

Innovation policy, information society, telecommunications

From design to realisation: implementation models for successful IS strategies

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www.bmwi.de

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From design to realisation: implementation models for successful IS strategies

iD2010 – Information Society Germany 2010

- cross-sectoral strategy with numerous departments, ministries, industries and stakeholders involved
(co-ordinated by the Federal Ministry of Economics and Technology)

iD2010 – Information Society Germany 2010

Main Challenges and fields of action

Challenges

- (1) Convergence, Mobility and Interconnection
- (2) Online-services and digital integration
- (3) Security in the information society
- (4) Implementation of research and development results

iD2010 – Information Society Germany 2010

Fields of Action

- (1) Improvement of the technical and legal framework (example: modernization of networks)
- (2) Fostering the integration of citizens into the information society
- (3) Creation of a safe information society
- (4) Strengthening the potentials of innovation by ICT-research and investment

iD2010 – Information Society Germany 2010

An effective implementation tool:

National IT summit

- 3rd: 20 November 2008 Darmstadt
- 4th: 8 December 2009 Stuttgart



National IT Summit 2008

- „Workshop“ with very high ranking participants from policy (chancellor, minister, prime ministers of the federal level), administration (e.g. president of the NRA), industry and sciences
- Promotor / “catalyzer“ of ideas
- Dialogue platform for all relevant stakeholders
- Installation of 9 working groups

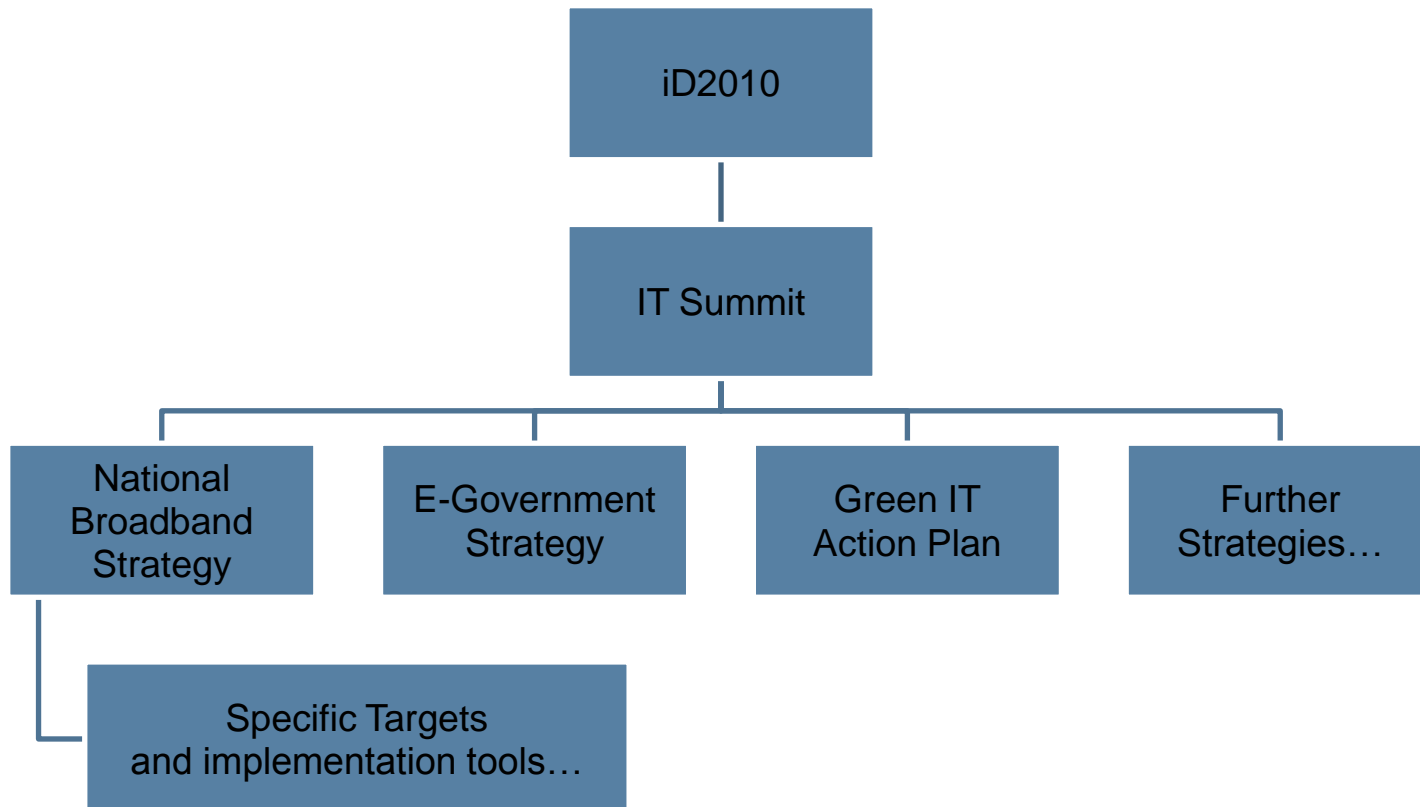
National IT Summit 2008

Concrete results (*sample*)

- **Establishment of a national broadband strategy**
- **Establishment of a Federal Chief Information Officer**
- **Launching an integrated e-Government strategy**
- **Launching the Green IT Action Plan**
- **New applications due to get-together between ICT- and application-industry (e.g. „car-to-go“)**

Best practice: National Broadband Strategy

Implementation in two steps



Best practice: National Broadband Strategy

The National Broadband Strategy → Targets:

- (1) nationwide capable broadband access by no later than the end of **2010** (100% coverage)
- (2) a total of 75 % of households should have high speed broadband access with transmission rates of at least 50 MB/sec by **2014**.

Best practice: National Broadband Strategy

4 Pillars of the Strategy

- (1) capitalising on synergies in the construction of infrastructure
- (2) using the 'digital dividend' (federal legislative responsibility)
- (3) formulating regulation that fosters investment and growth (federal and European legislation)
- (4) financial support (regional funds – „Länder“)

Best practice: National Broadband Strategy

But...

- no universal service obligations!
(to a certain extent „soft law“-approach)
- and
- no „one-size-fits-none“-approaches.
(„counties“ best know their specific needs)
→ no centralised specifications regarding
 - technologies,
 - provider

Best practice: National Broadband Strategy

Concrete implementation of the broadband strategy in the Federal Republic:

- (1) „Landkreis“ (*county*)
initializing action:
determination of requirements and planning
- (2) Länder (regional level)
consulting service, information meetings;
use and distribution of funds (Länder);
regional broadband strategies

Best practice: National Broadband Strategy

- (3) Federal (and European) level
- legal framework (regulation, digital dividend, state aid);
 - financing („KfW“),
 - „usage of synergies“-approach (infrastructure map, shared use of infrastructure, directory of road works)
 - consulting service, centralising information (www.zukunft-breitband.de);
 - negotiations with the Länder and counties;

Best practice: National Broadband Strategy

(3) Federal level (*continued*)

- publication of intended broadband projects,
- reporting best practices,
- monitoring current means

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implementation models for successful IS strategies**

Thank you for your attention!