

# Partnership



# Contact

[www.bird-project.eu](http://www.bird-project.eu)

## Lead Partner

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## Project duration:

May 2006 to June 2008

# BIRD



## Broadband Access for Innovation and Regional Development



Landkreis  
Osterholz



Industrie- und Handelskammer  
Stade für den Elbe-Weser-Raum



Interreg North Sea Region



# The Project

Enterprises, which doesn't use broadband technologies respectively doesn't own an access to broadband-internet are facing a massive disadvantage in challenging competitors. Jobs in rural areas are endangered and an unavoidable drift of enterprises and industries will affect these mentioned regions additionally.

To forward development in rural areas it is necessary to build cost-efficient broadband access points. Furthermore it is easy to increase inhabitant's status of life, since the communication possibilities are becoming lighter and that offers chances for telecommuting and e-learning. That supports educational institutes as well as the local economy.

The EU project BIRD processes the challenge of the rural areas and wants to reach the following targets:

- Local enterprises must be linked to research and development networks for balancing rough edges in competitiveness.
- Better communication between local authorities should cause a distribution of tasks in reference to serve citizens better. This e-Government supported by web-based solutions helps to save resources in local budgets.
- The migration of companies and industries from rural areas to glomerations must be stopped by establishing a strong communication structure, which offers permanent access to information sources and telecommuting.

# Project aims

The EU project BIRD processes the challenge of the rural areas and wants to reach the following targets:

- Local enterprises must be linked to research and development networks for balancing rough edges in competitiveness.
- Better communication between local authorities should cause a distribution of tasks in reference to serve citizens better. This e-Government supported by web-based solutions helps to save resources in local budgets.
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The BIRD project is a very strategic one. It mainly aims on exchanging knowledge and experience in order to promote implementations of broadband between the different project partners.

# Expected results

The BIRD-project will reach the following results:

- a sound, practice-oriented analyses and description of the present situation;
- a description of existing best-practice examples;
- recommendation for providing cost-efficient broadband access as tool for regional development in rural areas of the northsea region;
- a forum for all rural areas of the northsea region which are interested in investments into broadband infrastructure;
- a local case studies with business and investment plans as well as operational models
- and carrying out a compendium about the project idea and its results.

