

Bringing Broadband *to rural areas*

Attend to learn

- Why bring broadband to the rural areas?
- Based on the case studies of Dominican Republic and Peru
- Challenges faced and lessons learned
- Overview of technologies for broadband provision
- How to develop your Rural broadband project
- Innovative funding mechanisms

Who should attend?

Executives/ Managers/ Staff interested or dealing with universal access and service from:

- Member States
- Sector members
- Telecoms / ICT operators
- Executive training providers
- Higher education institutions
- Business development managers

ITU Centre of Excellence Policy Training for the Caribbean Region

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Today broadband, as the principal means of delivering ICT applications, is being considered by an increasing number of policy makers and regulators around the world to be a basic telecommunications service. Current universal access and service (UAS) policy for telecommunications and ICTs emphasizes the need for access to broadband applications in order to achieve the goals of economic development and social inclusion for all communities. Experience has shown that the arrival of basic telephony (in all forms, such as public payphones, fixed residential or mobile lines) and broadband Internet constitutes a critical take off point in a community's path to economic and social development.

This workshop will provide a step-by-step approach for regulators, policy makers and universal access program administrators for bringing broadband access to rural areas based in the practical experience gained in the Dominican Republic and Peru.

Day 1:

- Explain with the help of data and examples why it is important to bring broadband to rural areas.
- The Dominican Republic's context and their rural broadband project.
- The importance of knowing the country,
- Consulting with stakeholders
- Implementing pilot projects.
- Overview of Technologies for broadband applications
- Use of GIS in rural telecom projects.

Day 2:

- Development of a rural broadband project
- Nature of licenses and issues related to spectrum
- Demand studies, economic model and minimum subsidy mechanism.
- The tender process,
- Contracting and supervising,
- Raising awareness
- Innovative funding mechanisms,
- Sustainability challenges and lessons learned