

8 September 2008

**PLANO  
TECNOLOGICO  
PORTUGAL  
A INOVAR...**



## Mobile Broadband to bridge the Digital Divide

National strategies for spreading broadband access  
ITU Workshop, Geneva, Switzerland

## In 2005, Portugal was under pressure to change...

- With the **Euro currency**, it became impossible to sustain competitiveness by devaluating the currency
- The **Pact for Stability and Growth** limited the possibility of using public expenditure to sustain growth and jobs
- The **enlargement of European Union** brought new competitors to the same playing field
- **Globalisation** made it impossible to compete based on low wages

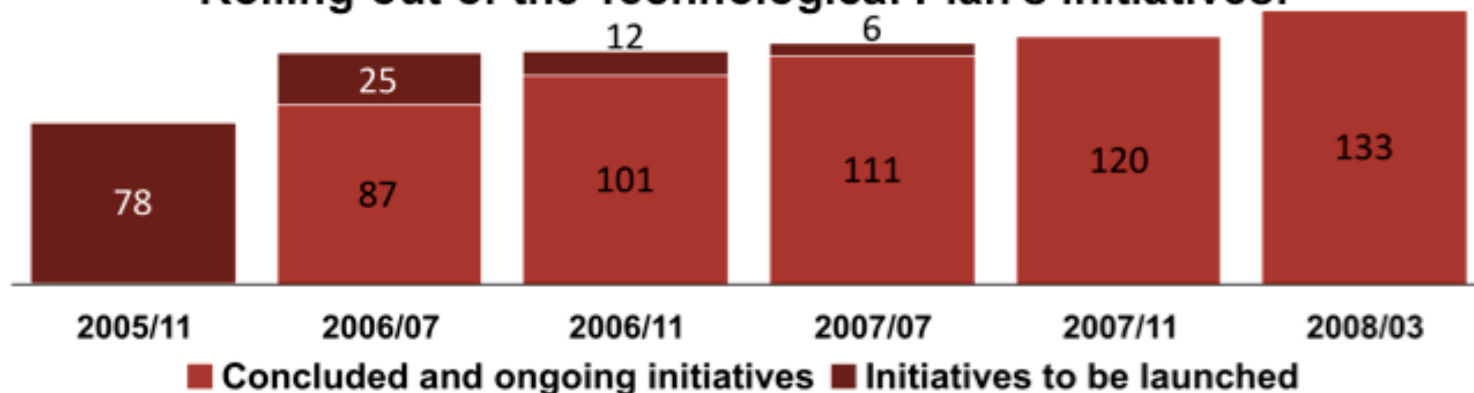
### GDP Growth in Portugal



# Trying to create a virtuous cycle of competitiveness

- The Technological Plan was launched to address the key competitiveness issues
- An action plan whose coordination reports directly to the Prime Minister, involving the whole Government, as well as private partners

## Rolling-out of the Technological Plan's initiatives:



## The 'tipping points': Key issues for structural change

### **Scientific development**

Partnerships with the MIT, CMU, Harvard, Austin, Fraunhofer, etc.

### **Focus on qualifications**

"New Opportunities" to enroll 1 million people in lifelong learning

### **Better public administration**

Rising from 16th to 3rd in the EU ranking of online public services availability

### **Less bureaucracy**

"On the spot firm" to create a company in less than one hour

### **Innovation networks**

Public initiatives for collective efficiency embedded in Structural Funds support

### **Bridging the Digital Divide**

Providing access and training to those excluded from the information society

## How are e-skills connected to competitiveness?



## Doing it: Working together to bridge the digital divide

### Public initiatives

- **Technological Plan for Education**  
(400M€ to develop the schools' technological infrastructures and upgrade teachers' skills)

### • @escola

(broadband-connected laptops for 750.000 teachers, students and adults in lifelong learning)

### Private initiatives

- Nation-wide **broadband coverage**
- **IT Academies** by the industry
- **Digital literacy** development

**A comprehensive approach to touch a wide public, reaching students, teachers, enterprises and older adults enrolled in lifelong learning**

## Designing the @escola programme

- A good offer...
  - A cutting-edge laptop for 150€ (or 0€ for students needing economic support)
  - Mobile broadband for 5€ below the best monthly market price (17,5€), with reduced monthly fees 5€ or 15€ for students needing economic support
  - Latest software included (Windows Vista and Office 2007)
  - E-skills training bundled in the offer
- ...to reach 750.000 people until 2010
  - Students enrolled in secondary education
  - Teachers in primary and secondary education
  - Adults enrolled in lifelong learning

# A Public-Private partnership in action!

## Public Partners:



**MOPTC**



PLANO  
TECNOLOGICO  
PORTUGAL  
A INOVAR...

tmn



## Private Partners:



vodafone

(mobile operators)



OPTIMUS

**Microsoft**



(industry partners)

When the UMTS licenses were granted, the mobile operators became committed to promote the information society. This programme fulfils that commitment.



## Rolling out the programme: Moving ahead fast

June  
2007

September  
2007

July  
2008

@escola

The programme is announced, with immediate availability for adults enrolled in lifelong learning

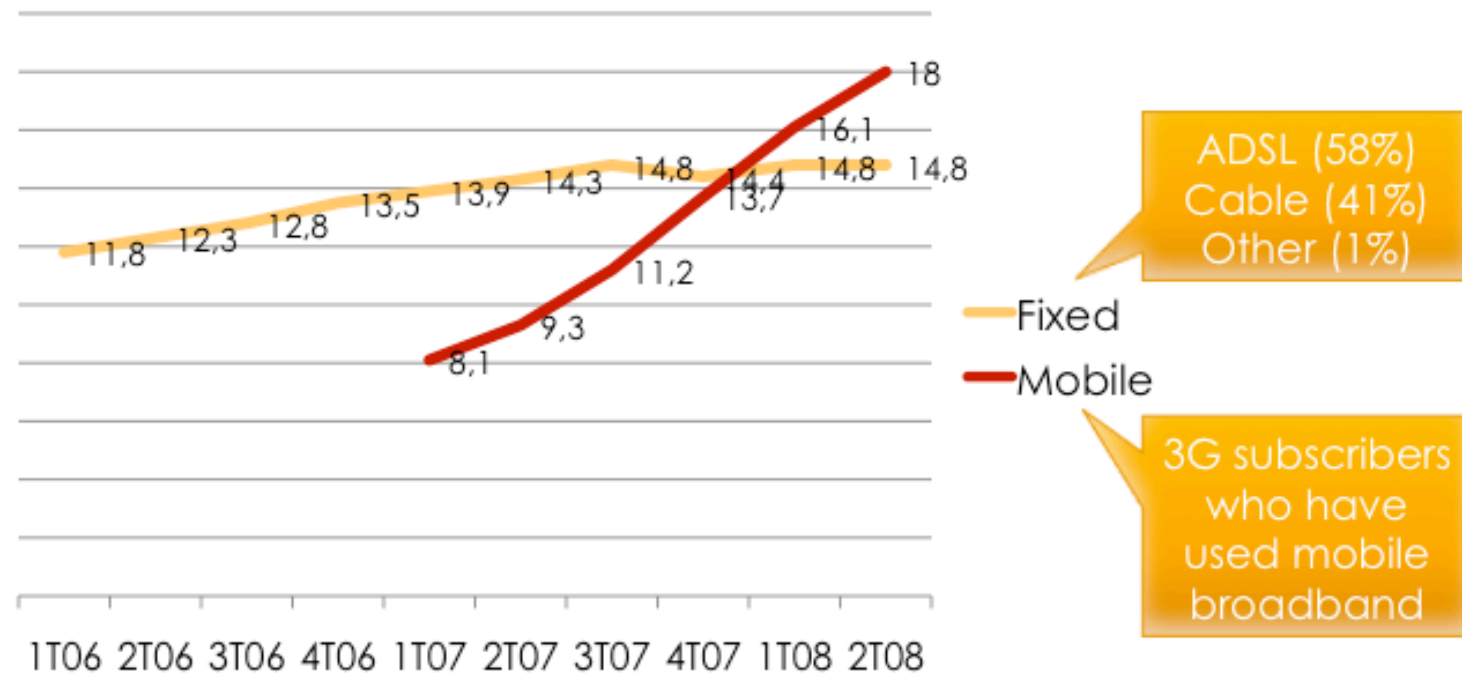
Laptops are delivered to the first teachers and students

250.000 laptops delivered, increasing number of contracts signed.



Prime Minister José Socrates  
handing out one of the first laptops

# Facts & Figures 1: Fixed and Mobile Broadband penetration



Source: Anacom



## One step further: The **magalhães** initiative

- Building on the **e-escola** experience, the Portuguese Government announced in July 30<sup>th</sup> a strategic partnership with Intel to develop the Magalhães initiative:
  - Introducing the Magalhães laptop, **made in Portugal** based on the Classmate platform
  - Making it available to the **500.000 students** enrolled in primary education with a low subsidised price (0 to 50€)
  - Exploring **possibilities abroad** to use Magalhães to bridge the digital divide

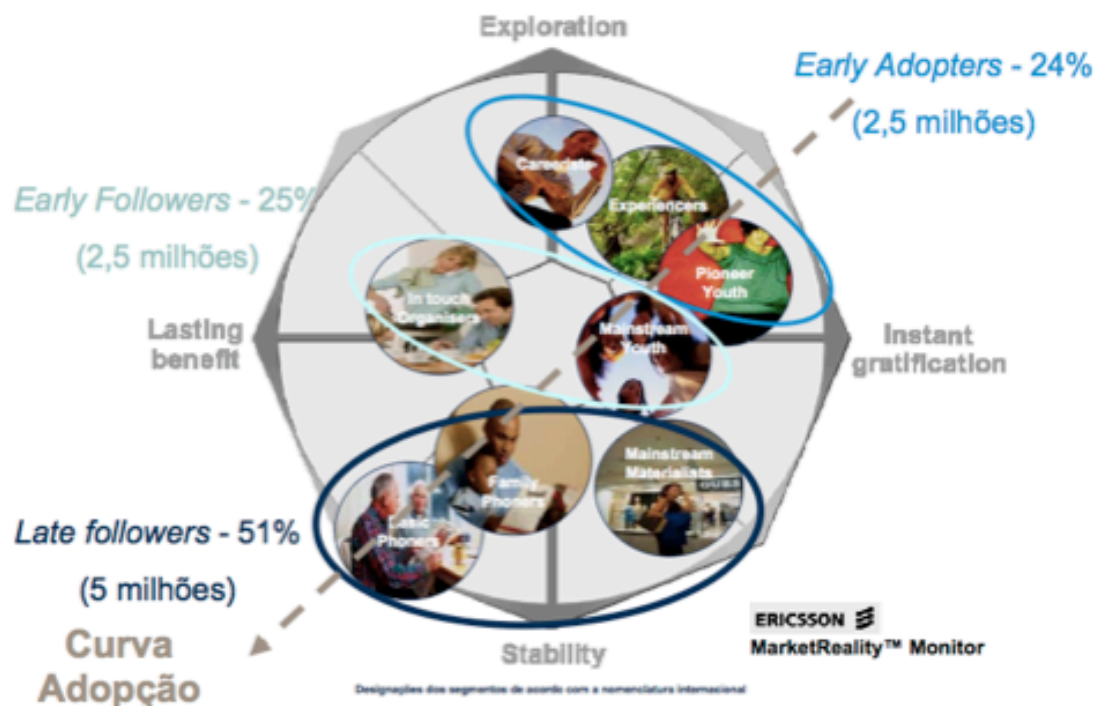


ITU Workshop, Geneva

# Legislative and regulatory initiatives to promote broadband access:

- Implementation of “naked DSL”
- New approaches on radio spectrum management and frequency allocations (e.g., development of guidelines on the allocation of licences for BWA – Broadband Wireless Access)
- Enforcement of new wholesale reference offers
- Increasing the coverage of broadband offers: since mid 2006 all public telephone exchanges have been equipped with DSLAM, covering all the areas where it is possible to provide ADSL

# Facts & Figures 2: Portuguese ICT Consumer Market



Source: Ericsson ConsumerLab 2008

# How can Portugal become a network country again?





## Our ambition... Portugal as a global “living lab”

- A “nearshore” country
  - network of services
- A logistical platform
  - network of goods
- An attractive place to live in
  - network of people
- A test market
  - network of innovation



## Rui Grilo

[rui.grilo@cnel.gov.pt](mailto:rui.grilo@cnel.gov.pt)

[www.planotecnologico.pt](http://www.planotecnologico.pt)

[videos.sapo.pt/planotecnologico](http://videos.sapo.pt/planotecnologico)

Chief of Cabinet of the  
National Coordinator of the  
Lisbon Strategy and the  
Technological Plan

Deputy Coordinator of the  
Technological Plan

