised without ICT. But a lesson for EC is that this type of companies are to

small to be partners in consortium.

Time to develop project Benefits N/A

Today Fjällhästen is an award winning eco-tourism company with good prospers for the future.

**Success** 4. Involvement and cooperation of local companies / organizations.

**Factors** 6. Understanding of growing competition and functioning of modern markets.

Sustainable Yes

**Transferable** The fact that there is a good access to broadband which makes it possible to use Internet

efficiently.

An initial ICT skill to build on. Can be stimulated with ESF projects (training in ICT).



# AXIS 3. Quality of Life in rural areas and Diversification of Rural Economy

#### 21. Watzelsdorf, Weinviertel, Niederösterreich, Austria

Name Watzelsdorf, Weinviertel Country Niederösterreich, Austria

**Summary** Weinviertel is a wine-growing region in Northern Austria, where despite many promises from

commercial providers and the government, no broadband connectivity was available. Funkfeuer (a community WLAN project based in Vienna with other networks in Graz and Weinviertel) have brought wireless broadband to those living and working there, in particular a journalist.

**Location** 3. Predominantly Rural (PR).

2. Scattered.

**Description** Weinviertel is in northern Austria and is a good example of broadband market failure. This is

causing economic difficulties for businesses and domestic homes; many citizens being at a severe disadvantage with no reasonable telecommunications infrastructure. Although there is a growing tourist industry in the region as a whole, the village (population 400) specifically mentioned here, Watzelsdorf, has no church ministers, the cinema and pharmacy have also

recently closed, and house prices are rising, forcing people from the area.

For many of the people in this area, the Internet broadband revolution through the telephone line is still a long way away, with the required infrastructure development not planned until around 2012. However, community wireless networks are solving the problems for many of these rural inhabitants and businesses.

FunkFeuer ("wireless fire") is a group of technologists, programmers, doctors, journalists and community minded people who believe in a free (as in freedom) digital infrastructure. FunkFeuer creates its own networks via mesh routing and other available technologies.

FunkFeuer is also a free, experimental network in Vienna and meanwhile in parts of Weinviertel (lower Austria) and in Graz. This project is non commercial.

FunkFeuer is open for everybody interested and willing to contribute.

One of the goals is to build an unregulated network which has the potential to bridge the digital divide and deliver the infrastructure and the knowledge for it.

Links Aaron Kaplan

Feuerfunk

E-mail: <u>aaron@lo-res.org</u> Website: <u>www.funkfeuer.at</u>





#### **Quantitative Project Factors**

Main Target
Group
Class of bos

2. SME/Business/Agrifood/Private Sector.

Class of best practice Primary

3. Quality of Life in rural areas and diversification of the rural economy.

Sector for ICT Applications 3. eBusiness / eCommerce.

Applications Secondary

2. SMEs

Sector for ICT Applications

7. ICT in Tourism.



**Financial** Support

The majority of the funding has come from within the group, with substantial voluntary

**Budget** Sources of contributions. 100,000 euro. 1. Private funds.

funds

**EU Support Outputs** -300

number of users

Outputs -N/A jobs created jobs 1

maintained **Approach** 

1. Bottom-up. 1. Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

Funkfeuer has been developed because of the lack of broadband connectivity and innovation in Austria. As word about broadband has reached around the country, the project has expanded to generate new wireless networks connecting people and businesses, particularly where intervention has not occurred, and there has been market failure. Walter Grobchen, a journalist for O1, based in Vienna was unable to use his laptop and modem to send articles etc back to the editors. The phone company could not install broadband in the village and the local council did not see it as a priority. He started seeking a solution to the problem in 1992, and it took over 14 years for a solution – which was delivered by Funkfeuer. He wrote several columns on the problems, detailing trying to get connected via mobile, through national providers, with other wireless providers, through government schemes etc. He became increasingly frustrated with the inability to communicate at even ISDN speeds, let alone the ADSL level connectivity he was accustomed to in the city. Finally, Funkfeuer contacted him and as he wrote "gesagt, getan" No sooner said than done. Now he has a fast connection to his office.

Solution

The larger project, Funkfeuer, is driven by the desire to build a free network infrastructure, and the knowledge that requires is being developed "in-house" by the community. The smaller networks are springing up because of the overriding need for 21st century communications in both rural and urban areas. The Weinviertel project is driven by Cristian Kurta, an innovator of the project, along with a team of local experts who install the equipment and antennas, support the users, and continue to innovate the services offered. Walter Grobchen is just one of those connected by Funkfeuer in Wienviertel, and his story is typical of the need in rural areas, the frustration felt when no service providers can be found, and the benefits once good communications are available. In order for this area to be regenerated, it must have access to the outside world, and currently this is being provided by Funkfeuer.

Time to develop project **Benefits** 

The project has successfully brought broadband to the village and now SMEs can work more effectively.

**Success** 

3. Strong involvement of local communities.

**Factors** Sustainable N/A

4. Involvement and cooperation of local companies / organizations.

This has been established without funding, so it is likely that it will continue.

**Transferable** 

Local grassroots activism coupled with expertise from an urban area. This could be replicated in

other urban fringe areas around the EU.



### 22. Les Plus Beaux Villages de Wallonie, Belgium

Name Les plus beaux villages de Wallonie

Country Wallonia, Belgium

**Summary** The non-profit association Les Plus Beaux Villages de Wallonie have a website where the 23

most beautiful villages of Wallonia in south Belgium are presented.

**Location** 2. Intermediate Region (IR) -15% to 50 % rural.

2. Scattered.

**Description** The non-profit making association Les plus beaux villages de Wallonie (The Most Beautiful

Villages of Wallonia) was created in 1994, during the Tourism Congress of the Province of Namur and is amongst other inspired by the experience of the "The Most Beautiful Villages of

France".

#### THE AIMS OF THE ASSOCIATION ARE:

The elaboration of a policy of sustainable development based on:

- Development and protection of the architectural heritage of the villages of the network.
- Development of products linked to the regional identity, regional products, local art and craftwork as well as cultural values.

To amplify the notoriety of the network by supporting a welcoming policy conciliating the comfort of the resident and the pleasure of the visitor by:

- Creation of parks.
- Transformation of public areas into convivial spaces.
- Creation of a meeting points in the village.
- Improvement of the sign-posting.

Steps are taken in order to help people appreciate the cultural treasures and the richness of community life in rural Wallonia by leading a policy of products and events, guided walks and walks and tales, tastes and flavours itineraries, cycling itineraries, all this while placing a strong emphasis on the quality of life in the village.

To guarantee the authenticity of the villages the network will construct a dynamic of community life and culture around Quality Requirements and:

- Create a Quality Charter.
- Adhesion to the general rules of habitations in a rural environment (R.G.B.S.R).

#### Objectives:

The label "The Most Beautiful Villages of Wallonia" must be considered a starting point, and not the culmination of the networks efforts.

The Conditions of Admission will be: A criterion of quality. The network of the "Most Beautiful Villages of Wallonia" is articulated around this Criteria of Quality. The criteria are present at all levels.

The conditions of admission of a village:

- It must have distinct rural character.
- It must have one or more listed monuments or buildings likely to be listed in the near future.
- It must have an architectural and urban heritage of values which are evaluated through a number of objective criteria.
- The inhabitants and municipality must share the objectives. The application forms can be obtained by simple request at our association.



Links Contact: Les plus beaux Villages de Wallonie,

> Rue Haute, 7, 5332 Crupet. Tel. /fax: +32 (0)8 365 72 40. Website: www.beauxvillages.be E-mail: <u>heynen@beauxvillages.be</u>





#### **Quantitative Project Factors**

**Target Rural** 

**Population** 

2. SME/Business/Agrifood/Private Sector.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** 

6. eCommunities.

Sector for ICT **Applications** 

Secondary

2. SMEs.

**Sector for ICT** 

**Applications** 

Yes from Leader II.

**Financial** Support

**Budget** N/A.

Sources of

3. Public funds – Local/Regional.

funds

**EU Support** Leader II funding, amount N/A.

Outputs number of 23 Villages.

users

Outputs jobs created N/A. N/A.

jobs maintained

**Approach** 

1. Bottom-up.

2. Non-Innovative.

**Qualitative Project Factors** 

Reasons for developing the project Solution

The project was initiated to develop rural parts of Wallonia. No actual problems have been

The project was implemented by project team with financial support from the Ministre de

faced.

N/A.

l'Aménagement du Territoire, de l'Urbanisme et de l'Environnement. 1 Village on Internet is lost – 23 villages can make a joint effort.

Time to develop project

**Benefits** Beneficiaries are the people in the 23 villages which are participating. Both SME and the

communities.

**Success** 1. Financial support from EU.

**Factors** 3. Strong involvement of local communities.

6. Understanding of growing competition and functioning of modern markets.

Sustainable

**Transferable** An impressive method to market cultural heritages. Can inspire other rural communities.



## 23. I-Centre, Bulgaria

Name I-Centre Country Bulgaria

**Summary** The project has established a network of centres across Bulgaria to give rural resident's access

to the Internet. The main aims are driving take up of eGovernment, developing ICT skills through training and supporting SMEs with business services. The centres are located in

community buildings and post offices.

**Location** 2. Intermediate Region (IR).

2.Scattered.

**Description** The I-centres Association aims to narrow the gap between today's Bulgarian civil society and the information society, by improving the technological and information skills of citizens and

businesses in rural areas and facilitating the flow of information. Aims are:

- To aid and solidify new information technologies for the public through the development of a Tele-centres network created to provide access to information services – including translation, accounting and legal services, telemedicine etc.

- To aid the creation of an informational exchange society i.e. cultural, local/regional networking etc.
- To stimulate the development of new ICT and multimedia services as well as the organization of seminars, conferences, symposiums, exhibitions and other public events.
- To encourage the integration of the Bulgarian educational, scientific/theoretical and cultural resources with the world information society through the organizing courses, Internet seminars and training, including distance learning in a multitude of fields.
- To create and manage Internet portals facilitate information and ideas exchange within communities and social groups throughout the country.
- To provide consultation tools that contribute to the understanding of how new technical solutions can be applied in Bulgaria and in the other countries of the EU.

The project has established 61 tele-centres across Bulgaria.

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Fax: +359 2 9492350 E-mail: <u>krassi@icentres.net</u> Website: <u>www.icentres.net</u>





#### **Quantitative Project Factors**

Target Rural Population Class of best practice

Links

2. SME/Business/Agrifood/Private Sector.

 ${\it 3. Quality of Life in rural areas and diversification of the rural economy.}\\$ 

Primary
Sector for ICT
Applications
Secondary

4. eLearning / eSkills.

Secondary Sector for ICT Applications Financial 2. SMEs.

4. National (State Agency for Information Technology and Communications) and United



Support Nations Development Programme.

**Budget** 4,718,000 euro.

Sources of 1. Private funds (Microsoft) 4. National (State Agency for InformationTechnology and

funds Communications) and United Nations Development Programme

**EU Support** 

Outputs number of users

93 centres established, target 160.

Outputs jobs created

N/A

iobs

N/A

maintained **Approach** 

2. Top-down.

1. Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

Tele-centres are considered a strategic project as they facilitate ICT and help engender a positive attitude towards the benefit of information technology and its relevance to every-day activities, among them online contact with administrative authorities and online administrative services (eGovernment), distance working, information enquiries, learning, affordable communications. Take up of broadband and ICT in rural Bulgaria was low. The project needed to make people more aware of the benefits of ICT and how it could benefit their business and allow them to interact with government electronically. The project originated from the national

government and was supported by the United Nations.

Solution Centres were established in post offices and community buildings in rural parts of Bulgaria.

These offered Basic Office Services, including printing, fax, scanning, Xerox, web

development, consultancy services etc. The identification of tele-centres followed a competition, with the services provided to the public during the first stage of the project developed by government experts, the local community and representatives of the voluntary sector. A key

feature is the broadband access and Virtual Private Networks (VPN).

Education, Training and Certification is provided at each iCentre. Government training is carried out – with a target to teach 10,000 state administrators' basic computer skills. Partner organizations include Microsoft Unlimited Potential (MSUP), Cisco Network Academy Program (CNAP) etc. Centres also offer ECDL (European Computer Driving License) training. Customized content provide community-based local content and information via web portals in

each village.

Time to develop 01/12/03

project **Benefits** 

Benefits expected – greater use of eGovernment services in remote regions of Bulgaria. Improved skills for local government workers who have received training at the centres. Benefits actually realised – centres have become hubs for the community with local websites

and services for SMEs.

**Success Factors** 

2. Support from regional /national authorities.

Sustainable

5. Understanding the need of creating /spreading information society.

Training now taking place and generating revenue, eGovernment services are being tested out

and centres are developing revenue streams.

**Transferable** 

Use of centres to deliver basic ICT skills can be transferred across the EU. The model is

straightforward and easy for policy makers to understand.



## 24. DIADIGITE - Internet for rural areas of Cyprus, Cyprus

Name DIADIGITE – Internet for rural areas of Cyprus

Country

Summary The main goal of the project is to conduct field research, through a study on personal and

domestic use of the Internet in Rural Areas of Cyprus, with the aim to develop a strategy for the expansion of Internet. The project will cover the use of: Internet, Mobile phones and ATMs. It will also investigate the demand side at the individual level: Access: yes/no, Services used (e.g. mail, information gathering, entertainment, video sharing, music sharing), Usage (why, for what purposes), Usage pattern (intensity of usage, how often), Non-usage/non-access (obstacles). The project will consider the following socio-demographic variables included: Gender, Educational

level, Age, Rural/urban component.

Location 3. Predominantly rural.

1. Small Town, 2. Scattered.

Description Its main objective is the expansion of the Internet in the rural areas of the country, in order to

give citizens equal opportunities for access to the new information communication technologies. For the achievement of the objectives of the project, a study has been carried out in order to determine how the citizens in rural areas, irrespective of age and profession, can adapt in the use

of existing tools of information and services via the Internet. The study included the establishment of two research centres in two different provinces of Cyprus (the first location identified was the village of Agros with a population of 800 people; the second location was the village of Xylotymbou, with a population of 4,500 people). Each centre had 4 computers with access to the Internet, e-mail, and a call centre. In the centres, citizens of all ages have the opportunity to train on various information technology tools. Data were collected regarding the knowledge of the people in the workshops provided in the centres. These data will assist in developing a strategy for the expansion of the Internet in rural areas, and the decrease of the digital gap. In addition, one of the project aims was to ensure a favourable environment for the creation of new opportunities for employment, giving an impulse to productivity, developing new procedures for access to the Information Society, and testing and adjusting new models of

electronic services for the citizens.

Links Dr. Soulla Louca

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## **Quantitative Project Factors**

Target Rural **Population** 

1. Community/home.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary Sector for ICT** 

6. eCommunities.

**Applications** 

4. eLearning / eSkills.

Secondary Sector for ICT **Applications** 

National government/Ministry/National research council.

**Financial** Support

111,500 euro.

**Budget** 

4. Public Funds – National.

Sources of funds

1. Private funds (the 3 member organizations of the consortium).

**EU Support** 

Outputs number of users

Estimation: 262 (199 male, 63 female).



Outputs – jobs created jobs maintained Approach N/A

N/A

2. Top-down. 2. Non-innovative.

#### **Qualitative Project Factors**

Reasons for developing the project Solution To collect data to serve as input for establishing a valid strategy to expand the access to Internet in rural areas.

It consisted of 4 different phases. The first phase included a market research for identifying the rural areas in which the project would be applicable and identifying the locations for the research labs. During the second phase, the lab was set up with the necessary infrastructure (computers, fast Internet access, telephone centre, ATM). At the third phase, the training material was prepared in seven different areas and the training of the people in each location took place over a period of three months. Data on training activities were collected which were analysed during the fourth phase of the project. The results show that more than 60 % of the people that participated in the research had used the Internet in the past. More than 40 % of the participants had Internet access from their house via dial-up lines. Due to the low speed offered by the dial-up service, the access from the rural regions is considered insufficient. The Internet and the new technologies could be developed in the region much easier if there were lines with high speeds (broadband access). The absence of such lines is a set back to the use of Internet for both professional and educational reasons. In addition, people were hesitant in using Internet transactions due to security and trust in the new technologies.

Time to develop project Benefits 1/7/2004 - 1/7/2005.

The main benefit expected is to gain on-site knowledge for the development of: 1) eCommerce in various sectors of the Cypriot economy, including the promotion of new tools and methodologies for electronic transactions and infrastructures, 2) The exploitation of information technology and communications in education and culture, 3) The promotion of eGovernment and new services for the citizen and the enterprises, and access to the Information Society 4) Bridging the digital divide that characterizes the provinces as compared to the urban regions. The benefits realized of the project show that the rural areas are behind in Internet services such as eCommerce, eBanking and eGovernment. The infrastructure availability is a major issue for the rural areas since high speed networks are not available in most of them. Contrary, in the urban areas, the developments in information communication technologies are improving continuously. This difference creates disadvantages in the way of life, economy, culture, and in the development of the individuals. Thus, the necessary measures have to be taken for the prevention of eExclusion and the reduction of the digital divide between the technology "haves" and the "have nots". In addition, while computer penetration in the rural areas is about the same as in the urban areas, the use of Internet is minimal. Advance Internet technologies such as eCommerce, eGovernment services and eBanking are almost non-existent, while their use in the urban areas is growing. The lack of infrastructure, training for technological skills, awareness on new technologies and opportunities are drivers to the digital divide. Due to the low speed offered by the dial-up service, the access from the rural regions is considered insufficient. In addition, the Internet in the rural areas is a student and youth phenomenon, whereas in the urban areas, it is spread throughout all the ages.

Success Factors Sustainable 2. Support from regional /national authorities.

4. Involvement and cooperation of local businesses / organizations.

Sustainable Yes

Transferable Yes

Yes. The project targets mainly rural areas with low digital skills and a low introduction level of

ICT and broadband.



## 25. Kyrenia Mountains, Cyprus

Name Kyrenia Mountains

Country Cyprus

Summary This project now connects 1,500 homes and businesses in the North of Cyprus to broadband.

> They have developed a wireless network to deliver broadband to remote mountainous areas and have faced many challenges along the way such as equipment damaged by the weather and lightening. They are now an established broadband operator with a growing customer base.

Location 2. Intermediate Region (IR).

1. Small Town.

Description The Kyrenia mountain range is a long, narrow chain of mountains that runs approximately 160

> km (100 mi) along the north coast of Cyprus. The highest mountain, Kyparissovouno, is 1,024 m high. The project aimed to bring broadband over the mountains to the towns on the coast

which had no access from the incumbent.

This was slowing the growth of SMEs, particularly technology companies which needed fast access. The project began using satellite connections and sharing this with groups of SMEs, using wireless. However, this proved inadequate so they invested heavily in fibre and licensed

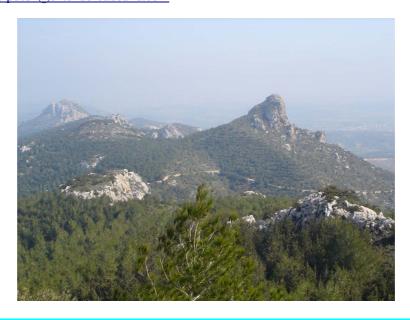
wireless links to improve connectivity to the network.

Links eXtend Broadband

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Kyrenia, Cyprus

Tel: +392 228 89 92 or +392 228 89 39 E-mail: helpdesk@extendbroadband.com



#### **Quantitative Project Factors**

**Target Rural Population** 

2. SME/Business/Agrifood/Private Sector.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** 

2. SMEs.

**Sector for ICT Applications** 

N/A

Secondary Sector for ICT **Applications** 

**Financial** Support

N/A

**Budget** Sources of N/A

1. Private funds.

funds

**EU Support** N/A



Outputs – number of users 700

Outputs – jobs created

17

jobs maintained N/A

Approach 1.

1. Bottom-up.

1. Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

The project started life in 2002 as Relytech, a small web hosting company in Lefkosa run by two young entrepreneurs with a handful of electronics degrees between them. They saw the need for someone to provide broadband and Internet as an alternative to the slow, unreliable dial-up system that was all that was available then, so they started a sister company called Ayza Net. They realised that with the lack of high-quality telephone lines in North Cyprus, this service would have to be delivered to the end user wirelessly.

Solution

Ayza Net started life using a satellite link to connect to the Internet and 2.4 GHz radios to connect to the customers. After many experiments with commercially available equipment, they realised that they could do better themselves, so they began buying the components and building the equipment to their own specifications to cope with the unique requirements of the North Cyprus environment. It soon became apparent that satellite technology would never be able to provide sufficient bandwidth to service the growing number of customers that were discovering the advantages of receiving broadband, so Ayza Net made a major investment in leasing a fibre-optic link to Turkish Telecom. They then had a problem that getting the high bandwidth link from the Telecommunications Office in Lefkosa to the customers on the north coast, but they overcame this by obtaining permission to install a radio link over the mountains.

Other problems: Frequent power cuts would disable either the customers' equipment or a link in the chain; lightning strikes would destroy vital (and extremely expensive) equipment in the mountains. As more WISPs started up in the area, the local radio environment in the 2.4 GHz band swiftly became congested. Mistakes were made; some customers were disappointed with the service.

This project is interesting as it was initiated by technical experts who recognised their management limitations and brought in a new management structure to take the project forward. Many small wireless ISPs do not make this move and fail because of poor customer service. Project started in 2002.

Time to develop project Benefits

They now cater for a variety of customers including; British expatriates who want to keep in touch with the family, Internet cafes with large bandwidth connections 24 hours a day, estate agents who need to upload large numbers of photographs and companies which monitor their security cameras outside working hours.

Success Factors 4. Involvement and cooperation of local companies / organizations.

6. Understanding of growing competition and functioning of modern markets.

Sustainable Transferable The project is driven by the private sector and is sustainable without the public sector funding. Responding to demands to provide a service in an underserved area are some of the know how and lessons of wider interest.

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## 26. System for managing of emergency cars in Vysočina, Czech Republic

Name System for managing of emergency cars in Vysočina

Country Czech Republic

Summary ROWAnet network is used by a large number of emergency and rescue centres. Being based on

> broadband, it allows easy GIS and other multimedia data to be readily interchanged on an ongoing basis. An important part is a vehicle tracking system – which shows the current

position, movement/recent travel paths and details of all vehicles.

They are stored on the central database and can be viewed on the web and OpenGIS (the GPS location is refreshed every minute or 50m as set up in each vehicle). It is especially useful in the winter. It is used not just for monitoring, but the data can be subsequently analysed to determine efficiencies and coverage etc. The system allows determining the optimum positioning of emergency vehicles. They are collaborating with the state police on this for their vehicles. They

use it a lot, but the traffic police speed-traps are not on it!

Location 2. Intermediate Region (IR).

1. Small town.

Description The Vysočina Region is an autonomous self-government unit, independent of national

> government. In its area exist 704 self-governing communities, 15 of them have broader competencies incl. specific delegated state power (departments of environment, of building etc. at the primary executive level). General competencies are given by the Act No. 176/2001 on regions (education, sport, health service, social issues, culture, regional transport, economy, forestry, agriculture etc.). Government is responsible in spatial planning: national politics of spatial development, stipulated regional plans, in regional development: NRDP, similarly in other branches. In planning the participation and types of stakeholder organisations (e.g. economic such as industrial and commercial, etc. professional, voluntary, etc.) enterprises, environmental NGO and professional associations, self-governing communities and their alliances are important. The quality of relationships with stakeholder organization is in general

good.

Links Petr Pavlinec

E-mail: pavlinec.P@kr-vysocina.cz



#### **Ouantitative Project Factors**

3. Quality of Life in rural areas and diversification of the rural economy.

**Target Rural** 

**Population** 

3. Public sector/Government Agencies/Schools.

Class of best

practice

**Primary** 

6. eCommunities.

Sector for ICT

**Applications** 

Secondary

N/A

**Sector for ICT Applications** 

N/A

**Financial** Support

**Budget** 

N/A

Sources of

3. Public funds - Local/Regional Initiative.

funds **EU Support** 

Outputs -

N/A

number of

N/A

users

Outputs -

N/A

jobs created

jobs

N/A

maintained Approach

2. Top-down.

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## 1. Innovative.

	1. Innovative.
Qualitative Project Factors	
Reasons for developing the project	The solution increases the effectiveness of emergency services in typical rural region and also co-ordination of all services.
Solution	Project was financed from public funds. On the basis of public procurement a private SME was selected, which was responsible for building and monitoring the system. They adopted an existing solution, which was previously used for other applications.
Time to develop project	2005
Benefits	Project is fully operational and radically improves the management of the emergency services.
Success	2. Support from regional /national authorities.
Factors	••
Sustainable	Yes
Transferable	Yes



## 27. Isolated Community of Faeroe Island, Denmark (Self Governing Region)

Name Isolated Community of Faeroe Island Country Faeroe self governing region, Denmark

Summary Tele Tech is developing broadband to the 48,000 citizens on Faeroe Island (DK). Situated in the

> heart of the Gulf Stream in the North Atlantic the Faeroe Islands lie northwest of Scotland and halfway between Iceland and Norway. The archipelago is composed of 18 islands with 48,000 inhabitants. Since 1948, the Faeroe Islands have been a self-governing region of the Kingdom of Denmark with own parliament and own flag. The Faeroe Island is not a member of the European Union so all trade is governed by special treaties. The size of the project is to deploy

broadband to all citizens.

Location 3. Predominantly Rural (PR).

3. Isolated.

Description To develop broadband to the 48,000 citizens on Faeroe Island (DK).

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#### **Quantitative Project Factors**

**Target Rural Population** 

1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government

Agencies/Schools.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

Primary **Sector for ICT** 

6. eCommunities.

**Applications** Secondary Sector for ICT

2. SMEs, 4.eLearning/eSkills, 7.ICT in Tourism.

**Applications** 

**Financial** National authorities.

Support

**Budget** Sources of

4. Public Funds – National Government.

funds

**EU Support** Not member in EU

Outputs -

Potentially 48,000 inhabitants.

number of users

No direct. Outputs -

jobs created

jobs

No data available but in long run this type of community would not sustain without broadband.

maintained

**Approach** 2. Top-down.

1. Innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

The Faeroe island is an island in the North Sea. Broadband would not be supplied to its rural

parts without a common action.

**Solution** To implement broadband on an island was not an altogether a simple task. The most obvious

lesson is - "be sustainable (in all aspects) and modern technology can improve situation in the

most rural part of the world.

Time to

2003-onwards.

develop project

Benefits
The Faeroe island has all modernities like Skype etc.

Success
Factors
The Faeroe island has all modernities like Skype etc.

2. Support from regional /national authorities.

3. Strong involvement of local communities.

Sustainable Yes

**Transferable** Demand for broadband or other ICT service in the society putting pressure on politicians –

telecom operators. Can be stimulated with attitude projects.



## 28. Look@World, Estonia

Name Look@World Country Estonia

**Summary** Look at World Foundation started in 2002 a project to provide free of charge basic computer

and Internet training for about 10 % of Estonian adult population.

**Location** 2. Intermediate Region (IR).

2. Scattered.

**Description** Look world is a Foundation consisting of: banks, telecommunication operators, cable TV

operator, ICT companies.

The project concentrates on creating training network, to provide free of charge basic computer and Internet training and use the network and the experience obtained for advanced ICT training. The training project covered both rural and urban areas. As the competence of using Internet in urban areas was already higher, more training was provided for rural areas. The main

goal is promoting the spread of the Internet among the population of Estonia.

Links Look World Foundation

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Chairman of the foundation

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Website: www.vaatamaailma.ee



#### **Quantitative Project Factors**

**Target Rural** 1. Community/Home.

Population 1: Community/110me.

Class of best practice
Primary

3. Quality of Life in rural areas and diversification of the rural economy
4. eLearning / eSkills

Sector for ICT Applications

andications

Secondary Sector for ICT Applications

**Financial** Financed by private sector – Hans bank, East Ühispank,

**Support** Estonian Telephone Company and EMT.

6. eCommunities

**Budget** Around 2.9 million euro.

Sources of funds

1. Private funds.

EU Support N/AOutputs - 100,000.

number of users

Outputs – 34 full-time lecturers. 180 part-time lecturers.

jobs N/A

maintained
Approach 1. Bottom-up.

Bottom-up.
 Innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

Public and private sectors faced new opportunities like Internet-based services, but because of inadequate skills, this kind of activity remained out of reach for most of the companies. They

needed encouragement and training to make use of the emerging opportunities. Another issue was not enough percentage of users of Internet and the need to promote it in the

Estonian society.

Solution Training courses, aiming at development of the information society. The foundation was only

> responsible for the overall management of the project, its supervision, marketing and public relations. All other operations were decided to outsource from professional computer trainers so as to ensure the highest quality. Therefore it signed concurrent contracts with leading Estonian computer training companies. Registration of applicants was carried out by the incumbent

operator call centre.

The trainings took place in classrooms in larger towns, and elsewhere part-time teachers were employed and used computer classrooms at schools. This was perceived as the best solution to

achieve good geographical coverage.

April 2002 to March 2004.

Time to develop project Benefits

showed that 73 % use it on a regular basis. It was also important to achieve high geographical coverage, and this was reached. Around 10 % of Estonia's adult (15 % of rural adult) population was trained. There was strong interest in the training – 500 applicants calling per day; it took

The goal was to make half of course participants use Internet after the training. The research

two weeks to fill the vacancies.

As a side goal and benefit, it should be noted that the project enabled 700 Public Access Internet

Points, mainly in the rural areas.

**Success Factors** 

4. Involvement and cooperation of local companies / organizations. 5. Understanding the need of creating /spreading / information society.

Sustainable No

**Transferable** 

This project can be transferred to all areas where lack of computer skills is a strong reason for

social problems. In this case computer skills resulted in discrimination on the labour market.



## 29. Baltic Rural Broadband Project – Åboland Region, Finland

Name Baltic Rural Broadband Project - Åboland Region

**Country** Finland

**Summary** The Rural Broadband project is an Interreg IIIB cooperation with twenty-three regional partners

from nine countries with the ProArbeit (CPC) Communal Public Corporation in Germany as the lead partner. The Finnish partner in the Baltic Rural Broadband Project is the Region Åboland. The Baltic Rural Broadband Project contributes to improvement of broadband access in selected rural areas of all Baltic Sea Region (BSR), EU member states and Norway by identification and dissemination of best practice examples, the (further) development of local or sub regional broadband strategies and awareness rising and encouragement of local stakeholders to promote the further development of broadband as a key element of future regional development

strategies.

**Location** 3. Predominantly Rural (PR) -> 50 % rural.

2. Scattered.

**Description** The aim of Baltic Rural Broadband Project is to provide broadband supply in rural areas which

due to market failure is under served by the telecommunication providers. The Finnish partner is targeting the Åboland archipelago. Technical solutions in form of radio-lines connected to protected WLAN networks is planned to be used as well as WiMAX. Practically the project shall create a framework of a transnational laboratory for the project partners which allow transferring experiences for the more advanced partners to the others and which multiplies knowledge and practical experiences on wireless Internet technologies within the Baltic Sea Region (BSR). The results of the various pilot projects will be made available to all interested regions in the BSR. The Finnish partners in the project are Region Åboland (co-ordinator), Åbo

Akademi University and the Archipelago Network (Skärgårdsnäten AB).

Links Klas Nyström

Tel.: +358 2 4585985 or +358445211207 Website: www.balticruralbroadband.net





#### **Quantitative Project Factors**

 Target Rural
 1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government

Population Agencies/Schools.

Class of best 3. Quality of Life in rural areas and diversification of the rural economy. practice

**Primary** 6. eCommunities.

Sector for ICT Applications Secondary

2. SMEs, 5. Employment creation Practices 7. ICT in Tourism.

Sector for ICT Applications Financial

European Commission and regional funds.

Support Budget N/A

**Sources of** 3. Public funds – Local/Regional, 5. Public Funds – EU and own co funding.

funds
EU Support Interreg IIIB.
Outputs – Potentially 28,000.

number of users

Outputs – No data available yet.

jobs created

jobs No data available yet (project finishes 2008) but in long run this type of community would not

maintained sustain without broadband.



**Approach** 2. Top-down. 1. Innovative.

Qualitative Project Factors

Reasons for developing the project

Åboland is an archipelago region with 8 municipalities. Broadband is not being supplied to the rural parts due to market failure. The project was initiated to develop technology and learn from

the partnership.

Solution The Baltic Rural Broadband Project is still on-going. Lessons to be learned from broadband

deployment are that improvement of broadband access in rural areas is an important means in development of the archipelago region. By dissemination of best practice examples, and development of local or sub regional broadband strategies and awareness rising and encouragement of local stakeholders, broadband is a tool to promote future regional

development strategies.

Time to

2005-2008.

develop project Benefits

Success

Expected is to get broadband.

1. Financial support from EU.

**Factors** 2. Support from regional /national authorities.

4. Involvement and cooperation of local companies / organizations.

Sustainable Yes Transferable Yes

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## 30. Turku Archipelago Living Lab, Finland

Name Turku Archipelago Living Lab

Country Finland

**Summary** The Turku Archipelago focuses on building practical solutions for real people through

> intelligent use of technology. Their goal is overcoming the limits of time and distance through better communications. The Archipelago Net is a joint public-private effort to build a regional fibre optic network covering all eight municipalities. New applications are developed at 1 GB per second for digital x-ray, voice over IP and video conferencing. They had the first wireless WiMAX broadband network in Finland. The ArchipelagoNet was the first Internet Service Provider to bring wireless broadband networks to rural and remote areas, with development and facilitation of a local eCommunity through citizens' intranet. Western Finland Regional Broadband Strategy, the ArchipelagoNet, together with other local and regional stakeholders, defined a comprehensive broadband strategy for the whole Western Finland region. The regional broadband strategy was co-ordinated with the national broadband strategy aiming at developing Finland as a leading country in broadband and broadband services. The Turku Archipelago Living Lab brings together 9 EU countries around the Baltic Sea for best practice, knowledge transfer and development of next generation broadband access technologies for rural and remote areas. The TalousNet is an eBusiness portal developed for local SMEs and

public/private sector co-operation.

Location 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

1. Small Town.

Description Region Aboland acts as business development centre and tourism industry developer, with the

aim of developing new job opportunities, providing services for citizen and visitors, who benefit from the archipelago as a living environment and transforming technological development into innovative services as well as potential for new businesses. Åboland cooperates with the industry of the region and users in their different roles. It provides services for testing new environments for users as rural citizen and professionals living, visiting and working in the

remote archipelago areas. Joining the Living Lab Network as a principal agent is

Archipelagonet Ltd., a wholly owned subsidiary and a public service Internet Service Provider of Region Åboland. Thus the Turku Archipelago is developing a functioning environment for mapping new emerging needs and solutions and testing new applications in several service areas. Archipelago-net brings its technical expertise in Internet services, wireless broadband, municipal IT services and e-Learning to the consortium of Living Labs. It contributes to the validation of concepts in real world contexts and in technologically advanced settings and maps how value will be created in remote areas, for further take-up in the Scandinavian or Nordic

Islands, or other European remote areas. Archipelago-net Ltd/Region Åboland r.f.

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#### **Quantitative Project Factors**

Target Rural **Population** Class of best practice

Links

2. SME/Business/Agrifood/Private Sector.

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** 

3. eBusiness / eCommerce Practices.

**Sector for ICT Applications** Secondary

7. Tourism.

Sector for ICT **Applications** 

**Financial** Local/regional/national authorities.



Support Budget

Outputs - N/A

number of users

 $\begin{array}{ll} \text{Outputs} - & N/A \\ \text{jobs created} & \end{array}$ 

jobs N/A maintained

Approach 2. Top

2. Top Down.

1. Innovative.

**Qualitative Project Factors** 

Reasons for developing the project

The Turku Archipelago, represented by Region Åboland's development agency for the eight rural archipelago municipalities of south-west Finland, identified that membership of the European Network of Living Labs would enable them to promote their area as a high tech

locality.

**Solution** New possibilities of SMEs in innovation.

 $\begin{tabular}{ll} Time to & N/A \end{tabular}$ 

develop project

Benefits Functional.

**Success** 2. Support from regional /national authorities.

**Factors** 4. Involvement and cooperation of local companies / organizations.

Sustainable Yes Transferable Yes



## 31. Workplace Guidance, Finland

Name Workplace Guidance

**Country** Finland

**Summary** During the Ministerial Conference a Helsinki 2006 the Workplace Guidance website was one of

the 10 Leonardo da Vinci projects awarded for successfully promoting European cooperation in Vocational Education and training. www.workplaceguidance.eu gives on-the-spot workplace guidance. The project is a joint project of ten European countries, promoted by Starfsafl, Vocational Training Fund, and Reykjavik, Iceland. The Finnish partner, the Järvenpää Unit of the Diaconia University of Applied Sciences, has an active role in regional development work. The goals of the "Workplace Guidance 2" were to give support to lower-paid workers to develop themselves, to take up learning opportunities and to improve their employability. With Diaconia's "social" ambition the results from the project will have positive regional influence.

**Location** 3. Predominantly Rural (PR) -> 50 % rural.

3. Isolated.

**Description** The Finnish partner, the Järvenpää Unit of the Diaconia University of Applied Sciences, is

located in a rural community in mid Finland. The Järvenpää Unit of the Diaconia University has an active role in regional development work. The "Workplace Guidance 2", will contribute to give support to lower-paid workers to develop themselves, to take up learning opportunities and

to improve their employability.

Links Website: www.diak.fi

Mrs Marjo Kolkka, Järvänpää Tel.: +358 20160-6544



## **Quantitative Project Factors**

Target Rural Population

1. Community/Home.

Class of best practice Primary

3. Quality of Life in rural areas and diversification of the rural economy.

Sector for ICT Applications

5. Employment creation Practices.

Secondary Sector for ICT Applications 4. eLearning/eSkills.

Applications Financial

European Commission and own funding.

Support Budget

Totally 250,000 euro for the project. 5. Public funds EU and own co funding.

Sources of funds

5. I done funds Le und own co i

EU Support

Leonardo da Vinci.

Outputs – number of users

The eLearning portal will benefit the student at the Diaconia University.

Outputs – jobs created

None directly. Indirectly a lot.

jobs created jobs

None directly. Indirectly a lot.

maintained Approach

2. Top-down.

1. Innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

Diaconia works with giving guidance (employment) in Finnish society. It is a church organisation with social work on the agenda. Students come from all over Finland to their University. The courses held within this LdV project was arranged for students who at times had

more then 700 km to travel to get to the University. For them eLearning really "was good".

A large number of lessons can be learned from the project. One, a partnership in an EC project gives impulses to develop new technology and new work methods. It has been a good

partnership with social partners and authorities taking part. That is important – projects must always be rooted in the society the outcome is going to be implemented. The Diaconia is now

carrying on with studies on "cultural" guidance. A second important lesson is to be "sustainable". Then eLearning development will really influence the organisation.

Time to develop

2005-2006.

develop project Benefits

Benefits
1. Prof to use ICT in work guidance.
Success
1. Financial support from EU.

**Factors** 4. Involvement and cooperation of local companies /organizations.

Sustainable Yes

**Transferable** b. Intervention from outside where University or R&D institute stimulate the process. This can

be supported by promoting projects in FP7.



## 32. Corsica hot spot, France

Name Corsica hot spot

Country France Summary A high

A high speed communications infrastructure is developed to make access to data highways as efficient as any in the world. ADSL is already available in big centres and even in mountain villages. The rate of connection via ADSL in Corsica is at 10.5 %, vs. the national level of 8.5 %. The big push was launched in 2005 and high speed Internet everywhere will be quite a challenge, given the terrain. Each place will have its own tailored solution; fibre optics will be favoured, but this will not be possible everywhere so radio (WiMAX) or satellite will be necessary for the most inaccessible places. The project (RHDCOR – réseau f haut débit pour la Corse) should be complete in 2007 – if Corsica Haut Débit, a France Télécom subsidiary, does its job. But bear in mind, the quality of service and support still leaves a lot to be desired – frequent power and telecom outages and no sense of customer support. Another related project is "Corsica Hotspot". There were established 200 free Internet access hotspots in town halls, stations, libraries, cafés, and airports and so on. The idea is that this should extended islandwide as soon as possible.

Location

3. Predominantly Rural (PR) -> 50 % rural.

2. Scattered.

Description

Corsica is the most decentralized region of France. All policies except (army and security) are discussed between state and regional administration. Regional authority doesn't collect taxes. Financial support is negotiated with the State and Europe. The responsibility is Territory settlement (strategy, transports, water policy, energy, ICT), economy (tourism, SMEs, innovation, agriculture, forest, fishing, fish farming), environment (regional policy, ecosystems preservation and valorisation, prevention of pollution, quality of the air, etc.), education (training, high schools, research and university), culture (live arts, Corsican language, heritage museums). The development plan contains mid and long term objectives for economic, social and cultural policy. A settlement scheme has been defining fundamental orientations for seven years. Region of Corsica (own departments): ICT Mission (MiTIC) responsible for development of ICT in Corsica (infrastructures and uses), Land settlement department – responsible for roads, railways, forest management, PADDUC Mission – Coordinating whole regional sustainable land settlement project.

Corsica is governed as a region of France, though there are some local movements calling for greater autonomy or independence. There are some political points that can be treated directly regardless of France if the points concern development of the island or of tourism. Corsica has 1,000 km of coastline and more than 200 beaches, as well as being largely mountainous, with Monte Cintu as the highest peak at 2,710 m and 50 other summits of more than 2,000 m. The island has a natural park (Parc Naturel Régional de Corse), which protects thousands of rare animal and plant species. The park was created in 1972 and includes the Golfe de Porto, the Réserve Naturelle de Scandola (a UNESCO World Heritage Site), and some of the highest mountains on the island. This park is protected and cannot be reached on foot, but sumptuous sails are available in order to discover unique landscapes.

It is in this environment the Corsica hot spot is being deployed.

Mission TIC de la Collectivité Territoriale de Corse

Jerome Granados, FR

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WIE OF

Links



**Quantitative Project Factors** 

Target Rural **Population** 

1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government

Agencies/Schools.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** Sector for ICT 7. Tourism.

**Applications** Secondary

3. eBusiness / eCommerce Practices.

Sector for ICT **Applications** Financial

European Commission and own funding.

Support **Budget** Sources of

5. Public funds EU Leader + and own co funding.

funds

**EU Support** N/A Outputs -N/A

number of users

Outputs -N/A jobs created iobs N/A

maintained **Approach** 

2. Top-down. 1. Innovative.

**Qualitative Project Factors** 

Reasons for developing the project Solution

The ICT infrastructure is important to increase interactivity of the region.

- Level of computer usage (user/computers) is over than the average French state figures.

- Penetration of mobiles is 97 %

- Regional program was launched in June 2005, plan to have near 200 free hotspot (hotel, bar,

museum, some airports) by June 2006

- 7 rural areas are testing wireless satellite Internet connexion.

Time to develop

project

**Benefits** 

ICT infrastructure.

2005

Success 2. Support from regional /national authorities.

**Factors** 6. Understanding of growing competition and functioning of modern markets.

Sustainable Yes **Transferable** Yes



#### 33. CREPAC, Corsica, France

Name Country Summary Comité Régional d'Expansion et de Promotion Agricole de la Corse (CREPAC), Corsica. Corsica. France

CREPAC is essentially a marketing network driven by Corsica's agriculture and, to some extent, tourism industries. Its purpose has been to support the rural economy although falling agricultural incomes may have contributed to its imminent replacement by a new structure in 2007. CREPAC calls itself "a tool" for developing networks and links. It does this through interventions and processes that create interactive "shop windows" past which "the customer" is guided. ICT is a significant medium in CREPAC's marketing inventory. Visitors planning their stay are invited to select their geographical area of interest. They can then access a "route" which guarantees a good visitor experience. Introducing visitors to Corsica in this way fits naturally with the topographical and communications constraints of the island. It also exposes local agricultural networks to the powerful marketing opportunity enabled by a web-based presentation of the island. (Please note that a second organisation exists in mainland France, also called CREPAC. This is the Regional Centre of Further Education and Cultural Action in Aquitaine. This fiche concerns the quite separate organisation in Corsica.)

Location

3. Predominantly rural.

2. Scattered, mainly in four geographical areas which themselves act as a focus for a short visit or longer stay.

Description

CREPAC was initiated following a decision of the Corsican Territorial Assembly in March 2002. A partnership agreement was signed in July 2003 between the national government, the territorial government and CREPAC itself for the promotion and diversification of agricultural networks in Corsica. The range of activities accessible through CREPAC's routes is considerable. Organic, authentic Corsican food includes honey, chestnuts, olive oil, cheese, cooked meats, clementines and fresh produce. "Institutional" or sectoral activities include artists and galleries, artisan workshops, local festivals and restaurants and accommodation. Details and contact points are included for each feature, facility or service. Once at a location, the visitor can interact with the producer and with the traditional production techniques and experience first hand traditional sights, sounds and costumes. In this way, the visitor is given every reason to buy produce and to participate in the Corsican experience. It follows that there are two (ICTbased) aims for CREPAC – attracting visitors and stimulating the involvement of, inevitably, rural participants. This report concentrates upon the latter. (It should be noted that a replacement Corsican agriculture syndicate appears to have been initiated in the late spring of 2007. CREPAC still continues for the time being but the transitional arrangements are not known. The CREPAC fiche is therefore of historical interest but still valid for its insight into the use planned to be made of ICT in remote rural area.)

Links

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For the time being, this office still appears to be functioning although e-mails are only being

acknowledged.



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#### **Quantitative Project Factors**

Target Rural **Population** 

2. SMEs/Business/Agrifood/Private Sector in the different regions of Corsica.

Class of best practice **Primary** 

3. Quality of life in rural areas and diversification through stimulating the rural economy.

Sector for ICT **Applications** 

1a. Agrifood.

Secondary **Sector for ICT Applications** 

7. Tourism and 2. SMEs.

**Financial** Support

The funding agreement at the signing of the partnership agreement in July 2003 was that the territorial government would finance Year 1 (665,000 euro) and that the State would contribute 250,000 euro in Year 2 to a budget of 827,000 euro. In subsequent years, a budget would be agreed and shared equally. A series of oral questions, posed in the Territorial Assembly of Corsica in early 2005 to the President of the Agriculture Development Office, suggest that the national government did not meet certain of its commitments under the agreement and that the

territorial government was obliged to fund shortfalls.

**Budget** 

The total budget for the CREPAC project was set at 2.7 million euro to be shared equally between the State and the territorial government. The amount to be used on ICT is not known and, in view of later financial controversy (explained above under "Financial Support"), may not easily be obtainable.

Sources of funds

3. Public Funds - Regional, and 4. Public Funds - National, in equal shares.

**EU Support** Outputs number of users

In excess of 150 local businesses, suppliers and tourism events (only 143 can be substantiated).

Outputs jobs created

Jobs in CREPAC itself are not counted. The number of jobs created in the Corsican economy as a direct consequence of CREPAC's activities is not known but can be related to the number of participating suppliers and organisations – for example, approximately 37 in Centru di Corsica, 30 in I TRĒ Vaddi, 76 in Balagna and "a multitude" in Castagniccia (2004 figures).

iobs maintained

This cannot be established. It is clear from accessing Corsican "blogs", however, that rural concern at falling agricultural wages has surfaced in the spring of 2007. Taken with the firmer evidence that CREPAC has been plagued with funding difficulties, outputs in terms of jobs maintained may not be encouraging.

**Approach** 

- 2. Top-down.
- 2. Non-innovative use of IT (but 1. an innovative marketing initiative).

#### **Qualitative Project Factors**

Reasons for developing the project

CREPAC was initiated in order to stimulate the rural, agricultural economy of inland Corsica. CREPAC sets out to do this by taking the customer to the supplier in ways that maximise local economies around certain seasonal events and industries. Marketing these events and industries is known, from personal experience, to have been somewhat haphazard a decade ago and generally limited to word of mouth. The advent of advanced communications techniques brought new opportunities which the economic development of the Corsican economy responded to.

Solution

The project was initially mistakenly reported as having been developed under LEADER. In fact it was solely a national initiative to be funded equally from State and territorial budgets. The initiative encouraged local businesses to market themselves through a central website. The lessons learned by CREPAC are unlikely to have been connected with new techniques in ICT but more probably to do with Corsican susceptibilities and business practices. These have not been pursued with CREPAC which, understandably in view of its imminent replacement, is difficult to penetrate. The lesson concerning ICT which is of relevance to this project is evident however on the face of the CREPAC website. Those in rural areas who participate in the filières or local networks of authentic activities do not appear to be turning to ICT in large numbers to enhance their different enterprises. For example, none of the 37 participants in Centru di Corsica advertised a website or e-mail in 2004. Similarly, only 8 of the 30 participants in I TRE VADDA had electronic addresses and 26 of the 76 in BALAGNA. It is not known what proportion in Castagniccia had taken up ICT in 2004. The lesson seems to be that, if ICT is used



on behalf of those in rural locations in order to enhance existing markets and even create new ones, then the rural participant will tend to accept that service. Why should he/she acquire new skills when the customer is being brought to them without any IT-based investment of effort on their part? The possibility exists, of course, that rural participants have acquired IT skills and ICT independently of CREPAC. The existence of a Corsican blog suggests that at least some participants, albeit anonymously, are prepared and able to post their opinions electronically. But if they formed a meaningful proportion of CREPAC participants, would they not have earlier advertised themselves more effectively and demanded a more up-to-date "shop window" than they appeared to have been content with?

Time to develop project

Preliminary work on the organisation of CREPAC started after March 2002. CREPAC was formally launched in July 2003. Mention of a replacement organisation and public criticisms of CREPAC's effectiveness in supporting rural wage levels were noted in April 2007. In late June 2007, however, CREPAC still appeared to be functioning.

**Benefits** 

The benefits appear to have been calculated only in terms of marketing outputs. This may explain why some have dissented at the falling levels of rural incomes. Those contacted within CREPAC seemed at the time reluctant, or possibly felt unauthorised, to discuss underlying assumptions and forecasts. This can be explained by the developments in 2007 outlined above. The question of individual benefits, deriving from taking up ICT to engage one's business in the marketing opportunities presented by CREPAC, appears never to have been recognised. It is possible that this conclusion may have been a consequence of interviewing the wrong persons. Alternatively, CREPAC's executive team may have felt it necessary to focus on different results – or have been distracted by the problems surrounding their funding. Attempts to contact the director of CREPAC were unsuccessful during the first inquiry. Once again he cannot be reached although e-mails have been routed on to him. The investigator's conclusion is that here is a project which has failed – for reasons which could, if the scant evidence is to be believed, have been avoided.

Success Factors Sustainable Transferable 4. Involvement and cooperation of local companies /organizations.

6. Understanding of growing competition and functioning of modern markets.

Yes

The project is not thought to be transferable because it is built upon the geographical realities of the Corsican interior and may be shaped excessively by Corsican susceptibilities and their tension with French attitudes to the island. This is a sensitive area politically and a fragile area economically. The idea pioneered by CREPAC ought to be transferable but the only lessons which may emerge as being worthy of export are to get the funding right and to focus the executive team on achieving valid outputs.



### 34. Limousin Regional Network, France, Limousin

Name Limousin Regional Network

**Country** France

**Summary** The Limousin has had an on-going issue with the provision of high-speed telecommunications

services in many parts of the region. Consistent with French legislation allowing local authorities to establish and operate telecommunications networks, the Limousin regional authorities entered into a 20 year concession with Axione in 2005 to build and operate an open access IP network to serve the entire region. Axione is in the process of completing the installation of its 1,200 km fibre-optic network and other facilities, including its WiMAX

3system, which is all scheduled to be in operation by mid 2007.

**Location** 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

3. Isolated.

**Description** The Region of Limousin is essentially a rural area where the dominant industries are farming

and forestry. It has a land area of 16,942 square kilometres with a population of 750,000 making it one of the less densely populated areas in France. The project aims to connect homes and businesses with an open access network, which will allow competition between different providers. The project aims to cover 99 % of the region by the time it has completed.

**Links** Website: www.axione.fr/new-hp



A Limousin cow – one of the regions best known exports

### **Quantitative Project Factors**

Target Rural Population Class of best

2. SME/Business/Agrifood/Private Sector.

practice
Primary
Sector for ICT

 ${\it 3. Quality of Life in rural areas and diversification of the rural economy.}\\$ 

Applications
Secondary
Sector for ICT
Applications

N/A

2. SMEs, 1a.Agrifood (Primarily food production), 1b. Agrifood (Non-food production).

Applications
Financial
Support

Axione Limousin will contribute 30 million euro with the balance being provided by public financing from the European Commission (13.21 million euro), French Government (8.47 million euro), Limousin Region (8.47 million euro) and three regional departments and Dorsal

(8.25 million euro). In addition, La Caisse des Dépôts et Consignations will participate in the financing of Axione Limousin to a maximum of 30 %. La Caisse des Dépôts et Consignations will participate in the financing of Axione Limousin to a maximum of 30 %.

will participate in the financing of Axione Limousin to a maximum of 30 %.

Budget The total budget allocated to the project over the 20year concession period is 85 million euro of

which the financing is 55 % private and 45 % public. Some 68.39 million euro has been allocated for the initial phase of this project relating to the establishment of the network.

**Sources of** 1. Private funds – 30 million euro, 4. Public funds – National 8.47 million euro, 3. Public funds

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- Regional 8.47 million euro, 5. Public funds - EU 13.21 million euro. funds

**EU Support** ERDF, Objective 2.

Outputs -The target is 70–80 % SMEs when the service is live. number of

Outputs -22 jobs created

iobs maintained

users

New start up - no jobs maintained.

**Approach** 2. Top Down. 1. Innovative.

## **Qualitative Project Factors**

Reasons for developing the project

The problems faced by Limousin were an existing inadequate communications system and a changing demography. In line with most of rural France, young people were leaving rural areas and there was little reason for them to return. The project aimed to significantly improve communications to attract more businesses to the area and improve the quality of life for residents.

Solution

Consistent with French legislation allowing local authorities to establish and operate telecommunications networks, the Limousin regional authorities entered into a 20 year concession with Axione in 2005 to build and operate an open access IP network to serve the entire region. Axione is in the process of completing the installation of its 1,200 km fibre-optic network and other facilities, including its WiMAX 3system, which is all scheduled to be in operation by mid 2007.

The local authorities are responsible for the construction, operation and maintenance of the network, which in turn can be delegated to a private sector operator. The public authorities in Limousin established Dorsal, an organisation composed of representatives from local governments in Limousin, to implement the establishment and operation of the high-speed network. In April 2004, Dorsal issued a notice in the Official Journal of the European Union (2004/S 70-059218) requesting interested parties to tender on the construction, operation and maintenance of a network to serve the Limousin region on a public-private partnership basis with Dorsal. This would be implemented under the mechanism of a "public service delegation" (delegation de service public) where a private company or consortium would be selected to build and operate the network. Axione and Sogetrel were subsequently chosen and established a company, Axione Limousin, to undertake the project. They were awarded a twenty-year concession. At the end of the contract, the network will be transferred to Dorsal. 3 Axione Limousin has been licensed by ARCEP, the French Communications Regulatory Authority, to provide WiMAX service that it estimates will enable it to provide coverage to 99 % of the population of Limousin at a minimum speed of 2 Mbps. The main area of interest is how the project was approved for state aid by the European Commission, as several other projects had difficulty overcoming this obstacle.

Time to develop project **Benefits** 

The project is still developing the network but it is expected that the service will provide

broadband to 99 % of the region.

**Success** 1. Financial support from EU.

**Factors** 2. Support from regional/national authorities.

5. Understanding the need of creating /spreading information society.

Sustainable Still early days for the project, but it anticipates that it will be sustainable. **Transferable** 

The innovative financing model could be transferred to other member states. Providing a next generation network is of interest to those regions aiming to develop their economy.



## 35. Elmpt, Germany

Name Elmpt Country Germany

Summary The project uses a wireless mesh to deliver broadband Internet to soldiers and families at an

> Army camp at Elmpt in Germany. The residents at the camp had very poor access to domestic communications before the project – sharing a couple of phone lines. The project has generated significant sales for local businesses as people can now use VoIP to order take-always from

nearby villages.

Location 2. Intermediate Region (IR) – 15 % to 50 % rural.

2. Small town.

Description The Elmpt base is the size of small town, located in flat country between the Rivers Rhine and

Maas on the main road from Roermond to Mönchengladbach. In the surrounding area, the main

occupation is farming, and the surrounding countryside is well wooded.

The aim of the project is to provide affordable connections to military personnel. It has unusual demographics, accommodating mainly young, single people. They tend to be highly mobile regularly departing for lengthy spells overseas at the drop of a hat and they can often be absent

for long periods for off site training.

The wireless network covers a population of around 4,000.

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#### **Ouantitative Project Factors**

Target Rural

**Population** 

Class of best

1. Community/Home. 3. Quality of Life in rural areas and diversification of the rural economy.

practice **Primary** 

6. eCommunities.

Sector for ICT **Applications** 

Secondary

**Sector for ICT Applications** 

**Financial** 

No funding support received.

Support **Budget** 

Sources of funds

40.000 euro. 1. Private funds.

**EU Support** 

N/A

N/A

Outputs -

1,000 people.

number of users

Outputs iobs created iobs

maintained

Approach

1. Bottom-up.

1. Innovative.



#### **Qualitative Project Factors**

#### Reasons for developing the project

The project arose from original work with Internet cafés, driven by the needs for personnel welfare. In 2002, 4 phone lines were shared between 1,200 people and some residents would have to walk half a mile to make a call. The phone company would not install more lines because they were not obliged to under German law. Residents found it difficult to call their families or access the Internet. Javelin Broadband had worked installing broadband in hotel chains and realised that people living on military bases needed better access to the Internet and there was a market to supply the service.

#### Solution

Javelin broadband, built a mesh network on the base. Customers connect with their laptop or PC with a USB adaptor. The mesh extends the Internet to individual accommodation, hotspot locations in the Sergeants and Officers Messes, cafes, sports centres, restaurants and other places all over these bases. Javelin provides online sign up using the mesh billing system. The lessons learned were:

- It is hard to get sufficient bandwidth into the base from the phone company. They supply some SDSL lines but the cost of a leased line is prohibitive.
- -There is problems with leaves on trees blocking wireless signals.
- -Satellite was originally used to connect customers but performance was not as good as SDSL. Project started in 2002.

#### Time to develop project Benefits

Working with the Women's Royal Voluntary Service, contractors provided Internet services to

help to address welfare issues such as family contact, personal problems, transition from

military to civilian life, skills development and many other specialised needs.

The network is used to make cheap or free phone calls (33 minutes per customer per day on

average).

The local economy has benefited from closer links with the base. Residents can now use their Internet connections to call for Pizzas and order shopping to be delivered. Previously this was not possible due to the poor communication links.

Success

3. Strong involvement of local communities.

**Factors** 4. Involvement and cooperation of local companies/ organizations.

Sustainable Yes – private sector financed and driven – the project has continued to develop.

**Transferable** The project connects local retailers with a new market which was untapped. This could be

transferred to other bases around Europe.

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# 36. Innovation Center – Rural Living Lab (RLL), Hungary

Name Country Summary Innovation Centre of Agricultural Informatics - Rural Living Lab (RLL)

Gödöllő, Hungary

The Rural Living Lab (RLL) in Hungary adopts a pragmatic approach towards researching the target audience's requirements, establish if the technology will provide it, if not it will develop technological solutions to meet their requirements, identify indigenous resources that can implement it, incubate these with some exposure to commercial reality and release them into the free market for exploitation. The specific services and applications that will be developed and validated within the RLL are:

- Infrastructure and access points: Alternative mobile, satellite and wireless applications.
- Business applications suited to rural SMEs: low cost and easy to use solutions, open software and peer-to-peer platforms, Trading, ERP and SCM.
- eCommunities: knowledge and information management (semantic and content-based techniques), personalized content and research technologies to support self-organised communities (such as farmers and their organizations), building and enabling human relationships.
- Interfaces which will be critical for take-up: multi-lingual, multi-modal and adaptive, natural language interaction, visualisation technologies.
- GIS (Geographic Information Systems) for characterisation of spatial entities to deliver position related services and assessment of rural development.
- Rural—related sectors (healthcare, tourism, agriculture), food industry, requirement for selective technology development.

Location

2. Intermediate Region (IR) – 15 % to 50 % rural.

2. Scattered.

Description

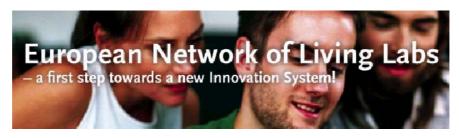
The first Rural Living Lab (RLL) – Gödöllő, in Hungary is located 30 km North-East of Budapest, close to the largest Hungarian agricultural university, St.Stephan UNIV. The RLL will be installed in the main building of the Hungarian Institute of Agricultural Engineering, supported by the Hungarian Ministry of Agriculture and Rural Development. All the stakeholders have already signed a Memorandum of Understanding to set-up and operate this Living Lab with strong collaboration, starting from the first part of 2007.

Links

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X10D International IT Services Hungary Ltd.

H- 1148 Budapest, Kerepesi u.52 Website: <u>livinglab.shp-hu</u>



## **Quantitative Project Factors**

Target Rural Population 1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government Agencies/Schools.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

Primary
Sector for ICT
Applications

2. SMEs, 3.eBusiness/eCommerce Practices.

Secondary Sector for ICT Applications 1a. Agrifood (Primarily food production), 1b. Agrifood (Non-food production).

Applications Financial Support

N/A

Budget

N/A



Sources of funds

N/A

**EU Support** Outputs -

N/A

number of users

N/A

Outputs jobs created N/A

jobs maintained N/A

Approach 2. Top down. 1. Innovative.

#### **Qualitative Project Factors**

#### Reasons for developing the project

- 1. One of the first pilot actions and service (coming from the C@R IP (Integrated Project), coordinated by University of Szeged) is a novel P2P ad hoc wireless solution for rural farmers and producers in Hungary. This will be set-up and installed to provide the farmers and their (family or micro) organisations, involved in agricultural production, with direct access to useful and up-to-date databases of information relating to daily operation and production, forecasts, market prices and free or low prices.
- 2. A newly developed Collaboration framework for Product Path Information System will be used through mobile devices (e.g. Nokia 770 Linux based Internet) to solve the communications problems, where neither wired nor wireless network infrastructures are available.
- 3. This approach will enable the set-up of an ad-hoc and open community network consisting of the end-users (farmers and producer organisations) and all the stakeholders in rural areas. It will also enable the creation of an online national advisory system for the farmers.

Solution

New possibilities of SMEs in innovation.

Time to develop project **Benefits Success** 

3. Strong involvement of local communities.

**Factors** 

4. Involvement and cooperation of local companies / organizations.

Sustainable Yes **Transferable** Yes



## 37. Cahersiveen Satellite Broadband, County Kerry, Ireland

Name Cahersiveen Satellite Broadband

Country County Kerry, Ireland

Summary Cahersiveen broadband began as a publicly funded technology trial to assess the effectiveness

of broadband via satellite. The project effectively showed that wireless broadband access could

benefit local businesses and tourism in a remote town in Western Ireland.

Location 3. Predominantly Rural (PR) -> 50 % rural.

1. Small Town.

Description Cahersiveen is located in the south of County Kerry and it acts as a good example of broadband

market failure. The town and its environments, with a population of approximately 1,200 people are relatively isolated. The local economy was based mainly on tourism but had been buffeted by the closure of some factories and slows down in primary industries such as agriculture and fishing. Thanks to support from the community in the town, the project has developed into a business and offers an alternative to ADSL. South West Regional Authority's South West Broadband Initiative kick started the project – installing satellite feed and Wi-Fi equipment. A community partnership took ownership of the equipment in May 2004 and set up Cahersiveen Broadband. The project aimed to get broadband to businesses which needed a good quality connection to the Internet. Grant funding supported the bandwidth costs and expansion of the network to generate sufficient revenues. In 2003, a service to deliver broadband to the town was launched. This used a two way satellite (iDirect plus) to connect the local council offices and Wi-Fi to distribute the service to the library training centre, town hall and residents. The service averages 800 kilobyte per seconds down and 512 kilobyte upstream. Using hotspots around the centre of the town, customers could log onto the network with a laptop. The project did not charge customers to connect to the service but asked them to provide their own connection equipment (antenna and wireless bridge). Customers are now charged a small subscription. In April 2005 Eircom supplied ADSL broadband to the town, but the majority of subscribers have

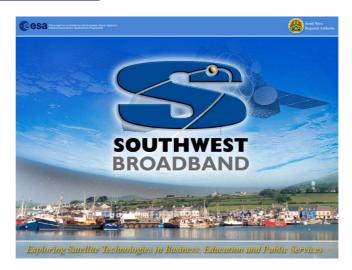
stayed with the wireless local network.

Links Mr. John McAleer, Director,

South West Regional Authority,

Innishmore, Ballincollig Co. Cork, Ireland,

E-mail: broadband@swra.ie Website: www.swra.ie/broadband



# **Quantitative Project Factors**

**Target Rural Population** Class of best

practice

3. Public Sector/Government Agencies/Schools.

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** Sector for ICT 4. eLearning / eSkills.

**Applications** 

2. SMEs.

Secondary Sector for ICT

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**Applications** 

**Financial** Support

Support came from the Vocational Educational Committee, FEXCO, the local LEADER/ADM

Group, South Kerry Development Partnership and Kerry County Council.

**Budget** 

100,000 euro.

Sources of funds

Vocational Educational Committee, FEXCO, the local LEADER/ADM Group, South Kerry

Development Partnership and Kerry County Council.

LEADER funding 30,000 euro.

**EU Support** Outputs -

number of users

maintained

Outputs jobs created jobs

3 3

**Approach** 

1. Bottom-up. 1. Innovative.

## **Qualitative Project Factors**

Reasons for developing the project

The town fully recognised the contribution that ICT and particularly broadband could play in its economic development. However, no commercial broadband providers were interested in delivering a service at a price they could afford. The project originated from local economic development agency.

Solution

The principal lesson coming from the project is positive, in that Satellite broadband has the capacity to assist in overcoming the Digital Divide in rural and other areas, not currently serviced by terrestrial broadband.

In the case of community-based applications of the technology, a significant outcome is that the efficiency and affordability of satellite can be greatly enhanced by its augmentation through:

(a) The installation of Wi-Fi to broaden the client/ user base

(b) The employment of intelligent and pre-emptive caching technologies, which establish regular user patterns and minimise the need to draw down data over the satellite link; and (c) The establishment of a local email server at the satellite terminal, which again provides a high level of connectivity, within a Local Area Network.

Where the technology is employed as a stand-alone solution for an SME or other single user, there are also important lessons to be noted, including inter-operability of systems, burst versus average speed and cost to an individual company if higher levels of bandwidth are required. 01/01/2003.

Time to develop project **Benefits** 

The community really got behind the project and were enthusiastic about the benefits it delivered. There was already an existing technology centre providing local jobs outside

traditional employment sectors.

The project provided broadband to the local technology training centre, improving the number

of trainees completing courses and going into jobs. People in neighbouring towns travel into Cahersiveen to use the service via their laptops,

providing extra revenue for local businesses.

Businesses in the town were able to compete more effectively using eCommerce.

**Success Factors** 

3. Strong involvement of local communities.

4. Involvement and cooperation of local companies /organizations.

Sustainable **Transferable**  Project has continued even after the arrival of ADSL.

Scalability and flexibility of satellite / Wi Fi projects means they can be deployed across the EU to provide affordable backhaul.



## 38. eTeams International, Mid-West, Ireland

Name eTeams International Country Mid-West, Ireland

**Summary** eTeams International is a teleworking SME which uses broadband to link a world-wide customer base with specialist translation services (also world-wide). Based in a small country

customer base with specialist translation services (also world-wide). Based in a small country town in the west of Ireland, the operations centre for eTeams now employs a 2 MB fixed wireless connection for speed, quantity, quality and security of downloads and output. Now in

its 16th year, eTeams has grown from a rural enterprise started by two individuals.

**Location** 3. Predominantly rural.

1. Small town.

**Description** eTeams International uses the services of teams of translators, world-wide, to service customers

locally, nationally and globally. Based in Scarriff, Co Clare, eTeams relies upon being in constant contact with its customers. Many of these are high profile organisations in the public and private sectors – for example, the EU Presidency websites of Ireland, the Netherlands and the UK, as well as DELL Products (Europe) and the European eContent project, STEEL. Although its eTeam participants are mostly homeworkers (more than 750 freelance eWorkers participate), the eTeams product is project managed and technically supported centrally to ensure that a secure and assured quality output reaches customers on time. This is achieved using a fixed wireless broadband connection with an ADSL line as a backup. This replaces a satellite link that was installed on an experimental basis in partnership with Shannon

Development's ICT expertise. The link is supported by an advanced integrated suite of laptops and PCs networked to a server using layout and design software, online project management

and computer-assisted translation tools. eTeams, Scarriff, Co Clare, Ireland

Nana Luke, e-mail: nana.luke@eteams.ie

Martina Minogue, e-mail: martina.minogue@eteams.ie

Website: www.eteams.ie



## **Quantitative Project Factors**

Target Rural Population Class of best

Links

3. Public Sector and Government agencies.

Class of best practice Primary

3. Diversification in a rural economy.

Sector for ICT Applications Secondary 3. eBusiness / eCommerce practices.

Secondary Sector for ICT Applications 5. Employment creation.

Application Financial Support

Originally supported by Shannon Development as part of a community development cooperative (eTeams is the oldest teleworking initiative in Ireland). Shannon Development itself,

formed in 1959, is Ireland's only regional economic development company

(www.shannondev.ie). It is a semi-State agency which generates its own income in addition to receiving support from national and EU structural funds. More recently, investment from Shannon Development, in the form of the ICT expertise needed to upgrade ISDN to satellite link. Shannon Development is also supporting eTeams through management development, trade

fair and marketing grants.

**Budget** N/A (eTeams is a private company)

**Sources of** Understood to include an unspecified combination of 1. and 2. – With indirect assistance from

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funds

regional funding (3.) channelled through Shannon Development.

**EU Support** 

Outputs number of Although still based on the telecottage principle, eTeams is a limited company with a turnover

users

in the order of 1 million euro.

Outputs jobs created

In excess of 750 eWorkers counting freelance translators globally.

iobs maintained **Approach** 

Permanent employees total 26.

1. Bottom-up, perceiving a teleworking opening for translation and other e-transmissible

1. Innovative – particularly during its second decade with the installation of satellite link and integrated management software.

#### **Qualitative Project Factors**

Reasons for developing the project

The project was initiated to create work where there was none. A local community development co-operative held out the opportunity of experimenting with teleworking. A niche market was identified in translation services and the business was launched in 1991. The problem for eTeams was that no conventional market existed locally for knowledge-based skills: an eMarket had to be identified, accessed and exploited. The drive for this has come from the owners of the business. But, in addition, by staying abreast of the latest technology (made available through a sympathetic and innovative regional development agency), by recognising its limitations on the needs of customers and by being prepared to upgrade the equipment and software used, the business itself has grown.

Solution

eTeams commenced by offering a comprehensive range of language services – translation, localisation, interpreting, proof-reading and abstractions in all world languages, as well as design and publication of multilingual content. The business offers flexibility and expects it. Most eWorkers, therefore, work at home but in a culture of effective project management. The client is offered a complete service involving project management, processing procedures, online project management interface, online content management tools, quality assurance, software and document formatting, confidentiality/non-disclosure agreements and copyright. These are managed through comprehensive, system-based protocols which assure excellence in each aspect of the contract. But achieving this has only been achieved by investing in technology to manage the changing customer interface and in new skills to identify and solve emerging customer needs. For example, progressively higher volumes of e-traffic have called for greater capacity. Successful implementation of new technology (notably, VPN) has demonstrated that technology is not a barrier in itself but the means of developing new services. eTeams expertise in project management skills have had to grow as a result. And improved quality assurance has followed from the interface between project management and content management. The principal lessons learned are that ICT provides solutions and is itself intrinsically beneficial where the business is e-based: improved ICT can only take the business forward. 1991

Time to develop project **Benefits** 

A substantial growth in (mostly) home-based work opportunities for skilled freelance workers

regardless of geographical location and personal circumstance – the only requirement being an

ICT link.

**Success Factors** 

4. Involvement and cooperation of local companies / organizations.

6. Understanding of growing competition and functioning of modern markets.

Sustainable **Transferable** 

Yes, indicates how an SME and the entrepreneurial spirit is one very determined "driver"

behind the take-up and development of ICT in rural areas, a lesson that should transfer well to

all rural areas.



# 39. eTowns, Shannon Region, Ireland

Name eTowns

**Country** Shannon Region, Ireland.

**Summary** eTowns is a network of five small, rural towns planning to use ICT to drive renewal and

development. In each town, a purpose-built "courtyard" development of homes-with-workshops is to be built. In the first town, a development of ten such units is nearly completed. The style of the development is consistent with local architecture and is located within the town. Each unit is served with broadband and occupants will be supported by trained mentors from within the local community. The occupants will be owner-managers of small but established knowledge-based businesses seeking to relocate for a better quality of life. Broadband connectivity is seen as an essential link between the community, the small town locality and the local economy in an area previously characterised by isolation, poor infrastructure and low investment. By using ICT to integrate work, life and enterprise, the project sets out to stimulate a vibrant, knowledge-based

economy capable of replication.

**Location** 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

Scattered, small towns (1 and 2).

**Description** The towns are all located in the Shannon Region of Ireland: Miltown Malbay, Co Clare;

Cappamore, Co Limerick; Newport, Co Tipperary; Tarbert, Co Kerry; and one as yet unspecified town in Co Offaly. Starting with Miltown Malbay, the aim is to establish a five-strand model linking small town development to ICT issues based on: partnership with the community and local authority; provision of tailored work-life accommodation using public private partnerships; delivery of scalable broadband; provision of community animation and training; and best practice in physical town renewal. The eTowns initiative is supported by the Southern and Eastern Regional Assembly and will be replicated more widely. The key partners are Shannon Development, which has supported the funding of the first courtyard development, and the Ibrickane Network, which is an active local community association in Miltown Malbay. Ibrickane is wholly committed to taking ownership of its eTown, to integrating the incoming families and businesses within the local culture and economy, and to demonstrating that this innovative project can successfully stimulate interest in ICT as well as growth in existing

businesses.

**Links** Paul Ryan, eTowns Project Manager

Shannon Development, Shannon Town Centre, Co Clare

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#### **Quantitative Project Factors**

Target Rural
Population
Class of best
practice

1. Community; and 2. SMEs and ICT-intensive businesses.

3. Quality of life in rural areas and diversification of the rural economy.

Primary
Sector for ICT
Applications
Secondary
Sector for ICT

2. SMEs (ICT-intensive businesses in the traded services sector including graphic design, consultancy, web design, publishing and professional services).

4. eLearning / eSkills, 5. Employment Creation Practices and 6. eCommunities.



**Applications** 

**Financial** Support

3,000,000–4,000,000 euro through public private partnership for physical infrastructure in Miltown Malbay (the first town); plus 400,000 euro from the Southern and Eastern Regional Assembly's Regional Programme of Innovative Actions for "knowledge support" elements (for example, connectivity, training and marketing).

**Budget** 

4,000,000 euro.

Sources of funds

1. Private funds rose commercially through public private partnerships; and 3. Regional public funds.

**EU Support** 

N/A

Outputs number of users

The first eTown, Miltown Malbay, is still under construction but nearing completion. Twelve community members have already been trained in Broadband use.

Outputs jobs created

Dependant upon completion of the first eTown (see above).

jobs maintained **Approach** 

A total of 50 jobs are intended to be created in Miltown Malbay in 2007–2008.

2. Top-down to initiate the project and to provide investment funding; but 1. Bottom-up to design, drive forward and take ownership of the essential integration of community, locality and economy.

1. Innovative.

### **Qualitative Project Factors**

Reasons for developing the project

Economic activity was being more effectively dispersed in urban areas than in rural areas. The knowledge centres of Shannon and the Limerick Technology Park, in particular, are known for their ICT expertise and characterised by Hi-Tec enterprise. By comparison, growth, investment and quality of life issues had fallen behind in rural areas, with a consequent impact upon job creation in the smaller population centres. The lack of connectivity was identified, at regional development level, as the key barrier. If connectivity, training and marketing could be provided locally, small town renewal would follow.

Solution

eTowns is a Shannon Development initiative. At the heart of the eTowns concept is a partnership between representatives of the community, the local authority and Shannon Development. This partnership co-ordinates and leads the implementation of the programme and focuses on ICT-related SMEs. The programme itself creates work-life accommodation in the form of "courtyard" complexes of small integrated workshops and residential accommodation. The accommodation varies, is wired for broadband office space and is offered for sale. The complexes are integrated within a Town Plan which provides the framework for future development. A portal website is being developed for each location and Animation and Training provided to 12 community members who will be available on a voluntary basis to assist the community and SMEs. Responsibility for the most appropriate form of Telecommunications Access remains within the expertise of Shannon Development.

Time to develop project

Project discussions commenced early in the decade. Construction of the Miltown Malbay site started in 2005 and by the end of 2006, 50 % of the units were committed. Construction will be complete by the end of 2007.

**Benefits** 

The expected benefit is an innovative model, based on a transferable concept of "work'life" balance, for the ongoing and future development of smaller communities in the Shannon Region.

Success **Factors** 

2. Support from regional /national authorities. 4. Involving local businesses and organizations.

Sustainable

**Transferable** 

The intention of eTowns is that the project should be transferable. Completions of the first eTown, followed by replication in four other locations, are the key success factors. It follows that eTowns needs to be monitored over several years to understand from the project team's own experiences what works and what does not. In order to pass on usable ideas and experiences in rather quicker time, however, the following factors are certainly capable of replication: an underlying concept (in this case "work/life" - that is, living accommodation with workshop space attached, both serviced by broadband); the target of attracting established ITbased businesses seeking to relocate for quality of life reasons; integration of their new homes within the local community (in the sense of architecture, culture and location); and ownership of the development by that community (commencing with a vibrant, interested local network, demonstrated by a productive partnership with the project managers, and to be implemented by trained local mentors).



# 40. Carlow Rural Information Services Project (CRISP), South East, Ireland

Name Carlow Rural Information Services Project (CRISP)

**Country** South East, Ireland

Summary CRISP is a network of computer training and access centres in Co Carlow. CRISP does not

distinguish between rural and urban dwellers, recognising that Carlow Town is the natural hub for economic development, social activity and county identity. Instead, it balances Carlow's better ICT with local IT provision comprising training, access to the net and a website. This enables and encourages the local voice to be heard. Furthermore, local citizens are encouraged to use the local facility not just as a communal diary but also for their personal affairs and

agenda.

**Location** 3. Predominantly rural but becoming 2. Intermediate within the next 10 years.

2. Scattered.

**Description** CRISP is a rationalisation of a number of discrete ICT projects, now in its seventh year. It

commenced as an initiative of the County Development Board with County Council support and certain national and commercial grants. CRISP was transferred to Pobal in 2004 (Pobal is a not-for-profit company that manages integrated social inclusion programmes on behalf of the Irish Government and the EU). The Pobal contract lasts three years and is currently up for review. The project has transitioned from very uneven ICT take-up in rural areas to a coherent network displaying consistent features but specifically aimed at enabling the local voice. CRISP has now put in place eight Town and Village websites of which six are in the small, rural category. The project runs on partnership between national, county and local agencies. These provide information, training and also the physical means to participate. Programmes include eInclusion, JobLink, the Carlow Virtual Museum, Access to Information, and the Carlow Folklore project. The training offered comprises "beginners", "intermediate", ECDL, digital photography, computerised accounting, and website design. The single purpose is to provide every citizen, regardless of circumstance, with the skills and means to access ICT and to use it as he or she

wants. To that end wheelchair-accessible terminals are being introduced.

Links Jarlath Judge, CRISP Project Manager

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E-mail: jjudge@carlowcoco.ie

Website: www.crisp.ie, www.hacketstown.ie, www.borris.ie



## **Quantitative Project Factors**

Target Rural Population Class of best

1. Every rurally based citizen in Co Carlow.

practice
Primary
Sector for ICT

3. Quality of life in rural areas.

Applications Secondary Sector for ICT 4. eLearning and eSkills.

Sector for IC Applications Financial Support 6. eCommunities.

Various local agencies have made contributions in kind. Carlow County Council provides material support to cover CRISP's capital outlay. The different programmes which make up CRISP are funded as follows: eInclusion (Department of An Taoiseach); JobLink (Department of Social and Family Affairs); Carlow Virtual Museum (Interreg); Access to Information (Comhairle); and the Carlow Folklore Project (Heritage Council). And CRISP itself generates funding from providing training – although payment by participants is a function of ability to pay and of the availability of funds to support particular areas of need. CRISP's other trading



3. Public Funds – local/regional, 4. Public Funds – national, and 5. Public Funds – EU.

activities include web design, CD-Rom duplication and printing, multimedia presentations and

online services.

**Budget** 350,000 euro pa, comprising 250,000 euro from Pobal and approximately 100,000 euro from

CRISP's own activities.

Sources of

funds

**EU Support** Outputs -

users

number of

Outputs jobs created iobs

N/A maintained

Approach

Carlow County Council provided Interreg funding for the Museum project. 3,000 Co Carlow citizens have benefited from ICT training. The demand for training continues. The age profile of users is broadly 80 % over 25 years of age, 20 % under 25 years of age. The

gender profile is around 70 % women and 30 % men.

10.5 Whole Time Equivalent positions.

2. Top-down.

Non-innovative.

## **Qualitative Project Factors**

Reasons for developing the project

CRISP was initiated because discrete IT projects in the area served by Carlow County Council were not reliably extending ICT to citizens in rural areas and encouraging IT take-up. The problems encountered included low skill levels, poor self confidence, and low usage of IT-based information services. These were aggravated by problems of access. CRISP's approach was a top-down initiative to improve and better manage the situation in order that citizens in Carlow might participate in and benefit from a vigorous County approach to economic development. Despite taking a non-innovative approach, CRISP's success parallels Ballyhoura and Passerelle

Solution ECO in that it uses a subordinate message to drive better take-up. The local websites

(eCommunity) offer a range of different "packages" – from local diary events, to money advice, to contacts, to local histories. This is a complete local service conveying messages which local people need, want to hear and want to contribute to. The acquisition of other skills and improved take-up of ICT follows on from what is actually an eSocial Event. The key lesson learned concerns updating the community websites, which is seen as a major problem area. To be fully inclusive, the community itself has to be involved. Despite raising awareness of the updating system in place and despite making appropriate training available, community groups

are very reluctant to undertake the tasks themselves. They prefer to send the CRISP management team their local amendments. The response of the CRISP management team has been to update content centrally except where local "partners" can be found. One such example is a local Boy Scouts Group which produces its own weekly newsletter – an example of young people at ease with a task and medium which more mature members of society still find daunting. The software packages used to update community websites are commented upon

under "Transferability" below.

The project started in 2000 and was transferred to Pobal (see "Description" above) in 2004.

Time to develop project **Benefits** 

The means of access to ICT and the availability of training to do accomplish whatever use an

individual citizen wants, for every citizen in Carlow.

Success **Factors** 

2. Support from regional /national authorities.

4. Involvement and cooperation of local companies /organizations.

Sustainable

**Transferable** 

Yes. The history of CRISP's attempt to identify how best to update community websites (discussed above under "Solution") is well documented and explains how this central problem has been solved. The CRISP management team included a web developer. The team leader himself was also familiar with the different applications available. Together, they were very knowledgeable. They began by creating initial layouts in Dreamweaver, Word and HTML. They also investigated many content management systems, some being offered by companies on a commercial basis. They opted for low-cost or free systems and tested a selection before using an "update-by-email" system. The developer of this system has since disappeared although CRISP still has access to the programme he designed for them. Currently, however, CRISP is using "coffeecup rss" for updating pages, and is considering Moodle/Mambo (both free) for community use.

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# 41. Brescia – Broadband Technology to Bridge the Digital Divide, Italy

Name Brescia – Broadband Technology to Bridge the Digital Divide.

Country Lombardy, Italy

Summary The Province of Brescia, Italy working with Cisco developed a public/private partnership model

to bridge the Digital Divide – connecting citizens and local businesses with the information,

tools and skills needed to succeed in today's global economy.

Location 2. Intermediate Region, 3. Predominantly rural.

1. Small Town, 2. Scattered.

Description Brescia is in northern Italy and is part of the region of Lombardy, which borders Switzerland.

> With a population of just over one million, the province is the third largest industrial area in the country. Brescia has a rich manufacturing tradition, but recently there has been a move to a more service-oriented business model. Companies' attempts to become more knowledge-based, however, were being severely compromised by the fact that more than half of the province does not have access to broadband connections. Of the province's 206 municipalities, 144 comprise rural areas with populations of fewer than 5,000. This low population density, compounded by the fact that many villages are spread across mountainsides, meant that the province's attempts to encourage local telecommunications companies to provide the necessary connectivity proved unsuccessful. The need to stimulate economic development while bridging a growing digital divide in rural communities spurred the province to create a new public/private partnership model. The province would own the physical network infrastructure, but look to the private sector to operate it. A public tender explored all technology options and resulted in a winning

bid from Linkem, a service provider using Cisco's mesh wireless technology.

Website: www.cisco.com/isbg, www.provincia.brescia.it/innovazione/index.php



#### **Quantitative Project Factors**

**Target Rural** 1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government **Population** Agencies/Schools.

3. Quality of Life in rural areas and diversification of the rural economy.

Class of best practice

Links

2. SMEs.

**Sector for ICT Applications** 

**Primary** 

Secondary 2. eBusiness / eCommerce Practices.

**Sector for ICT Applications** 

**Financial** 2 million euro funding by local and regional governments.

Support

**Budget** 2 million euro funding by local and regional governments + private partner investment.

Sources of 1. Private funds, 3. Public funds - local/regional. funds

**EU Support** N/A

Outputs -N/A

number of users

Outputs -N/A

jobs created jobs

maintained

N/A

**Approach** 

2. Top-down.

1. Innovative.



## **Qualitative Project Factors**

## Reasons for developing the project Solution

- 1) It is difficult for local businesses to succeed against global competitors, 2) There are rural areas of the province that are out of the broadband coverage 3) Local government investment in ICT is low, the project will promote the local investment in ICT and eGovernment solutions. SOLUTIONS:
- 1) Mesh wireless network brought to rural areas with fibre optics to connect long/distance backbones.
- 2) Government broadband strategy becomes a regional shared-services strategy. 3) A strategic value-case analysis quantifies the forecast impact of technology. 2005-2006.

Time to develop project **Benefits** 

#### Expected benefits:

- 1) Bridging the digital divide in 79 of the province's most underserved communities.
- 2) Shared services bring government closer to citizens and business.
- 3) Initial 2 million euro funding by local and regional government, matched by private sector, forecast to deliver positive impact worth 139 million euro in six years: 27 million euro. Unemployment benefits saved by people not becoming unemployed and, thus, being eligible for benefits + 41 million euro Tax revenue not generated by those people who lost their jobs + 39 million euro SMB productivity benefits based on increased efficiencies for businesses having access to broadband-based Internet business solutions (eCommerce, intranet, electronic supply chain and procurement, and eFinance) + 30 million euro Public administration benefits-(increased productivity and cost savings) through fully scaled regional shared public services including Intranet, eProcurement, Intranet connectivity to schools, and eHealth + 2 million euro Revenue-sharing contribution from service provider to the province.

Success **Factors** 

2. Support from regional /national authorities.

4. Involvement and cooperation of local companies / organizations.

Sustainable

**Transferable** Yes. The project context involves regions with remote rural areas that don't have access to

broadband.



# 42. Rural Information System for GAL Platani Quisquina, Italy

Name Rural Information System for GAL Platani Quisquina

**Country** Italy

**Summary** The Project aims to define a pattern of collaboration for the participating GALs and to realize

the necessary supports, indicating the communication infrastructure and also the overhanging service layers. The communication infrastructure is fundamental for all the projects. The project is particularly addressed to rural areas in which the presence of ADSL is still very limited and in which an adequate diffusion to cover the necessities of the administrations and of the citizens is not foreseen in the very next future. Therefore, the communication infrastructure is based on the

adoption of an integrated satellite communication system with Wi-Fi access points.

**Location** 3. Predominantly Rural (PR) -> 50 % rural.

2. Scattered.

**Description** The LAG Platani Quisquinia operates in the Agrigento area (Italy) with 7 municipalities

(Alessandria della Rocca, Bivona, Cammarata, Cianciana, San Biagio Platani, San Giovanni Gemini, Santo Stefano Quisquina) with about 35,000 inhabitants on a 535 sqkm territory. The valorisation of the local products (especially by giving access to the markets to the small productive units by means of a collective action) is the main theme which would start, in the area, a serious process of socio-economic development which would also bring an improvement of the quality of life of the rural areas.

The choices we made will enable:

- The growth of new products, processes and services which will include local characteristics.

- New methods which will put together the local natural and human resources to better use the local potentialities.

- Access to new markets and ways of commercialisation.

- Interconnection between economic sectors which traditionally acted on their own.

- New ways of valorisation of the natural and cultural heritage.

- New ways of fighting social exclusion.

- New methods of communication and of transfer of know-how.

All above elements which characterize the main theme chosen to be the "Pilot Strategy", which are vital to the territory and economically feasible. Obviously such strategy needs real supports

to be realized.

**Links** Associazione Platani Quisquina c/da

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Powered by GAL Platani Quisquina





#### **Quantitative Project Factors**

**Target Rural** All, 1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government Agencies/Schools.

Class of best practice Primary

3. Quality of Life in rural areas and diversification of the rural economy.

Primary 6. eCommunities. Sector for ICT

Applications Secondary Sector for ICT

4. eLearning / eSkills.

Sector for IC Applications Financial

Support

European Commission.

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**Budget** N/A

Sources of

5. Public funds EU Leader + and own co funding.

funds

**EU Support** Leader + Outputs -N/A

number of users

Outputs -

jobs created

jobs maintained **Approach** 

N/A

N/A

Bottom-up. 2. Non-innovative.

# **Qualitative Project Factors**

Reasons for developing the project

The project documents bottom up approach of building of communication infrastructure in areas, where the market failed. This is an interesting approach of establishing of local development strategy in LAG.

Solution

The important issue of this project is building of local strategy, where communication

infrastructure and application are important parts.

Time to develop 2006

project

**Benefits** ICT infrastructure.

**Success** 1. Financial support from EU.

**Factors** 5. Understanding the need of creating /spreading information society.

Sustainable Yes **Transferable** Yes



# 43. eLearning – Livani, Latvia

Name eLearning - Livani

Country Latvia

Summary The regional development program creates courses of different areas for the local society.

Location Predominantly Urban (PU).

> 1. Small Town.

Description The leading team in Livani together with its partners at Riga Technical University set up an

> e-learning centre to develop a strategy of community development in a knowledge society. An e-learning centre was created in Livani to conduct training in the following areas: IT for beginners, advanced IT, and continued training in Business Planning for Open Markets. It also

includes a video conferencing capability.

The training is an excellent means to remedy the social and economic marginalization of the

participants, a significant factor in an economically depressed town such as Livani.

Links Riga Technical University

> Distance Education Study Centre Director: Dr. Atis Kapenieks E-mail: desc@rsf.rtu.lv Tel.: +371- 7089216



#### **Quantitative Project Factors**

Target Rural **Population** 

1. Community/Home.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

Primary

4. eLearning / eSkills.

**Sector for ICT Applications** 

Secondary N/A

Sector for ICT

**Applications** 

**Financial** Funds from national development programmes.

Support

**Budget** N/A

Sources of

funds

4. Public Funds – National.

**EU Support** 

Outputs -

165 participants across 2001 and 2002.

number of users

Outputs -

N/A.

jobs created iobs

N/A.

maintained Approach

1. Bottom-up. 1. Innovative.

# **Qualitative Project Factors**

Reasons for developing the project

The Livani region was among the most economically developed in Latvia from 1980 to 1990 but during the period of transfer to a free market economy and a knowledge society, 90 % of the old industry collapsed, causing unemployment to rise up to 25 %.

The leadership of the Livani region realised that a smart transfer to knowledge society may

rapidly enter it into the mainstream of advanced economies.

Solution The courses consisting of 3 to 4 face-to-face seminars (about 6–8 hours), with 20 hours of



estimated individual work online; study aids include an interactive multimedia CD-ROM and a printed workbook. An e-game *Marketplace* was organised for the course *Innovation* 

Management. There was also created a Knowledge Repository available on the Internet. It put into effect the knowledge that was captured from participation in the European 5th Framework programme project Hyperknowledge. The eLearning centre also has a video-conference capability.

The project was supported by permanent availability of tutors by telephone and e-mail and of computers with Internet access in a local "e-study centre" where necessary.

1999 - 2003.

Time to develop project Benefits

The main objective was to develop the knowledge society by promoting the new opportunities

in the local society, as well as to advance technology and methods of e-learning.

These results were achieved, what can be seen in the growing number of participants, who have assessed the courses as very good and are willing to continue this type of education on a more

advanced level.

Success Factors 2. Support from regional /national authorities.

5. Understanding the need of creating / spreading information society.

Sustainable

No

Transferable

The best areas of transferability for this project are regions with high unemployment rate. When it comes from insufficient skills this project shows how this problem can be overcome even if people live in small villages. They can improve their qualification to have new opportunities of finding a job.



# 44. Rural Area Interconnection to Educational Broadband Network (RAIN), Lithuania

Name Rural Area Interconnection to the Educational Broadband IT Network (RAIN)

Country Lithuania

Summary Project's objective is to provide broadband access for all rural public sector administration

institutions, hospitals, laboratories, schools, museums, libraries, public Internet access points

and also for rural residents and business companies.

Location 3. Predominantly Rural.

2. Scattered.

Description RAIN project is coordinated by Institute of Mathematics and Informatics. Partners of this

> project are Ministry of Science and Education, Ministry of Transport, 10 Regional and 49 Local Administration. The Project is implemented by public institution "Plaiajuostis ryšys". There was a clear need for a comprehensive study of broadband availability across Lithuania. There were two directions identified for the study. One direction was towards actual usage of Internet connectivity in country's rural areas, and second was towards the ability of local market to

provide the infrastructure for the broadband access.

For the second phase the aim is:

Spreading the infrastructure to 33 % of Lithuanian rural population

Links Laimutis Telksnys, Head of the RAIN Project,

> Institute of Mathematics and Informatics, Goštauto Str. 12, LT-01108 Vilnius, Lithuania

E-mail: telksnys@ktl.mii.lt

Website: www.rain.lt/EN/index en.php



RURAL AREA INFORMATION TECHNOLOGY BROADBAND NETWORK (RAIN)

# **Quantitative Project Factors**

Target Rural 1. Community/Home,

Population 3. Public Sector / Government Agencies / Schools.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** 

6. eCommunities.

**Sector for ICT Applications** 

Secondary N/A

**Sector for ICT Applications** 

**Financial** Co-financed by the Government of the Republic of Lithuania and EU Regional Development

Support Fund ERPF.

It is also supported by grants from local authorities.

**Budget** 21.5 million euro.

Sources of 3. Public funds – Local/Regional, 4. Public Funds – National Government, 5. Public Funds –

funds

**EU Support** EU Regional Development Fund ERPF – about 10.5 million euro.

All local administrations in rural territories (3,200 km).

Outputs number of users

Outputs -N/A

jobs created

jobs

N/A

maintained

Approach 2. Top-down.

1. Innovative.



## **Qualitative Project Factors**

Reasons for developing the project

The main problem was low commercial attractiveness of rural areas.

There was a need to improve the possibilities for the inhabitants of the regions to employ ICT

for education and development of skills, creativity and entrepreneurship.

There was also a need to develop a model for Central and Eastern European countries

presenting the practical way of involving the rural areas' inhabitants into modernization of their

activities by the use of ICT, to help them develop.

Solution

The main solution was to create a broadband Internet network in all rural areas, which do not have such infrastructure.

The ways to achieve the above are to:

- Interconnect with optical fibre centres of rural elderates i.e. the smallest administrative unit in Lithuania, where there is no broadband access.
- Install terminal nodes in the centres of rural elderates.
- Warrant broadband access to the Internet for all rural institutions and also for residents and business companies.

The project schedules the building of fibre-optics based broadband network channels to all local administrations in the territories of rural local administration centres of Lithuania. The total length of such built channels will amount to 3,000 kilometres; additionally the same amount will be rented from other fibre-optical infrastructure owners. The territories of every local administration centre and about 350 schools will be equipped with RAIN communication nodes having access to municipality centres through optical connection channels. The speed of data transfer will reach no less than 100 Mbps. At the initial stage of the project RAIN it is planned to build 51 non-interconnected networks that would be geographically located in the territories of local municipalities of the country.

Time to develop project Benefits

September 2005 to March 2008 (next phase 2008–2010).

Goal to be achieved – provide broadband access to:

- 1. Not less than 80 % of all rural education institutions, planned in Lithuania's education
- 2. Not less than 75 % of all rural public sector administration institutions, providing secure data
- 3. Not less than 75 % of all rural health institutions, planed in Lithuania's e-health strategy
- 4. Not less than 75 % of all rural public Internet access points.

**Success Factors** 

- 1. Financial support from EU.
- 2. Support from regional /national authorities.
- 4. Involvement and cooperation of local companies / organizations.

Sustainable **Transferable**  Yes

The idea of the project can be transferred as it can be applied to all rural areas without Internet access. In this case the main initiative was providing public institutions with a connection. Governmental initiative again plays an important role here, to understand and fight lack of Internet access



## 45. Nuenen, Eindhoven, Netherlands

Name Nuenen

**Country** Eindhoven, The Netherlands

**Summary** This town in the Netherlands has been able to connect the vast majority of residents to very fast

broadband laying fibre optic cable to their homes. This Fibre to the Home (FTTH) is one of the only examples in Europe where this has been carried out successfully. Nuenen has closed this gap and radically connected a huge number of residents, despite competition from cable and DSL operators. Their focus on community services and co-operative ownership has driven take

up in the town.

**Location** 2. Intermediate Region (IR).

1. Small Town.

**Description** Nuenen is located near to Eindhoven in the Netherlands. It is a town with 23,000 residents. The

aim of the project was to provide residents with a new service which would provide "future

proof' high speed broadband via fibre optic cable.

This would be the basis for a number of services which could bring the community closer together. Social landlords were a key partner and they saw benefits in providing residents with TV, phone and broadband. The broadband carries monitoring services which would allow

residents of sheltered housing to feel more secure.

Very high take up characterizes the project – 85 % homes signed up for the package of TV,

internet and phone.

**Links** Kees Rovers

Close the Gap BV P.O. Box 121 5670 AC Nuenen The Netherlands

E-mail: <u>info@closethgap.nl</u> Website: www.closethegap.nl



### **Quantitative Project Factors**

Target Rural
Population
Class of best

1. Community/Home.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

Primary Sector for ICT Applications 6. eCommunities.

Applications Secondary

2.SMEs.

Sector for ICT Applications



**Financial** Support

The Project has received some financial support from the EU. Individual businesses received

grants which were then invested in ONSnet.

**Budget** 

Sources of funds

1. Private funds, 2. Bank loans, 3. Public funds – Local/Regional, 4. Public Funds – National, 5.

Public Funds – EU.

**EU Support** 

ERDF – amount not available.

Outputs number of users

7,500

Outputs -

10

jobs created jobs

N/A

maintained **Approach** 

1. Bottom-up.

1. Innovative.

#### **Qualitative Project Factors**

## Reasons for developing the project

The project was initiated by Kees Rovers, who worked for a co-operative bank. Working with other residents, they set up a cooperative called "Ons Net" literally "our network." Close the Gap described the issues facing FTTH as the "Glass Fibre Dilemma"; lots of goodwill from all parties, everyone thinks it's a good idea and many investors are aware of the massive growth of digital services. Yet potential providers wait for a large enough networks (the issue of "scale") with lots of subscribers and subscribers wait for the benefit of "Next Generation" services. Kees Rovers devised and implemented a process which he says "can close the last gap between providers and buyers". There were numerous barriers in the development of the project – gaining co-operation from existing communications companies, marketing the service and raising initial finance.

#### Solution

The project has shown that high take up is possible.

The focus was on the people and on the best ways of communication and persuasion. The team avoided jargon and tailored communications towards elderly women. The project is based on "Seven Pillars" including a strong feeling of community ownership, robust business model, and locally created services and content.

It is clear that this approach has achieved broadband take up far higher than existing broadband providers. The lessons from Nuenen are also applicable to other areas. Although the cost of installations was relatively low compared to some rural scenarios, the project shows what can be achieved with commitment and drive.

#### Time to develop project **Benefits**

Project was initiated in 1999.

The project has effectively engaged the local community. The project is initiated, driven and owned by the community. The cooperative delivers services and covers its costs – it's there to serve the community. The organisation is not a commercial entity with external shareholders to

satisfy and this increases local engagement and "buy-in".

The network supports homecare technologies and video links which allow doctors to communicate with patients at home. Sheltered housing is now equipped with latest technology to provide residents with added peace of mind.

Success **Factors** 

3. Strong involvement of local communities.

4. Involvement and cooperation of local companies /organizations.

Sustainable **Transferable**  The project has exceeded revenue expectations and will continue for at least 20 years. Laying fibre is a key way to future proof rural broadband, so this scheme and its financing can

be transferred to other member states.



## 46. New Zealand WiFi, New Zealand

Name New Zealand WiFi Country New Zealand

Summary New Zealand has a low density rural population with many people outside the reach of ADSL. The gap

has been filled by wireless operators, who have provided a reliable always on connection to homes and

businesses.

Location 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

3. Isolated.

Description New Zealand has a low density rural population with many people outside the reach of ADSL. The gap

has been filled by wireless operators, who have provided a reliable always on connection to homes and

businesses.

Links Scott Bain, Cisco Systems

Tel: 02088241000 E-mail: sbain@cisco.com

http://www.cisco.com/global/EMEA/ruralbroadband/assets/pdfs/Rural Broadband NZ Case Study.pd

 $\underline{\mathbf{f}}$ 



#### **Quantitative Project Factors**

**Target Rural** 2. SME / Business / Agrifood / Private Sector.

**Population** 

Class of 3. Quality of Life in rural areas and diversification of the rural economy.

best

practice

**Primary** 

Sector for

**ICT** 

**Applications** 

Secondary Sector for

6. eCommunities.

2. SMEs.

**ICT** 

**Applications** 

Financial

The project was supported completely from the private sector. **Support** 

**Budget** 

Sources of 1. Private funds.

funds

**EU Support** N/A Outputs -1,500

number of

users

Outputs -5 jobs created

jobs 2 maintained

Approach 1. Bottom-up.

1. Innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

Rural areas in New Zealand benefited from spectacular scenery, but had difficulty accessing broadband services. Much of the country is made up of scattered settlements, with half the population living in the 5 major cities. The national telephone company could not justify the cost of installing broadband in these areas. This became an issue for the government, as rural areas were falling behind urban areas. Businesses could not compete with their urban counterparts. Telephone companies could not justify the expenditure on converting their exchanges to ADSL.

Solution

A couple of operators started up using 802.11 Wi-Fi equipment.

They used the 2.4 GHz frequency range – eliminating the need to obtain licenses. New Zealand allows operators to use 4Watts of power in this frequency, so the equipment delivered a service up to seven kilometres.

Access points connect up to 25 different properties in each community, with several serving larger communities. The customer fits a Wi-Fi antenna to the outside of their building and this connects to receiving equipment inside. Cisco equipment was used throughout.

The operators supply a range of services up to 500 kbs to customers.

Time to develop project Benefits

01/01/2001

This was a high risk strategy but it has paid off for the operators. They were able to pick up customers who could not get broadband any other way. This solution filled the gap left by other operators. They

had none of costs associated with enabling telephone exchanges and problems with the quality of the copper telephone network. As Wi-Fi networks have developed across the world, the cost of equipment has come down significantly. Fewer access points were required than in the Europe as the Wi-Fi signal strength in New Zealand is much higher. Customers are now using broadband for other services such as

telephony.

Success Factors 4. Involvement and cooperation of local companies / organizations.

Sustainable

6. Understanding of growing competition and functioning of modern markets.

Transferable

Project is now competing with ADSL in more areas, however, the customer base is holding up. These Wi Fi schemes can be transferred to areas where there is not the communications infrastructure

(phone lines) to provide a good broadband service.



# 47. Broadband Network of Kuyavia and Pomerania Region (K-PSI), Poland

Name Broadband Communication Network of Kuyavia and Pomerania Region (K-PSI)

Country

Summary The main priority of K-PSI defined by its founders, is to build modern, broadband infrastructure

in the region, which is crucial for its development, boosting its attractiveness and improving

competitiveness.

Location 1. Predominantly Urban (PU) – < 15 % rural.

> Small Town, Scattered. 1.

Description The project is coordinated by non-profit organisation and covers a whole Kuyavia and

Pomerania region.

The programme of K-PSI is mainly focused on providing the inhabitants of the region with common access to broadband services by building a distribution node in each county of the

In the K-PSI project will be also held initiatives to minimize the obstacles to Information

Society development, including:

- cost reductions in telecommunication services,

- eliminating educational barriers,

- cost reductions in networks building in local authorities,

- overcoming social barriers (low-income society) to the use of modern communication

networks.

Links Krystyna Nowak, the Director of K-PSI, ul.

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E-mail: biuro@kpsi.pl



#### **Quantitative Project Factors**

**Target Rural Population** 

3. Public Sector/Government Agencies/Schools.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** 

6. eCommunities.

144 communes.

Sector for ICT **Applications** Secondary

3. eBusiness / eCommerce.

Sector for ICT **Applications Financial** 

Co-financed by the Government of the Republic of Poland and EU Regional Development Fund

Support ERPF.

**Budget** Around 12 million euro.

Sources of funds

**EU Support** 

3. Public Funds – Local/Regional and 5. Public Funds – EU.

Outputs -

EU Regional Development Fund ERPF.

number of users

Outputs -6 jobs created 6 jobs

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maintained Approach

- 2. Top-down.
- 1. Innovative.

## **Qualitative Project Factors**

# Reasons for developing the project

The main directions for building Broadband Communication Network are highlighted in the Regional Strategy of Innovation of Kuyavia and Pomerania Voivodship. The concept also conforms to the priorities indicated in other national and European strategic documents on developing broadband infrastructure, such as: e-Europe 2002 – An Information Society for All, e-Poland – Action Plan on Developing Information Society in Poland in 2001–2006. In particular, it refers to the issue of building the Information Society infrastructure. However, on defining the project, a possibility of making use of already existing infrastructure (built on a basis of academic and scientific PIONIER programme) was taken into consideration.

#### **Solution**

The main problem was to distribute the broadband signal to almost every part of region. Additionally the network should have enough capacity to connect a great number of local authorities, schools and other educational institution. For these reasons the solution is base on two types of infrastructure: cable and wireless. The core of network will be built with fibre and will connect the main 19 towns in region. It will also provide enough capacity for bigger institutions such universities or regional authorities. The second part of infrastructure will be based on wireless access points. They will cover requirements of smaller users of network. Because of scale of project (over 12 millions euro) it was a great importance to choose right development company. In the procurement procedure it was selected a consortium with very experienced company in development and production of telecommunications networks. From November 2002 to now.

#### Time to develop project Benefits

The regional network will provide a fibre backhaul between 19 access nodes located in all region's countries and wireless access points in all 144 communes.

There will be preferable access to the network for administration, schools and universities (especially Nicolaus Copernicus University in Torun and University of Technology and Life Sciences in Bydgoszcz).

Three programs will be started based on this network:

- eGoverment (in tests now),- eHealth (in tests now),
- eLearning.

## Success

- 1. Financial support from EU.
- Factors
- 2. Support from regional /national authorities.
- 4. Involvement and cooperation of local companies / organizations.

#### Sustainable

# Transferable

#### istainable Y

The idea of the project can be transferred as it can be applied to all rural areas without Internet access. As the project is a big initiative it is important that local governments get involved in

such action and, what's best, be the initiator.



# 48. Ikonk@, Poland

Name Ikonk@ Country Poland

Summary The program was intended for creating Public Internet Access Points in public libraries in all

communes across particular provinces in Poland. Ikonk@ is meant to be one of way to create

information society in Poland.

Location 2. Intermediate Region (IR).

1. Small Town.

Description The main goal of Ikonk@ is delivering inexpensive, easy and common access to Internet

following the guidelines of The Lisbon Strategy.

The idea of the project is creating Internet reading rooms to bring back the image of public libraries as the source of knowledge, information and progress. Supplying thousands of users with access to Polish Internet Library and other Internet resources, it gives the chance for everyone to have equal access to knowledge, especially people in very small towns.

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#### **Quantitative Project Factors**

Target Rural

**Population** 

1. Community / Home.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** Sector for ICT 6. eCommunities.

**Applications** 

Secondary N/A

**Sector for ICT Applications** 

**Financial** Modern Poland Foundation. Support Microsoft – equipment.

Ministry of Science and Information Technology Development.

**Budget** approx. 500,000 euro. Sources of 1. Private funds.

funds 4. Public Funds – National Government.

**EU Support** 

Outputs -Over 1,500 of Internet reading rooms.

number of users

Outputs -N/A jobs created

jobs

N/A

maintained Approach

2. Top-down.

2. Non-innovative.



#### **Qualitative Project Factors**

Reasons for developing the project Solution No access to Internet for people in rural areas and small towns.

The project created Public Internet Access Points in public libraries in all communes of particular provinces. Libraries are fitted with 3 PCs, operating system, office and antivirus

software, network equipment (Wi-Fi).

The program also offers access to the Polish Internet Library and creates Internet reading rooms. The Ministry of Science and Information Technology Development also conducted training for

the librarians.

Time to develop

Since September 2003.

project Benefits

1,500 Internet reading rooms were created in 12 provinces.

Success

2. Support from regional /national authorities.

Factors 4. Involvement and cooperation of local companies / organizations.

5. Understanding the need of creating / spreading information society.

Sustainable

Yes

Transferable

The strategic factor here was mainly government initiative and effective actions taken by the

foundation. The project covered most communes and regions in the country, so its

transferability is understood in the context of implementation in other countries with similar

problems.



# 49. Zielonka, Poland

Name Zielonka Country Poland

Summary Zielonka is a small commune near Warsaw the capital of Poland. Local authorities built the

radio network for realisation of its statutory operations and to increase security in the town. This

network is also available for free to people who lives in Zielonka.

Location 2. Intermediate Region (IR).

Small Town. 1.

Description Town of Zielonka has 79 square kilometres and almost 17,000 inhabitants. The network covers

whole town area and it is planned to expand the network into neighbouring communes in the

Links Website: www.zielonka.pl

Krysztof Slomka, e-mail: k.slomka@zielonka.pl



#### **Quantitative Project Factors**

3. Quality of Life in rural areas and diversification of the rural economy.

Target Rural

**Population** 

Class of best

practice

**Primary** 

Sector for ICT

**Applications** Secondary

Sector for ICT

**Applications** 

**Financial** 

Support

**Budget** 

70,000 euro. Sources of 3. Public funds – Local/Regional.

funds

**EU Support** 

N/A

Outputs -

The commune of Zielonka.

1. Community / Home.

6. eCommunities.

number of users

Outputs -

N/A

jobs created jobs

maintained

N/A

**Approach** 

1. Bottom-up.

1. Innovative.

**Qualitative Project Factors** 

Reasons for developing the project

There was a necessity to establish a good quality communications system between local authorities for correct realisation of their statutory operations in commune. The monopoly operator raised problems (both technical and financial) to cooperate with local government. The local Police were also very interested in developing a new communication system. The Police

have connected a security monitoring system to the network.

Solution The project built a local radio network using pre WiMAX technology.

Project was realized in 100 % with council funds.

All local authorities, schools and Police gained free access to this network. The Police had a

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separate private network to protect data.

To implement the project successfully, an external consultancy company was hired. The company was responsible for the preparation of the technical aspects of the new network and

procurement process.

Time to develop project Benefits September 2004 to September 2005.

The new wireless network improved operational efficiency of local authorities, also decreasing

the cost of maintaining the communication systems for the commune.

The security monitoring system with cameras in many places, increases security in town. Almost all citizens of Zielonka commune can gain free access to the Internet through this network. Because of the chosen solution and Polish law, this free access is restricted only to

people who are living in Zielonka and pay tax there.

Success Factors 2. Support from regional /national authorities.

Sustainable

Yes

Transferable

The idea of the project can be transferred to any area without access to Internet. This project

shows that lack of optical network doesn't have to be a barrier for providing the access.



# 50. Rude – Associação de Desenvolvimento Rural, Portugal

Name Rude - Associação de Desenvolvimento Rural

Country Portugal

Summary Network of Public Internet Access Points in the councillors of Belmonte, Covilhã and Fundão.

Location 2. Intermediate Region

2. Scattered.

Description A network of Internet access points, equipped with computers, printers and scanners, was

created in public spaces (Local Associations, Juntas de Freguesia) of the municipalities of

Belmonte, Covilhã and Fundão.

This infrastructure allows the citizens free and nearby access to Internet. It aims to get the rural population familiar with the new ICT Systems, promote the exchange of information and the

access to remote services.

Links Morada: Quinta do Pedregal – Eixo TCT

Estação dos Caminhos de Ferro - 6200 Covilhã

Tel.: 275 313 016, Fax: 275 314 470 E-Mail: rudeleader@mail.telepac.pt

Website: www.rude-adr.pt

1. Community / Home.

4. eLearning / eSkills.



#### **Quantitative Project Factors**

**Target Rural** 

**Population** 

Class of best 3. Quality of Life in rural areas and diversification of the rural economy.

practice

**Primary** 

**Sector for ICT** 

**Applications** 

Secondary Sector for ICT

**Applications** 

**Financial** 

Support **Budget** 40 000 euro

Sources of

5. Public Funds – EU.

6. eCommunities.

funds

LEADER+ programme.

**EU Support** Outputs -

LEADER +, 39,800 euro. N/A.

number of

users

Outputs -

N/A.

jobs created

jobs

N/A.

maintained

2. Top-down. Approach

2. Non-innovative.

**Qualitative Project Factors** 

Reasons for developing the project

Deficiencies of ICT skills and basic ICT equipment still existing in rural population.

Set-up the network of Internet access points, equipped with computers and broadband access in public spaces (Local Associations, Juntas de Freguesia) of the municipalities of Belmonte,

Covilhã and Fundão.

Time to develop project

Solution

22 March 2006.

28 February 2007.



Benefits The benefit of the project is that rural population has a mean to become familiar with ICT

Systems and explore services available through the Internet.

Success 1. Financial support from EU.

**Factors** 5. Understanding the need of creating /spreading information society.

Sustainable Yes

**Transferable** Yes. The project targets mainly rural areas with low digital skills and a low introduction level of

ICT and broadband.



# 51. Information Office for Citizens, Romania, SE Region, Braila County

Name Information Office for Citizens Country SE Region, Braila County, Romania

Summary The Information Office for Citizens is hosted by Insuratei Municipality and it is aimed to provide information and services for the citizens of Insuratei Town, the villages belonging to Insuratei and for citizens from the neighbour rural communities. By the implementation of the

project, the IOC was endowed with a server connected to the Braila County's VPN

administrated by Braila County Council. The VPN provide safe connection to Data and Voice communication. The ePIRS software installed on the server from IOC allows the circulation of the official documents from the Insuratei Municipality to the County Council and back. This facility avoids people to travel over 50 km to Braila City in order to obtain the necessary information or papers. For more functionality and system safety, the IOC was also endowed

with a workstation.

Location 2. Intermediate Region (IR).

1. Small Town.

Description

Location: Insuratei Town – Braila County. The project was aimed at setting-up new methods and procedures at the level of Insuratei Municipality in order to provide information and integrated services to citizens, in faster and more efficient manner. Through the IOC the citizens benefit of the following kind of information and services:

- Information and assistance according to the provision of Romanian Law of transparency 544/2001.
- Issuing of forms and official papers.
- Guidance concerning the local and regional institutions.
- Guidance concerning Romanian laws.
- Active access to the decisions and results of Insuratei Municipality.
- Land renting.
- General and specific information regarding the EU policies and institutions.
- Organization and implementation of cultural activities for citizens.
- Links with the civil society.
- Size of the project: small project.

Links Ioana Pirlog, Responsible of the Information Office for Citizens

Address: Str. Soseaua Brailei No.18; 813500 Insuratei – Jud. Braila, ROMANIA

E-mail: insuratei@portal-braila.ro, fanicapirlog2006@yahoo.com

Tel:: +40-239660312, fax:+40-239660480 Website: www.portal-braila.ro/Primarii/Insuratei



#### **Quantitative Project Factors**

**Target Rural** 1. Community (People from Insuratei and neighbourhood). 2. Public Sector (Local Public **Population** Administration from Insuratei and neighbour communes).

Class of best practice Primary

3. Quality of Life in rural areas and diversification of the rural economy.

Sector for ICT **Applications** 

6. eCommunities.

Secondary Sector for ICT 2. SME.

**Applications Financial** 

Insuratei Municipality: 2,100 euro; Phare Funds: 18,700 euro.

Support **Budget** 

20.800 euro.

Sources of

5. Public Funds – EU and 3. Public funds – Local/Regional.

funds

(a) Phare – CES. 90 %. 2005.

**EU Support** Outputs -

number of

3,500 visitors per year from Insuratei Town and the belonging villages: Lacu Rezii, Măru Roşu; Valea Călmățui; about 1,500 visitors per year from the neighbour rural communities: Baraganu,

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users Outputs – jobs created jobs Mihai Bravu, Stancuta, Victoria, Ciresu, Ulmu, Zavoaia, Dudesti, Rosiori and Ciocile.

1.0

jobs maintained Approach 10

Bottom-up.
 Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

The project was initiated by Insuratei Municipality together with Braila County Council. The need of Braila County Council is to integrate the ICT system and the databases of the LPA from Braila County. The need of Insuratei Municipality is to provide best services to the citizens. The need of citizens from Insuratei Town and neighbourhood is to avoid long distances and long

deadlines when they have to get papers or information on their business.

Solution

The implementation of the project supposed to carry mainly the following activities: Interior design and arrangement of the IOC, Organization of Procurement procedures for equipment and software, Implementation of the ICT local system and integration within the county system by VPN, Training of civil servants to operate the software, Dissemination of results.

The lesson learned during the implementation of the project could be briefly described as "people rise above machines" meaning that the skills and willing of the human resources represent the hey-issues for driving the IT&C system, even the hardware is a "last-hour" one. February 2005.

Time to develop project Benefits

By the implementation of the ICT system, the project produced the following benefits:

- Reduction of the schedule of the public servants to provide services to citizens.
- Enhance the public services for citizens; increase the awareness and information of citizens.
- Improve the relationship of LPA with citizens; reduction of bureaucracy.

Success Factors Sustainable 2. Support from regional /national authorities.

3. Responding to local communities and businesses.

Yes – Insuratei Municipality provides annual budget for the implementation and development of

IOC services.

**Transferable** 

Yes – the IOC represents a pilot project for Braila County and it is ongoing to be multiplied by establishing new Information Offices for Citizens in other rural communities from Braila County.

Demand for broadband or other ICT service in the society putting pressure on politicians – telecom operators. Can be stimulated with attitude projects.



Links

# Study on Availability of Access to Computer Networks in Rural Areas Final Report Annex A Case Study Fiches - Nov07

# 52. Martinus.sk, s.r.o., Slovakia, Martin

Name Martinus.sk, s.r.o.

Country Slovakia

Summary A small bookshop Martinus has become the biggest Internet bookshop in Slovakia with 140,000

website visitors a month.

Location Predominantly rural.

> 1. Small Town.

Description The Martinus bookshop is located in the town of Martin in Žilina County. The aim of the project

> was to ensure further development of bookselling business without having to spread the size of the bookshop itself. The bookshop website is nowadays the 31st most visited Slovak website at

all and the most visited Slovak on line bookshop.

Michal Meško, M.R.Štefánika 58, 036 01 Martin

E-mail: mso@martinus.sk Website: www.martinus.sk



#### **Quantitative Project Factors**

**Target Rural** 1. Community / Home.

**Population** 

Class of best 3. Quality of Life in rural areas and diversification of the rural economy. practice

**Primary** 2. SMEs. Sector for ICT

**Applications** Secondary **Sector for ICT** 

3.eBusiness / eCommerce Practices.

**Applications Financial** 

None.

Support

**Budget** 2,000 euro. Sources of 1. Private funds.

funds

**EU Support** 

Outputs -140,000/month.

number of users

Outputs jobs created jobs

5

maintained **Approach** 

1. Bottom-up. 1. Innovative.

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#### **Qualitative Project Factors**

Reasons for developing the project

Solution

Martinus bookshop was opened in 1990. After several years the business reached the top of commercial potential of the town. Looking for new customers, the owners decided to invest in eBusiness rather than open branch stores in the surroundings. The first website appeared in 2001 when online shopping in Slovakia was at its beginnings. Although eBusiness was not a new idea

at that time, being number one in online bookselling meant a lot of effort and creativity.

The website soon developed to offer other possibilities but still provide basic comfort for the clients. One of the lessons learned was that the website visitor has to feel just like in a real bookshop. Another one was that logistics of bookselling are the core of the success. Online business developed so quickly that in 2006 the company established a separate company Martinus.sk, s.r.o. employing 7 people today. WAP selling through mobile phones is another

feature provided by the company today. March 2000.

Time to develop project

Benefits

More than 200 orders a day are made online today. About 140,000 visitors log on the website

monthly. The website is the 31<sup>st</sup> most visited Slovak website which makes the company an important player in the eBusiness area. The number of jobs in the company more than tripled

thanks to the website.

Success Factors Sustainable 6. Understanding of growing competition and functioning of modern markets.

Yes

**Transferable** Yes, indicates how an SME with vision and the entrepreneurial spirit is one very determined

"driver" behind the take-up and development of ICT, to create a successful business totally

independent of location, a lesson that should transfer well to other areas.



## 53. Zamas massage school, Vrutky, Slovakia

Name Zamas massage school Country Vrutky, Slovakia

Summary Zamas is a massage school based in Vrutky. It provides 19 different types of massage courses.

By creation of a website the school managed to raise the number of clients by 50 % in six

months.

Location 3. Predominantly Rural.

1. Small Town.

Vrutky is a small town with 7,500 inhabitants in Zilina county. The aim of the project was to Description

stabilize this very special kind of business in such a small town. By going on line the school started to receive clients from wider area and thus managed to do business with satisfactory

profits. The average number of website visitors per day is 80.

Links Eva Kačková, Nábrežná 15, 038 61 Vrútky

> Website: www.zamas.sk E-mail: zamas@zamas.sk Tel.: +42-1905304686



#### **Quantitative Project Factors**

**Target Rural** 

**Population** 

Class of best

practice

1. Community / Home.

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** Sector for ICT

**Applications** Secondary

5. Employment creation Practices. Sector for ICT

**Applications** 

**Financial** 

None.

2. SMEs.

Support

**Budget** 580 euro. Sources of 1. Private funds.

funds

**EU Support** N/A.

Outputs -

Round 80/day.

number of users

Outputs jobs created

jobs maintained

**Approach** 

1. Bottom-up.

None.

1. Innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

The main reason for developing the website was the lack of competitiveness going to result in the loss of market. With the increase of Internet penetration customers were getting used to looking for their massage services and lectures through the website rather than via other forms of media. Customers expressed their wonder that such a good massage school as ZAMAS is, still didn't have their own website. This situation took about 6 months before the first website

Solution

The first website was created by the massage school director herself. Although it met the first objective, i.e. to provide basic data about the school, complaints appeared soon. Functionality of the HTML based website was rather limited. It took another 7 months to have a new version of the website made, including more detailed information about 15 types of massage courses offered by the school and the massage congress organized by it. Information was easily accessible and supplemented by a lot of pictures. Redaction system has facilitated updating the website. All students who took courses at the school have a place for mutual communication and exchange of other relevant information.

Time to develop project Benefits July 2004.

There has been a continual growth in the number of clients especially after the updated version of the website was made accessible. It is estimated that the website caused the growth of the number of clients by 50 % in six months. The school quit using other media for its promotion

completely. Moreover existence of the website enabled the school to have a link from another website portal of massage centres and schools, <a href="https://www.massage4u.sk">www.massage4u.sk</a>.

Success Factors Sustainable Transferable 6. Understanding of growing competition and functioning of modern markets.

V

Yes, indicates how a traditional service SME with vision and the entrepreneurial spirit can use ICT to successfully grow their market with little investment, while remaining in their

predominantly rural area.

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## 54. Hotel Martinské Hole for skiers and hikers, Žilina, Slovakia

Name Hotel Martinské Hole for skiers and hikers

Country Žilina, Slovakia

Summary Online booking at a mountain hotel in Slovakia made booking easier and subsequently led to an

increase of bookings and profits of the hotel.

Location 3. Predominantly Rural.

3. Isolated.

Description Hotel Martinske Hole is a hotel with 77 beds, located in an isolated skiing resort called

> Martinske Hole, in Žilina self-governing region. The basic aim of online booking implementation was to facilitate the booking system for predominantly foreign visitors by enabling this option as an alternative to a telephone booking requiring subsequent confirmation

by a fax. Its implementation brought an increase of bookings by almost 30 %.

Links Gabriela Púčalová, Košútska 4, Martin, Slovakia

Website: www.hotelmartinskehole.sk



#### **Quantitative Project Factors**

**Target Rural Population** 

2. SME / Business / Agrifood / Private Sector.

Class of best

3. Quality of Life in rural areas and diversification of the rural economy.

practice Primary

7. Tourism.

Sector for ICT **Applications** 

Secondary Sector for ICT 3. eBusiness / eCommerce Practices.

**Applications** 

**Financial** 

None.

Support

**Budget** 1,800 euro. Sources of 1. Private funds.

funds

**EU Support** None

Outputs -

cca 50/month.

number of users

Outputs -None.

jobs created

2

iobs maintained

**Approach** 

1. Bottom-up.

2. Non-innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

The main objective was to increase the quality of the service. Demand for online booking was increasing mostly in case of foreign visitors. Telephone booking had to be confirmed by a fax order which was a big obstacle for some of the potential hotel guests. Based on

recommendations by other quality hotels, the management decided to go for this option. **Solution** The testing phase took 3 months when the reception staff was trained to use the system as well

as consult its functionality. Minor problems were experienced in the beginning because of the

need to upgrade existing computer at the reception. No other obstacles were noticed.

Time to develop project

December 2004.



#### **Benefits**

Expected benefit Nr. 1 was to facilitate the booking system especially for foreigners. Besides it the system brought another benefit – actual increase in the number of bookings. Its implementation brought an increase of bookings by almost 30 %. As financial benefits are well above the service costs there is no reason for the management to consider quitting its use. The guests have got used to using the service, and more and more local visitors are becoming to use the service as well. Implementation of the project at the Hotel itself proved its transferability in the area. Most hotels and other accommodation facilities now use some kind of the Internet connection and online booking is a short step from this.

#### Success Factors Sustainable Transferable

6. Understanding of growing competition and functioning of modern markets.

Yes

Yes, example of a straight forward well targeted special interest tourism ICT application that with little investment, achieved a significant increase in bookings and foreign visitors into the

rural area



## 55. Turistična kmetija Metul, Slovenia

Name Turistična kmetija Metul

Country Slovenia

Summary Turistična kmetija Metul is a farmhouse located in Slovenia close to the Austrian border in the

> north mountain. 'Turistična kmetija Metul presents itslelf on the Internet. The 'Turistična kmetija Metul case shows how ICT can make a difference for the most rural part of the European union.

Besides lodging the farm offers home made food, horse riding, skiing etc. on the Internet.

3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>. Location

3. Isolated.

Description 'Turistična kmetija Metul is located in the Slovenian mountain 3.5 km from Luče. The aim of

> the ICT solution is to gain more customers in Slovenia and from abroad. The web solution is a very simple but personal presentation of the farmhouse and some astonishing photos of the area where it is located (Zanimivosti). The size of the project is very small – micro enterprise.

Links Turistična kmetija Metul, Drnica 34, 3334 Luče ob Savinji

2. SME / Business / Agrifood / Private Sector.

Website: <a href="http://www.hollidays.com/farm/kmetija-metul.htm">http://www.hollidays.com/farm/kmetija-metul.htm</a>

E-mail: tkmetul@email.si





#### **Quantitative Project Factors**

3. Quality of Life in rural areas and diversification of the rural economy.

Target Rural

**Population** 

Class of best

practice

**Primary** 

**Sector for ICT** 

**Applications** 

Secondary

Sector for ICT

**Applications** 

**Financial** 

Support

**Budget** N/A.

Sources of funds

**EU Support** No.

Outputs -

number of

users

Outputs -

jobs created

jobs

maintained

**Approach** 

At least 2.

At least 2.

1. Bottom-up. 2. Non-Innovative.

1. Private funds.

7. ICT in Tourism.

2. SMEs.

No.

N/A.

#### **Qualitative Project Factors**

Reasons for developing the project Solution

The website for Turistična kmetija Metul was initiated to get more customers to the farmhouse.

The website for Turistična kmetija Metul is produced and presented by the owner of the farmhouse.

Time to develop project

2005



**Benefits** Benefits: Development is driven by the owners of the project. The owner keeps control over

development.

Success

6. Understanding of growing competition and functioning of modern markets.

**Factors** 

Sustainable

Yes Can be stimulated with ESF projects (training in ICT). **Transferable** 



## 56. SAREKIDE exhibition – new technologies, Spain

Name SAREKIDE exhibition – new technologies

Country Spain

Summary The objective of the exhibition was to present, motivate and train the rural population on the

new information and communication technologies in order to stimulate the creation of new

opportunities in rural development. The exhibition was staged 2003 to 2006.

Location Intermediate Region

> 2. Scattered.

Description The exhibition was located in places selected to facilitate the access of the rural inhabitants of

> the target areas. The rural citizens had the chance to see how the new technologies worked and try them out. They could experience how these technologies could increase their quality of life.

The exhibition mainly addressed:

- Child population and schools.

- Young farmers and elderly people.

- Rural women and cultural associations and interest groups.

- Farmers, ranchers and artisans.

Links Iker Bilbao Guerrero Grupo de Acción Local MENDINET 01192 Arkaute (Araba), Spain

> E-mail: <u>ibilbao@mendinet.org</u> Website: www.mendinet.org



#### **Quantitative Project Factors**

3. Quality of Life in rural areas and diversification of the rural economy.

**Target Rural Population** 

1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government

Agencies/Schools.

Class of best practice

Primary

4. eLearning / eSkills.

Sector for ICT

**Applications** 

Secondary N/A.

Sector for ICT

**Applications** 

**Financial** 

The project has received 100 % financial support from the LEADER + programme.

Support

**Budget** 

Sources of

5. Public Funds – EU.

funds

LEADER +, 449,400 euro.

449,400 euro.

**EU Support** Outputs -

3,000 visits.

number of users

Outputs -

2 during the exhibition.

jobs created

jobs

maintained

**Approach** 

Not the goal of project.

2. Top-down.

2. Non-innovative.

## **Qualitative Project Factors**

Reasons for developing the project Solution

The rural population of the Basque Country is lacking digital skills. They are not aware of the possibilities of ICT.

Create an ICT Internet exhibition to present the new technologies and show how they can be used to increase the quality of life. The exhibition was structured in 4 areas in which different information, training and play activities are performed:

- Reception area. This area is designed to inform visitors about the different areas of the



exhibition and the activities scheduled.

- Training area. This is mainly targeting the training in desktop applications and themes of interest for the agricultural sector, web systems and SW systems specializing in the management of farms and other rural businesses.
- Exhibition area: "The new digital era and technological lab". It was an area designed to see and try the latest mobile and digital image technologies. There was a presentation that shows the opportunities that the new technologies present for the rural environment.
- Cyber games. This area was mainly targeting the young people. It was an area to try games, learn about Linux, digital video, etc.

Time to develop

2003-2006.

project Benefits

Increase the digital skills of the rural population and motivate them to adopt ICT in their daily

life and in the rural businesses.

Success 1. Financial support from EU.

**Factors** 5. Understanding the need of creating /spreading information society.

Sustainable No

**Transferable** Yes. The project targets mainly rural areas with low digital skills and a low introduction level of

ICT and broadband.



## 57. Basque Country - KZ@BZ, Basque Region, Spain

 $\begin{tabular}{lll} \textbf{Name} & Basque \ Country - KZ@BZ \\ \textbf{Country} & Basque \ Region \ , \ Spain \\ \end{tabular}$ 

Summary

The Basque Government activated in 2005 the wireless rural broadband project called Konekta

Zaitez@Banda Zabala. This project is part of the Basque Country in the Information Society Plan, an initiative that started in 1999 with the objective of adapting the Basque society to the

digital era.

The main goal of the Konekta Zaitez@Banda Zabala project is to guarantee that all rural areas of Euskadi will have access to broadband services and will not be excluded due to the lack of

commercial interest.

The project has exceeded the objectives defined for year 2005 reaching a broadband coverage of

90 % that will get close to 100 % by the end of year 2006.

**Location** 2. Intermediate Region

1. Small Town and 2. Scattered.

**Description** During years 2004 and 2005 the Basque Government carried out a study to analyse the coverage

of the private broadband networks in the rural areas and the future plans of the private operators

to reach the locations that where out of coverage.

Also during that period Mendinet (local action group that manages the LEADER+ projects) carried out several pilot projects under the LEADER+ program. The goal was to test the performance of different technological solutions (Wi-Fi, Satellite, ADSL and LMDS mainly) in rural places that were excluded from broadband. The overall outcome of these projects was positive and showed that technology was not the main obstacle to overcome. The new wireless technologies scored very promising results in terms of data speeds, value for money and rural

coverage.

The study revealed that 102 municipalities were excluded from the broadband roll out. This situation affected primarily rural areas, about 50 % of the territory and 3 % of the total

population (60,634 citizens and 20,884 homes). Mr. Ricardo Lizundia, KZ@BZ project Itelazpi

Website: <a href="https://www.itelazpi.net">www.itelazpi.net</a> Tel.: +34 944032304



### **Quantitative Project Factors**

Target Rural Population

1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government Agencies/Schools.

Class of best practice

**Primary** 

Links

3. Quality of Life in rural areas and diversification of the rural economy.

3. eBusiness and 4. eLearning / eSkills.

Sector for ICT Applications Secondary

6. eCommunities and 7. ICT in Tourism.

Sector for ICT Applications Financial

ERDF and Regional Government.

Support Budget

The global investment will be around 8.4 million euro. 3. Public funds – Local/Regional, 5. Public Funds – EU.

Sources of funds



EU Support

ERDF, 2005/2006.

Outputs – number of users

80,000 citizens, 4 % of the Basque Country.

Outputs – jobs created

N/A.

jobs maintained Approach N/A.

Top-down.
 Innovative.

#### **Qualitative Project Factors**

## Reasons for developing the project

102 municipalities were excluded from the broadband roll out. This situation affected primarily rural areas, about 50 % of the territory and 3 % of the total population (60,634 citizens and 20,884 homes). The Basque Government decided to take action at regional level through the telecommunications public company Itelazpi. The open network and neutral technology guidelines from the European Commission for public intervention were adopted. The Konekta Zaitez@Banda Zabala Project was designed with two strategic objectives to avoid a rural digital breach:

- Objective 1: extend the broadband network to all villages and areas of economic interest of Euskadi.
- Objective 2: guarantee that the broadband services are provided to the users of these areas with quality levels and prices similar to urban areas.

These two objectives were also part of the Strategic Plan for the online Administration of the Basque Government.

#### Solution

The project is based on a Public Private Partnership (PPP) approach. Basically, the role of the public sector is to invest in the creation of an open public broadband network. The private sector is in charge of the provision of broadband services to the final users and the operation and maintenance of the last mile infrastructure. The private operator pays a fee to Itelazpi for the use of the public network. There is also a subvention plan (currently 371 euro per end-user) to facilitate the purchasing of the WIMAX end-user equipment. The public ownership of the broadband network guarantees that the rural areas will not depend again on the commercial interest of the private operators. This public backbone is based on an existing infrastructure that was designed to transport terrestrial TV channels and GSM services. Itelazpi operates and maintains the backbone. The capacity of the backbone has been increased to provide service to the rural broadband users.

A public call for tender was issued by Itelazpi to select the private operator. Based on the positive results of the pilot projects, WIMAX technology was proposed in the technical specifications. The bidders were invited to present alternative solutions following the technological neutral approach.

The technical solution is based on two main elements. The first element is the public broadband backbone that is connected to the infrastructure of the private operator (Euskaltel). The second element is the last mile WIMAX solution. The WIMAX base stations are connected to the public backbone and the WIMAX terminal is installed at end-users premises. The project has been structured in two phases.

- Phase 1: deployment in 102 municipalities (60,634 citizens and 20,884 homes).
- Phase 2: expand the network to 177 population centres (23,205 inhabitants, 1 % of the population) and 16 industrial areas. 2005/2006.

# Time to develop project Benefits

The execution of the first phase of the project has shown that some population centres that were supposed to be within the private operators reach are in fact excluded. These population centres normally belong to municipalities that have access to broadband in some areas of their territory. These population centres have been added to the list of targets for the second phase.

Phase 1 has been completed according to plan. Phase 2 will cover 177 additional population centres and areas of economic interest.

The global investment will be around 8.4 million euro. The project involves 99 sites, 100 radiolinks and 1,000 km of medium/low capacity network.

More than 1,000 users have contracted the broadband service through Euskaltel. The overall take up figure is 5 % in less than one year of operation. The broadband penetration rate in the



homes of Euskadi is around 15 %; this ratio increases up to 40 % if dial-up connections to Internet are included.

The forecasts are very promising and it is expected that the rural areas will get very close to the penetration rates of the urban areas in Euskadi. The residential sector accounts for 84 % of the contracts. The remaining 16 % corresponds mainly to agricultural, industrial and services businesses.

The total coverage in the target areas is around 90 %. The WIMAX solution adopted does not reach everywhere. The strategy for these isolated areas is to go for local projects (mainly under LEADER + program) and consider other wireless technologies such as Wi-Fi or satellite.

**Success Factors** 

1. Financial support from EU.

2. Support from regional/national authorities.

4. Involvement and cooperation of local companies / organizations.

Sustainable

**Transferable** Yes. The project context involves regions with remote rural areas that don't have access to

broadband.



## 58. Katrineholm, Sweden

Name Katrineholm
Country Sörmland, Sweden

Summary

Katrineholm municipality is located on commuting distance from Stockholm. Broadband is being used to make Katrineholm, Sörmland a competitive and attractive region for people moving out or commuting from Stockholm city. The Aims and Visions of the Swedish

Sörmland County and Katrineholm municipality were to procure an open broadband net with fair competition, to stimulate cooperation between players to encourage development of broad spectrum of services and competitive prices and to priorities households and businesses in the

rural part of the region.

**Location** 2. Intermediate Region (IR) -15% to 50 % rural.

2. Scattered.

**Description** Katrineholm municipality is located on commuting distance from Stockholm.

Links Katrineholms kommun
Tel.: +46- 150 570 00
Staffan Källström

E-mail: staffan.kallstrom@katrineholm.se

Website: www.katrineholm.se





#### **Quantitative Project Factors**

**Target Rural**Population

1. Community/Home, 2. SME/Business/Agrifood/Private Sector, 3. Public Sector/Government Agencies/Schools.

Class of best practice Primary

3. Quality of Life in rural areas and diversification of the rural economy.

Sector for ICT Applications

2. SMEs, 3. eBusiness / eCommerce Practices, 4. eLearning / eSkills, 5. Employment creation Practices, 7. ICT in Tourism.

Secondary Sector for ICT Applications Financial

85 % of the population got broadband via their utility. No data available for costs. For the remaining 15 % a funding of 1.3 milj euro was allocated for the whole county of Sörmland.

**Budget** Central Government funded and regional funds.

6. eCommunities.

Sources of funds

Support

3. Public funds – Local/Regional.

**EU Support** None.

Outputs – number of users Potentially 15 % of the population i.e. 4,500 persons.

Outputs – jobs created

N/A.

jobs maintained Approach Large number.

Top-down.
 Innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

Katrineholm was a municipality which was hit very hard during the ICT crisis at the end of the 90ties. Development of broadband was a mean to evolve jobs and SMEs. To make it possible for people to commute from Katrinehom to Stockholm or to eWork broadband deployment was

a necessity.

Solution

In the 90ties the municipality of Katrineholm sold out their utility to Tekniska verken in Linköping. By that sale the electricity, district heating and sewage is no longer run by the municipality. However the KEAB develops and run broadband within their subsidiary Utsikt. In April 2004 Utsikt signed an agreement to deliver broadband to 85 % of the citizens in Katrineholm and to the County Council (operations within Katrineholm) 2004–2008. To get broadband to the rest of the population procurement was opened. Katrinheolms municipality in co-operation with the region (Regionförbundet Sörmland) and other municipalities decided to sign an agreement with the SB Broadband AB (UK company). A wireless net is being built. By

that the last 15 % of the population will have broadband. 2004–2007.

Time to develop

project Benefits

In the beginning the wireless broadband for the last 15 % of the population is having some difficulties. With the boom in the rural part of the municipality (people moving out from Stockholm) those who have not got technology to work are frustrated. The expectations are really high in a municipality like Katrineholm when 100 % of the population expects broadband

2007.

Success Factors

Support from regional/national authorities.
 Strong involvement of local communities.

Sustainable Y

Transferable

Demand for broadband or other ICT service in the society putting pressure on politicians –

telecom operators. Can be stimulated with attitude projects.



Links

## Study on Availability of Access to Computer Networks in Rural Areas Final Report Annex A Case Study Fiches – Nov07

## 59. Sámi Network Connectivity Project (SNC), Sweden

Name Sámi Network Connectivity Project (SNC)

Country Norrbotten, Sweden
Summary The project aims to o

The project aims to establish Internet communications for the Sámi population of reindeer herders, who live in remote areas, and relocate their base in accordance with a yearly cycle dictated by the natural behaviour of reindeer. This population currently does not have reliable wired, wireless or satellite communication capabilities in major areas within which they work

and live (or would prefer to stay if possible) during the summer period.

**Location** 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

3. Isolated.

**Description** The research part of the Sámi Network Connectivity Project is run by the University of Luleå,

Norrbotten County in Sweden. The tests were carried out by the Sirges Sámi Village,

Norrbotten County, Sweden. Maria Udén, Project Manager Luleå Tekniska Universitet

S-971 87 Luleå, Sweden Website: <a href="https://www.snc.sapmi.net">www.snc.sapmi.net</a>





Photo: Ann-Christin Haupt Photo: Anders Lindgren

#### **Quantitative Project Factors**

Target Rural Population Class of best practice 1. Community/Home and 2. SME/Business/Agrifood/Private Sector.

3. Quality of Life in rural areas and diversification of the rural economy.

Primary 6. eCommunities. Sector for ICT

Applications
Secondary
Sector for ICT
Applications

4. eLearning / eSkills, 2. SMEs, 3. eBusiness / eCommerce Practices and 1a. Agrifood (primarily food production).

Applications Financial Support

The Sámi Network Connectivity Project/Sirges Sámi Village has received funding from VINNOVA, the Swedish Governmental Agency for Innovation Systems. This project emanate from a gender project financed by structural funds, European Commission.

**Budget** 470,000 euro from Vinnova.

Sources of

4. Public Funds – National, 1. Private funds.

funds EU Support

The first project was financed by structural funds. The SNC project is being financed by Vinnova (Swedish agency).

Outputs – number of users The technology will benefit Sámi reindeer herding population as well as other outdoor workers or tourists in remote areas. Number of Sámi working with reindeers are 4,600 in Sweden. Number of reindeers round 228,500. The service is also exportable to Norway, Finland and Russia. For number of outdoor workers there are no data available.

utputs – Presently none.

Outputs – jobs created jobs

Presently none.

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maintained **Approach** 

1. Bottom-up.

1. Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project Solution

The initial goal of the project was to provide e-mail, cached web access, reindeer herd tracking telemetry and basic file and data transfer services. An initial goal was to provide e-mail for children during their stay in the fell so they could keep in contact with their teachers. More research is needed and further development of the techniques necessary to make broadband available to outlying communities. But also necessary are socio-economic studies that could indicate the human, economic and intra- and inter-community benefits for otherwise isolated groups. Results of research from SNC and from communication in outer space may benefit one another. One lesson to be learned is that this project which is emanated from a previous gender project financed by the Structural funds has led to technological development in a sector which is "man and hand powered" only by the persistentness of the team and by good

financial support.

Time to develop project **Benefits**  2004-2007

Beneficiaries include any community with a challenged network structure. The SNC project also claims that there is a commonality between some of the problems seen in the SNC project and those involving space travel and satellite installations. There is extensive cooperation between space agencies already working on some of the technical issues and the SNC researchers. The project will provide real applications for some of the opportunistic routing methods that are currently being studied by several universities.

Success **Factors** 

1. Financial support from EU.

2. Support from regional/national authorities.

5. Understanding the need of creating /spreading information society.

Sustainable

**Transferable** 

Yes – the SNC project is transferable to other Sámi communities and to groups like hikers and

outdoor workers.



## 60. Dipsticks Research, North East, UK

Name Dipsticks Research
Country North East, UK

**Summary** Market research is a competitive field where the results need to be collected, analysed and sent

back to the client as quickly as possible. Dipsticks Research Ltd has built a reputation on delivering results rapidly to their clients. As more of their clients in urban areas connected to broadband, it became imperative for Dipsticks Research Ltd to get connected and remain competitive. Bearing in mind their remote location, 25 km from the nearest town, it was hard for

them to get broadband.

**Location** 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

3. Isolated.

**Description** The project is located in the remote countryside, 70 km from Newcastle upon Tyne. At the start

of the project there was access to ADSL at 512 kbs. However, this was not sufficient for their requirements. The project aimed at improving the connectivity and competitiveness of Dipsticks. The project was part of a wider initiative called Internet Telephony for

Northumberland which connected 50 SMEs in Northumberland to Voice over IP (making phone

calls over the Internet).

Links Angus Webb

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E-mail: <u>info@dipsticksresearch.com</u> Website: <u>www.dipsticksresearch.co.uk</u>



#### **Quantitative Project Factors**

Target Rural Population

2. SME/Business / Agrifood / Private Sector.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

Primary Sector for ICT 2. SMEs.

Applications Secondary

3. eBusiness / eCommerce Practices.

Sector for ICT Applications Financial

Dipsticks Research Ltd was supported by the North East Portal and received a 2-way satellite system to get basic broadband connectivity. They then paid for the installation of ADSL

themselves. They received a VoIP service from Tynephone to trial.

Budget Sources of

Support

3,000 euro.

1. Private funds 1,000 euro. 3. Public funds – Local/Regional – 3,000 euro.

funds EU Support

N/A

Outputs – number of

1. SME.

3

users Outputs –

te \_

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jobs created jobs maintained Approach

35 Full Time Equivalents and 100 part-time staff across 2 offices.

- 1. Bottom-up.
- 1. Innovative.

#### **Qualitative Project Factors**

## Reasons for developing the project

Access: The communications infrastructure at their first site insufficient for the volume of phone calls so they opened a second office in nearby Hexham (25km away). Despite discussions with BT, they were unable to get broadband when it was first rolled out to the main urban areas. Working between sites: Maintaining 2 computer networks at different sites and transferring reports and documents was time consuming and costly.

Rapid response: Time is of the essence in market research and researchers carrying out on-street surveys on paper would result in data having to be manually input data back at the office, delaying the analysis and delivery of results to the client.

VoIP: Phone costs are a big overhead as a significant volume of the market research is done over the phone.

The technical officer was keen to improve connectivity and keep up to date with the latest applications. He realised that it was important to work with the public sector to keep their business competitive.

#### Solution

Access: A 2-way satellite system was installed at their offices in Allendale to provide broadband connectivity. When One NorthEast funded BT to enable the local exchange, they were able to receive 512 k ADSL.

Working between sites: Dipsticks Research Ltd used ADSL to link the computer networks in the 2 offices through a virtual private network (VPN). This also opened up the potential for remote workers to access resources at both sites over stable connections.

Rapid Response: They use PDAs equipped with GPRS to deliver results from surveys carried out in the field back to a centralised database.

VoIP: They have also trailed Voice over Internet Protocol (VoIP) to significantly reduce call costs with a Grandstream phone.

The main lesson from this case study is that innovative businesses can flourish in rural areas if they have sufficient connectivity. They can generate income and employ local young people. 01/01/2001.

#### Time to develop project Benefits

Benefits expected

- Broadband would improve the way staff worked between the 2 sites. The PDAs would allow faster transfer of results allowing faster analysis and reporting to the client, giving Dipsticks Research Ltd a competitive advantage.

Benefits actually realised

- Access: broadband has enabled them to compete on an equal footing with competitors in urban areas who have easy access to broadband.

Working between sites: the VPN between the sites has enabled staff to share documents more effectively. There are efficiency gains as staffs are able to work together on documents. Rapid Response: The PDAs have allowed Dipsticks Research Ltd to carry out on-street surveys with results input straight into the device by the researcher, and returned to the head office via GPRS within minutes of interviewing being completed. This has saved time and allowed faster analysis of results. It has allowed Dipsticks Research Ltd to offer a premium rate "express" service called Dipsticks24, where a project can be turned around in 24 hours from the field to report delivery. The PDAs can also play TV adverts, adding a valuable dimension to street-based research.

VoIP: They have also trailed VoIP to significantly reduce call costs with a Grandstream phone. The network integration between the 2 sites has certainly improved the efficiency of the business

Overall, the project has provided the company support to remain competitive without large investment.

Success Factors 2. Support from regional / national authorities.

6. Understanding of growing competition and functioning of modern markets. The core business is not reliant on funding so will continue.

Sustainable The core business is not reliant on funding Remote working in rural areas can be trans

Remote working in rural areas can be transferred to other member states. Management and marketing skills are important to keep the business going.

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## 61. Oxford Farm Shop, North East, UK

Name Oxford Farm Shop Country North East, UK

Summary A farm shop selling local products direct to the public has used broadband to reduce the cost of

its phone calls and improve its eCommerce activities.

Location 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

2. Scattered.

Description Set in the Northumberland countryside between the Cheviot Hills and the Northumbria

> Coastline, the Oxford Farm Shop and Tearooms is created out of a mixture of new and converted farm buildings. As an expanding business, they needed a solution could grow with

the business, without costing too much money.

Links Peter Brown

Oxford Farm Shop

Ancroft, Berwick upon Tweed, Northumberland, TD15 2TA.

Tel.: +44-845 121 0716



#### **Quantitative Project Factors**

**Target Rural** 2. SME/Business / Agrifood / Private Sector.

**Population** 

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** Sector for ICT 1a. Agrifood (Primarily food production).

**Applications** Secondary

7. Tourism.

Sector for ICT **Applications** 

**Financial** A grant of 1,000 euro from the Northumberland Strategic Partnership's (Regional Government)

Support

Tynephone project.

**Budget** Sources of 1,000 euro.

funds

3. Public funds – Local/Regional.

**EU Support** Outputs -

N/A

users Outputs -

number of

jobs created

0 – no new jobs created but existing job safeguarded.

jobs maintained

**Approach** 1. Bottom-up. 1. Innovative.



#### **Qualitative Project Factors**

## Reasons for developing the project

Peter Brown is the manager of the shop and felt that a move to broadband would improve the efficiency of the business. However, the plethora of choices and the need for a network between the farm buildings put him off making a complicated decision.

The farm shop and tearooms had 2 phone lines and 10 staff. The 2 phone lines were constantly in use, either with customers ringing in, credit card payments being authorised or staff checking orders on the Internet. This lead to customers getting frustrated as they could not get through. Also, the response to internet orders was slower, as it relied on staff being able to dial up to get on line. They had approached BT with a view to splitting the line to provide 2 phone numbers but this was not possible.

#### Solution

The farm shop were looking at broadband but were unsure how to move forward. The Tynephone project was able to offer an integrated service offering networking, phones and broadband. Tynephone contractors installed a network and configured Phone Co-op broadband. Two phones using Voice over Internet Protocol (VoIP) were installed. These 2 Grandstream phones plugged straight into the network and instantly provided Peter with 2 extra phone lines with 0845 numbers.

Time to develop project Benefits 01/03/2005.

Broadband has enabled the business to open up more channels to communicate with their

Staff can get an outside telephone line via the VoIP phone, and not be concerned that customers are trying to get through.

Broadband has not lead to a step change in the use of e-commerce yet. Most of the business has not come through the e-commerce site, possibly due to the nature of the produce which is being sold.

The shop made a saving of £60 in the first quarter on their phone bills. There is no line rental on the VOIP phones and most of the calls are very short – less than one minute. The previous phone bill charged 5p minimum for a call, but with VoIP, the minimum call cost is 1p. Caller ID also enables them to identify the business calling them.

Success Factors 2. Support from regional /national authorities.

Custoinable

6. Understanding of growing competition and functioning of modern markets.

Sustainable

The service continues as it saves money on phone calls.

Transferable

VoIP systems can help to justify broadband in rural areas. This project could be transferred to other areas where people are trying to promote broadband services.



## 62. Cumberland Hotel, UK, North West

Name Cumberland Hotel Country North West, UK

Summary The Cumberland Hotel is a small family run hotel with several real ales. They use broadband to

> take bookings on line and provide ICT services to guests such as broadband in their rooms. Broadband has enabled the hotel to process transactions faster and market their services more

effectively on the Internet.

Location 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

1. Small Town.

Description The Cumberland Hotel is a small family run hotel with several real ales in Alston, Cumbria. The

> project aimed to bring in more guests that relied on Internet connections during their stay in Alston. The project also aimed to increase the occupancy of rooms by taking online bookings. As the popularity of online bookings has increased, it would enable them to win a greater share

of the tourists visiting Alston.

Website: www.cumberlandhotel.co.uk Links



#### **Quantitative Project Factors**

**Target Rural** 2. SME/Business / Agrifood / Private Sector. **Population** 

3. Public funds – Local / Regional.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

**Primary** Sector for ICT 7. ICT in Tourism.

**Applications** Secondary Sector for ICT **Applications** 

SMEs and 3. eBusiness / eCommerce Practices.

**Financial** Support

Cybermoor, a UK government funded project provided a PC and cheap broadband connection which removed some of the risk in implementing the service.

**Budget** 1,500 euro.

Sources of

funds

N/A

**EU Support** Outputs number of users Outputs jobs created

1

jobs maintained

**Approach** 

1. Bottom-up. 1. Innovative.



#### **Qualitative Project Factors**

## Reasons for developing the project

Guy and Helen took over a hotel in the centre of Alston and needed to build up bookings throughout the year. They also recognised that they needed to market the business through the Internet, but were not technically savvy. Guests wanted more ICT services such as connection to broadband. Their existing website and on line transactions were slow, giving Guy a bad temper which subsequently gave a bad impression to guests. Other hotels were also starting to take bookings online so the Cumberland needed to keep pace with changes in the market place. Guy signed up with a range of websites to accept online bookings. From these active hotels were found to be the most effective, so they concentrated their efforts on this service. Coupled with a broadband connection, this enabled them to respond faster to enquiries, beating their competitors. With more technically literate guests, they provided a PC for checking e-mails and websites. They now use a power line network plug to provide broadband connections to guests in their rooms. The power line network adaptor was supplied by Induna IT in Alston.

# Time to develop

project Benefits

Solution

The benefits are:

6 months from January 2003.

- Increased bookings. Access to the internet for guests from the public access PC is a success. They value the fact that they can check e-mails.
- Staffs are less stressed out online bookings take a fraction of the time they used to on dial up.
- There project is a good example of how a rural hotel can offer ICT services without great investment.
- The new services have improved the profits and occupancy levels.
   This is an example of a hotel taking the initiative to improve its working practices using ICT.
   This was not part of a broader scheme to promote e-commerce in hotels. It is a good case study to demonstrate on line booking services to other hotels.

Success

2. Support from regional / national authorities.

Factors

6. Understanding of growing competition and functioning of modern markets.

**Sustainable** Yes! On line bookings will continue.

**Transferable** On line reservations can make an impact on rural hotels across the EU.



## 63. Cybermoor Ltd, North West, UK

Name Cybermoor Ltd Country North West, UK

**Summary** Cybermoor started in response to a Government initiative "Wired up Communities" to connect

disadvantaged communities to the Internet. Alston Moor was selected due to its remoteness and

the distance that people had to travel to access basic services.

**Location** 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

1. Small Town.

**Description** Alston Moor is a remote rural area in the North of England. ICT take up was low and broadband

was unavailable. The project aimed to provide eLearning, access to eGovernment, economic

development and social inclusion.

The funding paid for PCs for 88 % of residents (670 homes), a community website (over 30,000 hits/month), broadband for 32 % of homes and adaptive equipment for people with disabilities. The schools also benefited with 345,700 euro invested in equipment to give pupils access to some of the latest learning technology. Cybermoor Ltd (the UK's first broadband community

co-op) was set up in January 2003 as the project became a business.

**Links** Alston CyberMoor Project

Mr Kevin Wood

Unit 9 Station Yard Workshops

Alston CA9 3HN

Tel.: +44-1434 382808 www.cybermoor.org



### Quantitative Project Factors

Target Rural Population

1. Community / Home.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

6. eCommunities.

Primary Sector for ICT Applications

4. eLearning / eSkills and 2. SMEs.

Sector for ICT Applications

Secondary

**Financial** 2 M euro funding from the National government, 345,700 euro from the Regional Government. **Support** Support also came from local authorities and charitable trusts.

**Budget** 2.500.000 euro.

Sources of funds

2 M euro funding from the National government, 345,700 euro from the Regional Government. 138,200 euro support also came from local authorities and charity trusts.

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EU Support Outputs – ERDF 20,000 euro awarded in 2003. LEADER+ transnational grant 3,000 euro.

Outputs – number of users 700

Outputs – jobs created

14

jobs maintained Approach 6

1. Bottom-up.

1. Innovative.

### **Qualitative Project Factors**

## Reasons for developing the project

Broadband was unavailable in Alston due to the remoteness of the area and the high cost of upgrading the exchange. The project realised that bringing broadband to Alston would boost the local economy and give residents new skills as they accessed services and training on line.

The community were largely unaware of the benefits of broadband and the Internet. The project aimed to overcome this ignorance and give people the necessary skills for the 21st Century.

The project was originated by a local champion who raised the finance, liased with public sector stakeholders and employed a team that managed a range of technology suppliers.

#### Solution

A Wi-Fi network was built to share out the Internet connection from the local school. The Cleo network delivered 5Mb/s broadband from Telewest to Cybermoor, and then it was relayed out to villages and hamlets in the parish.

Lessons learned:

Managing technology suppliers proved difficult in the early stages, until local companies were brought in to support the network.

The project focused on the community and providing services rather than the technology, and this has enabled it to bring in further funding.

Focusing on the community and providing them with jargon free ICT support has kept customers loyal to the project.

#### Time to develop project Benefits

From March 2001 to present.

#### Benefits of broadband:

- Most young people have computers at home and there has been a 30 % improvement in GCSE grades.
- 81 % of single parent families now have broadband.
- 14 jobs have been created and at least 3 businesses have been attracted into the area through the project.
- Improving the level of skills among residents has been one of our key successes. 72 % of residents have used a PC to learn from home.
- Local groups are supported through the Cybermoor website.
- Local Musicians benefit from <u>www.cybermoor.tv</u> as a place to promote their music. Unexpected benefits
- Community cohesion has increased as more people are going on line to discuss issues and find out about local news.
- Hot topics, like the closure of the hospital have seen residents organising opposition on line.
- On line shopping allows many residents to save money and access services not previously possible.
- House prices increased by 25 % after broadband was installed.

#### Success Factors

- 2. Support from regional / national authorities.
- 3. Strong involvement and cooperation of local communities.

### Sustainable Transferable

Project continues to develop.

Provision of wireless broadband / community portals and low cost hardware is a holistic approach which engages hard to reach groups.



## 64. Project Access, North West, UK

Name Project Access
Country North West, UK

**Summary** Project Access was established to provide broadband connections to 95 % of households and

businesses in Cumbria. A mainly rural region, with a poor telecommunications infrastructure, the project has worked with the private sector and commissioned the upgrade of telephone exchanges. They have also employed a marketing team to promote the benefits of broadband to

SMEs.

**Location** 2. Intermediate Region (IR) -15% to 50 % rural.

3. Isolated.

**Description** The project is located in Cumbria in the North West of England. It has a central mountainous

area and the economy is focused on farming, and tourism. The project has aimed at providing access to broadband via upgrading exchanges and installing a fibre optic ring around the county. It has also aimed at increase take up, by promoting the benefits of broadband. The total project

budget is 30 million euro and take up is currently around 30 % of households.

**Links** Richard Walters

Commendium

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#### **Quantitative Project Factors**

Target Rural Population 2. SME/Business / Agrifood / Private Sector.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

Primary Sector for ICT

5. Employment creation Practices.

Applications Secondary Sector for ICT

2. SMEs and 1a. Agrifood.

Applications

**Financial** 30 Million euro from Regional Government.

Support

**Budget** 30 Million euro.

Sources of 3 Public fund

funds

3. Public funds – Regional Government (30 million euro).

EU Support Outputs –

No 7,000

number of users

15

Outputs – jobs created

15

jobs create

15

maintained Approach

2. Top-down.

1. Innovative.



#### **Qualitative Project Factors**

Reasons for developing the project

The project responded to concerns within Cumbria that it was lagging behind other regions with only 30 % of premises with access to broadband. This was down to low investment by telecom businesses. Businesses were becoming increasingly reliant on good ICT links. It was feared that business would leave Cumbria, damaging an economy which was already losing manufacturing jobs. The North West Development Agency saw that broadband could give the County an edge if it deployed a high quality broadband network. Cumbria has a population of 494,800 with about 26,000 businesses, 220,000 employees and 170,000 households. Rural residents account for 51.6 % of the population and it has the third lowest population density in the EU (0.72 pers/hec).

Solution

The project was driven by the North West Development Agency, which went out to tender for companies to supply broadband. Unfortunately, this process was slow, due to state aid issues raised by BT. Eventually, Your Communications won the contract and began to upgrade telephone exchanges to take broadband, install fibre optic cables in parts of the County and connect areas with poor phone lines using wireless. At the same time the project hired marketing representatives who would contact businesses and explain the benefits of broadband. The project was starting when BT decided to upgrade its exchanges to ADSL, reducing the need for further investment, however the marketers have driven take up which is arguably more important.

Time to develop project **Benefits** 

January 2002.

The benefits are that Cumbria has gone from the lowest broadband take up in the region to the highest. This is partly because there are no cable operators which skews the benefits of ADSL. There is a greater understanding of the issues around broadband among local SMEs and awareness has been raised. Cumbria's biggest challenge is its real and perceived geographic

isolation, something the project ACCESS, through quality telecom services, can, and has, helped to overcome. Since the start of project ACCESS this economic decline has been halted and in 2006 Cumbria's growth was 0.6 % higher than the UK average. Since the start of project ACCESS Internet usage domestically has grown from 7 % to about 36 % and in business has grown from 20 % to 49 %. 15,000 companies have been contacted to explain the benefits of

broadband.

Success **Factors** 

2. Support from regional / national authorities.

Sustainable

6. Understanding of growing competition and functioning of modern markets.

Marketers will not continue after the project has finished, but broadband awareness has increased significantly.

**Transferable** 

Innovative financing and successful public intervention without falling foul of state aid issues is

the key area of transferability.



## 65. Relocating Knowledge Based SMEs, North West, UK

Name Relocating Knowledge Based SMEs

Country North West, UK

**Summary** An international bulk haulage network relocated to a remote rural area thanks to a project

providing fast, symmetrical broadband links. International Dry Bulk Terminals Group (DBTG) manage the movement of dry bulky goods between ports across the world. Millions of tonnes of grain, sand and flour are handled by the company every year. The group share information on

ships, safety and port management.

They wanted to relocate from the South of England where the cost of living was high, and found

a rural area which was offering good value broadband.

**Location** 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

3. Isolated.

**Description** The business is located in remote countryside, 50km from the nearest city, Carlisle. Prior to the

project, the business was located in an urban area on the south coast of England. The aim of the project was to relocate to a rural area and work remotely. This would have been impossible without broadband access. The business is relatively small, employing 2 people but represents an important trend – footloose, knowledgebased service sector businesses relocating to rural

areas and bringing high income jobs into rural areas.

**Links** Richard Peckham

International Dry Bulk Terminals Group Dodbury Garrigill Alston Cumbria

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E-mail: <u>richard@sph-global.com</u> Website: <u>www.drybulkterminals.org</u>



## **Quantitative Project Factors**

Target Rural Population Class of best 2. SME/Business / Agrifood / Private Sector.

Class of best practice Primary

3. Quality of Life in rural areas and diversification of the rural economy.

Sector for ICT Applications 3. eBusiness / eCommerce Practices.

Secondary Sector for ICT Applications 2. SMEs.

Financial Support

Cybermoor provided a PC and broadband connection to DBTG. Without the broadband, DBTG would have had to locate in an urban area.



Budget Sources of The cost of the PC and broadband equipment supplied by Cybermoor was 1,500 euro.

funds **EU Support** 

No EU funds.

3. Public funds – National –1,500 euro.

Outputs number of users

1 SME.

Outputs -

2

jobs created jobs

New start-up.

maintained **Approach** 

1. Bottom-up.

2. Non-innovative.

## **Qualitative Project Factors**

Reasons for developing the project

Locating in a remote rural area, several miles from the nearest telephone exchange. DBTG needed a fast Internet connection to transfer large data files with partners in other countries. The building they had acquired did not have broadband and this was a major brake on the development of the business.

Running the business using a dial up connection would have been tremendously inefficient, taking more time and costing more money.

Solution

DBTG was provided with a wireless broadband link to his farmhouse. This enabled them to have SDSL connectivity from the local wireless internet service provider. The SDSL capability allows DBTG to both send and receive information quickly. This is an advantage over ADSL, which has slow upload speeds.

The project has demonstrated that remote rural locations can attract knowledge based businesses. This then triggers increased investment as these businesses upgrade their premises and bring new money into rural areas.

The disadvantage is that these new businesses can drive up the cost of living – with increased house prices of 25 % in Alston Moor. This prices people in traditional industries out of the market.

Time to develop project **Benefits**  05/09/2002.

Benefits expected:

- It would enable the business to run from Garrigill, even though this is far from the coast and any of the ports which International Dry Bulk Terminals deal with. The broadband would enable this remote working and improve the quality of life, giving Richard more time with his

Benefits actually realised

– DBTG has been able to operate much more effectively and the website has grown into an effective tool. Port Authorities using the website have been able to reduce costs and improve

**Success** 

2. Support from regional / national authorities.

**Factors** Sustainable **Transferable**  4. Involvement and cooperation of local companies / organizations. Yes – business is able to continue after the project has finished.

The project shows that a business can successfully set up and operate remotely from its core

market.



## 66. ALLCONET - Broadband in Allegany County, USA

Name ALLCONET - Broadband in Allegany County

Country

Summary Allconet 2 provides high speed broadband to Allegany County near Washington DC. Originally

> developed to provide connectivity to Council Offices and schools, the network now connects residents and private businesses. It is a model which is being copied in other parts of the USA

where there is significant investment in public networks.

Location 2. Intermediate Region (IR) – 15 % to 50 % rural.

1. Small Town.

Description Allegany County is a county in the western portion of the U.S. state of Maryland. As of 2000,

the population was 74,930 and it covers 1,113 km<sup>2</sup>. It is predominantly rural and relatively

isolated.

The project aimed to provide connections to public buildings including schools, improving local

education. Secondly, it aimed to promote economic development by connecting SMEs that

could not receive a broadband connection from the local phone company.

Links Thomas E. Cooley

Allegany County Economic Development

701 Kelly Rd, Suite 400 Cumberland MD 21502 Tel.: +301 777 5697

E-mail: tcooley@allconet.org Website: www.alleganyworks.org



Allegany County signatories cut the ribbon to launch Allconet 2.

### **Quantitative Project Factors**

Target Rural

3. Public Sector / Government Agencies/Schools.

**Population** Class of best

3. Quality of Life in rural areas and diversification of the rural economy.

practice **Primary** 

4. eLearning / eSkills.

**Sector for ICT Applications** 

Secondary 2. SMEs.

Sector for ICT **Applications** 

**Financial** Local authority. Support

**Budget** 

1 Million euro.

Sources of funds

3. Public funds – Local.

**EU Support** 

Outputs number of 80 local authority sites.

users Outputs -

3

jobs created iobs

3

maintained

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Approach

- 2. Top-down.
- 1. Innovative.

## **Qualitative Project Factors**

## Reasons for developing the project

The local council recognised that deeply rural location was unattractive to companies which needed fast internet connections. The closest ATM link was 90 km away, making fast connections expensive for most of the businesses in the County. The economic development strategy involved bringing in hi-tech businesses sector to replace those in the declining manufacturing industries. Staff promoted Allegany County as a good place to invest, based on a good quality of life and proximity to the Federal Government in Washington DC. However, businesses who expressed an interest cooled when they discovered the poor quality of broadband access.

There was clearly a need to improve connectivity; however, the local telecom operator was unwilling to invest in the County.

There was also a need to provide broadband to schools to improve the education of children in the County. Public sector organisations in the County needed robust and reliable communications services.

A technician at a local school began to develop wireless links between buildings to share internet connections. This network developed by securing sites around the County on water towers and public buildings.

#### Solution

The County's Education Department built a wireless network to deliver broadband to the local schools and public sector organisations. However, this did not offer the resilience that was required by the emergency services. Alconet 2 was built to provide a much more robust network. The network was built more like a telephone operator's network, rather than Ethernet based broadband network. They have 11 core towers, ringed with licensed microwave at 11, 12, 18 and 23 GHz. There is a Marconi ADM within each tower routed into a Marconi ATM switch into a 1,483 Ethernet bridge.

On each tower there are six 5.7–5.8 GHz pre-WiMAX compliant radios offering 26 Mbs. The service to most end users is delivered by Alvarion 2.4 GHz frequency hopping equipment providing up to 3 Mbs. The network covers 525 square miles which is predominantly rural. The network was built by the education authority and is maintained by council staff. End user connections are managed by independent ISPs who buy a service from Alconet and then resell it, normally using Wi-Fi.

#### Time to develop project Benefits

01/01/2001.

The County is now able to provide broadband to schools, public buildings and businesses.

They are not actively providing services and applications, focusing instead on pure broadband delivery. They are however working in partnership with 5 local ISPs.

The main benefits are the cost savings for the County. They would spend millions of dollars with telecom companies to connect their offices. The network requires 5 hours per week of management time and local authority staffs have been retrained to carry out basic maintenance work on the system.

They are able to provide wireless connectivity to Council staff and they can install low cost CCTV cameras, linked wirelessly to a control centre. This considerably reduces the cost of deployment.

#### Success Factors

2. Support from regional /national authorities.

4. Involvement and cooperation of local companies / organizations.

#### Sustainable Transferable

The low running costs mean that the project will continue for the foreseeable future. Local authority funded networks can fill gaps left by established telecom companies and reduce operating costs.



## 67. Lenowisco fibre network, USA

Name Lenowisco fibre network

Country USA

**Summary** Faced with a rural economy which was disadvantaged due to its remote location, a local

partnership has designed and built a fibre optic cable network to deliver broadband to customers. The network is driving economic development by attracting companies to the area and improving the quality of life for existing residents. Partnership working with the Virginia Planning District Commission has helped to reduce the cost of building the network. Prices are

reasonable for customers with a tiered system catering for all residents.

**Location** 3. Predominantly Rural (PR) -> 50 % rural. OECD Rural is < 150 people/km<sup>2</sup>.

2. Scattered.

**Description** Rural communities in Virginia faced little prospect of being connected to the Internet by

incumbent phone companies. The deep rural location, scattered settlements and small towns was a problem for conventional broadband suppliers. The Lenowisco fibre network aims to support local businesses and attract new ones to rural areas of Virginia. This is achieved by laying over 90 miles of fibre to connect towns which were previously beyond the reach of broadband. It also aims to provide redundant broadband links to large companies that need resilience should one of their connections fail. In return this stimulates the local economy, attracting new businesses to

the area.

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Digging the trenches for the fibre network.

#### **Quantitative Project Factors**

Target Rural Population

3. Public Sector / Government Agencies/Schools.

Class of best practice

3. Quality of Life in rural areas and diversification of the rural economy.

Primary Sector for ICT 5. Employment creation Practices.

Applications Secondary

2. SMEs.

Sector for ICT Applications Financial

The funding partnership came from: Tobacco Commission (1,722,300 euro),

Support Kentucky Data Link, VECDA, Virginia Coalfield Coalition, The Town of Big Stone Gap (CIT),

CIT, MEOC, ARC and CIT (Jonesville).

**Budget** 2,294,400 euro (\$3,058,500)

Sources of The funding partnership came from: Tobacco Commission (1,722,300 euro),

funds Kentucky Data Link, VECDA, Virginia Coalfield Coalition, The Town of Big Stone Gap (CIT),

CIT, MEOC, ARC and CIT(Jonesville).



**EU Support** Outputs -

number of users

Outputs jobs created

iobs maintained **Approach** 

N/A N/A

N/A

N/A

1. Bottom-up. 1. Innovative.

#### **Qualitative Project Factors**

Reasons for developing the project

The company recognised that a deeply rural location was unattractive to companies which needed a fast internet connection. Priced at 1,068 euro (\$1,200) per month, broadband was hard to justify for most businesses. The alternative was a 50 Kbs dial up connection. The economic development department wanted to attract businesses to the area, but found that communication links were a major block. There was only one operator, with a single link out of the area. Without competition, the incumbent broadband provider was not enthusiastic about improving the service and reducing prices.

Solution

The Virginia Planning District Commission was investing 27 million euro (\$40 million) in water and sewage projects. Ducts were laid to carry fibre optic cable during this process. The project blew 92 miles of fibre through these ducts to connect tier 1 customers (heavy users). Home and smaller business connections followed in 2006.

Partnership working has been the key to the successful delivery of this project. The diverse partners include Powell Valley Electric Cooperative, Old Dominion Power, CornerPost Software, LLC, Estes Brothers Construction and Wellmont Hospital. 2003

Time to develop project **Benefits** 

The project has provided a fast Internet connection to public sector organisations, using existing investment for ducting. Secondly, the quality of the network provides the County with the ability to attract large corporate that would not normally look at that Lenowisco. Emerging

businesses such as call centres and data centres can now locate in the area. Because taxes and business costs are lower than in urban areas where there is a similar connectivity, there is huge potential to attract inward investors. Following 9/11, business continuity and network resilience is becoming more important for businesses. The 3 connections to "the outside world" from

Lenowisco provide additional confidence to corporate customers.

**Success Factors** 

3. Strong involvement of local communities.

4. Involvement and cooperation of local companies / organizations.

Sustainable

A number of private sector clients have now engaged with the project which will ensure that it continues.

**Transferable** 

Wide area fibre networks are likely to grow in importance across the EU as member states aim to future proof their communication networks.

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