



UNESCO - Fondation des Territoires de Demain

Innovation et prospective

Introducing the Broadband Research and Innovation Network

Strategic Networks Group

Michael Curri, founder/president



About SNG

1998

Mission

Support broadband initiatives with actionable intelligence to develop effective broadband strategies to benefit communities and regions.

Philosophy

People make the difference – not technology. It is what people do with technology that matters.

Approach

Collaboration with local community experts to ensure that services are relevant to local needs leading to successful outcomes

Clients



Setting the stage

The objective

To understand how the **knowledge society** is taking shape you need to know what people do with all the new broadband-enabled e-tools and e-solutions.

The problem

Unfortunately there is no way currently to gather micro-level data in a coherent way... **So we had to “invent” a solution.**

What's in it for SNG

We have designed BRaIN from our field experience, in order to advance the public good. This “concept” is now in the **public domain** – and we would like to see it enhanced, developed by economic and regional development planners worldwide.



Why a new tool?

Static vs
action

A set of action-focused intelligence producing tools and intelligence to plan and manage implementations & adjust policies as we learn more from what is happening on the ground.



Setting
priorities

Addressing specific local needs only possible if “local-level, micro data” is available about usage of broadband-enabled services and applications by citizens, households, businesses and organizations.

Planning
support

Decide where and how they will need to organize the support necessary for people to use tools and applications now available thanks to the new communication infrastructure.

Monitoring
progress

To check that the industry on the ground (or the “délégataire”) is providing reasonable levels of service, and to identify remedial action.

Core elements

What is
BRaIN?

Introducing a collaborative platform for collecting data on broadband & utilization of e-solutions in a locally-owned and ongoing process.

How it works

The BRaIN ecosystem is made up of regional development planning actors, digital economy researchers and statisticians around a core execution team.

Value
proposition

Decision-makers who need a strong evidence base to guide government policy and industry action in how to grow the digital economy make the most of the intelligence created.



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User value proposition

User need: Access to better data and intelligence

- Current, relevant, consistent, and reliable
- Comparability across regions, regimes, and over time

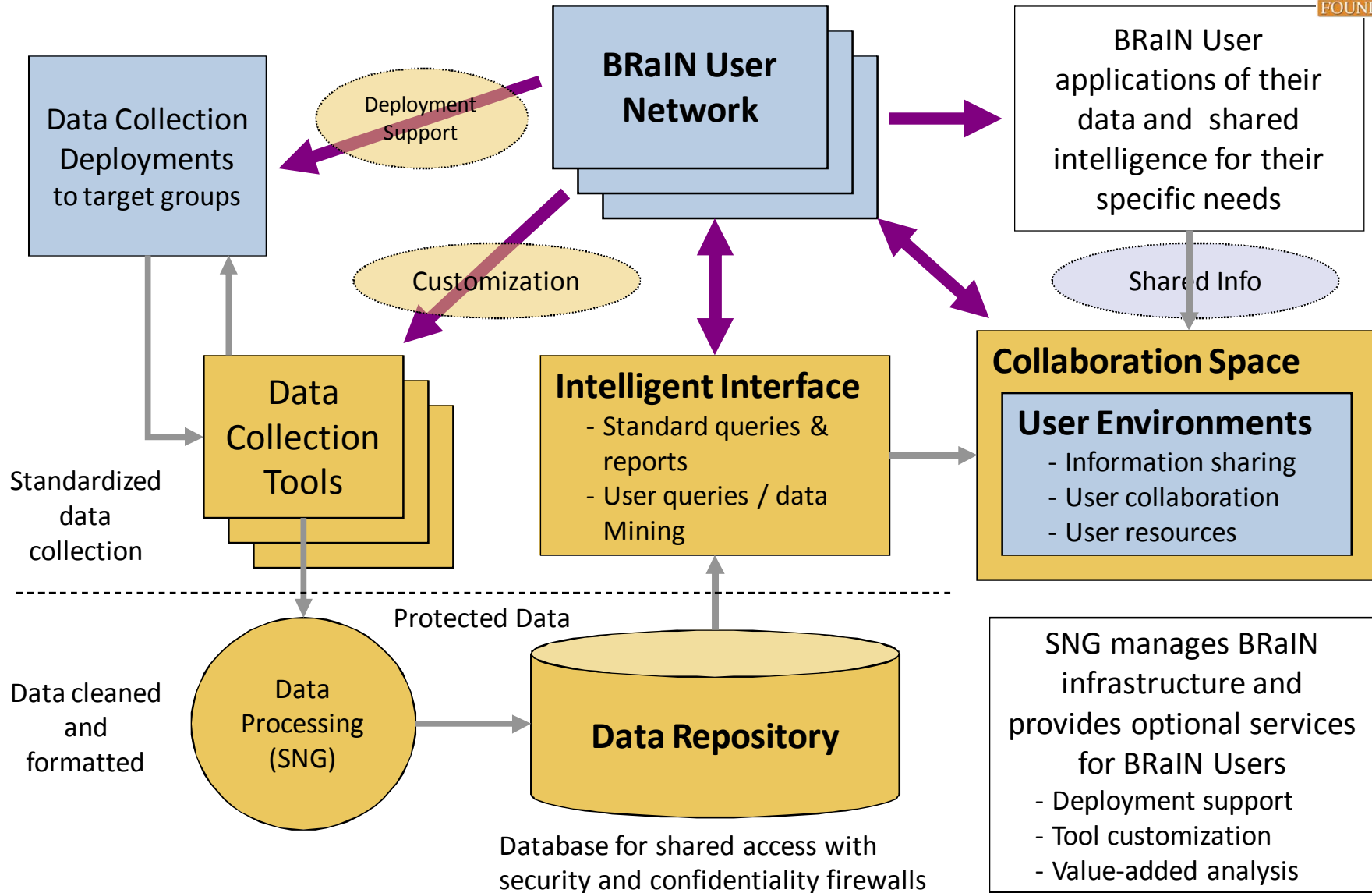
User issue: Acquiring the data they need

- Cost of developing and deploying data collection, or
- Reliance on external data sources - may not fully meet needs

BRaIN offers:

- Cost-effective data collection through economies of scale
- Access to proven tools and methods – no development cost
- Collaborative user network for sharing information and experience
- A data set broader than any individual user could create alone
- Flexible “data mining” to meet individualized intelligence needs
- User control in a standardized environment with minimal overhead

Infrastructure



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How it works

- BRaIN user organizations have secure access to collaboration space and intelligent interface and standardized survey instruments for deployment with support guides and materials
- Data is collected through survey deployments from multiple users, processed and added to the data repository
- Users access reports from their own data as well as intelligence from the overall database – and they share and access reports through the collaboration space
- SNG provides optional services and maintains the environment and the data, and users do not access raw data or the database directly



Framework

The big
picture

BRaIN Living Lab - stakeholders and local leaders working together. A broadband best practice and steering committee comprised of regional development stakeholders, digital economy researchers and political leaders focused on broadband, around a core execution team.

Intelligence
production

BRaIN Research Center – researchers, analysts, to turn data into insights, trustworthy, up-to-date, and statistically valid data and information (macro-, micro- and technical) to develop strong evidence-based and actionable intelligence.

The engine
room

Broadband Lifecycle Toolkit - at the core, processes and tools to collect micro-level data (based on the set of SNG services) on utilization of broadband and e-solutions from individual businesses, organizations, and households in the region.



In a nutshell

BRaIN is a framework for public decision makers looking to understand and encourage broadband adoption. It's a digital workspace for gathering broadband and community-specific intelligence.

Within BRaIN communities can evaluate the progress and impact of their investment in public networks

To find out more: <http://brain.sngroup.com>

