



Aim

Use broadband mobile communication services to promote the competitiveness of rural communities in the Northern Periphery area.

Objectives

1. Develop the capability of rural area communities within the Northern Periphery to incorporate emerging broadband mobile services into their community development strategies.
2. Use the capability to develop a number of broadband mobile services that support sustainable development of specific sectors in Northern Periphery communities.
3. Utilise the services to (a) improve the inherent sustainability of communities and to (b) provide economic connections to more central areas.

What will CMC do?

The project partners will complete a two-year programme of work, coordinated by ERNACT, to realise the project's aim, objectives and outputs. This is divided into a number of related activities as follows:

1. Design a Transnational *Mobile Community*

Connected Mobile Communities in the Northern Periphery

Model of what a typical digital community in a smaller city, region or rural area might look like.

2. Design and trial a range of transnational mobile services that the Mobile Community will use.
3. Pilot the Transnational mobile services to contribute, in an integrated way, to *more sustainable development* and to provide economic increased linkages between regions.

What Services will the Project Produce?

1. An Intelligent Sensor-based service for Commuters. Upon arrival at the bus stop, commuters receive an SMS indicating what time their bus will arrive. The bus driver will receive a message indicating that people are waiting to board at this bus stop. Commuters will receive an SMS when on the bus announcing they have arrived at their chosen destination. At the bus stop, it will also be possible for commuters to use the intelligent mobile sensor service to formulate an optimal travel plan.
2. A web-based "What's on Guide" which acts as a central repository to market and promote a regions activities. This will be available on



mobile devices making it easier to decide what to do, where to go and when you need to be there. Using location-based technology, it will be possible to receive recommendations for the nearest restaurants, clubs, shops and events. There will also be an opportunity to opt into mobile marketing campaigns for the region.

3. A mobile system facilitating citizens report information to their Local Authority, request information and subscribe to electronic local services. Intelligent routing will route citizens to the relevant department, thus facilitating improved response times.

4. A location-based information and guiding system for cultural and historical locations within a Northern Periphery region, linking together tourism information and mobile education. This will utilise mobile phones, maps, location-based and sensor technologies.

5. A personal health care service for citizens. Everytime a hospital or health care clinic makes a change to patient health data, the patient will receive an SMS informing of this change. The patient can then log on to their personal health care account and track the changes online.

Project Partners	Country	Website
ERNACT EEIG	Ireland	www.ernact.eu
Donegal County Council	Ireland	www.donegalcoco.ie
Derry City Council	Northern Ireland	www.derrycity.gov.uk
Fomento de San Sebastián S.A.	Spain	www.fomentosansebastian.org
Regional Council of North Karelia	Finland	www.pohjois-karjala.fi
Association of Local Authorities in Västernorrland	Sweden	www.y.komforb.se
Comhairle nan Eilean Siar	Scotland	www.cne-siar.gov.uk

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Further Information: www.cmcnp.eu

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