

# ***Plan Avanza Peer Review***

*Workshop: “Common Challenges and Shared Solutions: Good Governance in  
Information Society Strategies  
The case study of Spain”*



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***Madrid***

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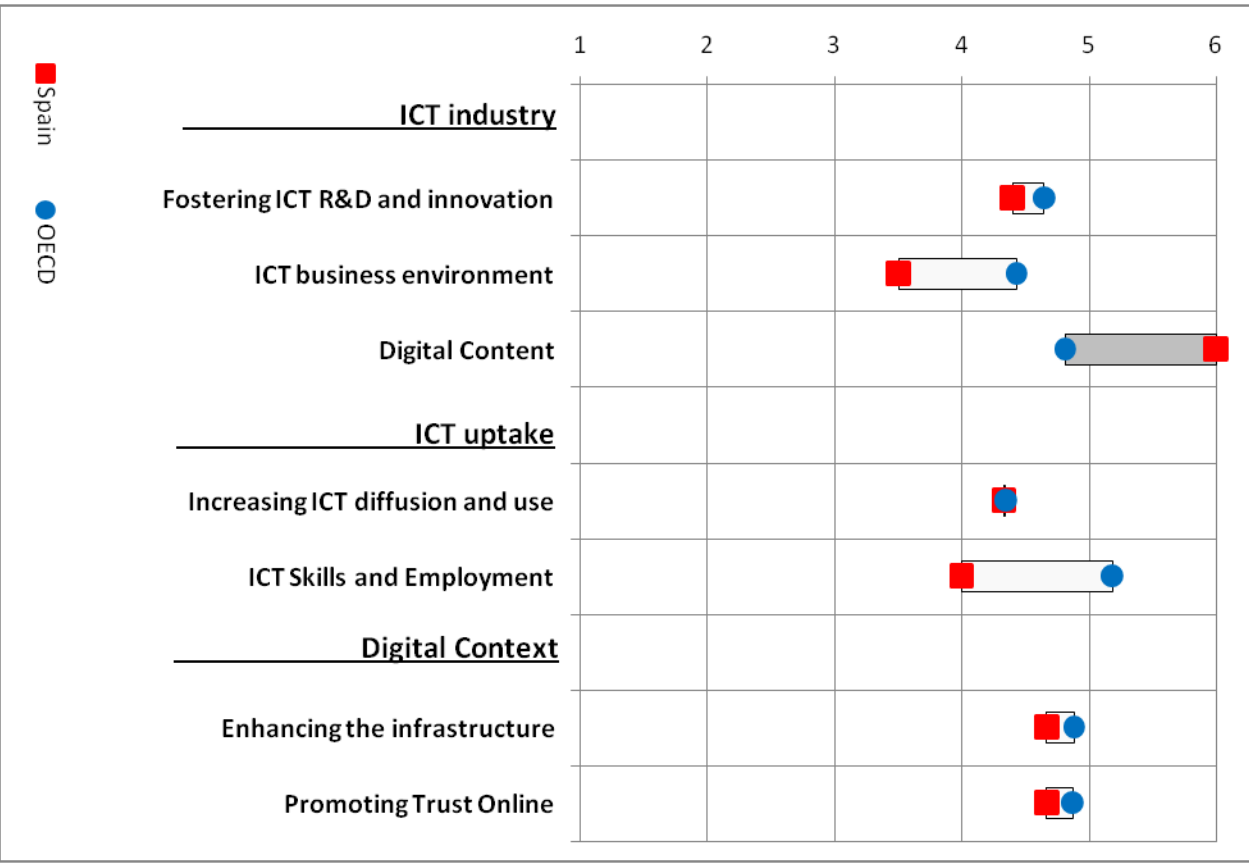
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***Some choices should be made in order to ensure effectiveness...***

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- Financial and human resources and political focus are limited.
- High-level objectives should be effectively translated into action areas.
- Adequate priority setting and strategic sequencing are key success factors of any comprehensive scheme to promote the Information Society:
  - **Supply-side vs. demand-side (ICT goods and services vs. take-up)**
  - **ICT infrastructure: extensive deployment vs. improving speed and quality**
  - **Interlink with European Information Society Strategies (e.g., eEurope, i2010, etc)**
  - **A country's specific challenges (regional policy, SMEs, etc.)**
  - **Changes in objectives should reflect progress**
- Well-targeted priority setting should provide enough financial and human resources, strong political support and a logical path towards effective achievement of Information Society policies.

*ICT policy priorities broadly in line with OECD country averages ...*



- Spain puts *stronger focus* on: Digital content
- Spain puts *lesser focus* on: ICT business environment, ICT skills and employment

## *Changing ICT policy priorities in 2009/2010...*

- **OECD IT Outlook Policy Questionnaire, 2010** (preliminary findings)
  - 17 out of 19 responding countries increased ICT policy priorities for the economic recovery. Highest rankings:
    - **ICT skills and employment**
    - **Broadband**
    - **R&D programmes and innovation networks**
  - Trends in ICT policy priorities:
    - **From supply-side towards demand and uptake promotion (e.g. EU presidency)**
    - **Re-focus on ICT skills and employment, including engineering sciences**
    - **Economic crisis: link to economic recovery plans (e.g. Plan E, Konjunkturpaket)**
    - **ICTs for green growth and energy efficiency (e.g. Green ICTs)**
- What about **Plan Avanza “3”** ?