

## **Case study**

# **Broadband access based on fibre connections**

### **1. Summary**

The municipality of Vejen has been working with broadband infrastructure and access to broadband for a number of years. They have participated in projects and they have formed a strategy which shall ensure access to high speed fibre connections in the entire municipality by 2012.

They therefore entered into an agreement with two power companies, which will provide the necessary infrastructure.

### **2. Background**

The Municipality of Vejen is one of 98 large municipalities formed as part of the structural reforms in Denmark effective 01<sup>st</sup> Januar 2007. It is located on the South West Jutland; it has 42.000 inhabitants.



The municipality of Vejen.



### **3. Methodology**

Vejen realises that the broadband discussion often is divided in two, as follows:

- Infrastructure (fibres, cables, adsl, wireless etc. ) and
- Usage and content

The municipality is focusing on infrastructure. They are focusing on fibres, in that they have a goal to provide 100 Mbit/s to all companies and households in the municipality by the end of 2012.

Syd Energi (local power company and partner in the project) is providing access to the network for content suppliers in a broad perspective (the municipality, phone companies, travel agencies, financial institutions etc.)

### **4. Model of financing**

The private partners (power companies) are responsible to establish and to finance the network. The municipality is responsible to spread information and to develop services that can be adapted on the network. Furthermore the partners together agree and work on development projects in order to demonstrate why access and usage of broadband is important.

### **5. Work process (implementation)**

#### Infrastructure:

By the end of 2012 all households, institutions and companies will have access to broadband via fibres (100 Mbits connection up and down).

#### Content:

The municipality and Syd Energi have entered a project with a minor area of the municipality where they will work on content issues. Other partners are the Danish Institute of Rural Research and Development (IFUL) – <http://www.sdu.dk/iful> and Knowledge lab ([www.knowledgelab.dk](http://www.knowledgelab.dk)).

The idea of the project is to demonstrate the possibilities towards different target groups.

- Local citizens. TV portal with local information, interactive communication, entrepreneurship, better access to public services etc.
- Companies. Flexibility in work. New communication tools. Better access to public services etc.





## **Broadband access based on fibre connections – The Municipality of Vejen**

The municipality expects that the demonstration project will result in a better knowledge as to the vast possibilities proper infrastructure provide.

They hope to be able to increase settlement and to attract new companies and entrepreneurs. Furthermore the network is seen as a mean to ensure development in rural areas as well.

### **6. Recommendations**

Especially rural areas can benefit from having access to broadband, and although, broadband more or less is available throughout Denmark, it is important to stimulate the demand for broadband in general.

Therefore it is important that the municipality focuses on creating demonstration projects in order to demonstrate the possibilities and to market the municipality as a .net municipality.

Finally, the municipality should continue to develop new services to citizens and companies in order to improve conditions of life in general.

### **7. Additional information**

Further information can be found on following webpage:

[http://www.svuf.dk/info.asp?id=104&h\\_id=83](http://www.svuf.dk/info.asp?id=104&h_id=83)

### **8. Contact information**

Sydvestjysk Udviklingsforum  
Erik Dam  
Niels Bohrs Vej 6  
6700 Esbjerg

Phone: +45 3697 3510  
Mobile: +45 2632 3510  
Mail: [eda@svuf.dk](mailto:eda@svuf.dk)



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