

cyber  massif



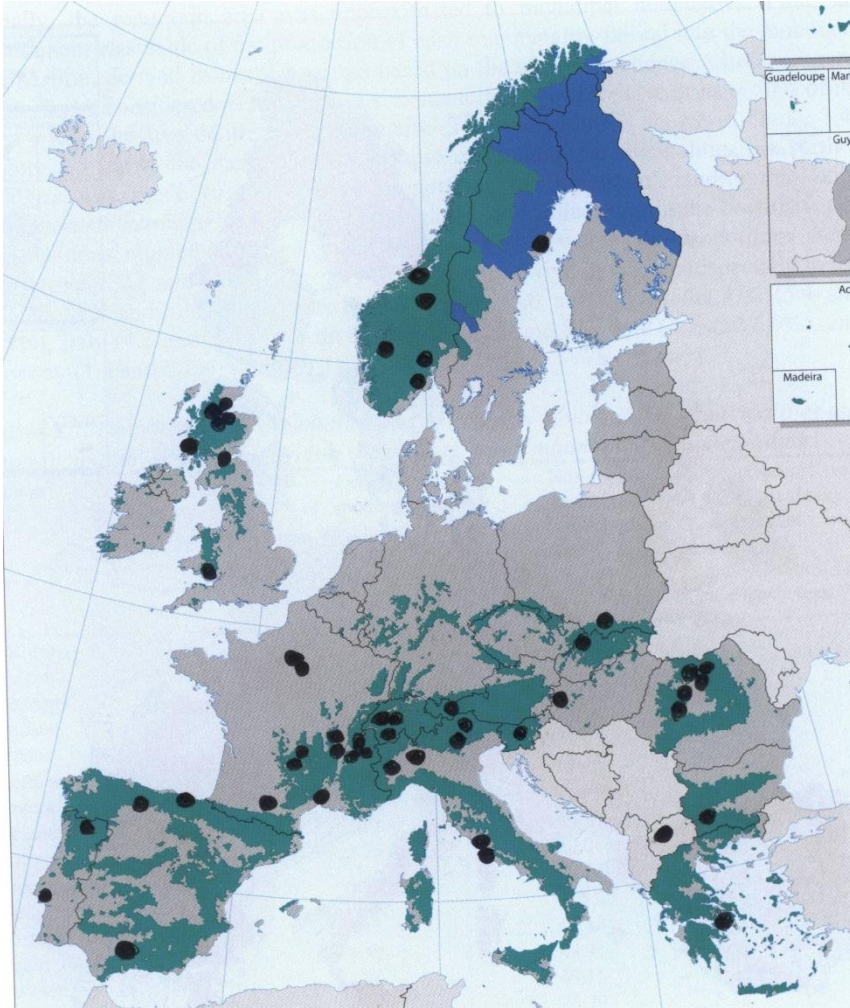
**Cybermassif, an initiative  
dedicated to development of  
businesses ICT skills  
in rural areas**

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**Cybermassif is a  
Member of**





- **Cross-sectoral network of 70 mountain organisations**
  - Sustainable development
  - Improvement of mountain quality of life
- **ICT considered as the key distance-shrinking tool**
- **Timely access to the latest level of technology** is a crucial condition for economic development and quality of life



**Developing digital activities:**  
What is at stake in rural and  
mountain territories?

# ICT & Rural development : Challenges

- Overcoming spatial constraints
- Maintaining and developing local employment
- Attracting new populations
- Fostering businesses' competitiveness



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**Cybermassif :**  
Massif Central network  
for fostering the uptake of  
ICT in businesses

# Cybermassif : an ICT network dedicated to businesses and territories



- Agency created in June 2002
- Two main roles :
  - Support economic development actors in the **creation of ICT resource centers** on a given territory
  - Set-up **tools and projects** which allow actors to **share knowledge and skills**
- Today, **14 Resource centres** in **4 Regions**: Auvergne, Bourgogne, Languedoc Roussillon and Limousin

# Cybermassif's 14 Resource centres

## ➤ **Common goals:**

- Bring ICT knowledge and skills to the territory
- Allow local SMEs to catch up in their uptake of ICT when they are delayed
- Foster development of businesses competitiveness through ICT

## ➤ **Their function :**

- Raise businesses awareness on innovative digital uses
- Offer tailored support for the development of their ICT projects
- Develop the ICT market by fostering relations between offer and demand



# Services provided by a resource centre

## Two types of support :

- Individual appointments
- Conferences, practical workshops, awareness raising meetings



Businessmen benefit from a **free support and follow-up** at every stage of their ICT project :

- Support the writing of specifications
- Software demonstrations
- Individual appointment with the Project manager of the resource centre
- Linkages with experts from Cybermassif network or with suppliers
- Support in evaluation of tenders received



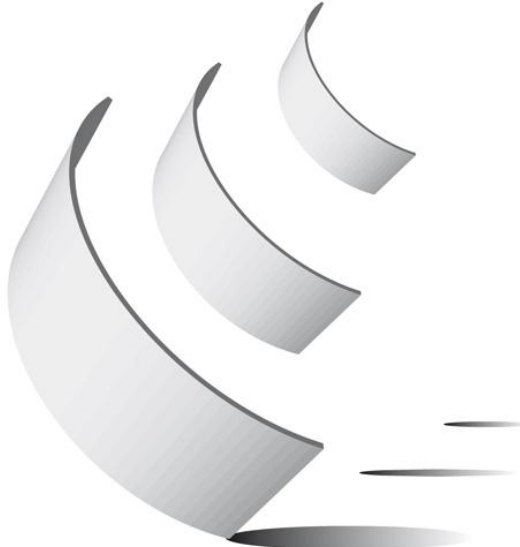
## Benefits for companies

- **Productivity gains** thanks to a better knowledge of digital applications
- **Companies better trained** to interact with ICT and digital suppliers
- **ICT = capitalisation of contents and know-how of a company and its employees**  
**= added value in the perspective of business transmission**
- **Exchange of experience during collective sessions that foster progress and territorial dynamism**



# How does a resource center work?

- **Carrying structure:**
  - Under non-profit organisation status (90% of cases)
  - Budget between 120 & 250 K€ depending on number of employees
  - 1 to 4 people depending on territories
  
- **Funding sources: thanks to the mobilisation of all economic development actors**
  - Europe
  - State
  - Region
  - Local authorities
  - Chambers of commerce





**ICT in Allier :**  
a successful experience  
initiated by a rural  
local authority

➤ **2006, local authority findings :**

- 30% of companies in the Allier department will be potentially transferable within 5 years
- A real cultural gap on the use of ICT in rural areas
- The contribution of broadband is real but still wrongly perceived

➤ **Objectives of the project :**

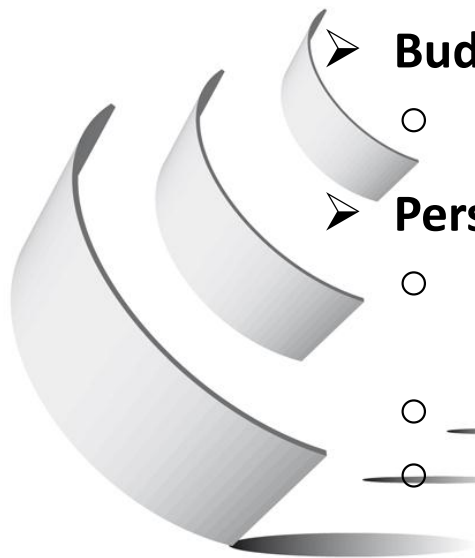
- To bring ICT knowledge to businesses that are geographically remote from Resource Centers
- To maintain development of economic activities in this territory
- To develop the attractiveness of the area for exogenous projects (outsiders)



- **Beneficiaries :**
  - VSEs and SMEs in the rural area
  
- **Programme actions:**
  - 2 meetings/canton/year in each one of the 23 rural « cantons » (LAU1) of the department
  - 100 businesses accompanied individually
  
- **Associated partners :**
  - The local authority administration and elected representatives (« Conseillers généraux »)
  - Professional associations
  - Chambers of Commerce
  - Municipalities



- **Impact on human capital :**
  - **Professionalisation** of VSEs and SMEs
  - ICT = enterprise strategy = **making** staff members **responsible**
  - Better **transfer** of know-how in case of business transmission
  
- **Implementation :**
  - June 2006- December 2008
  
- **Budget :**
  - 250 K€
  
- **Perspectives & challenges to take into account :**
  - Raise **awareness** of the entrepreneur on productivity gains to be expected from ICT development
  - Get the entrepreneur to agree to **share his know-how**
  - ICT = invest to **continuously innovate** (long-term)



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Cybersudoe : a response at  
European scale

➤ **Context :**

- Similar findings for the Sudoe area : Delay of VSE/SMEs in their uptake of new technologies as compared to North of Europe or USA.
- ➔ Lower competitiveness and increasing fragility of these companies

➤ **Partners :**

- 3 FR, 5 ES et 1 PT

➤ **Challenges: Harmonious development of human capital in companies of the Sudoe area.**

[www.cybersudoe.eu](http://www.cybersudoe.eu)





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