

## **“Supply-Push - Demand-Pull”**

### ***The Danish Approach***

Global Forum  
Rome, November 2003

Director General  
Jørgen Abild Andersen

## **eEurope 2005: An Information Society for All**

**Policy Goal:** By 2005, Europe should have

- Modern online public services (e-government, e-learning services, e-health services)
- A dynamic e-business environment *and*, as an enabler for these:
  - widespread availability of broadband access at competitive prices
  - a secure information infrastructure

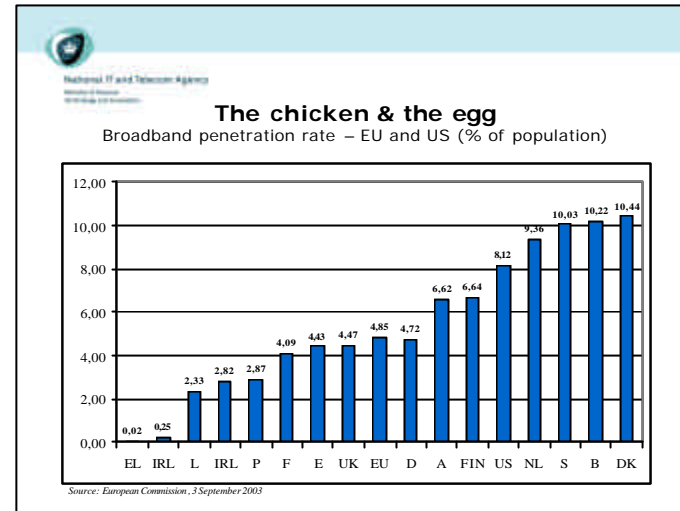
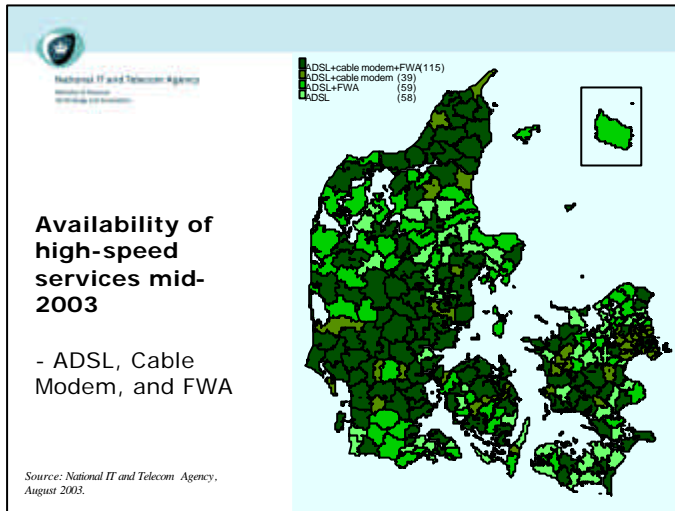
## **Supply-Push**

### **Agreement in Principle on Telecommunications Policy Aims - 1999**

- Access to the Network Society
- Best and Cheapest
- Competition leading to innovation and growth
- Market should supply a broad variety of products that meet the increasing demand for high-speed networks and large bandwidth

## **“Several Pipes to the Home” – competition and real choices**

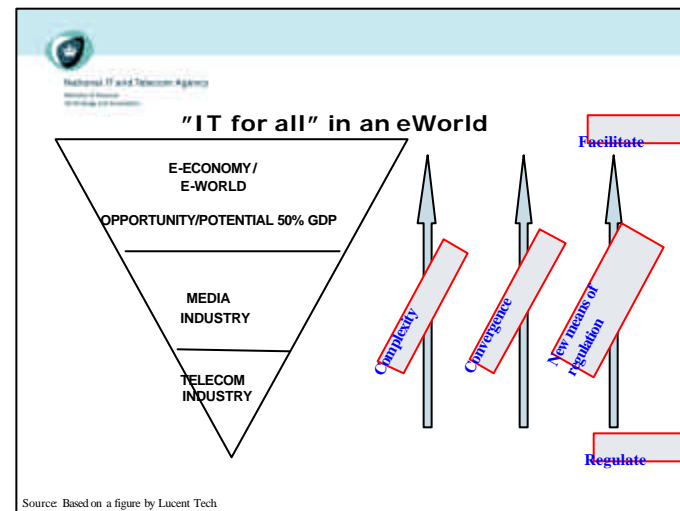
- ULL - “raw copper”
- Cable modems
- FWA
- 2G
- 3G
- Fibre to the Home
- WLAN
- Satellite
- Power Line Access

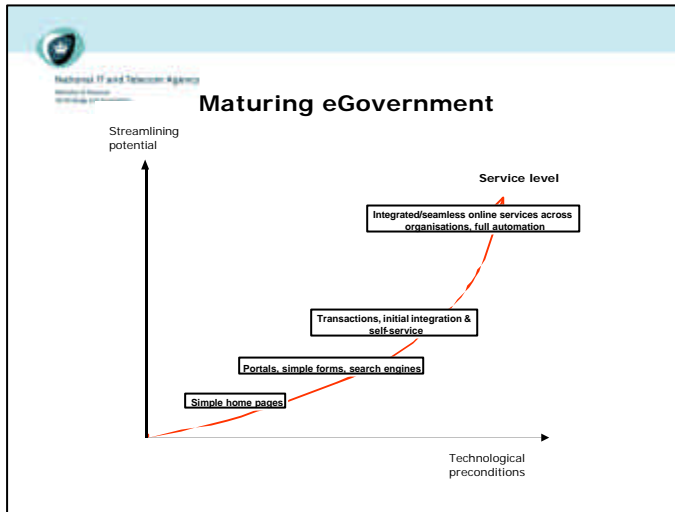


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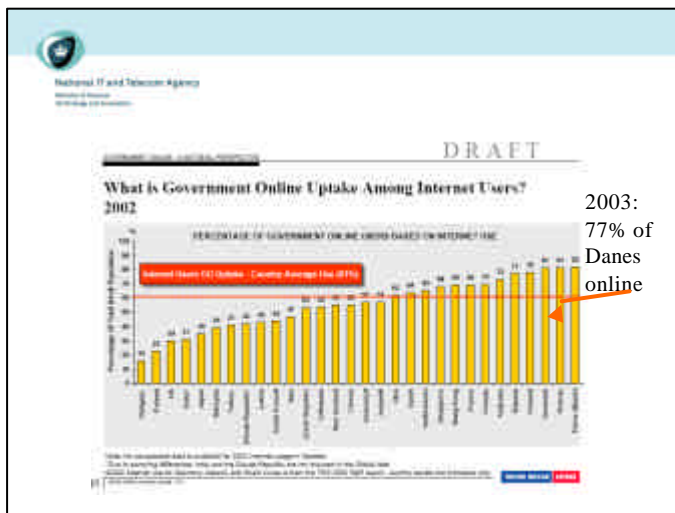
### From Supply-Push to Demand-Pull

- The value of broadband lies in
  - the applications that it facilitates
  - the content that can be accessed
  - and how users embrace it





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- ## Are Stovepipes a risk?
- Within organisations
  - Between organisations nationally
  - Internationally



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## Strategic eGovernment areas and examples of activities

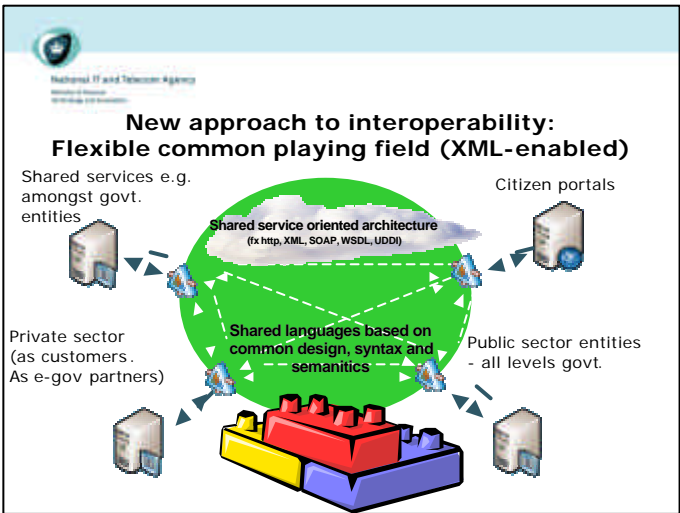
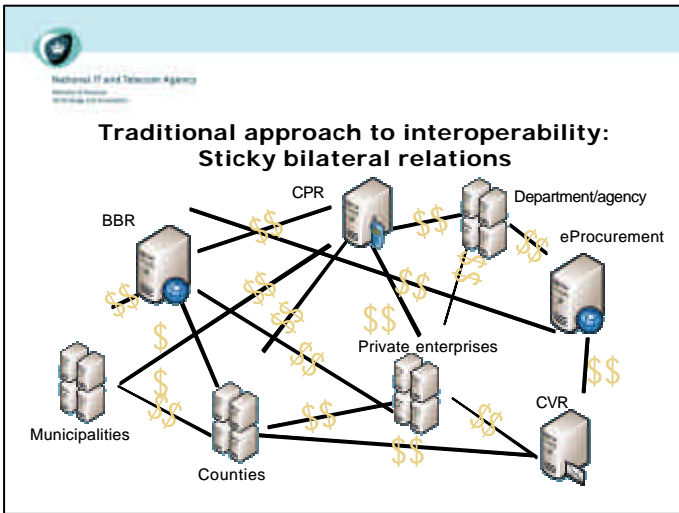
Productivity & efficiency	Well-Connected Infrastructure	Digital contact & access/Direct services
<b>Joint solutions</b> e.g. State IT-network, eDay 1 all online, eDay 2 digital signatures, eProcurement, IT competencies, Public-private partnerships	<b>Standards &amp; guidelines</b> e.g. telecom platform, IT architecture & XML	<b>Relevant content</b> e.g. eBiz: virk.dk, public tenders, eHealth: sundhed.dk, eLearning: kot.dk
<b>Share knowledge</b> e.g. Public information online (OIO.dk)	<b>Reuse data</b> e.g. Right to data, reuse it with XML	<b>Access for all</b> e.g. Disabilities Competence Centre
<b>Cost benefits/best &amp; cheapest</b> Price of standard public IT-work station	<b>Confidence IT &amp; Telecom Security</b>	<b>Reduce barriers to contact with public sector</b> Top of the Web, 1881

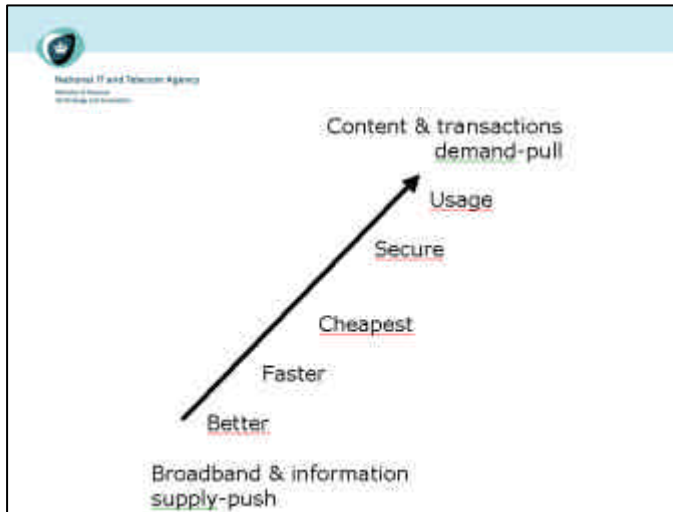
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**Today: Poor cross-organisational match - culture and technology**

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**Tomorrow: Enterprise & IT architecture  
eGovernment as Urban Planning**





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- ### Key facilitation challenges are...
- **Getting desirable results**
    - How do we get the desired harmonised regulatory **results**, not just regulatory action or means– nationally and internationally?
  - **Motivating others**
    - Lead by example – eGovernment
    - Collaboration & facilitation easy in theory
      - but hard in reality!