

Bringing Economic Stimulus to Rural Areas Connecting to Broadband via Satellite



Committee of the Regions Open Days 2009

Satellite is the only technological solution that can provide broadband connectivity to remote communities in a short time: ubiquitous, immediate & cost-effective.

EU Recovery Funds and Structural Funds to be spent by 2009 & 2010 can be used to contract satellites for broadband now!

"By using a part of the EU's financial package to help people to invest in their ground equipment, we could connect a million extra businesses or households in rural areas by the end of 2010."

- Giuliano Berretta, Chairman
European Satellite Operators Association

"Public and private European investments have delivered satellites in space, ready to efficiently connect Europe's citizens to broadband today."

- Magali Vaissiere
Director Telecommunications & Integrated Applications
European Space Agency



Broadband Allocation in the Recovery Package

The draft Economic Recovery Package being discussed by European leaders recognizes the [importance of connecting rural areas](#) to the world-wide business community through broadband.

The European Commission has proposed an allocation of up to [€1.02 billion to rural areas](#) throughout the European Union to connect farmers, rural businesses and households to the web. European satellite operators and the European Space Agency believe that Europe's leaders should allocate a large part of this package to rural municipalities so that they may offer the support required to [connect to broadband via satellite](#).

[Enough satellite capacity is already in place](#) to enable a first, sizeable and rapid step towards this goal.

By investing in an antenna and a set-top modem, farmers and rural businesses are already connecting to the internet, with the immediate benefit of greater competitiveness.

With the financial push being discussed by the European Council, [another million farmers and rural businesses could connect before the end of 2010](#).

Broadband for SMEs



In 2004, a Dutch grower of chrysanthemums, Deliflor, engaged in a partnership with a satellite operator to expand its operations into Africa. Deliflor, relying on data shared across its IT network, teamed up with Inmarsat to help its Ethiopian partner Maranque Plants PLC establish a satellite communications solution that would be cost-effective and reliable. Satellite communications continues to be instrumental in supporting a business that generated local employment initially for 200 people and mutual commercial benefits both for African locals and European companies. Marc Driessen, General Manager said: "Without the satellite communications link, Deliflor would not have been able to pursue a partnership in this remote part of Ethiopia. The company has grown now to employ 900 people, the majority of which are locals. Its certainly been a win-win partnership for both sides."

Broadband for Agriculture

The business of farming is becoming more complex as farmers boost their income from new lines of activity alongside their traditional role as food producers.

Today's competitive **farm business needs to be connected to the Internet** for many administrative tasks such as checking the weather forecast, or to keep an eye on raw material and consumer prices. But internet access is just as essential for advertising and selling food products, offering farm accommodation, as well as many other business activities which rural communities are developing.

Broadband via satellite is the ideal way to connect rural areas - high quality, low cost and quick. It is the solution which is already within everyone's reach.



Case Studies

Netherlands

Satellite operator **SES ASTRA** cooperates with **LTO Commerce**, the sales division of the Dutch Federation of Agriculture and Horticulture, to provide its members satellite-based two-way broadband services.

"For the Dutch agriculture industry, broadband internet is of vital importance. I therefore very much welcome (satellite broadband) as an excellent, innovative solution for farmers living in rural areas."

- **Joop Atsma, Chairman of the Dutch Parliamentary Commission for Agriculture**

France

Satellite operator **Eutelsat** provides via distributor **Sat2Way** broadband Internet to Euralis the leading prepared-foods cooperative representing 15 000 farmers beyond the range of broadband terrestrial networks in Southwest France. Members who are unable to receive ADSL can have access to the benefits of broadband.

"Euralis has taken care of everything: installation, configuration of the equipment, training in informatics and the guarantee of a hotline in case of problems. The tracking of my parcels has greatly improved. Thanks to Eureka, I know exactly what I have been doing on a given parcel, and when I have done it."

- **Daniel Dufourcq, cereal grower**

Broadband for Public Administrations, Businesses & Schools

Broadband connectivity of rural areas **generates local training** and **fosters education and employment** in the regions.

By connecting schools broadband develops human capital in the regions. For example, the Region of Pafos, Cyprus relies on Hellas Sat satellite broadband to connect its schools, which would otherwise be without the Internet.



Case Studies

Piedmont Region, Italy

Skylogic and **Colt Telecom** bring satellite broadband connectivity to communities in the mountainous Piedmont region in Italy. RUPAR2, a far-reaching regional program lead by **CSI Piedmont**, aims to deliver Internet broadband to public administrations and companies throughout the Piedmont region.

With 52 member organizations, CSI-Piedmont is one of Italy's largest ICT entities in the public sector. The 190 sites (municipalities, schools, and public administrations) have broadband access including access via Skylogic's hub in Turin and Colt Telecom's fibre network. The terminals are connected with Wi-Fi hotspots and other wired and wireless local area networks.

Rural Scotland & Northern Ireland

Recognising the social and economic opportunity presented by broadband, particularly in rural areas, the Scottish Government identified 4000 homes, businesses and schools that were beyond the reach of terrestrial broadband. **Avanti** provider of broadband solutions was selected to supply satellite broadband services ranging from 512kbps to 3Mbps to end users.

"We have been very impressed with the speed of our satellite service. Using the Internet has now become a pleasure rather than a chore."

- **Jean Robinson, a business and domestic user**

By stimulating the development of farmers' businesses and other SME's in rural areas, the EU Broadband Initiative will bring increased economic and social benefits to the under-served regions of the Union. This initiative will also contribute to the creation of improved conditions for schools, hospitals and other social institutions including government.

Satellite Broadband

- **A fast solution:** satellites already cover rural and remote EU communities, all that is required is the delivery of ground equipment to those in need
- **An immediate and sustainable boost** to the competitiveness of rural businesses leading to a permanent economic transformation of rural areas
- **An immediate transfusion** of purchasing power into rural communities
- **Increased demand for rural SME's which install the connections,** leading to expansion with skilled jobs as the basis for future business and economic growth
- **Improved access** to eGovernment services and enhanced civil protection systems



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Case Studies

Romania

RARTEL, subsidiary of **Telespazio**, a Finmeccanica / Thales Company, has implemented more than 100 satellite telecommunication access points in villages spread in the rural areas all around Romania. The project, developed with the National Authority for Communications, supported the implementation of the Universal Telecommunication Service. Satellite terminals provide access to telecenters equipped with computers for Internet access, telephones and fax for normal and emergency communications. Telecenters are usually located in public premises, like municipalities, schools, post offices, police.

Population and Institutions have been offered basic access to telecommunication services (voice and fax), as well as Internet access, very much appreciated by students.

"More than 17.000 children living in the communities where the telecenters have been installed, starting from today, can have access to modern technology and through this, to vital information" declared Dan Georgescu, President of the National Authority for Telecommunications.

Spain

Following a cooperation agreement signed between the **Spanish Ministry of Agriculture**, the Spanish Federation of Municipalities and RED.ES, **HISPASAT** and its partner **British Telecom** signed a contract in 2005 with the Spanish Government to provide internet access to agriculture and rural areas in the frame of the Spanish program "Rural Internet".

HISPASAT has installed and it is operating more than 1500 terminals in Spain providing service to more than 100,000 citizens in rural areas thanks to its Satellite Internet Platform.

The infrastructure installed at each centre is composed of an easy to install satellite terminal and in some places an additional WiFi distribution. At the same time the Ministry of Agriculture started to develop computer applications and specific software tools for this sector.

European Space Agency

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