

Public-private partnerships against digital divide

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Délégué

Délégation aux usages de l'Internet

RESO 2007 Plan (12 / 2002)

Digital State in the Information Society

- CIADT - December 2003

Regional development committee (infrastructures)

- CISI - July 2003

Information society committee (services)

- SMSI - December 2003

World Summit for the Information society (phase 1): French priorities and proposal on international level

- CIADT- September 2004

Regional development committee : : « High speed access and uses over the country » ; publishing a high speed guidelines for local authorities

The student laptop program MIPE 1 (2004-2005)

- **The commitments of partner universities**
 - Deploy WiFi over the campus
 - Initiate helpdesks, education assistance and support
- **Developp WiFi laptop loan services**
- **Mobilize a wide set of players to address most underpriviledged students**
 - Crous,
 - Associations,
 - Student clubs BDE,
 - Local authorities..





Student laptop program

launched on september 28, 2004
at the price of a coffee per day

In partnership with



Mon micro-portable Wi-Fi™
pour le prix
d'un café par jour !



Sous ce label, vous trouverez les offres optimisées des partenaires de l'opération "micro-portable étudiant".

Informations : www.delegation.internet.gouv.fr



MIPE 1 : results

	sept 2004	sept 2005
Participating Universities	0 %	95 %
Equipped students	8 %	22 %
WiFi access points	675	4100
Budget investment 2003-2007		209 M d'euros

A roaring success after 1 year

- **With students**
 - 300 000 laptops sold over 12 months,
 - Equiping 22% students at 2005- 2006 BTS
- **At universities**
 - Massive deployment of WiFi hotspots
 - Nomadic use has grown 8 time over the year





MIPE 2

ReLaunch

- Through Education minister press conference on 21 Septembre 2005
- 3000 posters
- Magazine - 1 500 000 ex distributed on university campus

University commitment

- Universities have renewed their commitment to the MIPE II including Wifi and training, support services
- They are ready to deploy MIPE III that will focus on contents through VLE and UNT development



opération MICRO-PORTABLE ÉTUDIANT

Boostez votre réussite !

1€ par jour

100% efficace
Services étudiants, contenus numériques, les Universités sont engagées.

100% mobile
Connexion Wi-Fi* et accès Internet gratuit sur tous les campus.

100% facile
Sous ce label 32 partenaires :
- sites partenaires
- centres universitaires
- sites bancaires
à vous de choisir !

INFORMATION : www.microportable.fr

AMDT, Apple, ASUS, DELL, FUJITSU, HP, IBM, MEDION, Microsoft, NEC, Packard Bell, SONY, TOSHIBA, XBOOK, BanqueAccord, BNP PARIBAS, CREDIT MUTUEL, FINAREF, AUCHAN, BOULANGER, CORA, DARTY, FNAC, PLANÈTE SATURN, SUBCOOP

DÉLÉGATION INTERNET

ministère éducation nationale enseignement supérieur recherche

MIPE 2

More partnerships including retailers

Significant results : 80 000 laptops sold between august 15 and september 30

Partenaires institutionnels

ministère éducation nationale enseignement supérieur recherche
DÉLÉGATION INTERNET
oséo anvar

Partenaires spécifiques

AMD intel Microsoft

Constructeurs informatiques

Apple ASUS DELL ELONEX FUJITSU COMPUTERS SIEMENS hp IBM
MEDION NEC Packard Bell. SONY TOSHIBA XBOOK

Établissements de crédits

BanqueAccord BNP PARIBAS Caisse d'Épargne
CREDIT AGRICOLE ICL Crédit Mutuel FINAREF

Distributeurs

Auchan boulanger cora DARTY fnac PLANÈTE SATURN SUBCOOP

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Today results

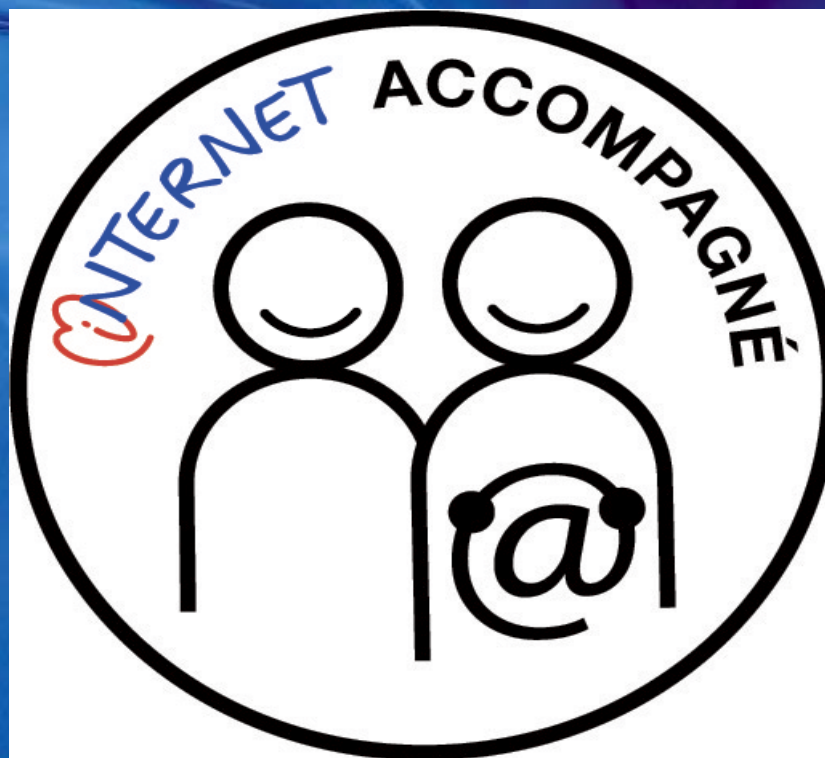
- **100% of universities are Wi-Fi enabled giving wireless access to 1.7M students**
 - 5000 hot spots at 88 campuses
- **2004 – 2005 MIPE1**
 - Student access to PCs & broadband doubled from 8% to 22% in 12 months
- **2005 - 2006 MIPE2**
 - 350 Ku laptops expected sales over 12 months (oct 05- oct 06)
 - 35% of student will be equipped at end of 2006

How we've done it

- **Creating a student student purchase program**
 - Student targeted value proposition
 - » Warranty, security, equipment
 - » Due to last for their studies time
 - » Facilitate financing through bank credits
 - Design a package chart
- **Stamping it with a logo**
 - Create buzz and aspiration around it through PR and advertising
 - Get it Intel Inside supported
- **Committing a wide ecosystem to the program through signed agreements**
 - to create a rich diversified offer
 - To get it available countrywide through various sales channels
 - To get it widely promoted through industry relay
 - Thanks to Intel Inside support
 - Through joint signed agreements (by type of partner)
 - Every partner commits to budget support to joint advertising campaign

Same methodology to a new « reducing the digital divide » program aimed at first time users :

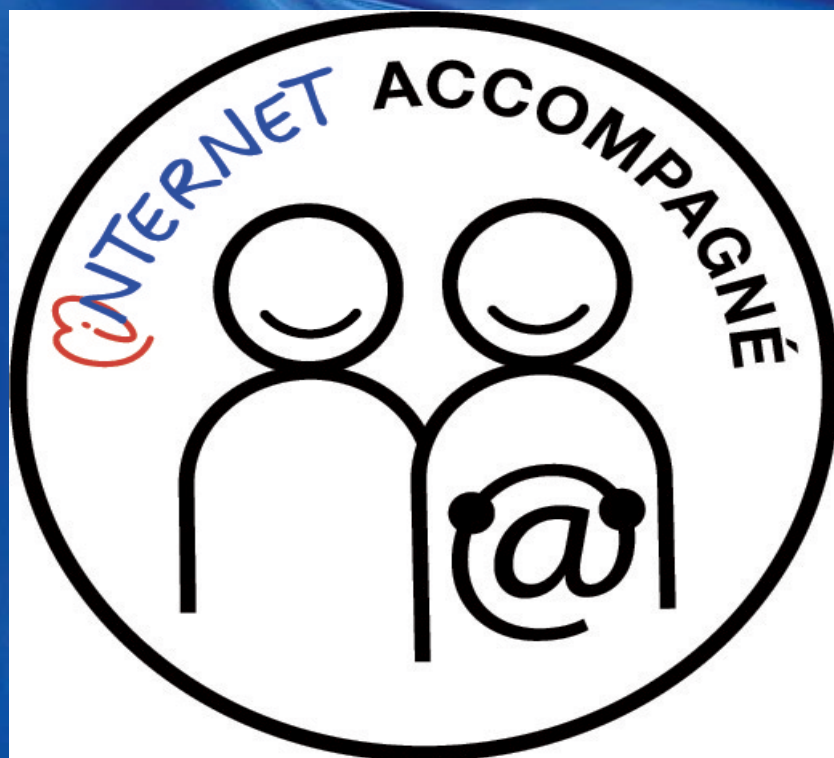
Internet accompagné
« simplement et en confiance »



Internet accompagné

« simplement et en confiance »

The operation aims at supporting the deployment of a device over all the french territory, making it possible to who wants to be equipped in computing and Internet, to have a complete set of products and services intended at simplifying their first steps in order to make them autonomous in their use of the PC and the Internet.



Trust and security

Simplicity

At home 1:1 training

Thank you