

PROJECT BRESAT

D5.1.1 Dissemination Plan

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3 OBJECTIVES

The dissemination plan for BRESAT is designed to accomplish the following objectives:

- a) To create awareness of the BRESAT project
- b) To encourage use of the tools developed in BRESAT to facilitate regional broadband deployments, to help such schemes avoid pitfalls and to allow them to build on best practice.
- c) To stimulate the use of satellite broadband aggregation schemes in order to help regions to address the needs of rural consumers, SMEs and public buildings.

4 TARGET AUDIENCE

We believe that the primary target audience are EU Regions – particularly those which are:

- (a) the most rural
- (b) those which have the largest digital divide.
- (c) The most interested

The target audience are the specifically decision makers and influencers who have responsibility for broadband policy and implementation.

Identification of regions which are the most rural and which have the largest digital divide will become clear from the market analysis from Point Topic in Work Package WP3.1.

Other target audiences include key stakeholders in the European Commission in Directorates including DG REGIO, DG CONNECT and DG AGRI.

A list of regional development programmes is attached in Appendix A. However this will be refined with the results from Point Topic.

5 MESSAGE

The key messages are:

- (a) BRESAT is an EC project designed to help regions address the digital divide.
- (b) BRESAT provides a set of tools which will help identify and adopt best practice in aggregation schemes.
- (d) BRESAT will work with one or more regions who have an interest in implementing satellite broadband aggregation schemes to run a pilot scheme.

6 METHODS OF COMMUNICATION

BRESAT already has, of course, a number of participating regions including ANDA, ASDE, BIS/UKSA, BRE, CYP, NAX, and TUS. Additional stakeholders including for example those in other regions will be established through:

- (a) Introductions from BRESAT participants.
- (b) Conference presentations (e.g. NEREUS Committee of Regions)
- (c) DG REGIO and DG AGRI meetings
- (d) Direct contact via email/telephone
- (e) BRESAT Web site and European Broadband portal contact
- (f) Press releases responses

7 APPENDIX A – REGIONAL DEVELOPMENT PROGRAMMES

COUNTRY	REGION	PROGRAM	URL
Europe		European Network for Rural Development	http://enrd.ec.europa.eu/en/home-page_en.cfm http://enrd.ec.europa.eu/country/rural-development-policy-fiches/en/rural-development-policy-fiches_en.cfm#es
Austria		Austrian Rural Development Programme	http://www.netzwerk-land.at/englisch
Belgium	Flanders	Rural Development Programme of Flanders	http://www.ruraalnetwerk.be/welcome
	Wallon		
Bulgaria		Rural Development Programme	http://prsr.government.bg/index.php/en/
Cyprus			
Czech Republic		Rural Development Programme CR	http://eagri.cz/public/web/mze/dotace/
Denmark		Danish Rural Development Programme	http://www.landdistriktsprogram.dk/Netv%C3%A6rk.aspx?ID=35761
Estonia		Rural Development Programme	http://www.maainfo.ee/?lang=et&page_id=2721
Finland	Mainland	Rural Development Programme for Mainland Finland	http://www.maaseutu.fi/fi/index.html
	Region of Åland		
France	Corse	Rural Development Programme	http://www.reseaurural.fr/corse
	Hexagone	Hexagone Rural Development Programme	http://www.reseaurural.fr/
Germany	Baden-Württemberg	Measures and Rural Development Programme Baden-Württemberg	
	Bavaria	Bavarian future programme for Agriculture and Rural Development	
	Brandenburg and Berlin	Development plan for Rural Areas of Brandenburg and Berlin	
	Hamburg		http://www.netzwerk-laendlicher-raum.de/
	Hessen	Development plan for Rural Areas of the State of Hessen	
	Mecklenburg-Western Pomerania	Development Programme of Mecklenburg-Western Pomerania	
	Lower Saxony and Bremen	Rural Development Programme of Niedersachsen and Bremen	
	North Rhine-Westphalia	Plan of the Bundesland North	
	Rhineland-Palatinate	Development Programme	
	Saarland	Rural Development Plan in Saarland	
	Saxony	Rural Development Programme for the Free State of Saxony	http://www.bmelv.de/cdn_154/SharedDocs/Standartartikel/Landwirtschaft/LaendlicheRaume/Konzeptstrategien/natStrategieplan.html
	Saxony-Anhalt	Rural Development Programme of the Free State of Sachsen-Anhalt	
	Schleswig-Holstein	Rural Development Programme of the Bundesland Schleswig-Holstein	
Thuringia	Funding Initiative for Rural Development in Thuringia		
Greece		Rural Development Programme of Greece "Alexandros Baltatzis"	http://www.ead.gr/
Hungary		Programme for Development of Rural Regions	http://www.mnhv.eu/
Ireland		Ireland CAP Rural Development Programme	http://www.nrn.ie/
Italy	Abruzzo	Rural Development Programme for Abruzzo	
	Bolzano		
	Emilia-Romagna		
	Friuli Venezia Giulia		
	Lazio		
	Liguria		
	Lombardia		
	Marche		
	Piemonte		
	Toscana		
	Trento		
	Umbria	Rural Development Programme	http://www.reterurale.it/
	Valle d'Aosta		
	Veneto		
	Molise		
	Sardegna		
	Basilicata		
Calabria			
Campania			
Puglia			
Sicilia			
Lithuania		Rural Development Programme for Lithuania	http://www.kaimotinklas.lt/
Luxembourg		Rural Development Programme	http://www.ma.public.lu/aides_financieres/aides_communautaires/reseau_rural/index.html
Latvia		Programme for Development of Rural Regions	http://www.laukutikls.lv/
Malta		Rural Development Programme for Malta	http://www.agric.gov.mt/national-rural-dev-stratfeb07?l=1
The Netherlands		Rural Development Programme	http://www.netwerkplatteland.nl/
	Poland	Programme for Development of Rural Regions	http://www.kswop.pl/
Portugal	Mainland		
	Azores Madeira	Rural Development Programme	http://www.rederural.pt
Romania		Programme for Development of Rural Regions	http://www.madr.ro/pages/page.php?self=03&sub=0302&tz=030202
Slovakia		Programme for Development of Rural Regions	http://www.nsrsv.sk/
Slovenia		Rural Development Programme	http://www.mkgp.gov.si/si/delovna_podrocja/program_razvoja_podezelja_2007_2013/osebina_programa_razvoja_podezelja/mreza_za_podezelje/
Spain	Andalucía	Programa de Desarrollo Rural de Andalucía	
	Aragón	Rural Development Programme of Aragón	
	Asturias		
	Baleares		
	Canarias		
	Cantabria		
	Castilla y León		
	Castilla-la-Mancha		
	Cataluña		
	Extremadura	Rural Development Programme	http://www.mapa.es/es/desarrollo/pags/programacion/programas/programas.htm
	Galicia		
	Madrid		
	Murcia		
	Navarra		
País Vasco			
La Rioja			
Comunidad Valenciana			
Sweden		Rural Development Programme for Sweden	http://www.landsbygdsnatverket.se/ http://www.rdpnetwork.org.uk/
United Kingdom	England	The Rural Development Programme for England	http://www.rdpnetwork.org.uk/
	Northern Ireland	Northern Ireland Rural Development Programme	http://www.ruralnetworkni.org.uk/opencontent/default.asp?itemid=1
	Scotland	Scotland Rural Development Programme	http://www.ruralgateway.org.uk/
	Wales	Rural development plan for Wales	http://wales.gov.uk/topics/environmentcountryside/farmingandcountryside/ruraldevelopment/walesruralnetwork/?lang=en