

Broadband-Technology gives new impulse for rural regions development

For citizens and economy broadband is key-technology to work out the advantages of the information age. However many rural regions in Europe are separated from broadband solutions. The administrative district of Osterholz, lead partner of the EU-projects Bird and Baltic Rural Broadband Project, will diminish development gaps together with their trans-national partners. Aim of all work under rule of the Interreg III-B-Program is setting new impulse for economic growth by strategies, communication and projects and to further integrate citizens in broadband usage. These are aims according to the Lissboa-strategy and in support of the European Union's Göteborg agenda. For the BIRD-Project the administrative district of Osterholz cooperates with six partner-countries within the North-Sea Region, for the Baltic Rural Broadband Project with eight Baltic Sea Region partner countries.

Aims and contents of both projects were linked during the 1. International Lower Saxony Broadband Congress from 22.- 23. Mai 2006. Together with trans-national project partners and international experts, strategies and solutions for broadband-applications were introduced. The administrative district of Osterholz as Lead partner had organised the event.



Technical discussion during International Broadband Days in May 2006



Broadband technology is giving new impulse for economy and society.

Creating efficient structures for exchange of experience

BIRD is a strategic project stimulating and developing knowledge transfer of project partners in broadband implementation. In communication forums pilot projects, solutions and alternative technologies are analysed and transformed in action plans.

New chances for citizens and economy

Focus in subject is on rural regions development:

1. BIRD strengthens companies in rising strategies on overcoming broadband - technology disadvantages in global competition. Companies are externally linked to research centres and technology networks. Data networks are set up internally. Advantages are distant work, E-learning and central data support.
2. BIRD integrates into a network and profiles authorities' performances also enables better citizen service, resulting in saving resources and allows new interactions like E-Government, E-Democracy and E-Community.

Steps for a successful project :

1. Analysing present broadband provision in partner regions
2. Working out strategies for broadband implementation.
3. Identification of and communicating best practice-examples
4. Analysing and developing new broadband products and services
5. Establishing panels for project partner exchange
6. Initialising local pilot projects and case studies
7. Integrating broadband in local development strategies

More information:

www.Bird-project.eu



Opening new development potentials by broadband solutions

The Baltic Rural Broadband Project supplements the strategic perspective of BIRD

and puts it in real terms by technical solutions, case studies and pilot projects. Core of the project is to create a stable network of all IT- related partners thus making better trans-national exchange of experience.

Testing alternatives and opening web-services

1. Project partners test and support moderate cost alternative technologies (radio and satellite technology etc.) for internet bound on decentralized level. They give impulse for the economic development and create multiplier effects.
2. New web-based services like E-Government, E-learning and E-Health are implemented and communicated. They create access to new ways of citizen service and make integration in knowledge-society possible.

These aims will be reached by project partners:

1. Establishing an international forum as communication platform
2. Isolating, testing and documenting pilot projects
3. Exchange best practice-examples of project partners
4. Identification and testing of decentralised broadband alternatives
5. Find out and improve investment opportunities for technology.
6. Working out operational models and business plans for implementations.
7. Building up new web-based services (E-Health, E-Learning etc.)

More information:

www.balticbroadband.net