



BIRRA

Participation in Rural Communities by Young Broadband Users

Telecommunication and access to information society services are factors of great importance for the future development of the Northern Periphery. ICT helps to overcome certain disadvantages caused by long distances and peripheral locations characteristic of the NPP area. The BIRRA project recognises that there is great disparity across NPP regions and also internally between the availability of broadband and associated services in rural and urban areas. While each area is at a different stage of implementation of broadband, the challenges are similar. The project therefore involves a number of activities that aim to focus on learning best practice from the more advanced regions and identifying solutions relevant to the partners own regional requirements. 4 countries are involved in the transnational exchange and transfer of experience in the field of broadband and information communications technology.

Objectives

The overall objective of the project is to develop information and communication technology, and information society services for NPP areas. The project will analyse and compare the provision of broadband and associated services across the different regions. The result of this analysis will form the basis for developing a model similar to the EU e-adoption ladders, but focused on regions as opposed to individual SMEs. The eLadder tool will show the position of that region in comparison to others and propose a framework to allow a progression of each region to the next step.

Project activities

There are four main goals in the project and project activities focus on achieving these goals:

1. Analysis of technologies and costs
2. Regional eAdoption Strategies and Initiatives
3. Learning from best practice and models in other countries
4. Development plan (one step on NPP Ladders)

Expected results

The project will contribute to the implementation of an equal eSociety in rural areas by developing local framework plans, which will allow the measurement of the current status, and a plan to move each area upwards in stages through a broadband adoption ladder. The analysis produced will influence regional, local and national decision makers and advisers. The results of the project will contribute to the social and economical equality of the people living and working in these rural communities and will be a basis for implementing cost efficient delivery of services to SMEs and private citizens. It will also work closely with the integration of plans by the local authorities, including health services for each area. It is anticipated that the BIRRA project will be followed by a 2nd phase project which will implement the findings of the 1st phase.

- Regional and transnational increase of knowledge
- eLadder of rural areas
- Development plan for all regions in the project based on the eLadder

Partners

Regional Council of Lapland - Finland
Regional Council of Kainuu - Finland
The Association of Local Authorities in Västernorrland - Sweden
Western Isles Enterprise, Highlands and Islands - Scotland
Comhairle na Eilean Siar, Western Isles - Scotland
The Municipality of IMG Deloitte Ehf - Iceland
The Icelandic regional institute – Byggðastofnun - Iceland
The municipality Ísafjörður - Iceland
The municipality Skagafjörður - Iceland
Iceland farmers association - Iceland
P&F-Post og Fjar - Iceland
Icelandic Telecom Company - Iceland

Project website

<http://www.birraproject.net>

Measure

1.2

Total Budget

767 850

NPP Award

407 054

Project Period

01/01/2005 – 30/06/2006

Countries Involved

Finland, Sweden, Scotland, Iceland

Lead Partner

Organisation

Kemi-Tornio Polytechnic, Finland

Project leader

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