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BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Support for the deployment of ultra-fast broadband in different white areas of the Balearic Islands

Broadband installation in Consell and small urban centers of Sant Llorenç d'es Cardessar and Son Servera (Mallorca)

Directorate-General for Modernisation and Digital Administration

Programa Operativo de Illes Balears

Año 2022

Fondo Europeo de Desarrollo Regional

SUPPORT FOR THE DEPLOYMENT OF ULTRA-FAST BROADBAND IN DIFFERENT WHITE AREAS OF THE BALEARIC ISLANDS

BROADBAND INSTALLATION IN CONSELL AND SMALL URBAN CENTERS OF SANT LLORENÇ D'ES CARDESSAR AND SON SERVERA (MALLORCA)

Basic project description.

The Directorate-General for Modernisation and Digital Administration promotes actions within the framework of the ultra-fast network development strategy to meet the broadband objectives set out in the European Digital Agenda.

In this context, in July 2018 the **call for aid for projects under the new generation broadband extension programme in the Balearic Islands** was launched, which has allowed to subsidise, among others, actions in this area in the municipality of Consell and small urban centres of the municipalities of Sant Llorenç d'es Cardessar (Sa Coma) and Son Servera (Costa de los Pinos, Port Nou, Port Verd and Port Vell) on the island of Mallorca.

This aid has been directed towards the implementation of new generation broadband extension projects to accelerate the extension of the coverage of public electronic communications networks, capable of providing very high-speed broadband services in areas that at that time lacked coverage, nor was it planned in the next three years (NGA White Zones). These areas have difficult access to fibre optics.

Thanks to this broadband service, users have a permanent data connection and high transmission capacity and also allow access to the Internet using a specific terminal (computer, mobile, TV, etc.). All this has allowed these communities to provide high-capacity telecommunications infrastructures, which will efficiently provide welfare services to citizens, improve the competitiveness of companies and digitally vertebrate the territory.



The total amount of the investment made under this call has been EUR 490,430 and for these 3 actions carried out on the island of Mallorca has amounted to EUR **398.313**, an amount financed in its entirety by the ERDF.

The number of households benefiting from broadband access of + 100 mbps (megabits per second) is 4,927, of which **4,897** are located in the municipalities of Consell, Sant Llorenç d'es Cardessar and Son Servera in Mallorca.

The following are the arguments that make this action a good practice, according to the criteria defined for this purpose.

Criterion 1. High dissemination among beneficiaries and the general public.

This action has been widely disseminated through the different information and advertising measures developed. In particular, all **regulatory reporting obligations** have been complied with, such as:

The existence of a specific space on projects financed by the ERDF on the **website of the Directorate-General for Modernisation and Digital Administration** of the Government of the Balearic Islands, which provides information on the different co-financed actions, including information on this call for aid. Also, on the **website of the aid beneficiary Wifi Balears SL**, information on the co-financing of the project by the ERDF, with EU logos and emblems, has been included.



Once the performance is completed, they have been placed in a place well visible to the public and in each of the places where the installation has been carried out, **information posters** of an appropriate size that include the texts and logos and emblems corresponding.



In addition, **additional information and publicity measures** have been carried out which have increased the dissemination of the project, as well as the visibility of the ERDF contribution to it. The following actions should be highlighted in this regard:

Various **information notes** published in the news section of the website of the Government of the Balearic Islands and **news in various media** about the publication, implementation, progress, and results of the public call for aid have been prepared.



Prácticamente todos los núcleos urbanos de Eivissa y Formentera tendrán acceso a la fibra óptica en el año 2020. Balears es el territorio «con mejor conectividad de Europa», según José María Álvarez-Pallete, presidente de Telefónica.

Els ajuts atorgats consisteixen en subvencions a fons perdut i estan cofinançats pel Programa Operatiu FEDER 2014-2020, que té entre els seus objectius millorar i impulsar la qualitat de les tecnologies de la informació i de la comunicació, així com l'accés a aquestes tecnologies.

El plan consiste en dotar de cobertura las zonas blancas del archipiélago (NGA), que son aque-

| <9ªL> Vicepresidència i Conselleria d'Innovació, Recerca i Turisme

//El Govern ha atorgat ajuts per un valor de 2'8 milions d'euros per assegurar el desplegament de banda ampla //Gràcies a les inversions fetes aquesta legislatura, Balears serà, juntament amb Euskadi, el territori amb més connexió a l'Estat espanyol

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 Unión Europea

- Recoradori de definició d'ajudes d'estat. Cas TDT.
- Recoradori de definició de concepte de zones blanques, zones negres i zones grises.
- Compatibilitat i complementarietat. *Decreto 462/2015, de 5 de junio, por el que se regulan instrumentos y procedimientos de coordinación entre diferentes Administraciones Públicas en materia de ayudas públicas dirigidas a favorecer el impulso de la sociedad de la información mediante el fomento de la oferta y disponibilidad de redes de banda ancha (BOE nº 143 de 16 de junio).*

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Furthermore, in October 2018, **a letter was sent** to all the Consells Insulars of the Autonomous Community, as well as to the municipalities concerned, informing about the final decision to grant the grant to the affected areas, emphasising the ERDF's co-financing of the action.



Criterion 2. Incorporation of innovative elements.

The aid granted is not conditional on the development of a specific technological solution, but it is the applicants who must express and motivate in the projects the most appropriate technological solution for the territorial scope of its implementation, always guaranteeing the principle of neutrality.



The innovative nature of this action is justified by the fact that the projects must allow the deployment of very high-speed new generation access networks, thus including links between switching plants and intermediate concentration points prior to the user's home (backhaul) with sufficient capacity to provide wholesale access to other operators who request it on an equal basis, including access to the dark fibre, with total and effective disaggregation and to all the infrastructure that allows the replication of the retail services offered by the beneficiary operator.

With almost 100 % of the population with access to fiber optics, the Balearic Islands is, together with Euskadi, the territory with the most connection in the Spanish State. This is an important achievement, taking into account that the island reality conditions this type of investment projects, since in the islands the population centers are usually small and because the maritime connection is usually a brake on the arrival of operators, having to pay an extra toll of underwater trunk connection that is difficult to amortise since it serves few people and companies in comparison to the continent, which has abundant terrestrial trunk connections.

Criterion 3. Alignment of the results obtained with the objectives set.

Thanks to the new technology deployed, new high-speed communications services have been made available to citizens and businesses. This increase in the coverage of higher quality services results in an improvement in the living conditions and economic expectations of the inhabitants and companies of the population entities covered by the project.

In the Balearic Islands there is a greater digital culture than in the national territory and Balearic citizenship is very “digitally active”. The implementation of broadband in Spain is much greater in large cities than in rural areas. In the Balearic territory, with this plan carried out, the fiber will reach 90 % coverage, regardless of whether it is located in large cities or in villages of 1,000 inhabitants.

On the other hand, and according to the report published by the Telefónica Foundation “*The Digital Society in Spain 2020-2021: The year in which everything changed*”, which includes the most relevant social indicators that make up the digital society landscape in Spain, 95.6 % of Balearic households had a fixed broadband connection to the Internet in 2020, well above 77.6 % of the average of European households.



Criterion 4. Contribution to the resolution of a regional problem or weakness.

Even though the Balearic Islands is the Autonomous Community of Spain with the highest broadband deployment and one of the highest in Europe, to date advanced broadband services and infrastructures to support them were in the most densely populated areas, while they were inadequate or non-existent in other areas that are commercially attractive to electronic communications operators.

This left citizens and businesses in these population centres without the possibility of adequate access to broadband and the services it offers, especially in the so-called White Zones, which are those areas where it has not been profitable to deploy them for private operators so far.



On the other hand, and although great progress has been made, there is still a significant difference in coverage between countryside and city, small and large enterprises, and between different social groups. Very high-speed communications give potential access to economic, social and personal opportunities, but only the use of these infrastructures fosters the emergence of new

business models and prosperity and well-being, being one of the factors that help to fix the population, contributing to vertebrate the territory and overcoming physical distances.

Improved digital connectivity has made it possible to improve the use and access of the population benefiting from eGovernment, eHealth, e-commerce, e-learning, e-inclusion, e-culture, i.e. access for all to Digital Growth.

Criterion 5. High degree of coverage on the population to which it is targeted.

The areas eligible for the development of broadband extension projects covered by the call correspond to all or clearly demarcated parts of the SPE (single population entities) that did not have access network coverage in 2018 and represented a total of 45,173 people in the Balearic Islands.

For the areas selected for this report, the population registered in them and that have benefited from the investment made is 6,612 people, according to the following distribution:

- Consell: 3.869
- Sa Coma (Sant Llorenç d'es Cardessar) 2.499
- Costa de los Pinos (Son Servera): 180
- Port Nou, Port Verd y Port Vell (Son Servera): 64



Also, the foreign resident or visitor population of these nucleus that consumes a lot of digital and audiovisual products, has benefited from the performance, since they can access the television channels of their country or watch movies in the original version.

Criterion 6. Consideration of horizontal criteria of equal opportunities and environmental sustainability.

The uniqueness of the urban enclaves where the actions financed by the ERDF have been carried out has required the incorporation of measures to minimise the visual impact on respectful sites, as well as the **environmental sustainability of devices** placed in response to climatic and other diversities.

Although the project indiscriminately favours the entire population of the connected nuclei, all people, regardless of gender or age, will also benefit. It should be noted that, according to the latest studies related to the digital gender gap in Spain, understood as such **the inequality that exists between men and women** in the use of ICT, this has been progressively shrinking in recent years, although traditionally women are in an unfavourable position in the use of the Internet and other digital skills.

In addition, improving access to technology through broadband will contribute to improving opportunities for access to the labour market for women, who make greater use of teleworking.



Criterion 7. Synergies with other public intervention policies or instruments

All the actions necessary for the deployment of networks must be aligned with the **Sectorial Master Plan for Telecommunications of the Balearic Islands**, which is the instrument of spatial planning where sectoral rules specific to telecommunications converge with those coming from all branches of Balearic urban law, including those that regulate the rustic land, areas of special protection and historical-environmental.



On the other hand, the measures implemented are contemplated in the **Plan for Connectivity and Digital Infrastructure, of the Society of the Economy and Territories**.

Its main objectives are to contribute to territorial cohesion, boost economic growth, support the digital transformation of economic activities and provide people with access to essential services at a distance.

Finally, the plan set out in **the España Digital 2025 agenda** has among its objectives to ensure adequate digital connectivity for 100 % of the population, promoting the disappearance of the digital divide between rural and urban areas (target 2025: 100 % of the population with 100 Mbps coverage).



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