

The implementation of the
i2010 strategy
at the regional and local levels

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Main themes of the presentation:

- i2010 pillars
- broadband infrastructure
- eGovernment



Three pillars of i2010

- **A Single European Information Space**

The completion of a Single European Information Space which promotes an open and competitive internal market for information society and media

- **Innovation and investment in research**

Strengthening Innovation and Investment in ICT research to promote growth and more and better jobs

- **Inclusion, better public services and quality of life**

Achieving an Inclusive European Information Society that promotes growth and jobs in a manner that is consistent with sustainable development and that prioritises better public services and quality of life

I. Single European Information Space

offering affordable and secure high bandwidth communications, rich and diverse content and digital services.

Challenges:

- Speed, rich content, interoperability, security

Actions:

- Review electronic communications framework, modernising legal framework for audiovisual, European content support, strategy for secure European Information Society; targeted actions on interoperability (especially DRM)



II. Innovation and investment in research

**World class performance in research and innovation in ICT
by closing the gap with Europe's leading competitors**

Actions:

- Research: increase & prioritise for ICT, launch bottleneck-solving initiatives; measures to encourage private investments
- eBusiness policies – barrier removing
- Support tools for new patterns of work



III. Inclusion, better public services and quality of life

An Information Society that is inclusive, provides high quality public services and promotes quality of life.

Actions:

- Policy guidance on eAccessibility and broadband coverage; eInclusion initiative proposal, Action plan on eGovernment; demonstrator projects; three flagship initiatives on Quality of Life-ICT



Broadband infrastructure

- results of benchmarking
- two examples: Spain and Slovakia
- policy recommendations



IDATE 2007 Broadband Report

Annual survey, based primarily on a questionnaires.
Most data is referred DSL (Digital Subscriber Line) and cable modem – the two most widespread broadband technologies.

The data was collected up to 31 December 2006 and was categorised according to urban, suburban and rural regions, using the following criteria:

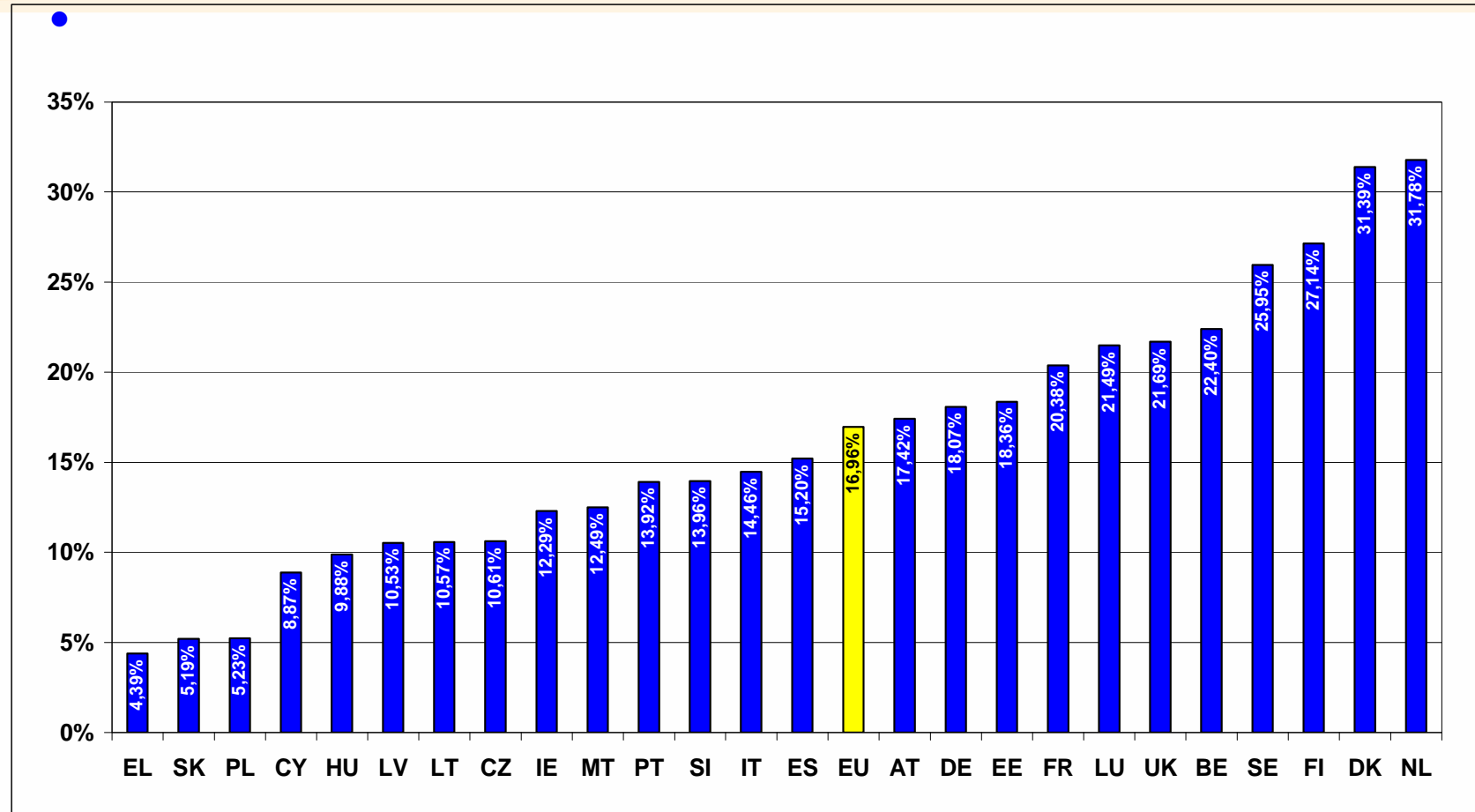
Urban: a population density greater than 500 inhabitants/km²

Suburban: a population density between 100 and 500 inhabitants/km²

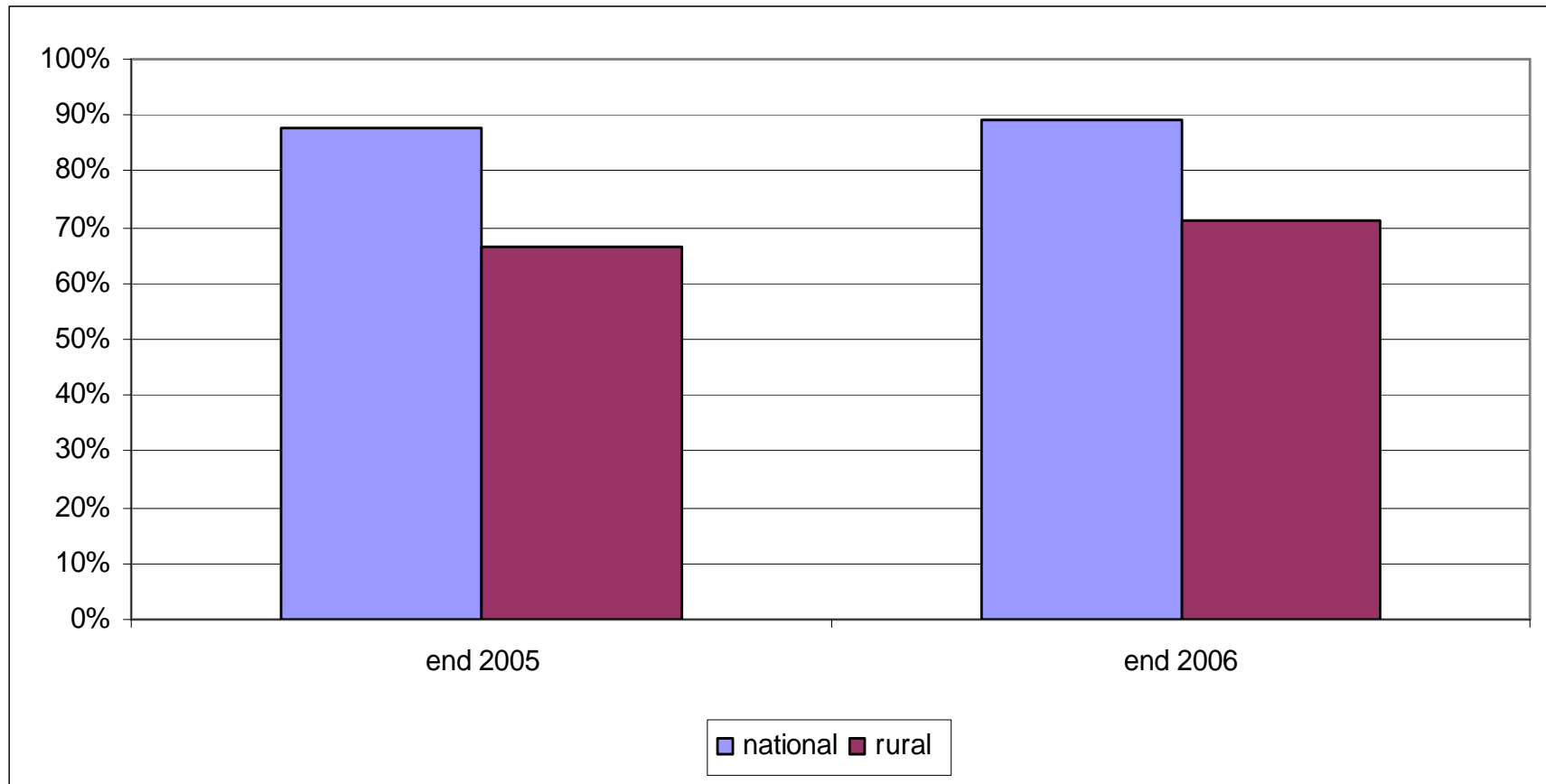
Rural: a population density less than 100 inhabitants/km²



Broadband penetration rates as a percentage of population, end of 2006



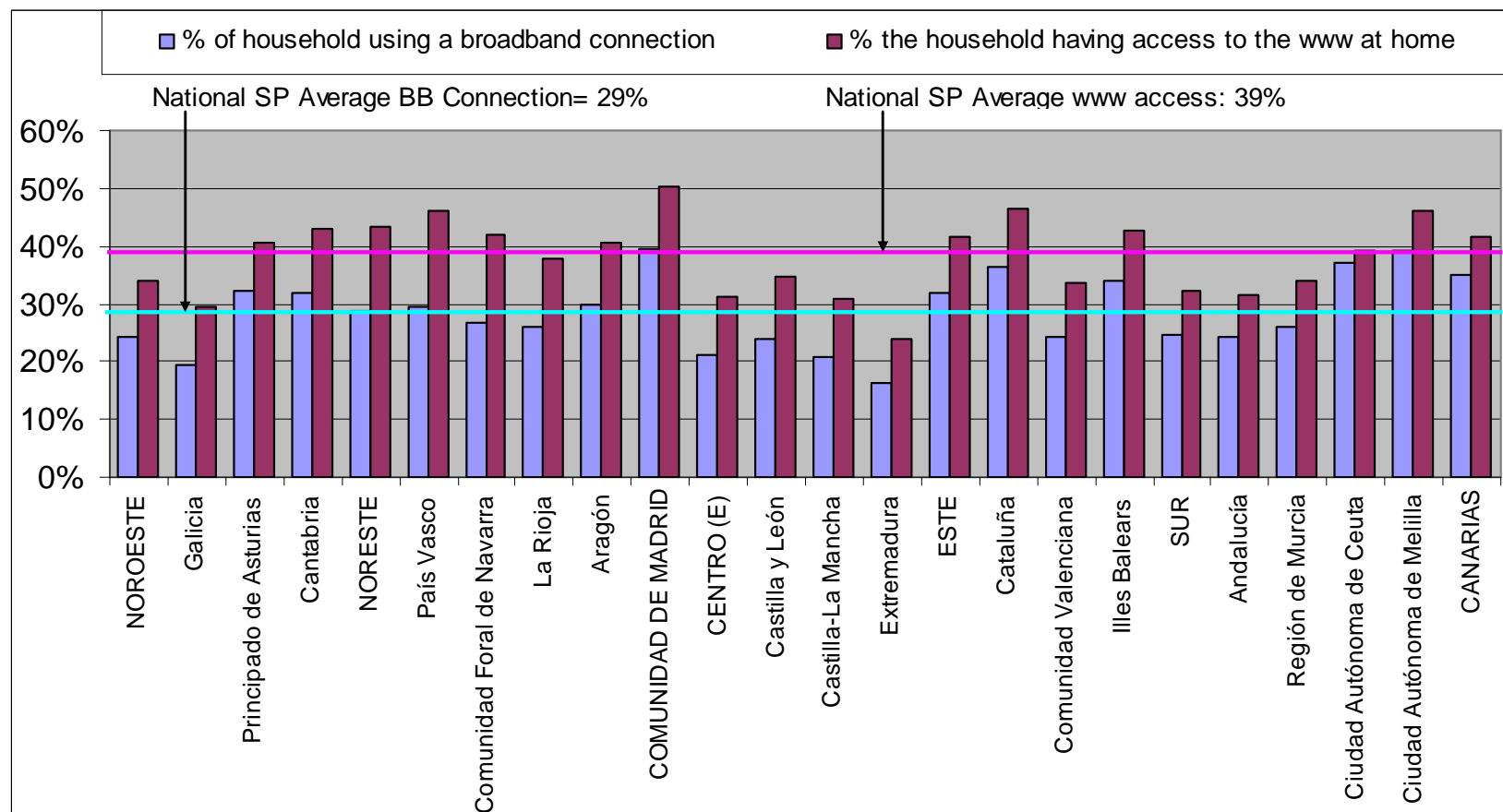
The broadband gap between Urban and Rural areas



Information Society and Media

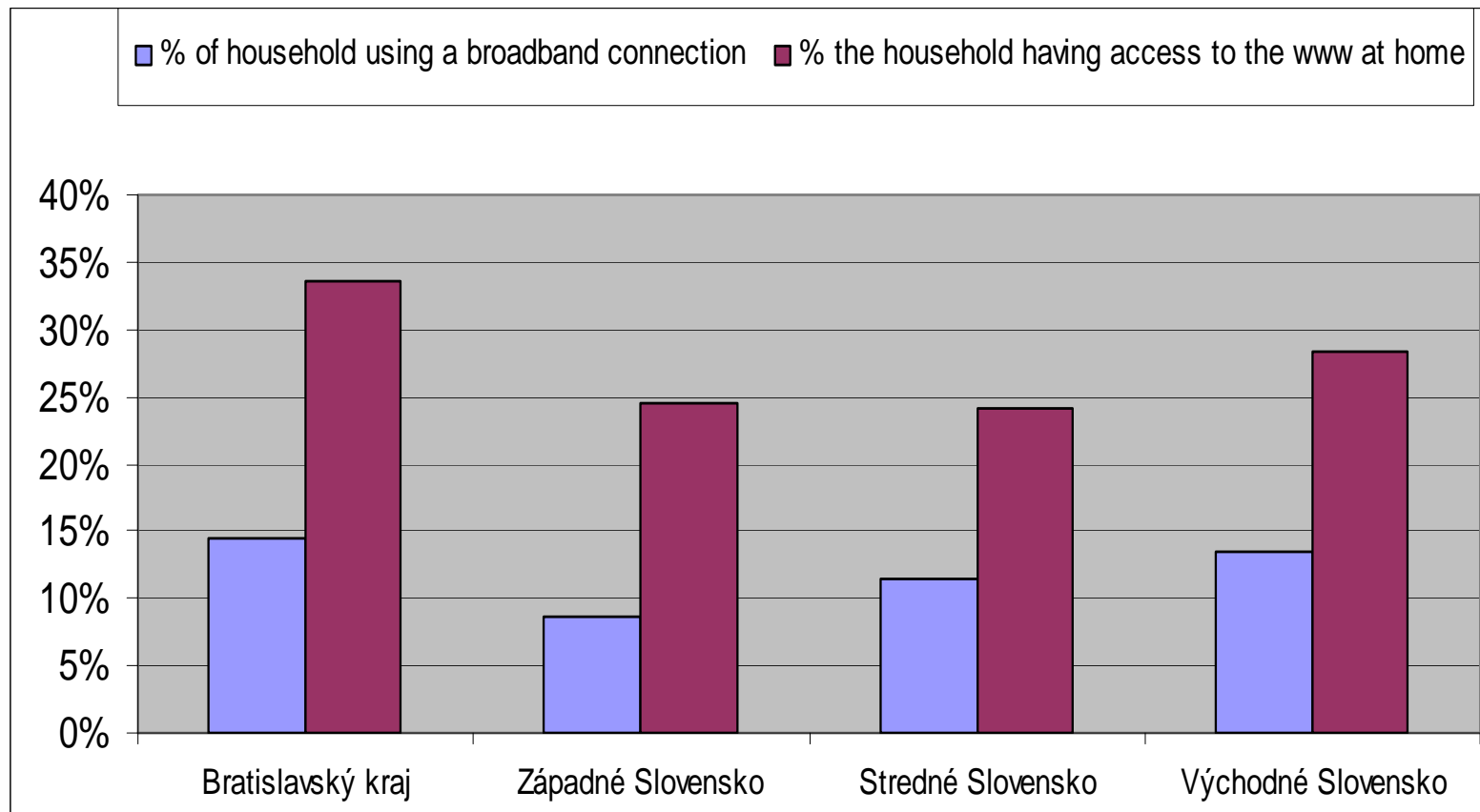
Spanish Regions

Eurostat Household Survey 2006



Slovakian Regions

Eurostat Household Survey 2006



Where we are

- **Gap** between urban and rural areas is **widening**: 50 million individuals excluded from access. Only 70% of rural population has access to broadband (coverage, lower speeds and higher costs).
- Call for the **mapping of the infrastructure**: useful tool for public authorities to identify gaps. Operators to be encouraged to make maps of their networks publicly available.
- Regional contributing by monitoring regional developments. **Benchmarking** of broadband should be carried out also **at regional level** distinguishing urban from rural areas.



The EU point of view

- EC estimate: in 2007-2013 period, **4,4% of cohesion policy resources** - 14 billion EURO - will be invested in priorities **directly linked to the information society.**
- Call to reinforce **capacity** of these authorities to plan, manage and implement ICT strategies including a greater exchange of best practices
- Need for **synergy among EU policies**: rural development, regional, competition and rural development and other policies. **Rural and regional development plan need to embed balanced and integrated ICT strategies.**



Policy recommendations: Supply side

- **Broadband** shaping as a service of general economic interest. Questions: **part of universal service obligations?** current **funding model**, designed for national monopolies, still appropriate?

- Next year, the Commission will publish a **Green Paper on universal service** to launch a wide ranging policy debate among all stakeholders.

- **No optimal technology mix.** best technological solution will depend on local topography and demographics. Satellite and Wi-Max are providing interesting wireless solutions for rural and scarcely populated areas.

- Main barrier to the deployment of wireless technologies: difficulty in exploiting **economies of scale.**



Role of Public intervention

- **Public intervention** in underserved areas should **increase incentives to invest and lower entry barriers** while **respecting state-aid rules**.
- Well-designed **open-access public support schemes** can even jump-start competition in previously unserved areas.
- Public-funding of **passive infrastructure** (ducts, fibre or antenna sites) is among least distorting means from the competition point of view.
- **Facilitating access to ducts** is an important way to bring telecommunication infrastructure to under-served areas: eg: grant rights of ways on a non-discriminatory basis, **coordinate civil works, encourage the sharing of ducts and other facilities** to avoid duplication of basic infrastructure;



Role of Public intervention

- **Local authorities could lay ducts**, rent them to operators on an open and non-discriminatory basis and impose open access obligations.
- Synergy among rail, energy and road infrastructure public authorities: **saves digging costs and brings ducts and dark fibre to under-served areas.**
- Explore possibility of **mandating indoor pre-cablings for new buildings.**
- **Call for update of National broadband strategies;** dedicated budget, taking into account regional needs and developing clear targets.



Policy recommendations: demand side

(1)

- **Demand aggregation** policies can create a **critical mass of users**, exploit economies of scale and facilitate commercial investment. There is a potential for demand aggregation schemes across regions, in particular where satellite solutions are considered.
- **Balancing supply and demand actions** is critical to ensure the efficient use of resources, eg: support the development of regional or local **content**.
- More emphasis on the development of **on-line public services** to help improving **territorial management** and ensure socio-economic sustainable development in cities and rural areas.



Policy recommendations: demand side (2)

- **ICT skills and digital literacy** are critical to the effectiveness of any broadband strategy. Training should constitute an important chapter of all projects in support of the information society.
- **Exchange of best practice** in the broadband area has proved useful and shall be continued through a purpose-built website



eGovernment services

- results of benchmarking
- actions at the European level



eGovernment benchmarking

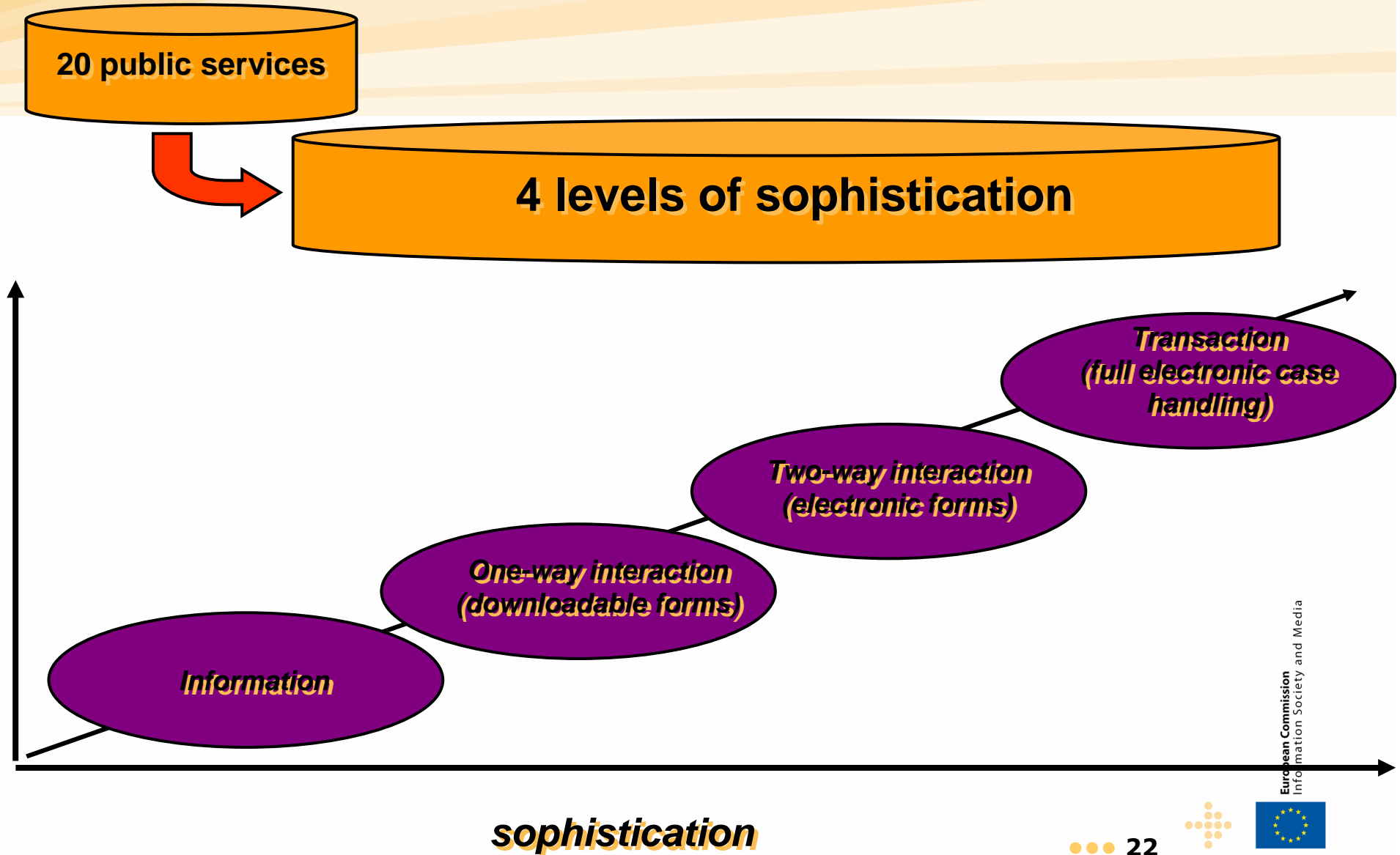
Supply-side indicator: availability and sophistication of basic public services on-line

Measures 20 public services:

- 12 for citizens (Income taxes, job search, social security benefits, personal docs, car registration, health-related service, enrolment in higher education...)
- and 8 for businesses (social contributions for employees, corporate tax, VAT, custom declaration, public procurement, environmental permits...) since 2001.

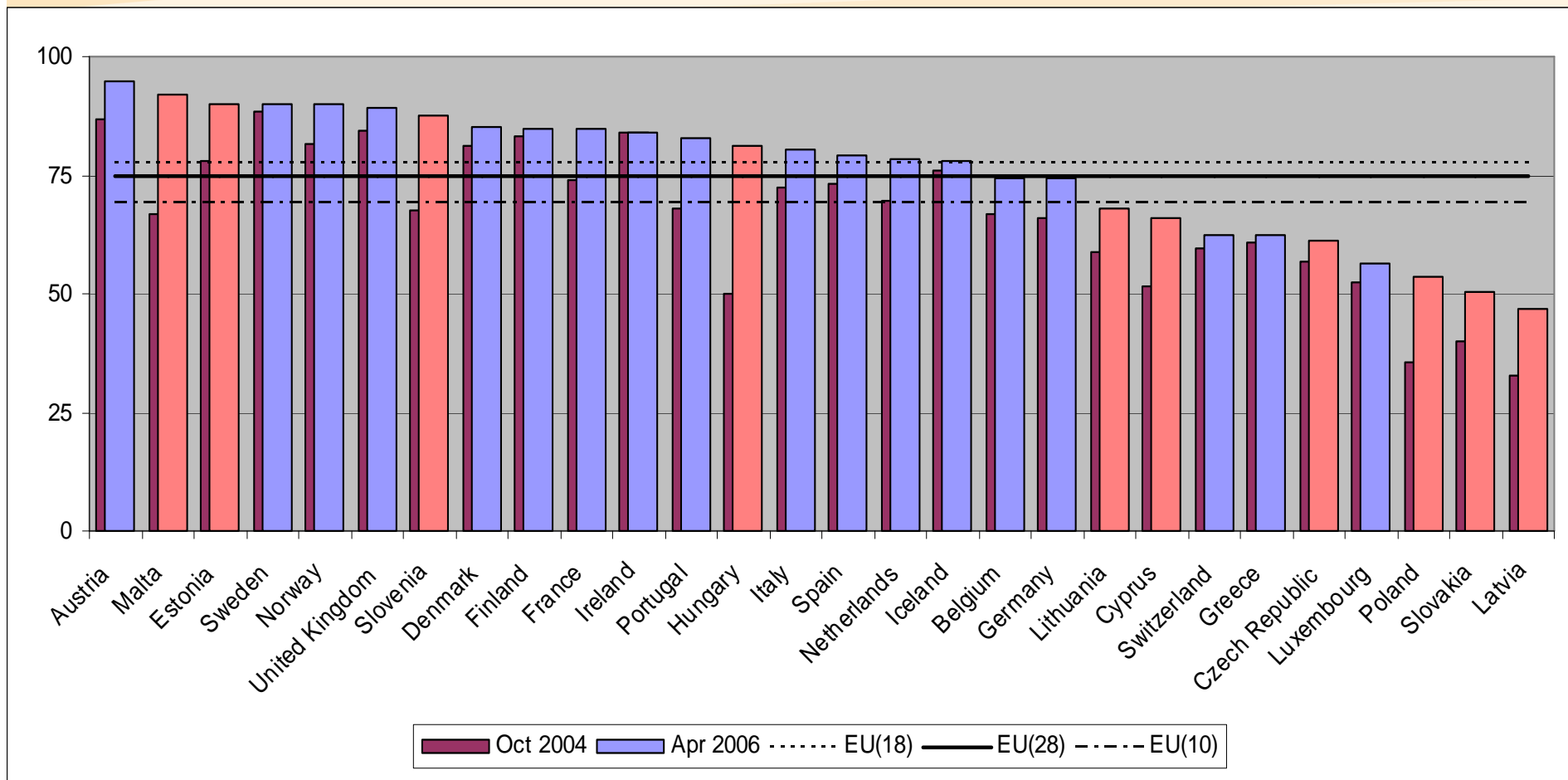


Benchmarking eGovernment



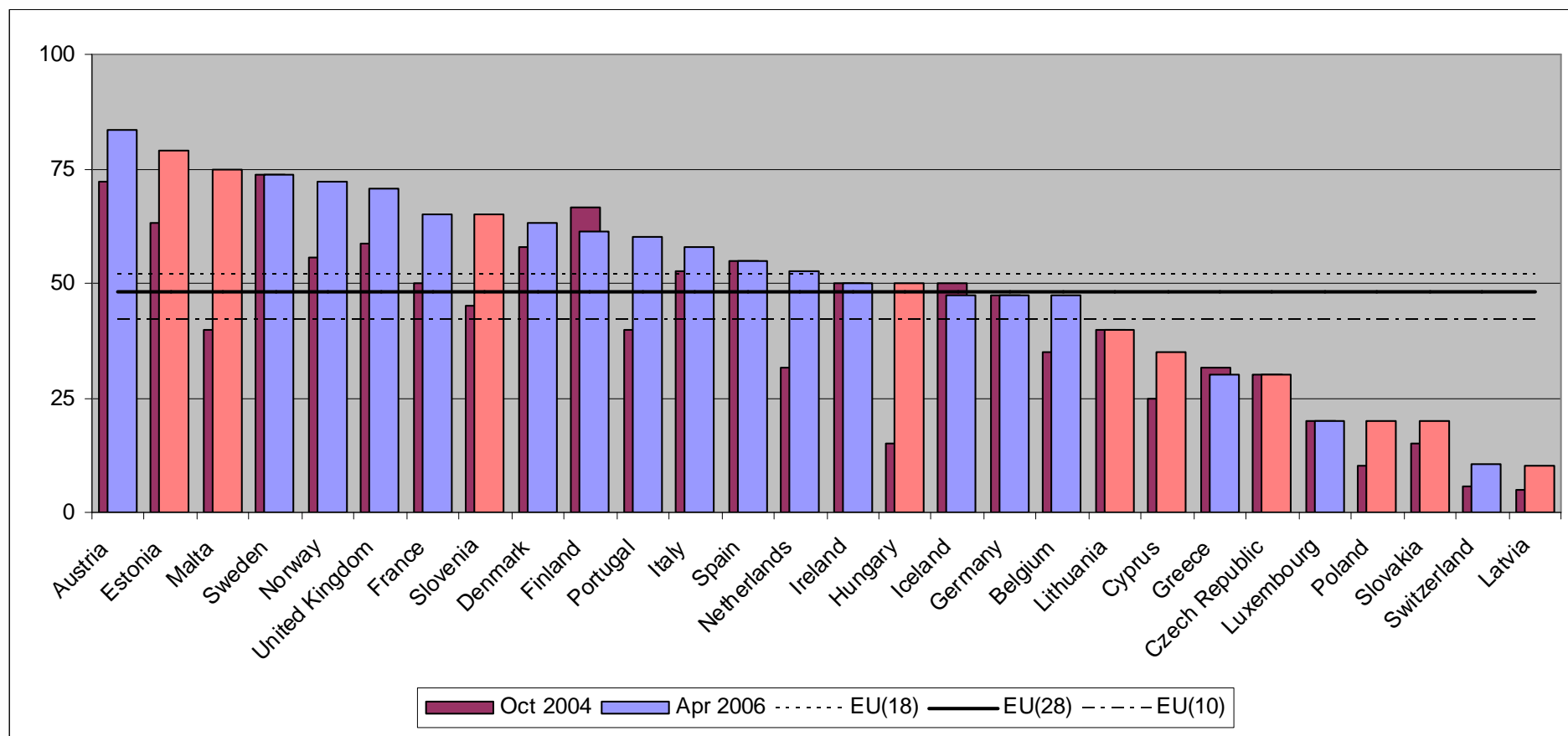
Availability of eGov services

2006 Results



Full on line availability of eGov services

2006 Results



Surveys show:

- Real benefits being delivered (time/cost savings)
 - 7 million hours in citizen online tax filing
 - €10 saved per online VAT declaration
- Potential much larger when full take-up and fully online
 - e.g. 100 million can be saved yearly on citizen tax filing
 - €0.5 billion can be saved in online VAT declaration
- 80% of users satisfied,
but only 30-40% see 'real' service improvements
 - For 30% of users, usability is issue (finding, ease, ...)
 - Process, channel, service integration needed (further back-office transformation)



eGov Action Plan

Five Priority Objectives

1. No citizen left behind = Inclusive eGovernment
By 2010 all citizens gain benefit from eGovernment services & easier access
2. Making efficiency and effectiveness a reality
By 2010 high user satisfaction, transparency and accountability, a lighter administrative burden and efficiency gains
3. Implementing high-impact key services for citizens & businesses
By 2010, 100% of public procurement will be available with 50% actual usage
4. Putting key enablers in place
By 2010, mutual recognition of national electronic identities (eID) for interoperable authenticated access across Europe to public services
5. Strengthening participation & democratic decision making
By 2010, demonstrating tools for effective public debate and participation in democratic decision making



What is important in eGovernment

- Interoperability
- Technological neutrality
- Openness and flexibility, open standards
- Collaboration between and within authorities
- eGov is a way of back-office reorganisation
- Leaving room for innovation
- Stimulation of both supply and demand
- Trust and security, ensuring privacy
- Inclusion



Thank you for your attention!

More information to be found on: <http://ec.europa.eu/i2010>

The screenshot shows the website for Europe's Information Society, specifically the i2010 initiative. The page features a navigation menu with categories like Policies, Activities, Culture & Society, etc. The main content area is titled "i2010 - A European Information Society for growth and employment" and includes a search bar, a "50th anniversary" banner, and a central text box describing the initiative's goals. A sidebar on the left lists various policy and assessment documents. A right sidebar contains news and funding opportunities. The footer includes the European Commission logo and the text "European Commission Information Society and Media".

Europe's Information Society
European Commission > Information Society > i2010

i2010
Information Space
Innovation & Investment in R&D
Inclusion

i2010 - A European Information Society for growth and employment

i2010 is the European Commission's strategic policy framework laying out broad policy guidelines for the information society and the media in the years up to 2010. It promotes an open and competitive digital economy, research into information and communication technologies, as well as their application to improve social inclusion, public services and quality of life ([more information...](#)).

i2010 Highlights

NEW: i2010 Annual Report 2007
Investment in information and communication technology (ICT) is bearing fruit, finds the Commission's latest annual progress report on the i2010 initiative. Technology is fuelling innovation and productivity, and there are signs of fundamental change in markets and user behaviour, as Europe moves towards a knowledge-based economy.

The report identifies the challenges facing policy makers and sets out key policy issues for the future which will be debated during a review of the i2010 strategy later in 2007. [More information...](#)

Upcoming 14 - 15 May 2007
Conference "Bridging the Broadband Gap conference: Benefits of broadband for rural areas and less developed regions".
The Information Society offers enormous benefits to Europe's less developed

News
[New website of the ICT Policy Support Programme launched \(20/03/07\)](#)
[116: Commission launches public consultation to identify Europe-wide freephone services \(20/03/07\)](#)
[European eGovernment Awards 2007 \(19/03/07\)](#)
[More news...](#)

Funding Opportunities
[SmartHealth project launches a competitive call for an additional partner - deadline 14/02/2007 17:00 \(Deadline: TBA\)](#)
[FP7 Challenge 5: Sustainable and personalised healthcare \(Deadline: TBA\)](#)
[More funding opportunities...](#)

Forthcoming Events
[I-ESA 2007: Funchal, Portugal, 28 - 30 March](#)

Policy
News
What is i2010?
i2010 actions
Annual Reports
Mid-Term Review 2008
i2010 High Level Group
Events

i2010 and Lisbon Strategy
Digital Divide
Inter-institutional

Assessment
Reports
Benchmarking
Consultations
International

Financial Programmes
MODINIS
i2010 financing
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Tender Award

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