



MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE



Regione Lombardia

THE ALPINE CONVENTION IS THE FIRST INTERNATIONAL TREATY FOR THE PROTECTION AND PROMOTION OF THE SUSTAINABLE DEVELOPMENT OF A CROSS-BORDER MOUNTAINOUS REGION
italian presidency 2013-2014
alpine convention

Workshop

“A digital agenda for the Apls: supporting competitiveness and Social Inclusion”

Sala Pirelli – Palazzo Pirelli,
Via Fabio Filzi, 22 -Milan

8 May 2014

Information Note

It took place at Palazzo Pirelli in Milan the workshop *A Digital Agenda for the Alps: supporting the Competitiveness and Social Inclusion*, organized by the Italian Presidency of the Alpine Convention in collaboration with the Lombardy Region.

The meeting was an opportunity to present an overview of the document *Digital Agenda for the Alps*, currently at the study of the Expert Group of the Alpine Convention, the speakers discussed the practices to break down the digital divide in high mountain and peri-alpine areas and the strategic importance for alpine areas to adopt a Digital Agenda in order to promote greater competitiveness and social inclusion. They also focused on the experiences of territorial Institutions, in particular on the Lombardy Region programme for the Broadband development.

It has been highlighted the need to identify points of contact among Alpine Countries, in order to overcome the



barriers to the development of the ITC, such as the lack of access to the Internet, the lack of usability and accessibility of products and services and the inadequate digital literacy. The Alpine Digital Agenda should help also to identify the most important areas of intervention and the good practice provided.

Starting from the analysis of the different national experiences for the development of Digital Agenda, experts of the Alpine Convention identified *Competitiveness* and *Social Inclusion* as the two areas that would be fostered by the implementation of the Alpine Digital Agenda. The first one is pursued by developing the

Broadband and the associated infrastructures and by encouraging innovative Start-up related to electronic commerce of local products and to the improvement of touristic accommodation. The second should base on the implementation of measures for the digitalization of Education and Health services and of the Public Administration.

Regarding competitiveness, in the coming years the digital will have an important impact on employment but delays and missed opportunities have to be avoid. According to assessments of the European Digital Agenda is estimated that, as it will be carried out, the demand for jobs in the digital sector will grow up to 900 thousand new offers and 1.2 million after the implementation of the necessary infrastructure, moreover it will create 3.8 million new jobs in



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the long terms. The Alps could get strength and vitality, in a connected, open and secure Europe, that is able to activate virtuous circles through targeted investments and a greater awareness of the added value resulting from the use of ICT, ready to maximize the economic benefit and the social consequences of the knowledge economy.

In terms of social inclusion, the new challenges that involve the Alpine region, above all youth employment and active ageing, can be helped by the emergence of ICT as a tool of inclusion and participation. A strategic key for achieving the objectives of social inclusion and solidarity between generations, is the spread of digital skills for each age group, with innovative educational courses specifically directed to the promotion of a more aware ICT use.

In line with the emergence of processes of lifelong learning and with new demographic trends, it is necessary to encourage older people to participate in the social and economic life, while ensuring their greater independence and a higher quality of life. The presence of digital educational programs, supported by an adaptation of internet connections, would also remedy the marginalization of people living in remote and poorly connected communities. To reduce digital divide in the Alpine region means being able to increase the quality of services for citizens, like telemedicine applications and education.

The second session of the workshop focused on some local experiences and best practices: among the various projects discussed the "Veglio Coworking Project" developed and coordinated by Dr. Marco Pichetto, the project offers to professionals, aspiring or offsite employees, a free office space along with the use of free internet WI-FI.

The project aims to invert the trend of young people to leave the mountain areas and to help them during the early stages of start-up activities.

Dr. Natalia Allegretti, project manager of the Directorate General for Health in Lombardy Region, spoke about the actions taken by the Lombardy Region for the promotion of telemedicine presenting the project "ALIAS - Alpine Hospitals Networking for Improved Access to Telemedicine Service-" which aims to offer a public service on ITC for citizens and professionals. The project is oriented to the creation of a dedicated network that, through the virtual hospital ALIAS and the connection of 12 pilot nodes, allows the exchange of medical information and of the best clinical practices in order to improve the efficiency of hospitals located in the Alpine regions.

Considerations emerged during the workshop will be contained in the Document for the Digital Agenda of the Alps now at the study of the Working Group on Digital Agenda of the Alpine Convention. The document will contain also contribution by the experts that attended the workshop in Milan: Professor Carlo Maria Medaglia (La Sapienza University of Rome - Chairman of the digital Agenda Working Group), Marcello Petitta (ENEA - National Agency for New Technologies, energy and sustainable economic development), Manuela Meistro and Alessandra Conte (Cloud Srl), Anna Giorgi (University of the Mountain -Edolo), Luca Grimaldi (ERSAF Lombardy - regional entity for services to agriculture and forests), Marco Pichetto (Mayor of Veglio), Natalia Allegretti (Lombardia Informatica SpA), Paolo Angelini (Italian Presidency of the Alpine Convention), Raffaele Raia (Lombardy Region), Roberta Negriolli (Lombardy Region).