



European Commission
Agriculture and Rural Development



The opportunities for broadband fast deployment under the EU rural development policy

Dr Nivelin NOEV

European Commission, DG AGRI/G1 Consistency of rural development

SFERA Annual conference and ICT-SF Council meeting, Brussels, 09/10/2009



ICT policy for rural areas



European Commission
Agriculture and Rural Development

- “Broadband for all” objectives – Lisbon agenda & EERP
 - Riga Ministerial declaration: 90% broadband in rural areas by 2010
 - 2008 EU Recovery Plan – 100% coverage by 2010
 - 2009 MS agreement – 100% coverage by 2010-2013
- Strategic guidelines for rural development 2007-13
 - 3 specifically recognised areas for intervention: Agri-food chain, rural tourism and internet in rural areas
 - Internet: One of the major driving factors of economic growth
- Rural development programmes 2007-2013
(ICT situation in rural areas)
 - Low to average levels of usage and coverage with broadband in rural areas [COM(2009) 103]



Current state of play: Existing difficulties



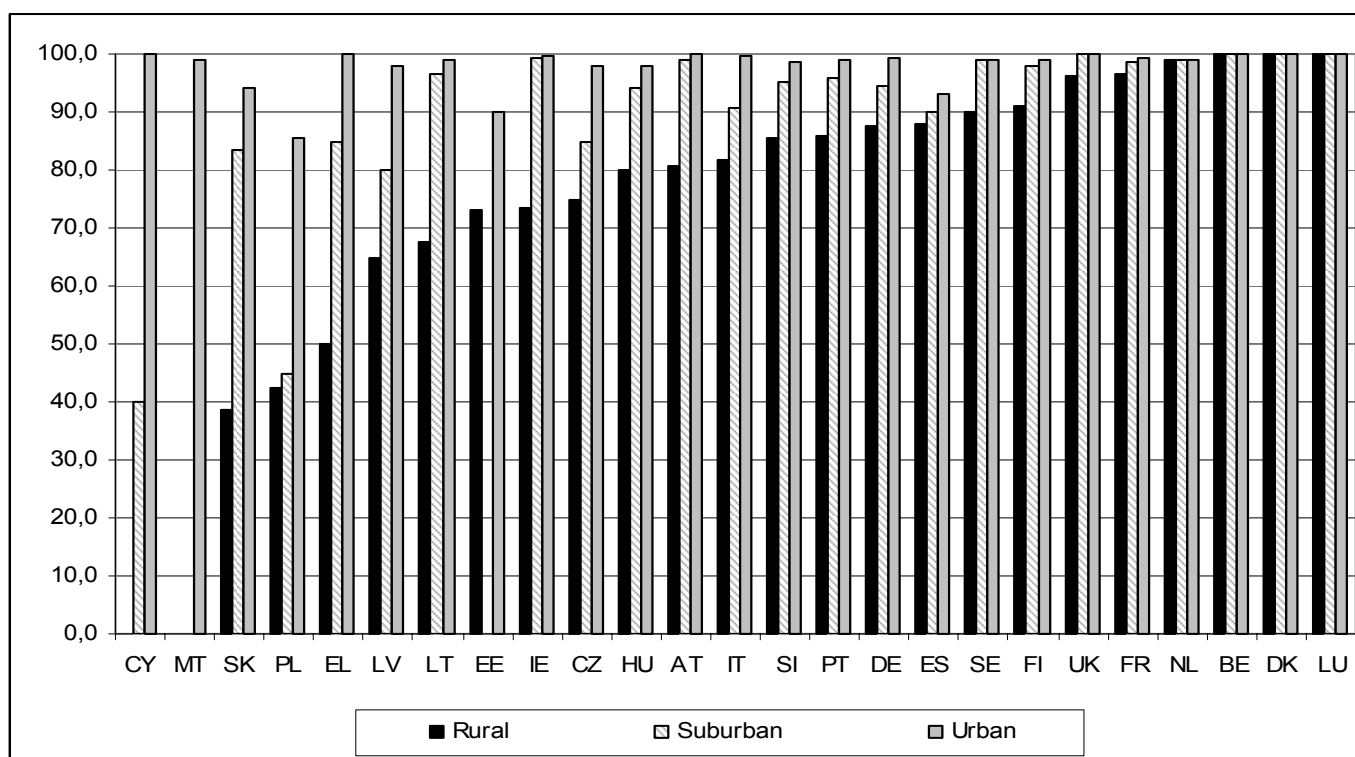
European Commission
Agriculture and Rural Development

- Lack of sufficient coverage in the majority of the “new” MS (EU-12) and some EU-15 Southern MS
- Broadband infrastructure that needs an upgrade with the latest technologies
- Low quality of the connections (e.g., unstable, low speeds)
- Low capacity ⇨ significant burden for users
 - Higher capacity ⇨ faster access ⇨ bigger savings
- Withdrawn public services in rural areas not yet replaced by on-line provision of such services
- Low penetration rates and sluggish growth compared to urban areas



DSL coverage in different areas in the EU27, % of total territory with DSL coverage, Dec 2007

* Late data; rural area defined as area with less than 100 inhabitants/km²; no data for BG and RO





ICT priorities for rural areas



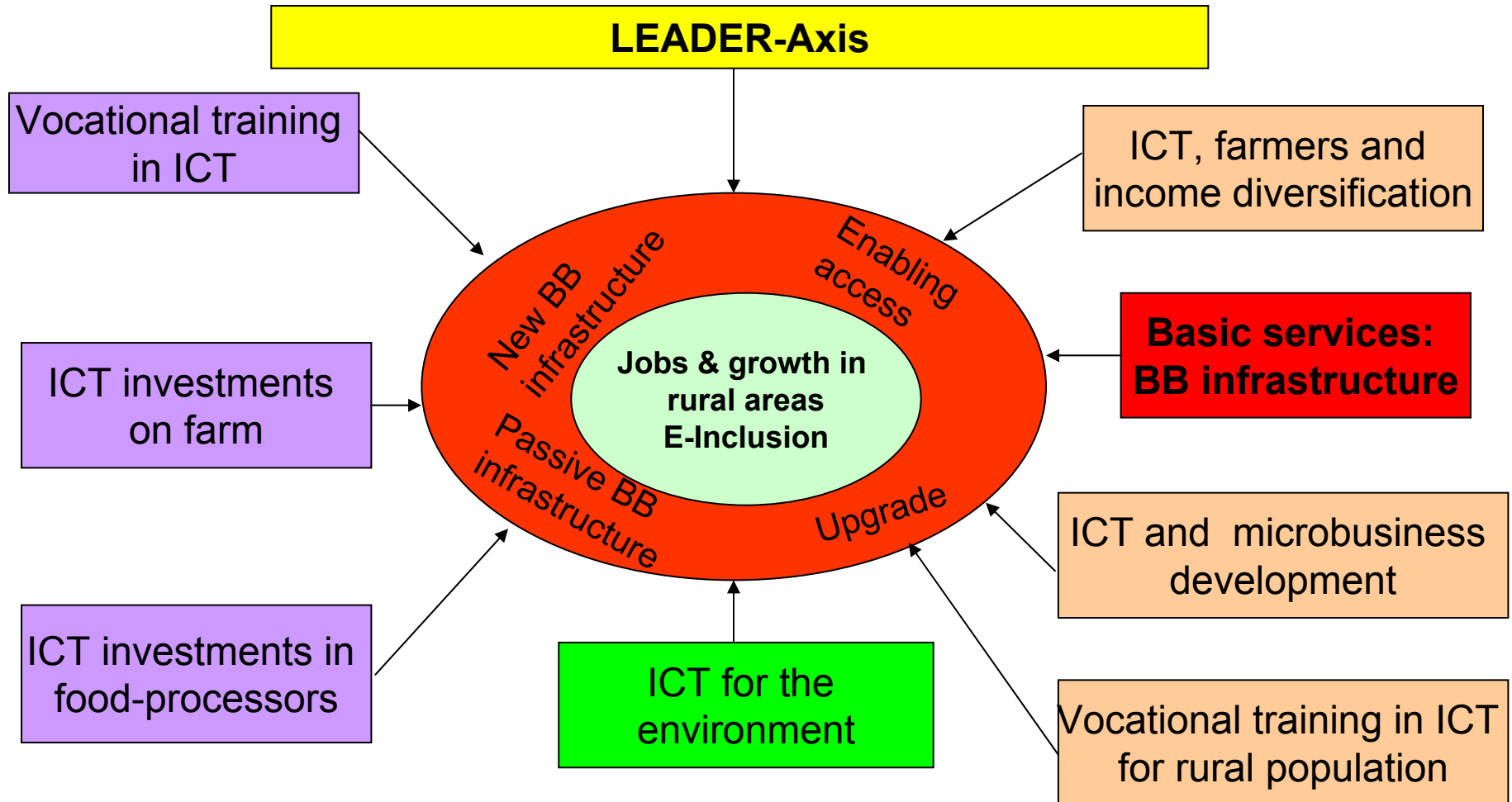
European Commission
Agriculture and Rural Development

- Creation of new broadband infrastructure
 - Re-enforced by the Recovery Package (up to EUR 1.02 billion)
- Upgrade of existing infrastructure and enabling of access to broadband infrastructure
 - Re-enforced by the Recovery Package (up to EUR 1.02 billion)
- Development of e-services and relevant on-line content
- Demand stimulation measures
 - Development and availability of public services such as e-government, e-health and e-learning is crucial along with e-skills and local applications
 - Business needs versus Population needs – delivery of “packages” such as connection & specific applications ↔ training

Rural Development Policy (EAFRD) 2007-2013: Targeting ICT development



European Commission
Agriculture and Rural Development

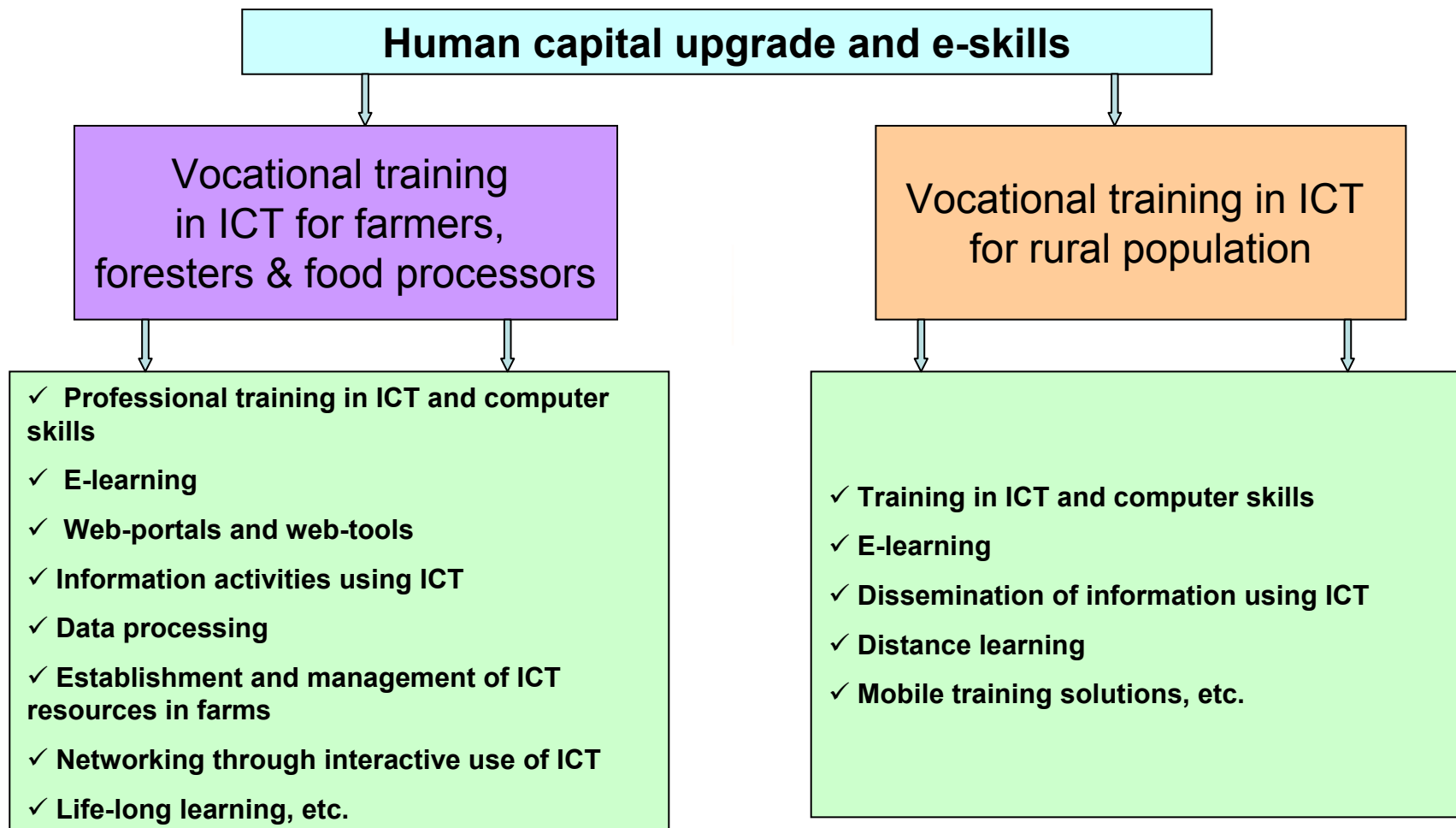




What do we do in practice? (examples from programmes)



European Commission
Agriculture and Rural Development



What do we do in practice? (examples from programmes)



European Commission
Agriculture and Rural Development

Basic services & infrastructure

Services

- ✓ **Centres for ICT based services** (medical care, business support, public services, etc.)
- ✓ **Mobile ICT centres**
- ✓ **E-services** (e-commerce, e-government, etc.)
- ✓ **Development of ICT tools and web-portals**
- ✓ **Business co-operation in rural areas using telematic connections**
- ✓ **IT equipment** (health-care, schools, etc.)
- ✓ **Security, transport by calls, tele-working**
- ✓ **Setting-up of electronic consultation systems**

Infrastructure

- ✓ **Creation of new broadband infrastructure**
- ✓ **Laying down passive broadband infrastructure**
- ✓ **Upgrade of existing broadband infrastructure**
- ✓ **Enabling access to broadband**

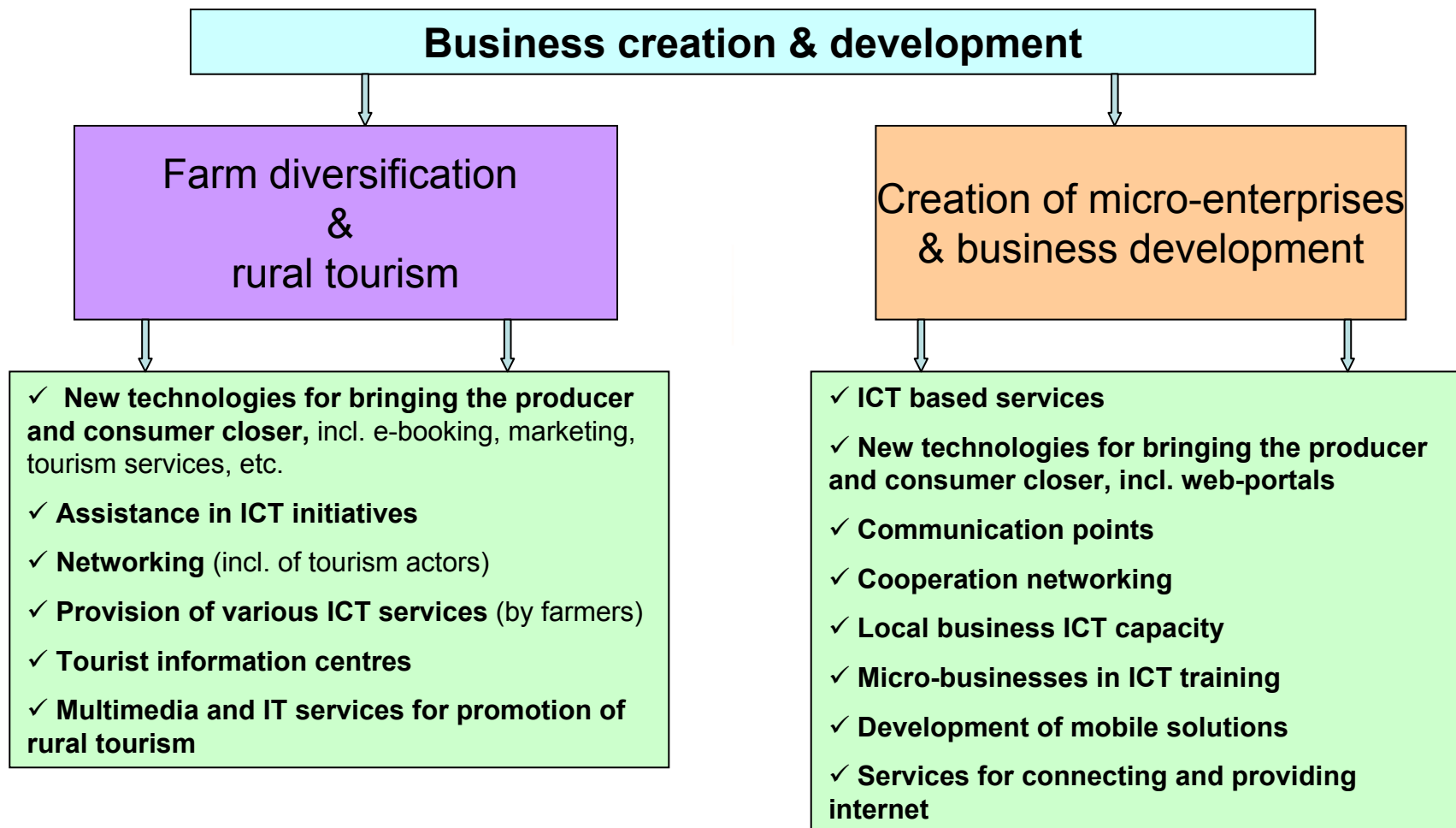
Re-enforced with the Recovery Package



What do we do in practice? (examples from programmes)



European Commission
Agriculture and Rural Development



Programming (of the Recovery funds) in rural development: Key elements



European Commission
Agriculture and Rural Development

1. National Strategies reflect EU-priorities according to the situation in the Member State concerned
- **revision following the Recovery package**

A strategic approach

2. Modification of national or regional rural development programmes on the basis of SWOT analysis, current needs and situations

3. Consultation with stakeholders & other relevant partners, incl. regional and telecom ministries

4. Programme implementation accompanied by monitoring and evaluation („ongoing evaluation ") based on a Community framework



Rural development: Recovery Package & Health-Check



European Commission
Agriculture and Rural Development

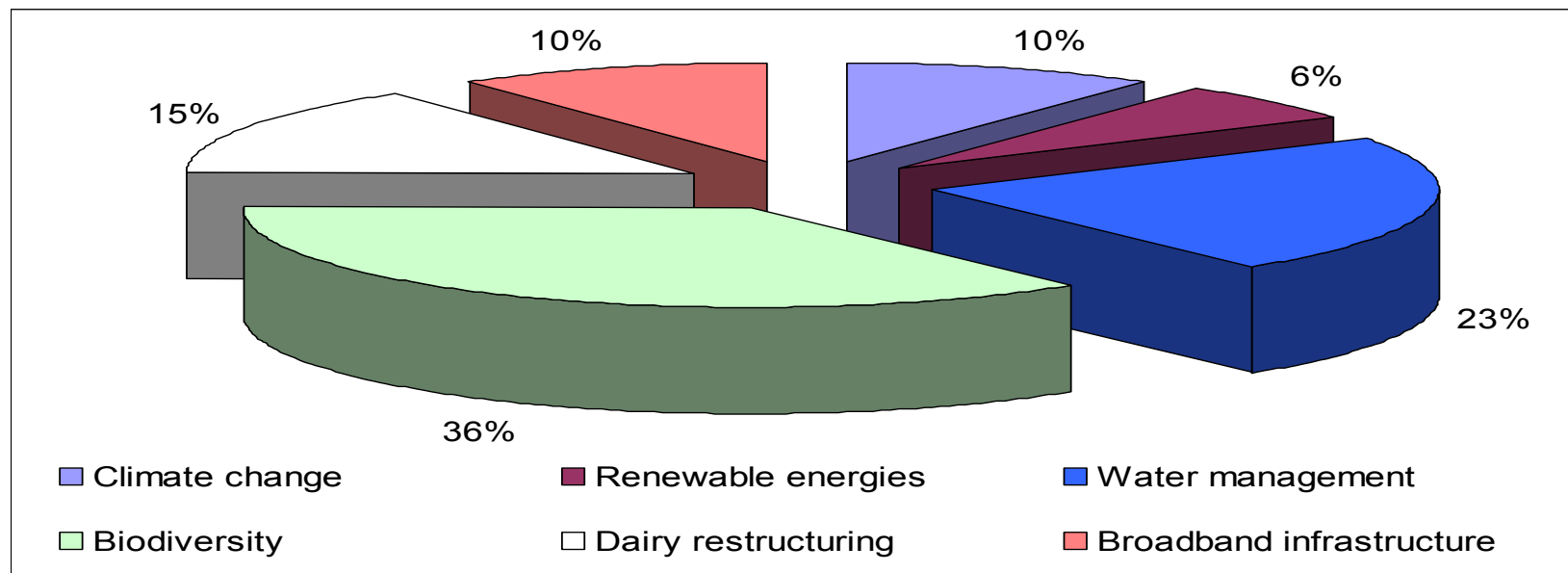
- **State of play before the Recovery package**
 - 31 RDPs by 12 MS have already foreseen support for broadband infrastructure
- **The Recovery package**
 - EUR 1.02 billion to be committed in 2009
 - Budget available for 6 priorities (new challenges & broadband)
 - Lifting up the limits to small-scale infrastructure
 - All technological solutions supported
- **Health Check**
 - Modulation increases funds by EUR 3.367 billion (increased compulsory modulation, progressive modulation; unused funds)
 - Five key priorities (new challenges): **Climate change, Renewable energy, Water management, Biodiversity, Dairy restructuring**
 - Health-check funds could be programmed only for new challenges
 - New MS receive extremely little amounts or nothing

Rural development: Health Check & Recovery Package



European Commission
Agriculture and Rural Development

How Member States intend to meet the requirement to spend an equivalent amount (i.e. HC & RP) on six priority themes:



Notes:

* Preliminary data (29/09/2009) based on NSP modification proposals by 21 MS (missing BE, CZ, DE, DK, ES, IE), which together represent 67% of the total equivalent amount of 4.387 billion € to be spend under HC & RP.

* The overall amount actually programmed for broadband on the basis of submitted RDPs currently equals 315 million €. Funds from HC cannot be spend on broadband.



Rural development & ICT: Follow-up



European Commission
Agriculture and Rural Development

- Reporting and monitoring on ICT spending in general
- Reporting and monitoring on the spending of the Recovery package
- ICT event in 2010
 - Under the EU Rural Development Network
 - Discuss future ICT developments for rural areas
 - Policy discussions
 - Exchange of experience
 - Dissemination of information



Thank you



European Commission
Agriculture and Rural Development

- Further information on the EU rural development policy (EAFRD)
http://ec.europa.eu/agriculture/rurdev/index_en.htm
- ICT policy for rural areas
http://ec.europa.eu/agriculture/rurdev/employment/ict/index_en.htm
- Study on Availability of Access to Computer Networks in Rural areas (done for DG AGRI)
http://ec.europa.eu/agriculture/analysis/external/networks/index_en.htm
- European broadband portal
<http://www.broadband-europe.eu/>