



How to encourage ICT applications and high-speed broadband in mountain areas?

Marie Clotteau, Director of Euromontana

7 June 2017

#EUMOUNTAINS



An important digital divide

- Only 25% of rural areas are covered by fast (download speed min. 30 Mbit/s) or ultra-fast broadband (download speed min. 100 Mbit/s), as compared to around 70% coverage in urban areas.



But the Internet is needed for everything, every day

- To work:
 - Teleworking / Data online/ To sell
- To live:
 - Online payments / E-governance / e-administration / E-health / Cloud gaming
- To travel:
 - find a destination / activities
- Absence of the Internet and digital knowledge is a **risk for the attractiveness of mountain areas**

Internet is the XXI° century

- A new service of general interest
- Already the case in Switzerland and Finland for broadband
- Need to have a strong political will

What should we encourage?

- Development of infrastructures
- Development of tools
- Development of knowledge and skills



Development of infrastructures

- What?
 - Fibre-based services for better quality
 - Satellites solutions
 - Wireless services
- How?
 - Public-Private Partnerships
 - Support of local communities
 - Support of ERDF, EAFRD and tomorrow Smart Villages?

Development of infrastructures

- Some examples

- Optical fiber in the villages of Nesslau and Neu St Johann in Switzerland:
 - Renovation of access for thermal power plant
- Broadband project to cover white areas, promoted by the Autonomous Province of Trento
- Teleworking centre in Skrad in Croatia

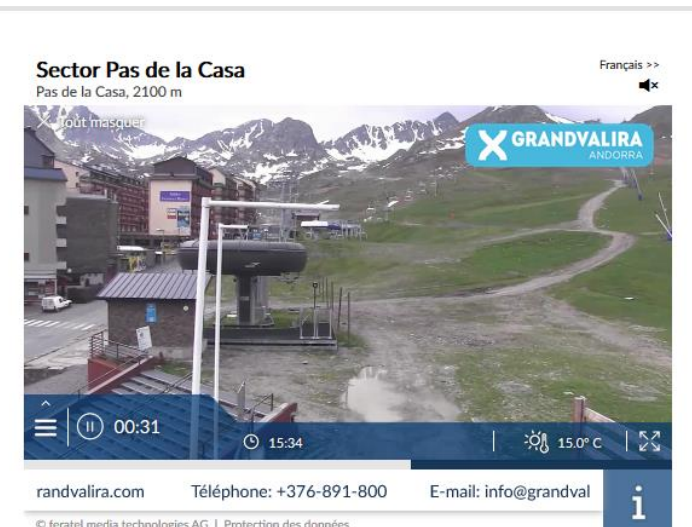
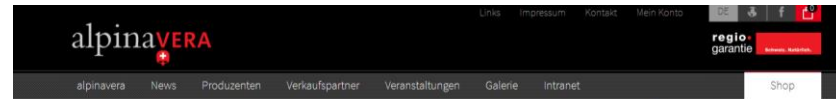
Development of tools

- What?
 - Specific app for mountain development
 - Adequate use of social media and websites for promotion of your activities
- How?
 - Don't always reinvent the wheel, transfer and adapt existing tools to your needs
 - Website of DG Enterprise with IT tools for tourism SMEs
 - Use « emotions »

Development of tools

- Some examples

- Obermatten Village in Switzerland: Facebook campaign
- Selling mountain products on-line with Alpinavera
- Ski stations: webcams



Development of knowledge and skills

- What?
 - Improving the use of ICT and the Internet, including for business services (basic and advanced training)
 - Understand how to use data and what to do with them
 - Develop more personalised offers
- How?
 - Develop training programmes
 - Smart Specialisation Strategies

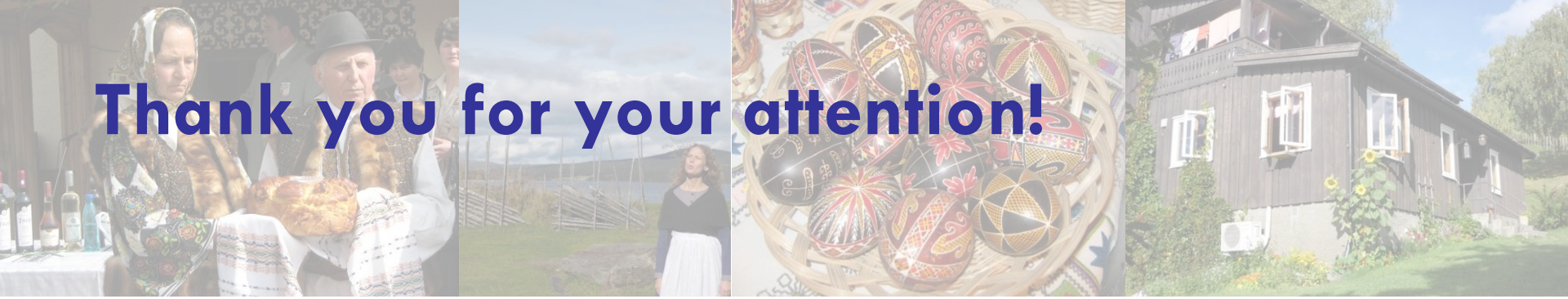
Development of knowledge and skills

- Some examples:

- Training: Master on Sustainable Mountain Development in the University of Highlands and Islands (Scotland):

- Course totally on-line
- Flexible

Thank you for your attention!



EUROMONTANA

European association
of mountain areas

Marie.clotteau@euromontana.org

T: +32 2 280 42 83

F: +32 2 280 42 85

www.euromontana.org

<https://twitter.com/Euromontana>

<https://www.facebook.com/euromontanas.mountains>

