

Phase model

to realise regional and local broadband projects

first steps

	start	continue over the time	intercommunal association
1	1 identifying local actors	continuously adding new stakeholder	inform stakeholders about the course
	2 definition of competences	further development, if required	e.g. counties or syndicates. Responsible staff required
	3 communication and definition	continue throughout the project duration	if necessary, financing of human resources at district level
	4 development of action plans and definition of priorities	further development, if required	definition of responsibilities and clustering (consulting)
	5 conducting market survey	publish on platforms and highlight proof as well as consequences	step 1 funding acquisition centrally arrange for the entire region

identifying demand

	start	continue over the time	intercommunal association
2	1 sensitisation and information	continue throughout the project duration	town meetings, general awareness training
	2 using geoinformation	update continuously	use employees with a geo-information background to cooperate with providers
	3 intermunicipal cooperation	consider business environment	stabilize network management
	4 detection of financing possibilities	emphasize the features	if necessary, consider external support like funds, etc.

determining basic conditions

	start	continue over the time	intercommunal association
3	1 call for expression of interest	observe the competition	performing the method of standard
	2 feasibility study	execution by an external support	commission together
	3 analysis of availability and infrastructure atlas	update infrastructure continuously	

developing regional objectives

	start	continue over the time	intercommunal association
4	1 economic efficiency calculation	members communication of prices / refinancing possibly new products, as well as negotiations	
	2 alternative financing strategies (e.g. construction measures)	review financial institutions	
	3 scalability	considering future extension	if necessary, negotiate with operators on priorities
	4 courage for joint approaches	moderation among municipalitie	

project development and planning

	start	continue over the time	intercommunal association
5	1 reducing planning and access costs through self-commitment (e.g. increase penetration rates)	provide timely information to citizens	town meetings, special projects for property development, etc.
	2 ductwork as strategic measures	create a master plan and keep an eye on the backbone connection	if necessary, put together plans and other documents for grant applications
	3 open to the market	if necessary, you might consider expert assistance	allow and hold discussions with various providers

building up broadband infrastructure

	start	continue over the time	intercommunal association
6	1 planning of network infrastructure	commission preliminary planning	if necessary, apply for funding
	2 tendering for civil engineering	keep an eye on measures that are already planned	tendering, if not, covered by framework agreements
	3 tendering for operation	heck the quality and performance for customer and businesspartner	tendering, if not, covered by framework agreements
	4 using geoinformation	update continuously	monitor the progress of projects (civil engineering) and check quality
	5 contract arrangements with consumers	emphasize importance of the project	if necessary, timing with the operator, as well as marketing and educating citizens about the progress, connections and the future procedure

evaluation

	start	continue over the time	intercommunal association
7	1 documentation of project progression	document costs and final network expansion and report to the responsible authorities	if necessary, accompany funding process to make support preparation of the cross-reference
	2 continue strategic approach for further expansion of the network		

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Further publications:



Successful municipal and regional projects in overcoming gaps in broadband provision
ISBN 978-3943277005

An examination of how the broadband gaps in supplies can be overcome at local and regional level. The role of different actors, processes and actions in the implementation of broadband projects which are part of this study carried out in 2009.



Media education in German schools - Recommendations for the digital society
ISBN 978-3943277241

As part of a joint project under the auspices of the D21, atene KOM has conducted a study on the state of the (digital) media education at German schools and created recommendations for stakeholders in education policy. For more information about the study, please visit:
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Phase model to implement municipal broadband projects

This phase model is part of the study "Successful municipal and regional projects to overcome gaps in broadband access":

In this study, conducted in fall 2009 on behalf of the Federal Ministry of Economics (BMWi), possibilities to overcome gaps in broadband access on local and regional level are illustrated. The main part of the study is to present best practices, to illustrate impulses for municipal and regional decision makers to tackle and foster access projects. The basic conditions differs from region to region – topographic, demographic, political and economic situation, the existing infrastructure and the commitment of local actors are important factors. Nevertheless, these factors are very individual and partly dynamic processes that significantly influence the success of a project for the enhancement of broadband access.

The continuously growing diversity of access technologies and the steadily growing bandwidths in many regions is opposed by areas that have strong difficulties in modernizing existing or developing new infrastructures due to their topographic or demographic situation. Hence, enhancing or providing access to broadband networks is possible only with considerable efforts.

This phase model and its recommendations for action create a guideline for interested actors, that is supposed to help initiating and implementing projects to improve regional access. It is supplemented by a checklist that supports target oriented work in the different project phases. This model was revised in 2014 to the development of models in the context of a comprehensive study and adapted to the needs of the development of NGA networks.

The study can be obtained as an electronic version at www.atenekom.eu. For further information please contact us at info@atenekom.eu.

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