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FOCUS ON...LEADERSHIP

The Leadership Factor

-by Robert Bell, Executive Director, WTA

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We all know the pressures facing communities today. Whether large or small, in the developed or developing worlds, they operate in what *New York Times* columnist Tom Friedman calls the Fast World: the new international system created by globalization. (See the excerpt from Friedman's *The Lexus and the Olive Tree* published in the [last issue of iCommunity](#).) Their businesses not only compete with each other; they potentially compete with every other business on the planet. Whether the skills of their people are adequate for the local market is no longer the point. The point is whether they are good enough to meet global standards. Are these communities attractive places to live, exciting places to work, and profitable places in which to invest? If not, other communities in the Fast World stand ready to promote their own advantages.

One of the biggest driving forces is the Internet. The May 15th issue of *The Economist* included an article titled "E-Commerce Takes Off." It noted that, in the United States, online retail sales last year rose by 26% to \$55 billion. And that's only the tip of the iceberg. This figure from the US Department of Commerce does not include online travel services: the owner of the expedia.com and hotels.com sites alone sold \$10 billion worth of travel last year in a competitive online travel market. *The Economist* went on, "Nor do the figures take in things like financial services, ticket-sales agencies, pornography (a \$2 billion business in America last year, according to *Adult Video News*, a trade magazine), online dating and a host of other activities, from tracing ancestors to gambling (worth perhaps \$6 billion worldwide)." This enormous growth, according to a joint report by Goldman Sachs, Harris Interactive, and Nielsen/NetRatings, is being fueled by the rising number of broadband connections, which make online shopping faster and more convenient.

The Critical Difference

In the Fast World, some communities struggle not to stagnate or decline — to retain their young people, stimulate job growth, maintain a competitive educational standard and a good quality of life. Yet others are successfully creating new jobs, new wealth and improving the daily lives of citizens at every level. What makes the difference? The Intelligent Community Forum has identified [five indicators](#) or critical success factors, from the ability to deliver broadband to citizens and businesses to good education, innovation in business and government, programs to ensure that the benefits of broadband are shared by rich and poor alike, and effective marketing. But there's one more key ingredient, to which this issue of *iCommunity* is dedicated. It is leadership.

Lead, Follow, or Get Out of the Way

In every community ICF has studied, strong and effective leadership has been the catalyst that moved citizens and businesses to take their future into their own hands. Leaders find

Association News

- [ICF Presents 2003-2004 Intelligent Community Awards](#)
- [ICCA 2004 Presentations Available Online](#)
- [Thanks from Mayor of Yokosuka](#)
- [Top Seven Communities to be Announced at PTC 2005, Hawaii](#)

WTA Member You Should Know

- [Teleport Brussels](#)

Editorial Staff

ways to express the challenge facing the community in terms that a majority of people can relate to, whatever their background, political party, or parochial interest. They consult widely and include broadly — yet somehow do not let debate degenerate into squabbling or allow inertia to prevail over progress. They inspire belief in a better future, and motivate people to commit their time, energy, and resources to it.

The interesting thing is that, according to our research, it does not matter where the leadership comes from. In some communities, business interests have led and government has been passive. In others, it is a strong academic institution that has drawn the community in its wake. In still others, it has been government that conceives, consults, plans, and executes. And, sometimes, it is powerful partnerships between these players that get the job done.

In this issue of *iCommunity*, we have invited authors to offer us examples of leadership that have made the difference in their communities, and to identify how this leadership made progress possible. We welcome their insights, and we also welcome your own comments and ideas. To join the discussion, send an email to *iCommunity's* editor, [Celia Hartmann](#). We would like to share your opinions, examples and ideas with our readers in future issues.

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Leading Scotland's Knowledge Economy

-by Gordon Kennedy, Deputy Chief Executive, Scottish Enterprise Glasgow



Glasgow's push to become a global Intelligent Community has been shaped and driven by strong leadership at a variety of levels. In 1999 Scotland gained its own Parliament for the first time in 300 years. The new Scottish Parliament launched a series of ambitious strategies, at the core of which was an aim for Scotland to become a leading digital society. [Smart, Successful, Scotland](#) an economic development strategy for Scotland, as well as [Connecting Scotland: a broadband future](#), and other strategies challenged all organizations in Scotland to do more to push the country as a strong knowledge economy. Successive political and legislative leaders have continued to drive this strategy forward.

An Economy Reinventing Itself

Within this context of strong governmental support, Glasgow has experienced strong leadership over decades in both the public and private sectors. This has been an advantage in the painful transition from a manufacturing economy to one that is reinventing itself as an economy based on knowledge and advanced technological and governmental services.

Leaders Implement Joint Economic Strategy

Currently this leadership is visible in many forms. The leader of Glasgow City Council, Charles Gordon, and the Chief Executive of Scottish Enterprise Glasgow, Ron Culley, have worked together personally to implement a [Joint Economic Strategy for Glasgow](#). The strategy sets out actions to encourage the city's economic revival, and includes ambitious programs to develop leading-edge telecommunications, widespread access to the Internet, and exploitation of the advantages of e-business. In 2003 this strategic partnership was strengthened to bring in leaders from the Glasgow Chamber of Commerce, higher education, and the private sector in the [Glasgow Economic Forum](#) to drive forward the strategy.

Partnering for Progress

Glasgow is a city of strong personal interconnections among business, the universities, and the public agencies. These formal structures simply give focus to that

existing affiliation. The result of this partnership has been that in the last decade Glasgow has been one of the fastest growing employment centers in Britain. A recent survey suggested that Glasgow was the fastest growing large city in the United Kingdom for business locations. This was after years of economic decline. Many of the jobs relocating to Glasgow are in knowledge-based sectors such as financial and business services, digital media, and software.

Leadership at the Project Level

Leadership is also evident and succeeding at a project level. For example, in 2000 the City Council's department responsible for libraries, the City's higher and further education sector, and [Scottish Enterprise Glasgow](#) identified an opportunity to get more people involved in learning. The [REAL partnership](#) created a city-wide network of online learning centers in libraries, colleges, and businesses across the city.

Delivering e-Government

In just over three years of operation, REAL has a membership of 90,000 learners – one of the biggest online learning networks in Europe. Without strong leadership to cut through bureaucracy and interorganizational barriers, this would have been impossible. In terms of e-government, [Glasgow City Council](#) took the lead in bringing together a Board of public, private, and voluntary leaders called [Access Glasgow](#) to deliver services online and help citizens gain access to new technologies.

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Making a Paradigm Shift to a CyberCity: Taipei

-by Dr. Ying-jeou Ma, Mayor and Chief CyberCity Architect, Taipei, Taiwan, ROC



When I first took office as Mayor of Taipei in December 1998, I had some broad ideas of what the Internet could do for Taipei. The limit of Taipei's physical space — 272 sq. kilometers, with a population of 2.63 million and a population density of 9,700 people/sq. m. — forces us to increase the use of the Internet and decrease the use of roads.

As I gained a deeper understanding of the power of the Internet, I recognized it as a strategic tool to support international and hi-tech companies staying in our city. Building a cyberspace to serve the large number of the city's knowledge workforce became Taipei's unique competitive proposition to differentiate it from other international metropolises throughout Asia.

Therefore, to enhance the digital literacy, or "digiteracy," of all Taipei citizens and to improve the digital work environment for industries in Taipei, the city government strives to achieve two missions: citizen involvement, and the attraction and retention of high-tech businesses.

CyberCity Citizen-Participation Initiatives

Citizen involvement is the primary and ultimate goal of all CyberCity Initiatives. We have set up citizen-oriented web services, including those focused on public safety, cultural events, travel and recreation, voluntary services, industry and commerce, healthcare and medical services, life-long education, community services, and welfare assistance.

We have built easy-access systems for citizens to communicate with the Mayor, file complaints through a CIS, built in a street inspection system, and report crimes to police departments through a real-time response system.

Internet-Enabled Education

Internet-enabled education is now a basic way of learning in Taipei's 307 schools. Every school is connected through a broadband network. Every school and 80% of all classes at each school have their own websites. In addition, teachers also have their own websites to communicate with students and parents. In the next two years, all

students from 4th to 12th grades will be asked to set up personal websites.

Digital opportunities are made available to underprivileged citizens, too. The City Government provides lifelong free e-mail accounts, and free Internet training courses to all citizens, especially senior citizens and homemakers. We have organized volunteer groups to teach these traditionally underserved citizens to send e-mails to their friends and to design e-cards to send to their grandchildren.

Taipei: the Primary Destination of International and Hi-Tech Companies

Taiwan, Republic of China, has won the nickname Republic of Computers. As the capital city, Taipei has the highest density of hi-tech corporate residents clustered in two industrial parks: Neihu Hi-tech Industrial Park and Nankang Software Industrial Park. In addition, there are 23 universities and research institutes in Taipei.

Our ambition is to build Taipei into a city with a high standard of digital readiness and cultural diversity in order to attract international professionals as well as retain the local knowledge workforce. With 84% Internet penetration, 63% broadband access among households and business entities, and 100% mobile phone subscription rate, Taipei has already exceeded most of its Asian city neighbors in its e-readiness.

To better serve the city's knowledge workforce and corporate citizens, we are making a bold move to transform the city into a wireless cyberspace. Working with wireless carriers, the city will, in 2 years, provide all public locales and facilities, including public building roofs and street light posts, with several thousand "hot spots" to form a wireless network. This will cover the city so that commercial and educational activities can take place indoors and outdoors.

Upon completion of this network, Taipei will be one of the very few cities in the world that connect the wired and wireless Internet networks to offer its citizens and businesses the opportunity to conduct business, learn, grow, and be entertained in any place, at any time, and via any digital device. It is Taipei's response to the "last mile" problem that has troubled so many cities.

Hi-Tech and Hi-Touch at the Same Time

Hi-tech should not exist in the first place unless it works 100% for humanity. In my first 4-year term in office, we spent most of our resources in building an infrastructure to enable Internet access among city agencies and schools, and to train city employees, school teachers, and ordinary citizens in the requisite skills to use the Internet.

In my second term, we are focusing on digital content and services. We promote the delivery of art, performances, cultural events, scientific knowledge, as well as health information to homes and classrooms. We use wireless technology to encourage mobile lifestyles for all citizens and to create new business opportunities for companies.

Our aim is to make Taipei an intelligent community to serve all citizens and attract world class companies to set up business here. Indeed, as the geographical center of East Asia, with average flight time to major cities in the region within 2.5 hours, and the gateway to the huge mainland Chinese market, Taipei is ideal for top-notch multinational corporations to set up their regional operation centers. To build Taipei into a CyberCity will greatly enhance its capacity to interact with other political, economic, and cultural centers in the region and further strengthen its current strategic position.

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Team Effectiveness and Intelligent Communities

-by Dr. Sylvie Albert, President, Planned Approach Inc.



Editor's note: This article is excerpted from an upcoming book chapter; contact Dr. Albert at www.plannedapproach.com for the full chapter and its accompanying references and sources.

There are factors that appear to define smart or intelligent communities, and others that influence or impact the development of smart communities. Successful smart communities can encourage innovation, cooperation, and synergy among organizations, and economic development.

Defining the Intelligent Community

A smart or intelligent community is defined as one in which (a) a sound telecommunication infrastructure, opened to competition, affordable, and expandable is available; (b) innovative applications are developed and offered to the community; (c) multiorganizational partnerships are occurring to develop applications and share resources; and (d) the network is available to the widest range of users and meeting community needs. Among the factors that impact the development of smart communities are leadership, economic, political environment, and social and cultural factors. During a survey performed at a smart community conference, leadership was featured as the most important element of smart community development. The question then becomes whether leadership of smart communities should be defined in terms of a single transformational leader, or through a high-performance team environment. This article discusses the merit of considering a team environment for the development of smart communities.

The Need for Transformational Leadership

The importance of leadership in smart community development and its success for the launch and implementation phase of projects has been outlined by several authors. Based on the definition of smart community, one can hypothesize that a smart community project requires transformational leadership to encourage new ideas in technology or infrastructure, applications, networking, and service delivery but, more importantly, a high performance team given the complexity of projects.

It's Not Just the Technology

Traditional networks ensure that people have access to technologies; new, smart networks attempt to ensure people not only have access to the wires but also see an effective use

for the technology. Smart networks must look at new ways to re-engineer the community to create or identify and develop new opportunities. The trend toward partnerships is accelerating worldwide, according to Peter Drucker, with more and more organizations realizing that they need one another to grow, or to maintain existing operations. Instead of incremental change, a transformation occurs that increases choice, convenience, and control for people in the community as they live, work, travel, govern, shop, educate, and entertain themselves. The leaders of smart community projects are change agents, because they manage an alliance to influence change.

Cooperation Requires Vision

Leadership of innovative projects alone is difficult enough; it is rendered more difficult when several transformational leaders and multiorganizational leaders need to cooperate with one another. A common vision is required, as well as the ability to manage (a) personal objectives, (b) individual organization politics, and (c) potentially complex projects that may positively or negatively affect the operation of one or more of the participating stakeholders.

Why Team-Based Leadership?

Team-based leadership is required, because a multidisciplinary and multiorganizational team is needed to resolve technical, financial, and knowledge challenges. In the competitive game between cities, there is a time incentive on the development of the smart network. The team must be able to work together toward common goals, using the best skills of its members in an efficient manner.

A study performed on smart community networks in Canada identified that only 64% are operating within a highly effective team environment. A fair number of networks have difficulty solving problems and managing relationships within their own groups. It also appears that it is difficult for agencies (private and public) to assign roles as a result of the multiagency partnerships. Finally, assigning a leadership role appears to be difficult in this varied group. Training may be a possibility or, given the previous statement that some networks appear to have difficulty planning, conducting team-building sessions may help to bring problems to light and assist groups to solve them.

Leading Intelligent Communities Through Enabling Trust

-by Alex Todd, President, Trust Enablement.com



Throughout my first day of attending the Intelligent Community Forum's recent [ICCA 2004 event](#), I could not understand why there was so much emphasis on the value of broadband. To me it was analogous to expounding the virtues of owning a car. In talking to people subsequently, I was very surprised to learn about the disparity of Internet connectivity infrastructure even within municipalities such as Manhattan. Canada clearly got it right in its national broadband connectivity initiative.

Leveraging the Connections

What continues to trouble me, however, is that there does not seem to be much discussion about how specific strategies that leverage improved Internet connectivity can be used to accelerate economic development. The connection between broadband access and economic growth appeared to be circumstantial in most cases presented. To me, the most memorable direct impact of broadband was the example of attracting business park tenants in Sunderland, United Kingdom. I believe that represents only the tip of the iceberg in terms of the opportunities that quality Internet connectivity offers.

We all know that the Internet serves to compress time and distance. I believe the questions that need to be addressed in more depth are how communities can benefit from improved efficiencies and, even more significantly, how to overcome economic inhibitors related to doing business at a distance. I see opportunities for intelligent communities both to tighten internal community economic bonds and tap into the economies of other communities.

Tapping into the Global Economy

To me, this is the promise of Intelligent Communities. Every community, no matter how small or remote, has an opportunity to participate in and benefit from the value and growth of the global economy. The founders of eBay had a similar vision for giving people around the world an equal opportunity to reach world markets. Similar techniques for building trust and confidence at a distance can be applied to communities for economic development.

This is where [Trust Enablement](#) becomes essential. Whereas very small, tightly integrated communities do not need the assistance of information and communications technologies (ICT) to attain the levels of trust required to conduct business inside their own community, by contrast, larger communities do. The benefit is even more magnified when community members need to do business with parties outside their own community.

For example, the Greater Toronto Area (GTA) is a very large community of communities whose external reputation is tarnished (SARS, Mad Cow, blackout), with a significant negative impact on its economy. In this case, there appears to be a significant gap between perception and reality. Proposed efforts to "rebrand" the city are likely to use a blunt instrument (branding) to bridge the perception/reality gap, which is inadequate for establishing and maintaining the levels of confidence required by external parties (tourists, conference attendees, investors, suppliers, customers, government, etc.) to give GTA more of their business sooner.

Trust Enabling Strategies

Trust Enabling strategies address confidence issues by employing a structured and unifying approach that is trust-objectives-oriented (fast trust, high trust, commit without trust, retain long term trust, optimize Trust Enabling efficiencies, etc.). Think of Trust Enablement as a method for engineering trust and confidence that is analogous to layering a logical infrastructure on top of a physical infrastructure (i.e., roads and rules of the road; electrical wires and electricity distribution management; physical communities and public policies; organizations and governance mechanisms): a Trust Enabling Services Infrastructure.

The Internet's primary value is that it bridges time and distance. An Internet services infrastructure should facilitate the creation of this value. A Trust Enabling Services Infrastructure addresses the primary barriers to accelerating e-business adoption and the volume, velocity, and value of resulting business transactions.

Trust Enablement accelerates the adoption of new business practices, as well as the flow and value of business activity within an economic community. Economic communities rely on physical, intangible, and human capital for growth. Investment in information and communication technology infrastructures has contributed to almost half the growth of leading OECD countries. It may surprise some, however, that trust between people alone can [contribute significantly to economic growth](#)

- a 15% increase in trust can contribute 1% annually to per capita output growth
- a 10% increase in inhabitant trust translates into an increase of 0.1% in economic growth (which becomes sizable when one considers world average

growth rates of 1 to 3%)

What if economic communities could increase trust between their members through strategic use of information and communication technology? Trust Enabling a community can produce eBay-like economic growth, due to the cumulative effect of leveraging information and communications technologies to increase trust between transacting parties. Electronic Trust Enabling Services infrastructures can be designed to enhance relying party confidence in business transaction by explicitly helping to establish required levels of trust and protect from a loss or deficiency of trust.

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The e-Mexico National System

-by Javier Perez Mazatan, General Coordinator, e-Mexico National System



The e-Mexico National System can be defined as the instrument of public policy designed by the Mexican Government to drive the country's transition to the Information Society,

Creating an Environment of Use

The e-Mexico National System is behind the actions that will take all Mexicans, their communities, and regions to a new social structure: The Information and Knowledge Society. Its aim is to allow Mexicans to develop under an environment of great new opportunities and to access knowledge, learning and education, and government services by means of the adequate and intelligent use of new technologies. These technologies will benefit society and drive it effectively to the country's appropriation of digital services for the citizen of the 21st Century.

The e-Mexico System is deploying a network of digital community centers that will provide connectivity to different communities that, due to cultural, economical or geographic restrictions, do not have the required telecommunications infrastructure to access learning, health, economy, and government services. It will, as well, serve the purpose of allowing all Mexicans to communicate among themselves and with the rest of the world.

June 2003 Start-up with 3200 Nodes

The e-Mexico System was initiated on June 5, 2003 with the start-up of a satellite network connecting 3200 digital community centers. By the end of 2004, this network will be extended to a total of 7200 centers distributed throughout Mexico.

A fundamental issue for the e-Mexico National System is the integration of a technology platform for digital services so that all citizens will have access to a variety of services that will promote their welfare and development, both personally and as a community. The effort is not limited to government entities; it includes all willing private sector groups and all of the educational system that is now focused on information technologies.

The e-Mexico National System is a dynamic and comprehensive system, which

effectively serves the interests of the federal, state, and local public administrations; public offices; telecommunication operators; chambers of commerce and associations. The digital service platform concentrates in basic areas such as learning, health, economy, government, science and technology, as well as those oriented to individual communities with special interests.

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ICF's Leadership: Chairman John G. Jung

Editor's note: In corresponding with a young participant after ICF's Intelligent Community Conference and Awards in New York in June, ICF's Chairman John G. Jung detailed how his experience as an urban planner and urban designer has brought him to his leadership position in the Intelligent Community movement. ICF is indebted to John for his many years of steadfast vision and unwavering leadership. Here's a look at his path...

When I started to look at the implications of telecommunications on urban development back in the early to mid-1980s as an urban planner and urban designer in Toronto, there weren't very many people around that I could relate to.

Urban Planning in Toronto

I was working on a variety of urban planning-related experiments and studies as part of a planning project centering on the midtown area of Toronto in the early 1980s. This area had major wind, sun, traffic, and other issues related to the tall buildings and neighboring residential and park settings. It became the largest urban planning wind remediation exercise at the time, by taking a 50 block area through tests that ranged from sun/shade studies to actually modeling blocks of buildings and placing them into wind tunnels and water flumes to figure out their effects on the urban spaces at the lower level.

This eventually evolved into sophisticated policies and bylaws shaping buildings and ground floor elements to create better urban design solutions for the central area around which, today, the Toronto Film Festival congregates. It is now very attractive and feels like our own version of New York City's Fifth Avenue.

World Teleport Association

At that time, I began to speak with scientists and engineers and was motivated to search out other technical and scientific applications that might have implications for urban development and behavior. Eventually, I attended the first meetings of the [World Teleport Association](#), since we were founding members of the World Trade Centers Association, which spawned the WTA. Immediately, I knew that I had found my pathway.

New Ideas About Broadband

The satellite and teleport experts who were among WTA's members were the only people who seemed in any way to be dealing with issues that I was beginning to speculate about, especially the teleport-related ideas emerging from Asia. These included the Tokyo and Yokohama waterfront redevelopment schemes and Europe's Ile de France, Amsterdam TeleCenter, and London Docklands projects, all of which had massive teleport elements as part of their projects. I became familiar with [teleports around the world](#) and in North America, such as [The Teleport](#) (Staten Island, NY, USA), Teleport de Montreal, and Toronto Teleport (Telesat). I was able to write about them and spread the idea that broadband and broadband-related applications would be beneficial for communities the world over. As a result of my interest, I became involved as a Director of the World Teleport Association. Building on our experiences, through WTA we were able to help others in places such as Rio de Janeiro, Panama, Marseilles. and Hong Kong to work out their own unique broadband-related development ideas. It also helped to shape the focus of SMART'95, the first major international conference of what we refer today as smart or intelligent communities.

The ICF Project

But even within the Association, not everyone was clear about what would eventually become the ICF project. Over the years, with the support of Executive Director Robert Bell and Development Director Lou Zacharilla, and the genius of former Chairman and Secretary General Stephen Tom, clarity for the satellite side emerged. ICF, however, is still in its formative stages.

Institutions including the [Top 7 Intelligent Communities](#), for instance, are only beginning to understand and enjoy the benefits of their own broadband-related experiences. A lot of people in very senior positions of influence and decision making around the world are only now waking up to this and are integral to giving this early stage its shape and direction.

Spreading the Word

That is why it is so important to tell each other's stories: to develop Intelligent Community case studies and to be a bit like "Johnny Appleseed," spreading the message around the world. With careful planning, commitment, and an eye on being true to ourselves in our unique communities, we can grow our economies, improve our social well-being as communities, and maintain and enhance our cultural diversities the world over, with broadband and broadband-related activities at its heart.

I firmly believe that the planning profession has a major role to play in this phenomenon. These are forward thinkers and have tremendous influence in shaping the future. Yes, it's also important for economic developers and others in the urban

development and economic and social development fields to have a role, especially in government and the related service sectors. But I would suggest that it's a fundamental part of the urban planning practice and should start as part of urban planning theory and training. I don't think that it is happening now to any great extent. As a consequence, even today, I meet planners and urban designers who may be casually aware of the opportunities and implications of high-speed broadband. But when I tell them that they have a major role to play in its advancement through every facet of urban planning from zoning to Official Plans; and from urban design to planning research and implementation, I often get a look as if I have a third eye beaming back at them!

The fact that you, as an urban planner, are keen to learn, to be part of this movement, and want to help shape it moving forward, is very important. Thanks for being there and for continuing the interest.

Opportunities

New York City NonProfit Seeks Wi-Fi Proposals

The Alliance for Downtown New York seeks proposals for [Wi-Fi community application prototypes](#). Proposals should detail applications that use wireless technology to tie the Lower Manhattan community together and/or add functionality to the Lower Manhattan Wi-Fi network. The winner, selected by a panel of judges, will receive \$1,500 and the opportunity to place a prototype application on all eight nodes of the Lower Manhattan Wi-Fi Network.

Intelligent Community Initiatives Worldwide

Broadband Deployment

DSL Roll Outs in MidEast

WTA member [Alcatel](#) will supply its 7300 Advanced Services Access Manager solutions to LINKdotNET, Egypt's largest Internet service provider, which also owns one of the country's largest Internet backbones. Alcatel will provide and support DSL lines in three phases, providing a large number of users in Cairo, Alexandria, and across the country with high-speed Internet connectivity and platforms ready to deploy innovative broadband triple play services (voice, data, video), in line with the broadband initiative announced by the Egyptian government.

[Alcatel](#) is also installing the first DSL network in Iran, to include 100,000 DSL lines over the next 3 years, providing users in Teheran and across the country with a high speed Internet connection, and, eventually, access to a breadth of broadband services. The first phase of the agreement covers 23,000 lines and its deployment should be completed in May 2004.

Osaka Information City

The Technoport Osaka Plan aims to develop the extensive coastal area of [Osaka City](#) to create a vigorous and attractive international information city of the 21st century. The development will focus on creating a concentration of advanced and sophisticated urban functions, so as to form a leading center not only for Osaka but also for the entire Kansai region. Upon completion, a new urban center with a daytime population of 200,000 persons will emerge. The Technoport Plan was initiated in 1983 as a long-term project commemorating the 100th anniversary of Osaka's municipality in 1989. Main projects include the Teleport Osaka (full operation in 1989), Asia and Pacific Trade Center (ATC, 1994), World Trade Center Building (Cosmo Tower, 1995), OTS Technoport Line (1997), MariTime Museum (2000), Yumemai Bridge (2001), and Maishima Container Terminal (partial operation since 2002).

Comparative Broadband Growth Rates

Recent analysis from Point Topic shows that rates of broadband availability have grown the most rapidly in Switzerland, China and Italy last year when compared to expectations, while those in Latvia, the Czech Republic, and New Zealand were the slowest. The Point Topic Broadband Growth Index is the ratio of the actual broadband growth in a country to the rate of growth which would be expected given its existing level of broadband development. Point Topic has calculated it for 35 countries. South Korea (at number 24 in the index), for example, is now showing a low broadband growth rate because it has reached the highest level of broadband penetration in the world and seems to be close to

saturation. China and some European countries, on the other hand, still have relatively low penetration rates and are growing rapidly.

Fiber Network Completed for U. of Delaware, State's High-Tech Authority

Metro dark fiber optic networks provider City Signal Communications has completed construction of a network for the University of Delaware that will supply infrastructure for UD's dedicated Internet and data transit. The 100-mile fiber ring will provide UD unlimited bandwidth and result in lower fixed costs, thus addressing current and future needs of both UD and the State of Delaware's Department of Technology and Information (DTI). UD and DTI recently formed a partnership to share new and existing network resources. In working together, and with the addition of City Signal's fiber network, UD and DTI have created a redundant fiber connection that will provide increased bandwidth and ensure critical redundancy for the state's information transport network.

Rural Broadband Availability

Telikom Papua New Guinea Plans Massive Rural Network

Gilat Satellite Networks Ltd. will provide a hub and 500 DialAw@y IP VSATs to Telikom Papua New Guinea for rural telephony services across the island country. The network can expand to 2,000 sites, though no timetable was given for such a rollout. Gilat said DialAw@y IP provides high-speed Internet connectivity and toll-quality telephony service on a single platform. Each unit supports a PC/LAN connection and as many as six telephone channels. The networks are rapidly deployable, and scalable and field-upgradable.

ViaSat Expands Internet Access In Malaysian Schools

WTA member [ViaSat Inc.](#) will be supplying a LinkStar broadband satellite communications network to Smart Digital Communications Bhd in Malaysia to provide high-speed Internet Access to more than 1,500 schools.

Canadian Broadband Satellite Services for 52 Remote Communities

An estimated 52 remote communities in British Columbia, Manitoba, Ontario, and Quebec will gain access to broadband services via satellite through the National Satellite Initiative program of the Canadian government. Forty-one of these communities are Aboriginal communities. The Governments of British Columbia, Broadband Communications North, Grassy Narrows First Nation and the Kativik Regional Government have been selected to receive public-benefit satellite capacity to deploy broadband services. This capacity has been allocated to Industry Canada under a licensing agreement with Telesat Canada.

Remote Indian Tribe Connects Using Wi-Fi Internet Access

Twenty families who live on the Sauk-Suiattle Indian reservation in the remote Cascade Mountains are receiving broadband connectivity through a program bringing technology and its benefits to Indian tribes in rural and remote areas developed by the Affiliated Tribes of Northwest Indians -- Economic Development Corp. (ATNI-EDC), the Bill & Melinda Gates Foundation, and Verizon Avenue. The families also received computer

training and have access to a private network that will enable them to share information about grant applications, health, and local news.

Wireless Broadband Availability

Plan to Develop a Wireless Telecom Network in NYC

The New York Times on April 25, 2004 reported on plans for a wireless telecommunications system in Lower Manhattan designed to keep both computers and phones connected to the outside world in case of a “major disruption.” The proposed system would send signals through the air, rather than through fiber-optic cables or copper wires and would be the first such system in a central business district in the country, according to executives of the Alliance for Downtown New York. The signals would be sent to switching centers in Manhattan and some other location, probably in New Jersey, to ensure that if there is damage in one location, connections would be maintained through the links to other centers.

The Lower Manhattan Wireless Redundancy System is intended to carry data, like stock and bond trading and banking transactions, but could be used for voice communications, if necessary, they said. However, the system requires an investment of \$10 million in public money to install the basic components — roof-top antennas and the structure to keep them in place. The system and other initiatives are part of a strategy by the alliance to use communications technology to increase the attractiveness of the area to small and medium-size companies that want reliable connections, but cannot afford to develop systems on their own.

e-Government

European eCitizenship For All Report now Available

[The 2003 eCitizenship For All European Benchmark Report](#), completed by TeleCities and Deloitte is now available. The primary objective of this inaugural benchmark survey, undertaken in 2003 in cooperation with Deloitte, is to establish the status of eCitizenship and eGovernment among TeleCities members by investigating four key areas: eLearning, eDemocracy, eSecurity, and Re-engineering.

LaGrange Government Television

[LaGrange Government Television](#) is the government access cable channel for the City of LaGrange. The mission of LGTV is to provide City residents with information concerning City government, education and health. The channel will focus on making information about City services and programs available to communities, neighborhoods, and individuals in LaGrange. LGTV works closely with the LaGrange Police Department by way of “Top Ten at 10”, an hourly program that showcases the ten most wanted people in LaGrange and has proven to be a great success.

Bridging the Digital Divide

WSIS Carries Goals Forward to Planned 2005 Event

ITU Secretary-General Yoshio Utsumi opened the [World Summit on the Information Society](#) in Geneva, Switzerland, at the end of 2003 with an appeal to world leaders to share information and communication technologies (ICT) with the most impoverished economies. For the next three days, leaders from government, science, civil society, industry and media will work to forge global commitments on ways to harness powerful tools for pressing global needs like illiteracy and poverty. One proposal under consideration involved using satellites to bring broadband to the developing world. The Summit will reconvene in November, 2005, in Tunis, to review progress in all areas, including bridging the digital divide.

Competitive Markets Required to Bridge Digital Divide

Regulators from around the world convening in Geneva for WSIS identified a series of steps nations can take to bridge the digital divide. They called upon countries to open their information and communications technology (ICT) sectors to greater competition. They further identified the kinds of regulations and practices needed to promote universal access to ICT services. Participants, including international organizations such as the European Commission, the World Bank and the World Trade Organization, as well as academic and non-governmental organizations, prepared a blueprint of what should be done to ensure that global access to the tools of communication is extended to all of humanity.

Educational Initiatives

Loral Skynet Brings High-Speed Internet Access to Colombia's Schools

Loral Space and Communications' subsidiary [Loral Skynet](#) will provide Universidad Pedagógica y Tecnológica de Colombia (UPTC), Tunja, Colombia, with Internet access using a very small aperture terminal (VSAT) satellite network hosted on Loral's Telstar 12 satellite. The network of telecommunications and computer infrastructure will promote Internet use throughout the intermediate and secondary school system, and technological training in different municipalities throughout the country. As part of a Colombian presidential initiative, UPTC will employ Skynet's high-speed Internet trunking service. The VSAT system is designed to enhance communications capabilities and educational opportunities for Colombia's rural population and improve communications between Colombia's academic and research centers and other institutions worldwide.

Gilat To Deliver Distance Education Project To Moscow

Gilat Satellite Networks Ltd. will supply Russia's Modern Institute for the Humanities with a SkyStar 360E hub and 155 VSAT remote sites. The satellite-based network will provide Internet access, distance learning and video conferencing to the university's branches located throughout the Russian Federation. Gilat officials said delivery of the network will be completed in the second quarter and will be available when the school year starts in September.

Building the Knowledge Workforce

Florida High Tech Corridor's techPATH Initiative

A qualified workforce is critical to enabling WTA member [Florida's High Tech Corridor](#) to capitalize on its burgeoning high tech sector. In an area long known for its plentiful service industry jobs, thousands of high-paying, high tech careers already exist - many with starting salaries of more than \$30,000. The challenge lies in ensuring that Florida's students are equipped to fill these slots. As part of its goal to attract, retain and grow high tech industry to the Corridor region, the Council is working to prepare tomorrow's high tech employees early in their educational careers, starting in the area's public schools and continuing with the community college and university students. To meet this goal, the Council established techPATH as a branch dedicated to high tech educational needs. This group is made up of representatives from the University of Central Florida and the University of South Florida, community colleges from across the region, Career Connections Initiatives, the state's Welfare to Work program and area high tech companies. Its goal is to help area students gain the background they need to take advantage of the growing number of high tech career opportunities. The group has since set its sights on the secondary schools with a variety of programs, including a semiconductor seminar, commonly known as "Chip Camp."

TeleCities Summer Event 2004

Europe's Telecities project held its summer event this year June 2-4 in Ronneby, Sweden, focusing on "[Flexible citizens in knowledge-based cities](#)" Conference organizers noted that, in a general sense, Europeans are more mobile, better informed, and more experienced with technology than ever before. Information technology is part of the solution, but also part of the reason for the increasingly complex demands people are making. Technology offers new opportunities, enables what was previously not possible, and cities are faced with the need to implement solutions that satisfy demands of many different people.

Broadband Leadership by Example

-by John G. Jung, Chairman, ICF



In Robert Bell's editorial in this issue, [“The Leadership Factor”](#), he refers to the Intelligent Community Forum’s five [critical success factors](#) - delivering broadband infrastructure, knowledge creation, innovation in business and government, bridging the digital divide, and effective marketing and branding using broadband to help to differentiate a community's competitive advantages.

Leadership as a Critical Success Factor for Intelligent Communities

As we learn more about these unique communities, we understand that several more indicators should be considered: a community’s ability to collaborate; to attract investment (especially risk capital); to enable and encourage effective technology transfer, thereby developing wealth through new applications and content; and through overall transformation by creating what ICF refers to as a “culture of use”. However, one indicator that is crucial is leadership, especially broadband leadership.

Who Are the Champions?

Who becomes a broadband leader or community champion? It could be a private sector individual blessed with a terrific idea but located in a less than perfect environment and ready to change that, instead of moving. It could be a government official who feels compelled to influence public policy to support community transformation through broadband deployment and new applications. It can be a Mayor or senior councilor of a city; the head of a growing IT firm; the head of a local nonprofit organization; a community-active university professor; or an enlightened economic development official. It could be you.

Vision in the Top Seven Intelligent Communities

We can learn a great deal about broadband leadership and vision from this year's [Top 7 Intelligent Communities](#).

- In [Sunderland, England](#), the vision of senior public officials and a Sunderland University Dean led to a “Telematics Strategy” for the deployment and use of high-speed broadband, that transformed one of

England's worst economies to one of Europe's model intelligent communities in less than a decade.

- [Spokane, Washington](#), struggled for economic vitality until private-sector leadership began to install broadband connectivity, followed closely by public-sector investment for the development of Spokane's 30-block triangular region around the downtown core, called the Terabyte Triangle. This now offers one of the densest concentrations of high-speed connectivity in the United States, to be followed by a 100 block WiFi hot zone.

- [Taipei, Taiwan's](#) Mayor Dr. Ying-jeou Ma introduced a far-reaching initiative to transform Taipei into a "CyberCity". Through his leadership, he created a ubiquitous broadband network and encouraged increased use of the Internet, which has led to a decrease in overall traffic congestion.

- [Victoria, Australia's](#) state government established a vision for harnessing broadband and IT to build a learning society, grow industries of the future, boost e-commerce, connect communities, improve infrastructure and access, and promote a new style of government.

- In Nova Scotia, Canada, the leadership of a local public-private group, the [Western Valley Development Authority](#) has planted the seeds for major change in how local cultures and economies in this rural area interconnect with the rest of Canada and the world, to their mutual benefit.

- The Mayor and city leaders of [Yokosuka, Japan](#) implemented its Yokosuka Intelligent City Plan, and attracted other powerful levels of government and major corporations to invest in its international research development base.

- This year's Intelligent Community of the Year, [Glasgow, Scotland](#), demonstrates the leadership of its region's economic development agency, Scottish Enterprise and its public-private sector partners, who together have transformed the region into an e-commerce hub.

Broadband leadership doesn't mean heroic singular efforts by an elusive champion. It occurs through the collective efforts of many people. Leadership can come in the form of an organization, a community, or even a state or country that leads by example.

Broadband Leadership: Seoul, South Korea

If anywhere demonstrates “broadband leadership” in action, it is Seoul, South Korea, the 2002 co-winner (with Calgary, Alberta, Canada) of ICF's [Intelligent Community of the Year](#) award. The leadership in Seoul, and throughout the region, has made South Korea the center of the global broadband boom. This country can boast that 78 percent of its 48 million people now have a broadband connection, typically at a minimum of 2 Mbps: more than four times the U.S. rate and at much higher speeds. South Korea has generated 12 million broadband lines, moving data 400 times faster than copper legacy systems. Brunel University and the United Kingdom's Department of Trade and Industry (DTI) [study of South Korea's broadband leadership](#) determined that its leadership is a result of factors including pricing, infrastructure, deregulation, demographics, geography, and promotion of clear user benefits.

Individual actions did not create this phenomenon: it was the combination of factors and, to some extent, natural forces and serendipity. For instance, government policies helped to facilitate broadband deployment, but the fact that 65 percent of Koreans live in dense clusters of high-rise apartment buildings allowed an easier roll out of their ultrafast VDSL broadband services. Koreans, like their neighbors in Japan, are early adopters of technology and South Korea is home to global technology leaders such as LG Electronics, Samsung Electronics, SK Telecom, and KT Corp. It has developed a technology-friendly culture in which its broadband network is heavily used: over 33% of Internet users regularly use broadband for entertainment and consumer activities. On average, Koreans surf the Internet more than 20 hours a week and can claim the world's highest rate of downloads for movies, video-on-demand, and network gaming. On-line shopping now makes up nearly 12% of all retail sales in Korea and 68% of all stock trades are now on-line. South Korea has also become the world leader in wireless broadband with over 30% of the world's WiFi hot spots. “Broadband Leadership” here is endemic.

Initiatives Worldwide

Where else in the world are we seeing the effects of this kind of leadership?

- Canada has often been extolled as an example of a country that has championed its digital destiny through its [“Connecting Canadians”](#) and “SMART Community” initiatives.
- The European Union's Telecities initiatives and their newest [“Intelcities”](#) program bring 18 EU centers together with over 100 other organizations to develop unique open platforms ranging from urban planning decision-making to experiments in e-transport, e-commerce, and e-government.

- [Alberta's SuperNet](#) project has been lauded for providing affordable high-speed network connectivity and Internet access to all government, universities, school boards, libraries, hospitals, and regional health authorities throughout the province, while ensuring that businesses and residences in 422 communities will have access to high-speed Internet at competitive rates.

- The State of Michigan's Hi-Speed Internet Plan has similar aspirations.

- [Technology Network](#), a national network of CEOs from the across the United States, has called on the federal government to adopt the goal of 100 megabits per second to 100 million homes and small businesses by the end of the decade.

These are significant initiatives and goals of organizations and large political entities that provide broadband leadership through example.

"Now, therefore, be it resolved..."

-by Louis Zacharilla, Global Development Director, Intelligent Community Forum



If you attended the [Intelligent Communities Conference and Awards 2004](#) in New York this June, you now know that the Intelligent Community Forum has come a long way. While there were very few who understood our mission when we were first established ICF in 2000 as a project of World Teleport Association, it is now clear that the impact of broadband communications on economic growth is an issue that every community is grappling with. ICF has become central to this debate.

Different Cultures and Economies Find Common Ground

Three events at ICCA 2004 demonstrated to me that ICF plays an important role. The first was a panel on the digital divide that included representatives from each of the NAFTA nations: Canada, Mexico, and the United States. While Michael Binder, Assistant Deputy Minister, Industry Canada; Javier Perez Mazatan, Chief Operational Officer, E-Mexico National System; and Gale A. Brewer, Council Member, District 6, New York City each represented vastly different cultures and economies, each shared a concern about the impact that the **lack** of access to the global network will have on their citizens. Collectively they represent people living in six different time zones. Yet they spoke the same language and found common ground at our forum. It was a panel session that could have gone on for another two hours!

The Value of Becoming an Intelligent Community

The second event was the annual [Intelligent Community awards](#) luncheon. The excitement generated by our annual awards ceremony was a result of the importance people place on the recognition these awards represent. Each of the seven communities nominated for the Intelligent Community of the Year award were worthy of celebration. The attendance of representatives from each of the seven communities — including the Mayor of Yokosuka, Japan and the Deputy Mayor of Taipei, Taiwan — was evidence that these communities had worked hard and invested a great deal of money, prestige, and human resources to achieve their honor.

They were there because they understood the value of becoming an intelligent community. Each accepted the fact that the future will not be so promising without

embracing the concepts laid out by ICF over the years. When Glasgow, Scotland was named as the recipient of the Intelligent Community of the Year award, the other six seemed as pleased as if they had been selected. We were all in the presence of a pioneering spirit among communities who consider themselves leaders.

Legislative Recognition

The final event was the moment when a Proclamation from the New York State Senate honoring the Intelligent Community Conference was read by Joseph Litman of State Senator Liz Kreuger's office. Mr. Litman read from a proclamation that had been issued from the floor of the New York State Senate in Albany - nearly 350 miles away. He noted that the mission of the Intelligent Community Forum and conference had been described and acknowledged by the state's legislative gathering. While this was a ceremonial gesture, Legislative Resolution 5456 effectively closed the mysterious distance between idea and reality. A state senate had recognized the importance of intelligent communities and, through its authority, given its support and stamp of approval. As I said at the beginning of this article, there was a time when very few understood the importance of our mission. That changed, symbolically, on one afternoon.

Next Stop: PTC 2005 in Hawaii

We thank the attendees, participants, sponsors, and especially the New York City Economic Development Corporation, for their resolve in enabling the Intelligent Community Forum to move forward with its mission through the ICCA 2004 event.

We welcome you to join ICF in Hawaii in January 2005, when we will name the Top Seven Intelligent Communities of 2005 at the [Pacific Telecommunications Council conference](#) and again in New York, in June 2005, when we gather for the next Intelligent Communities Conference and Awards. For those of you considering nominating your community, you may submit an Application at any time. Please visit the [ICF Web site](#) for the criteria.

You may reach Louis Zacharilla by email at lzacharilla@worldteleport.org, by fax at +1 212-825-0075 or by telephone at +1 212-825-0218 ext 12.

How do Intelligent Communities Get That Way?

-by Tom Mottl, Secretary General, World Teleport Association



I live in a small town north of Boston (MA, USA). Most of its population of about 25, 000 would consider that they have a good quality of life. What are the indicators?

Indicators of Community Viability

The local school system does well in measures of student proficiency, costs per pupil are moderate and well controlled, and most parents feel their children get a good education. Property taxes aren't low, but they're not excessive by today's standards. Some retirees, as elsewhere, feel the financial burden of their home ownership. Like most towns today, money is very tight, and more for public services would be welcomed. A town-owned electric power provider serves us, three surrounding municipalities, and a large industrial park. This provides a service area of roughly 175,000 customers for the light department operations. There is one cable TV provider and most residents have phone service through one of the baby bells, although alternative phone services are available, including that provided by the cable TV company.

What do Intelligent Community Indicators Mean to My Town?

ICF has identified [five indicators](#) of effective Intelligent Communities worldwide: broadband infrastructure, a knowledge workforce, innovation in public-private partnerships and access to risk capital, bridging the digital divide, and effective marketing. How does my town stack up?

We don't have a broadband infrastructure in place, but we could develop one, either independently, or by working in concert with our incumbent and competitive providers.

Our citizens include many knowledge workers, but apart from the local public school system and one private school, we lack an institutional framework to support the needs and interests of our current knowledge workers or grow this segment of our population, to serve as an economic engine benefiting our community. Our proximity to the plethora of world-class educational institutions in nearby greater Boston does,

however, provide a set of rich resources that is accessible physically or through distance learning.

Conventional venture capital activity is not a noticeable feature, but it is town benefactors who have provided several million dollars to build recreation facilities in the past, and small new businesses seem to start up on a regular basis.

Sensitivity to, and awareness of, the digital divide is evidenced by the actions of parents of public school students, who raise money to purchase computers for the high school, and by continuing computer literacy programs available at the local public library and our senior center.

Marketing prowess to promote and develop the town's business population and climate has been lacking historically, however, recent indicators of positive activity in this area include newly built facilities and the associated arrival of new businesses, both in the historic town center and what had been the town dump site.

Leadership Will Make the Difference

If town residents can be identified and motivated to step forward to provide leadership across these IC indicator areas, my town has reasonable prospects of becoming an IC and enjoying the economic and quality-of-life advantages of moving into the digital age. How do we find and educate such leaders? First, we need to undertake a campaign to educate community leaders on the issues at stake, the actions required, and the resources available. Second, all town residents must be educated through public forums about the issues and benefits that accrue to an IC as a whole and to them, personally, as its citizens. Successfully navigating the political and social constituencies that determine if, how, and when something gets done in a small town requires careful planning and handling. In particular, win-win coalitions between groups with widely varying perspectives, interests, and motivations must be created in order to bring this kind of initiative to fruition in a timely fashion .

How ICF Can Help My Community - and Yours

In my town we are fortunate to have a Town Manager who is knowledgeable and supportive of activities essential to creating an Intelligent Community. The members of our Technology and Telecommunications Advisory Committee have the requisite skills and are enthusiastic about planning and assisting in implementing the required efforts. We plan to use the resources of the [Intelligent Community Forum](#) to research public and private sector organizations and individuals with experience and involvement in the creation and operation of IC's. Particularly useful in this regard will be [the listings of and links to](#) existing and developing Intelligent Communities in the United States, Canada, and abroad. These communities are pursuing or have in place

today the infrastructure, programs, and processes proven successful in creating the essential features and benefits of intelligent communities”. Equally important, they also have direct experience with what “doesn’t work.”

Developing collaborative links with these communities offers the opportunity to obtain specific information to leverage, guide, and, we hope, accelerate, our efforts. It can also provide concrete examples of the benefits being obtained by others as they achieve Intelligent Community status, which will help build interest and momentum in our community as we move towards this goal.

Thomas O. Mottl, Stratec Consulting, can be reached by phone or fax at [1] 781 279-7990 and by email at tomottl@earthlink.net.

From the Membership Director

-by China Blue, Membership Director, World Teleport Association

ICCA 2004 Presentations Now Available Online

Did you miss the [Intelligent Community Conference and Awards 2004](#) in New York City on June 10-11? If so, you still have a chance to learn from the outstanding group of speakers featured there.

ICCA 2004 was the first of a planned annual two-day event exploring the strategies and tactics needed to transform cities and towns into Intelligent Communities ready to prosper and grow in the Digital Age, based on broadband and information technology.

Some of the high-level members of the standing-room-only audience at ICCA 2004 included government officials, executives from private-sector and nonprofit organizations, and educators. It was a great opportunity to hear presentations and meet professionals in this field who are making significant strides in finding ways for broadband to create options and opportunity.

Among them was Shirish Purohit, CEO of Midas Communication Technologies Pvt. Ltd., India, whose case study [Simplify Life with Technology](#) described how N-Lode Communications is creating satellite-based kiosks in remote villages. These kiosks provide a selection of computer-based services reflecting the philosophy that no single service can stand on its own. He showed how access to e-veterinary medicine, e-medicine, and e-government is enhancing life in these remote areas.

Lee Rainie, Director of the Pew Internet & American Life project, in [Intelligent Communities in the Networked Age](#) detailed recent research on about how Americans use the Internet and how that use is changing American life by creating a model for community development.

The keynote speaker on Friday was James Balsillie, Chairman, cofounder, and Co-CEO of Research in Motion, creator of the BlackBerry. His presentation on [Intelligent Communities: Life in the Real-Time World](#) provided many vivid examples of how the BlackBerry is changing how people interact in business, leisure, and personal pursuits.

More information on these and other outstanding [ICCA 2004 speakers](#) is available online.

ICF Presents 2003-2004 Intelligent Community Awards

At its [Intelligent Community Conference and Awards](#) event in New York, June 11-12, 2004, ICF presented its annual [Intelligent Community awards](#) in four categories:

- Intelligent Community Visionary of the Year
- Intelligent Community Technology of the Year
- Intelligent Building of the Year
- Intelligent Community of the Year

Intelligent Community Visionary of the Year: Pedro Cerisola, Mexico, Secretary of Communications and Transport, The Ministry of Communications and Transport, Government of Mexico for the “E-Mexico National System Initiative.”

Under the direction of Mr. Cerisola, Mexico has begun a national initiative called, “e-Mexico,” to link 90% of the nation’s population to the global information highway through the development of 10,000 “Digital Community Centers.” The goal of e-Mexico is to increase Internet usage nationally from 4.5 million to 60 million users. The e-Mexico initiative was launched as a directive from Mexican President Vicente Fox and phase one was begun in 2003. As of May 2003, 3,000 sites have been installed. The Intelligent Community Forum identified this vision as one that would bring an entire nation into the Digital Age using non-traditional means, in this case satellite connections, for transporting information. Mr. Javier Perez, General Coordinator for the E-Mexico National System accepted the award on behalf of Secretary Cerisola and the Ministry.

Intelligent Community Technology of the Year: New York Public Interest Research Group’s Mapping Assistance Project, New York City, USA

A provider of location-based mapping technology that is intended to help communities improve their quality of life, NYPIRG CMAP was awarded for its customized applications of ESRI and Microsoft technologies that enable nonprofit, philanthropic, and public service organizations to offer on-line services. These services, which range from the arts to data about poverty, give affordable access and information to citizens, businesses, students, researchers, and tourists. Among the projects cited by ICF of note was “Destination Brooklyn,” which offers detailed real estate and demographic information for every property and neighborhood, to be used

primarily by small business owners and community development organizations; and the OASIS project, which provides information about parks, wetlands, gardens, and other open spaces for New Yorkers. Mr. Steven Romalweski, Director of the NYPIRG CMAP project in New York accepted the award.

Intelligent Building of the Year: Cyberport, Hong Kong, China (SAR)

Cyberport is one of the most-discussed real estate projects in Asia and considered symbolic of Hong Kong's determination to develop as leading information technology (IT) hub and intelligent city. The US\$2 billion mixed-use project will be home to 100 IT companies and over 10,000 IT professionals. The project, which was started in 2002, is expected to be completed in 2007. In addition to its business component, Cyberport includes a residential development of nearly 3,000 apartments. IT Street is at the core of the access portion of the development and links buildings to broadband-related services, as well as to the development's digital media and wireless development centers through multiple high-speed networks. ICF noted that because of its broadband and wireless communications infrastructure, Cyberport follows the intelligent building model of creating an atmosphere where "next-generation" companies and tenants will be attracted. Mr. Mark Clift, Director of Campus and Project Management and deputy to CEO Nick Yang for Cyberport in Hong Kong, accepted the award.

Intelligent Community of the Year: Glasgow, Scotland

For many, Glasgow, Scotland was the surprise choice for the Intelligent Community of the Year honor. Chosen from among a group of seven finalists, Scotland's second-largest city was cited for its 34% growth in employment over the past seven years and the role that its regional agencies' and government's initiatives played in that growth. Once one of the richest cities in Europe, the city suffered an intense decline as its shipbuilding, mining and heavy manufacturing base lost its competitiveness. It suffered a 16.8% unemployment rate at its highest point.

Working on a competitiveness model driven from the national government, Scottish Enterprise, a regional agency, engaged a wide range of stakeholders in a transformation that set a goal of making all of Scotland, and especially Glasgow, an e-commerce hub. The goal included ensuring that at least half of Scottish small and midsize enterprises would have Internet connections and that one-third would be engaged in e-commerce; and that 20% of all new business start-ups would be e-commerce companies. The Scottish Executive established two major programs to help meet these goals. The first, Digital Scotland, aims to ensure that Glasgow plans and maximizes economic and social advantages from information communications technology. A Knowledge Economy Task Force is tasked with ensuring the development of a broad-based knowledge economy for Glasgow and all of Scotland.

Through these government-led initiatives, Glasgow, which is the United Kingdom's

second-largest financial center, became a focal point for the inclusion of broadband technology and infrastructure. ICF pointed to Glasgow's business attraction efforts, noting that British Telecom has chosen Glasgow as the location for its Data Hosting facility, the largest in the U.K. This development is consistent with ongoing and significant investment that has been made by both public and private sectors. Other investment includes a £300m program to develop new office space in the financial services district that will accommodate 20,000 jobs, supported by a new high-speed broadband infrastructure.

Most important, the ICF noted that the unemployment rate had dropped to 6.9% of the working age population, a 60% improvement that matched Scotland's average and was only slightly above the UK's average of 5.6%. ICF also recognized that the city continues to transform its community with specific goals and programs. These include a focus on accelerating business uptake of technology, promoting the growth of e-commerce to support industries, and injecting e-commerce into Scottish education and worker training. Mr. Gordon Kennedy, Deputy Chief Executive, Scottish Enterprise Glasgow, and Bailie Alan Stewart, a member of Glasgow's City Council, accepted the award.

In introducing the nominees, ICF's Development Director Lou Zacharilla explained "These awards are not given in the spirit of competition, and there are no winners in the classic sense. The recipients of our awards become symbols of the Intelligent Community movement, and offer leaders, businesses, individuals, and communities everywhere insights on how to cope with change and plan for a better future."

All the nominees, he noted "have fully grasped the concept that broadband technology and its many applications are central to the new global infrastructure. They understand that no community can afford to ignore the role of broadband in the daily fabric of economic, social, or political life. Each has moved the global society ahead in their way, by virtue of their work."

ICCA 2004 Presentations Available Online

If you missed [ICCA 2004](#) in New York City on June 11 and 12, or if you attended and would like more details on a speaker or presentation from the event, selected presentations are now available [online](#)

Intelligent Communities in the Networked Age by Lee Rainie, Director, Pew Internet & American Life – How Americans use the Internet and how use of the Internet is changing American life.

Using the Internet to Improve Educational Opportunities in Developing Countries by Sarah McCue, Senior Partner for ICT Partnerships, World Bank

Creating the Intelligent Community by Robert Bell, Executive Director, Intelligent Community Forum – An introduction to the concept of the Intelligent Community and the key indicators used for evaluation.

NYC-311 by Gino P. Menchini, Commissioner, New York City Department of Information Technology and Telecommunications – An overview of the development and functioning of the City's non-emergency service system. (8 Mb)

The African Virtual University by Kenneth Miller, President, Globecom Systems, Inc. (3.4 Mb)

Access to the Internet in Underdeveloped Countries: Case Study of N-Logue Communications by Shirish Purohit, CEO, Midas Communication Technologies Pvt. Ltd. (3 Mb)

Intelligent Communities: Life in the Real-Time World by James Balsillie, Chairman and Co-CEO, Research in Motion (10.7 Mb)

Creating a Knowledge-Based Workforce by Dr. Chin-der Ou, Deputy Mayor, Taipei City Government, Taiwan. (1 Mb)

If you have difficulty downloading any of the files, send an email to icca@intelligentcommunity.org, and we will provide assistance.

Thanks from Mayor Sawada of Yokosuka

Among the many dignitaries from around the world attending [ICCA 2004](#) in New York, June 11-12, was the Honorable Hideo Sawada, Mayor of Yokosuka City, Japan. The port city of Yokosuka was named one of ICF's [Top Seven Intelligent Community's of the Year](#) for 2003-2004, and nominated for [Intelligent Community of the Year](#). ICF Chairman John Jung characterized the city as "a unique community [that] will continue to be a leading example and role-model that people around the world will look to and use as an example in trying to come to terms with their own changing business, living and cultural environments. Mayor Sawada attended ICCA 2004 with his wife and a delegation of municipal and press representatives from the city of Yokosuka. After the event, he commented to ICF Chairman John Jung on the value of the event:

Dear Mr. Jung

Thank you very much for inviting me to attend the ICF Conference and Awards.

After my return to Japan, NHK (Japan Broadcasting Corporation) interviewed me about the Intelligent Communities Top Seven Intelligent Communities, and they broadcast televised scenes of the conference.

Between the two days of conferences, I had a great opportunity to walk around the center of the city and feel New York's vast potential and latent energy.

My wife joins me in thanking you for your warm hospitality during our stay in New York.

I would like to express my best wishes to you and to the development of ICF.

Sincerely,
Hideo Sawada
Mayor of Yokosuka City

Top Seven Intelligent Communities 2005 to be Announced at PTC 2005, Hawaii

The [Intelligent Community Forum's Intelligent Community Awards](#) are part of a process that begins with the announcement of the year's [Top Seven Intelligent Communities](#). In January 2005, those announcements will be made at the annual [Pacific Telecommunications Council Conference](#) in Hawaii.

Bruce Drake, current President and Board Chairman of PTC, and Executive Director of the Pacific Region for Industry Canada, characterized ICCA 2004 as a "great success." Speaking at the 2003-2004 awards ceremony at ICCA 2004, he welcomed delegates to attend PTC 2005 where next year's nominees will be announced.

More information on the criteria for Intelligent Community awards is available [online](#).

Teleport Brussels, Belgium

Teleport Brussels is playing a substantial role in the economic development of the Brussels Region. Brussels is the administrative, commercial, and financial heart of Belgium, as well as home to the European Commission. Its population of slightly less than one million makes up 10% of Belgium's population but 17% of its workforce. The leading industries are the financial and service industries, which provide two-thirds of all employment, plus food processing and the manufacture of machinery, electrical products, chemicals, and textiles. Teleport Brussels works in collaboration with its members: the Brussels Regional Development Agency, Technopol Brussels, the universities and the business world. Its mission is to promote access to advanced telematics applications for SMEs, to train multilingual call center operators, and to act as a brainstorming group and study platform for telematics applications and telecommunication infrastructures.

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