



# THE EUROPEAN BROADBAND PORTAL

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# The EBP as a tool for Public Authorities

**Learning from others' Good Practice and creating your own**





## **European Regional Information Society Association**

- **A network of EU Public Authorities operating at the regional level of government**
  - **A platform for the exchange of Good Practices**
- **10 years' experience of developing Information Society policies and programmes, leveraging EUSF and other sources of public and private funding**
- **Focussing on the issues around access to affordable, and ubiquitous High Bandwidth Telecommunications Services since 2005**





**VISION**  
To develop a knowledge based economy characterized by...

... innovation ...

... entrepreneurship ...

... excellence in education ...

... world-class infrastructure ...

... efficient delivery of public services...

...digital inclusion














## **THE BROADBAND PARADOX**

**“Those that need access to Broadband the most have least access to it”**



**A competitiveness issue**  
**Governments around the world are investing to accelerate deployments**

Australia		Australia is spending USD 30 Bn in building a high speed nationwide broadband network
Korea		Korea's recent government plan aims to achieve 1Gbps connection in 2012 requiring USD 24.6Bn over next 5 years
Singapore		Singapore has introduced a multi-tier NBN network model and invested USD 600 Million
Japan		Japan has initiated the u-Japan (Ubiquitous Japan) project in 2007 and invested USD 13.6 Bn
USA		USA has allocated USD 7 Bn to high speed broadband access in its economic recovery package
Malaysia		National Broadband Plan launched in 2004, aims to have 75% of households penetrated by 2010
New Zealand		In 2009 the New Zealand government pledged USD1.5 Bn to provide fiber to the home network for all citizens
Sweden		By 2005 national broadband infrastructure reached 98% of the population, with 100% high speed coverage by 2008
Greece		Greek government pledged USD 2.82 Bn in 2008 to provide broadband fiber access to 2 million households



Source: Booz & Company analysis





## Background

- ❖ **Follow up action of the EC resulting from the Bridging the Broadband Gap Conference (14-15 May 2007, Brussels)**

*“... the **exchange of best practice** in the broadband area has proved useful and shall be continued through a purpose-built website, populated for a start by the information provided for this conference and in particular with the exhibitors.”*





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- ❖ **The project acts in direct support for the third pillar of the i2010 initiative: fighting the digital divide in under-served areas and less developed regions of the EU by**

*“... making ICT products and services **more accessible**, including in regions lagging behind, is an economic, social, ethical and political imperative which will reinforce social, economic and territorial cohesion.”*





## Background

- Operate as a **one-stop shop repository of information and web-based information platform**, aimed at facilitating the exchange of ideas, experiences and good practices on broadband among relevant public and private actors.





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- Operate as a **one-stop shop repository of information and web-based information platform**, aimed at facilitating the exchange of ideas, experiences and good practices on broadband among relevant public and private actors.
- Contribute to the opening and the **transparency of the broadband market** by acting as a virtual meeting point between ICT suppliers and public authorities.





## Aims

- stimulate the exchange of **best practices** and the sharing of experiences
- facilitate** demand aggregation and joint procurement
- act as a central **information platform**, publishing calls for tender and other notices
- become in this way a **virtual meeting point** between suppliers and local governments.
- permit sparsely populated areas to **coordinate their demands** for broadband, establishing a **critical mass** for technological solutions, such as satellite, that provide large coverage.





## Stakeholders

... a platform enabling interested stakeholders to develop as a virtual community of interest, especially those concerned with:

- ❖ **overcoming the digital divide**, especially in rural and sparsely-populated territories;
- ❖ **tackling depopulation** of rural areas;
- ❖ **delocalisation of business** and facilitating **reorientation** of economic activities;
- ❖ **improving** territorial cohesion and, in particular, **spatial balance** between urban and rural areas;
- ❖ **exploitation of ICTs** to bring about more sustainable development solutions;
- ❖ ensuring that public interventions and investments respect competition policy and do not breach state aid rules.



## UPDATES

- News
- Events
- Virtual notice board
- Newsletter

## KNOWLEDGE

- Discussion groups
- Wiki
- Competence center
- Glossary of terms
- Useful links
- Latest surveys

## ABOUT

- Users
- About us
- Contact us
- Legal disclaimer

## HELP

## NEWS

27/03/2009  
**ETNO calls on the Commission not to underestimate NGA challenge**  
 Despite a relatively positive outlook, Europe's telecoms sector experienced its lowest growth rates...

25/03/2009  
**Presidency Conclusions of the Brussels European Council (19/20 March 2009)**  
 The European Council expressed confidence in the ability of the EU to tackle the financial and economic...

25/03/2009  
**Faster and cheaper broadband: Commission study shows significant fall in prices in 2008 in Europe**  
 European consumers paid less for their fixed broadband internet access (DSL, cable modem, fibre) in...

## CONFERENCE



**EC Event - European Regions for Better ICT Connections**

## FORTHCOMING EVENTS

March 2009						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

24/02/2009 - 26/12/2009  
**Wireless Broadband Revenue Maximisation**

31/03/2009 - 31/03/2009  
**NextGen Roadshow 2009 - High speed broadband in your community**

01/04/2009 - 03/04/2009  
**CTIA Wireless 2009**

## SIGN IN

Log In

Email:

Password:

Login

**REGISTER HERE!**  
[Forgot your password?](#)

## TOP DOWNLOADS

**1. Register**

- DTI 2007\_Public broadband schemes a best practice guide
- BSG\_Value of next generation broadband\_06\_2008

## TOP RATED

- 5 points Project Astra schlägt Bundesregierung Breitband-Versorgung über

## Key Project

### The Village Power Model (Sweden)

- Fast broadband for rural communities
- High usability
- Inclusive partnership
- Long-term sustainability



## Key Project

### FFTH Network in Asturias (Spain)

- 1st FFTH network in Spain
- Highest speeds available for all villages and rural areas
- Sustainable business model





## PROJECT EVOLUTION

- **150 Projects, including inter-regional and one cross-border within Ireland**
- **Projects increasing in size and complexity –moving away from the “community” model to a regional scale**
- **More technological innovation, moving away from simple extensions of existing networks based on enhanced “copper” (DSL)**
- **NGN/NGA (GBs) rather than “Broadband” (MBs) becoming the vision if not yet the norm**





## **“To Do” Check- list**

**Draws upon recognised Best Practice-including**

- **Mapping and Coordination**
- **Developing the Business Case**
  - **Finding the Funding**
    - **State Aid rules**
- **Inputs from partner organisations including B3Regions and EU Commission**





## **Progress is being made**

- **EU Policies now are much better aligned, enabling Public Authorities to plan with greater clarity on State Aid rules, EUSF, CAP etc**
- **Member States now recognise the strategic importance of effective, high bandwidth infrastructure**
- **The market is delivering new technologies and business models**
- **Evidence now that investing in Broadband/NGA is no longer a “leap in the dark”**





## How can you contribute to the European Broadband Portal?

- Upload your **Broadband Project!**
- Contribute to the **EBP-Newsletter!**
- Share your opinion in the **Discussion Groups!**
- Upload relevant documents i.e. to the **Competence Centre!**
- etc.





[www.broadband-europe.eu](http://www.broadband-europe.eu)





## To know more ...

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