



Satellite Broadband for European Regions  
CIP-ICT PSP Call 6

# ***Non-technological roadblocks on satellite broadband and satellite services procurement - Poland***

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European Commission  
Information Society and Media

[www.project-saber.eu](http://www.project-saber.eu)

# „Cities on the Internet” Association

COI is an expert NGO established in 1998. COI's mission is the support of Information Society development at the regional level. COI facilitates technology transfer and adoption of European e-development good practices from leading EU regions.

COI participates in many Polish and European R&D projects as well as in eDevelopment projects.

**Satellite solutions promotion** within TR@NSPOD project: „Podlaskie Partnership for eDevelopment”; a **movie: „Internet from the sky”**

**Pilot in Podlaskie Region:** Zagroda Kuwasy – Woźna Wies



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# Public support – examples

Innovative Economy Operational Programme, Priority VIII: Information Society – Increase of economy innovativeness

- **Activity 8.3: eInclusion**

Offering different disadvantaged groups computers with internet access + trainings + support

There is **no constrain to use satellite services** but there was **no procurement of satellite services** within 8.3.

Why? Are there technical or organisational problems?

No! Just: „satellite terminals are easily noticeable!”

- **Activity 8.4: „last mille” broadband internet**

One of evaluation criteria: *technological solutions are effective and adjusted to project's area characteristics*

Seems reasonable, isn't it?

You can gain **35 points** here! The maximum for all criteria - 100 points.

Having checked criterion description you got to know that „if you plan to **use satellites technologies you will get 7 points** and in some highly justified (= **no other solution is possible**) cases **14 points!**”

# Problems

## **From a potential buyer perspective:**

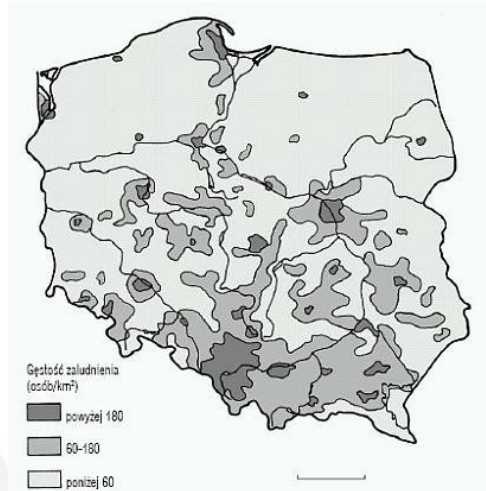
- Satellite solutions are really expensive for an individual consumer
- There is a lack of offers adjusted to situations where demand is aggregated
- Number of sellers is limited

## **From a seller perspective:**

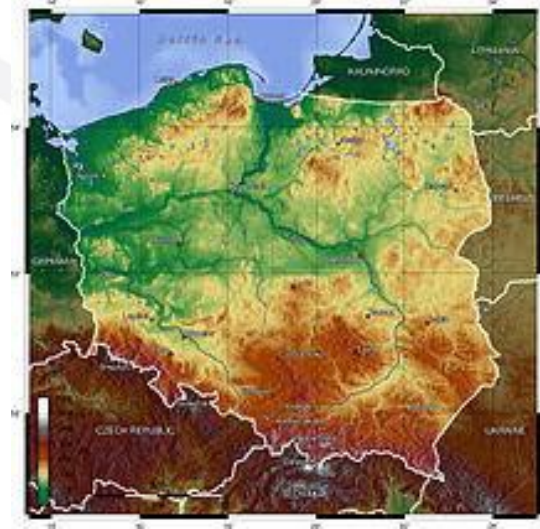
- Very limited demand
- Prejudices mainly as a result of lack of knowledge
- „Discrimination” against satellite technology (-> access to public funds very limited)
- Satellite solutions are not an option! (-> procurements)
- Lack of public awareness

# Maps of „white gaps” and area characteristics

## Population density

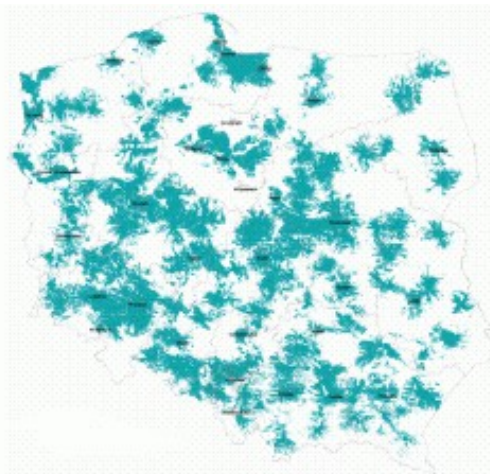


## Shape of the land



## Office of Electronic Communication

- „white gaps” periodic analysis
- Search engine of local communities where „last mile” broadband access projects should be realised -> **„white gaps”**



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„Cities on the Internet” As:



# Reactions towards satellite solutions

Reactions of different target groups towards satellite solutions

- People usually **do not know much** (sometimes nothing at all) about satellite solutions
- In some cases their **knowledge is out-of-date** (especially regarding services' quality)
- In other cases they do not want to even discuss satellite solutions as potential possibility since they are convinced that these solutions are **expensive and imply data limits**
- Sometimes people would be ready to take satellite solutions into consideration but they do not since they are **afraid of others' reaction** (public authorities -> citizens = electorate)