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REGIONS FOR BETTER BROADBAND CONNECTION

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## Workshop on Broadband network projects in Poland

# Broadband network projects, best practices and case studies: The Piedmont ICT Observatory

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**Warsaw, 18 May 2010**  
*Workshop on Broadband network projects in Poland*

[www.europa.eu/regional\\_policy](http://www.europa.eu/regional_policy)  
[www.interreg4c.net](http://www.interreg4c.net)

- **History**
- **Rationale**
- **Goals and Objectives**
- **Activities**
- **Approach**
- **ICT Observatory & BB Diffusion**
- **Piedmont Region Experience**

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## **Lessons Learnt**



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### HISTORY

- Two **international** projects:
  - 2002-3 Regional IST (FP5)
  - 2004-5 Understand (Interreg-IIIC)
- In 2005 **PICTO** was established by the Regional Government
- PICTO is the result of a **collaboration** among a number of public and private entities:
  - **IRES** (Research Institute owned by the Regional Government)
  - **CSI** (IT arm of the Regional Government)
  - **CSP** (Public ICT focused Research Center)
  - **ISMB** (Private ICT focused Research Center)
  - **POLITO** (Public Engineering University)



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- You cannot manage what you cannot measure
- Before investing millions of €, it is wise to spend some money (~1%) to understand, *if, how, where and when* to invest
- After you invested, it is useful to *monitor* the *effectiveness* of your policies.



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### GOALS AND OBJECTIVES

- **Support** the policy making & evaluation activities of the Regional Government on ICT matters
- **Document** the diffusion of ICTs in the Region & provide international **benchmarks**
- Provide **discussion** opportunities on ICT related topics
- **Scenario analyses** over new technological trajectories (WiMax) or paradigms (web 2.0)
- **Reduce** duplication of **costs** due to uncoordinated monitoring activities

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- Monitoring of broadband infrastructure diffusion
- Diffusion, usage & impact of ICTs among:
  - Citizen (Sample over 2000 - CATI)
  - Enterprises (Sample 3/400 - Questionnaire)
  - Municipalities (Sample 1206, Questionnaire - Websurvey)
- Monitoring of ICT sector dynamics
- Dissemination of Best Practices



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### ACTIVITIES II

- Estimation of provincial **bandwidth needs**
- Measuring **impacts** of ICT Strategic Policies:

[www.wi-pie.org](http://www.wi-pie.org)

- Organization of **dissemination** workshops
- **Ad hoc** studies (ie.):
  - ICT in Hospitals
  - ICT & industrial Districts
  - Broadband in Marginalized Areas

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### OUR APPROACH

- **Systemic**: acknowledges the interdependencies of socioeconomic actors and diffusion phenomena
- **Interdisciplinary**: cross sectional nature of ICTs requires a wide range of competences and conceptual lenses
- **Systematic**: periodical and continuous data collection activities allow to study the evolution of phenomena over time

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• **Shared**: the knowledge created is available to



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### SO HOW DOES IT HELP BB DIFFUSION?

- AT PRACTICAL LEVEL:
  - It provides a good empirical base for a **better definition** of white and gray areas (real vs. declared coverage).
  - Having a precise map of the infrastructure **improves** the **allocation** of scarce public resources
  - The estimation of the provincial bandwidth allows to check the **suitability** of technological solutions
  - It offers **objective assessments** of the problems to be used for the obtainment of additional funds

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### SO HOW DOES IT HELP BB DIFFUSION?(II)

- AT A HIGHER LEVEL:
  - It allows policy makers to **better understand** the issues to be tackled (Es: Digital Divide)
  - It helps the development and diffusion of important **complementary activities** (eGovernment, eCommerce, eHealth)
  - More in general, it **fuels a continuous learning process** across all the actors

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### PICTO: PIEDMONT REGION EXPERIENCE

- Main **governance** tool to:
  - **Monitor** the territory:
    - infrastructure and services
    - demand and offer
  - Measure the **impact** of each action on Piedmont social and productive environment
- Permanent structure to measure **ICT status** in Piedmont Region
- A **dissemination** tool: WS, Seminars,

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**Publications**

- Extremely useful – **Fundamental ?**

**Yes**

- Plain statistical data are not enough: **interpretation** is needed
- National data are too **coarse** to define regional policies
- Positive experience led to new roles: a simulator to evaluate policies ex-ante
- **Organization** can vary, i.e Catalunya observatory depending from local



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**See you all in**

**Lodz, 15<sup>th</sup> June 2010**

**B3 Regions Final  
conference**

**Thank you  
for your attention!**

**Vittorio.Vallero@csi.it**

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