

Workshop

Bringing economic stimulus to regions through satellite information and services

6 October 2009

As emphasised by the EU Programme “Regions for Economic Change”, regions and cities are major drivers of their local economies. However, especially in the current economic downturn, regions need innovation to boost their economies. The Broadband Initiative within the EU’s Economic Recovery Plan, which includes the use of satellite broadband is a clear recognition of this fact.

The good practice examples in this workshop will demonstrate how, by investing in and using innovative satellite information and services, regions can increase their economic power, enable local SMEs to grow, stimulate demand for and provision of new services, while improving the quality of life of their citizens. Funding and implementation of these innovative products and services will also be discussed.

The participants of the workshop are invited to network during lunch and **at the exhibition of live satellite broadband connections from service providers**. This will facilitate contacts between regional representatives and service providers offering satellite applications and services.

Programme

Chair: Håkan Sandgren, President, Committee on Economy and Regional Development, Assembly of European Regions

11:15 – 11:30 **Innovation at the service of Regional Growth: Competitive Advantages of Satellite Information and Services**
Jean-Paul Malingreau, Eurisy Council Member

11:30 – 11:40 **Good practice: Bridging the digital divide in remote areas** Stelios Himonas, Electronic Telecommunications Department, Ministry of Communications, Cyprus

11:40 – 11:50 **Good practice: the importance of broadband for economic competitiveness** Ignacio Eceiza, Euralis Group, Aquitaine Region, France

12:00 – 12:10 **Good practice: precision farming in Eure et Loir, France** Julien Degas, Agriculture Chamber of Eure et Loir, France

12:10 – 12:25 **EU funding mechanisms for innovation through satellite information and services** Guido Acchioni, Lisbon Strategy and i2010 Unit, DG INFSO, European Commission

12:25 – 13:00 **Discussion: How to benefit from the added-value of satellite information and services to boost regional economies?**

13:00 **Lunch & exhibition: “Satellite broadband fast forward”**

Satellite broadband information sheet

1. European Union Recovery Funds are available for broadband connectivity. Satellites provide immediate connectivity using a dish and a modem. **This satellite ground equipment IS eligible for EU Recovery funding.**
2. A proportion of funds is to be spent in 2009, the rest **to be spent in 2010.**
3. **Satellites are the ONLY technological solution that can be implemented for remote communities in these timeframes:** immediate, cost-effective connectivity
4. **By the end of 2010, satellites can connect at least 1 million extra users**
5. Satellite broadband means:
 - a. **no need for capital investments** at a time of economic crisis
 - b. **immediate connectivity** for citizens/ farmers/ schools/ hospitals/ post-offices/ local government **with small local investment** for real users who wish to be connected

Good practice Province of Piedmont, Italy



A long-term digital divide in the Province meant that 20% of its population throughout 68% of its territory could not benefit from broadband internet. As of 2004 Piedmont relies on satellites to provide homes and businesses with broadband, notably in the “Alpine Way”, thus boosting one of its most precious tourist economy assets.