



BIRRA

BROADBAND IN RURAL AND REMOTE AREAS

www.birraproject.net

The project started the first of January 2005 and it will be finished end in June 2006. The project duration is eighteen months.

The primary target groups (beneficiaries) of the project are SMEs / businesses including microbusiness, residents, 3rd sector community groups and R&D units. In addition secondary target groups are public-sector organisations, company/ institutions using broadband to serve their clients and the owner of the broadband networks.

Partners:

Finland :

Kemi-Tornio Polytechnic, Lead Partner
Regional Council of Lapland
Regional Council of Kainuu

Sweden

The Association of Local Authorities in
Västernorrland

Scotland

Western Isles Enterprise
Comhairle na Eilean Siar

Iceland

The Municipality of IMG Deloitte Ehf
The Icelandic regional institute – Byggðastofnun
The municipality Ísafjörður
The municipality Skagafjörður
Iceland farmers association
P&F-Post og Fjar
Icelandic Telecom Company

Objectives

The overall objective of the project is to develop information and communication technology, and information society services for NPP areas. The purpose of the project is to 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 eLadders 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. Learn 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 result 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.

Expected impacts:

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

