BADEN-WÜRTTEMBERG

REGIONAL REPORT ON IS

31st JULY 2010

Graphic guidelines:

- Source: Arial, 10
- If you need introduce any additional table, please use this format

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Source: Source used to create the table. Arial 6.

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Report on IS (Final version)

1. Overview

1.1 – Introduction

"Information and media economy is one of the strongest branches of the Baden-Württemberg economy. Forming part of the creative economy, it is considered to be a particularly innovative section of the economy that undergoes constant change. IT and media economy is one of the biggest growth markets and cretaes jobs and investment. Around 400,000 persons are employed in the sector, a number that ranges close to the number of employess in the automotive sector, traditionally the strongest one in Baden-Württemberg.

In Baden-Württemberg, actors from the IT and multimedia sector are strong on an individual basis but are also closely linked to each other and cooperate very well. This means that the sector is well connected to industries like print, marketing ot sowtware development.

The development of the sector is further supported through initiatives by the government, such as the *ebigo* initiative (www.ebigo.de) that helps SMEs to foster competition through eBusiness and IT.

Not least the locational advantages foster the prosperity of the IT sector in Baden-Württemberg. These include an excellent broadband coverage/ infrsatsructure and a high acceptance for new media in the region. As a 2009 study showed, 72.6% of the people living in Baden-Württemberg are online."

(Source: Basisdaten Medien Baden-Württemberg 2010)

1.2 – Socio-economic data

"Baden-Württemberg is the only one of Germany's federal states to have evolved on the basis of a referendum. The majority of citizens resident in the three states of Württemberg-Baden, Württemberg-Hohenzollern and Baden voted in favour of a merger on December 16, 1951. The foundation date of Baden-Württemberg on April 25, 1952, marked the beginning of an unprecedented ascendancy for the fledgling state in the Southwest of Germany, which the author Theodor Heuss referred to as a "Model of German possibilities".

Success through human values

Tradition and progress, regional identity and cosmopolitan values, economic dynamism and social interaction, variety and cohesion - in Baden-Württemberg these are not conflicting ideals but complementary concepts which shape the character of the state and its people. Success through human values - a precept which will continue to apply to our state both now and in the future.

Creativity and ingenuity

While poor in natural resources, Baden-Württemberg has grown prosperous through a population rich in ideas and inventiveness and with the capacity for hard work. The creativity and ingenuity, skill and expertise of its people, and their committed contribution to trade and industry, to science, education, art and culture, and to society as a whole have made Germany's southwest one the most successful regions in Europe and in the world.

Leading the field for a high quality of life

Baden-Württemberg today may lay claim to take the lead in a wide range of different areas on a state-by-state comparison. It is one of Europe's leading technology regions. Benefiting from a high export quota and a closely-meshed network of research institutes, in Baden-Württemberg high technology and future industries account for a high proportion of the overall workforce. But our many small and medium-sized enterprises enjoy a leading role in world markets, too. Baden-Württemberg is a region of innovation, characterized by forward-looking future technologies and an unbroken tradition of inventive creativity.

Another distinguishing feature of Baden-Württemberg is its outstanding quality of life. This is a region in which people feel at home, enjoying the benefits of a varied landscape rich in natural beauty, outstanding environmental values, and a lively international arts and culture scene.

Facts and figures

Both in terms of its surface area of 35,751 square kilometres, and also with its 10,7 million inhabitants, Baden-Württemberg is the third largest of the 16 German federal states. Since its foundation in 1952, the population has increased by around four million. Baden-Württemberg is divided up into 4 administrative districts, 12 regions, 35 rural and 9 urban districts. There are a total of 1,101 municipalities, 91 of them district capitals.

From the statistical viewpoint, there are 301 inhabitants living in Baden-Württemberg per square kilometre (German average: 230). There are 5.46 million women to 5.29 men living in our state. Just under 1.2 million residents are of non-German origin, of which the majority are Turkish, with a total population of around 289,000, followed by citizens of the former Yugoslavia (227,000) and Italians (162,000).

Baden-Württemberg borders onto France, Switzerland and the German states of Rhineland Palatinate, Hesse and Bavaria. Almost half the surface area (47%) is used agriculturally, 38% is afforested, while settlements and transport account for 13%. 18 areas of urban concentration accounting for 39% of the land area are home to 74% of the population and 80% of jobs.

Baden-Württemberg enjoys one the lowest unemployment quota of any of the German federal states. Around 5.5 million people are engaged in gainful employment.

While the Statistical Agency of the EU has established that the geographical centre of Europe lies north of Vilnius in Lithuania, and that of the EU in Kleinmaischeid in the Westerwald region, it has confirmed Baden-Württemberg as the centre of Europe's high-tech industry. And what's more: Baden-Württemberg is home to the greatest number of gourmet hotspots anywhere in Germany, the best opera house, prize-winning wines, the most solar installations and the youngest population. It is also the only state in Germany which boasts an excess of births over deaths.

(http://www.baden-wuerttemberg.de/en/Our_State/86236.html)

Of all the German states, Baden-Württemberg is the most favourably positioned in terms of the labour market. Baden-Württemberg has recorded the lowest unemployment, and the lowest youth unemployment on a nationwide comparison for many years. However, the economic downturn and negative economic framework conditions currently affecting the whole of Germany have also left their mark on the Southwest, resulting in a rise in the unemployment figures.
It is not an unusual occurrence for labour shortages and unemployment to occur simultaneously. As in every one of Germany's federal states, this situation tends to crystallize existing social segregation. Qualified employees, in particular skilled or specialist workers, are highly valued. As a result, the economy attempts to maintain its qualified personnel as long as

possible during seasonal troughs and phases of recession. This does not apply to the same degree for the less well qualified. Particular problems are faced by the severely disabled and the older and long-term unemployed seeking work.

More "serving" than "producing"

There are around 5 million gainfully employed people living in Baden-Württemberg. For every 100 working in a "producing" capacity in agriculture, forestry, the processing and building industries there are 143 "service providers". Agriculture and forestry now provide the only or main source of income for just 2.2% of the workforce. Although unmistakable, the transformation from the agrarian society to the industrial or service society is taking place more slowly in Baden-Württemberg than in other regions of Germany.

A highly qualified workforce

The high standard of workforce qualification is one of Baden-Württemberg's trump cards when it comes to competing as an industrial location for domestic and foreign investment. Among the younger members of the population between the ages of 20 and 30, the Abitur or university qualification is the most common school leaving examination with 37%. 31% enter the world of work with a certificate of secondary education and 29% with a school leaving certificate. Only below 3% leave with no qualification at all. In 2003, 21 out of every 100 of the economically active population had no vocational training qualification, 53 had completed an apprenticeship under the dual system, 11 were master craftsmen or technicians and 15 had a college or university degree.“

(Source: http://www.baden-wuerttemberg.de/en/working/86219.html)

1.3 – Regional SWOT Analysis

Strengths	Weakness
+ **Cooperation**: IT not isolated but related to and closely cooperating with other industries + **Strong Workforce**: appr. 400,000 persons employed in the IT sector + **Good Infrastructure**: The IT-Infrastructure is very well developed in Baden-Württemberg + **Relevance/ Awareness:** Many projects are fostered in the IT sector	- Existence of rural and remote areas (Black forest,…) in which IT infrastructure is hard to establish
Opportunities	**Threats**
✓ **Networks**: creation of European networks through international projects ✓ IT structure in Baden-Württemberg as showcase for other European regions, good practice example	× Economic crisis

2. The Information Society in Baden-Württemberg: information and data

This part of the document has to give a whole picture on IS diffusion and use on territory.

2.1 - Diffusion of the main instruments

2.1.1 Use of the PC

Please, introduce here a short explanatory text about your indicators and data related to families and enterprises, in relation, if possible, with national data. Focus is on *How many* people have a PC (e.g: how many families have a PC, how many workers use the PC, etc…)

Indicators	Unit
How many families have a PC	59%
How many people use the PC:	
- **every day**	59%
- **more time in a week**	14%
- **few times in a month**	5%
- **never**	18%
How many enterprises have a PC	84 %
How many employees use the PC one time a week at least	Data not available
How many people has followed a PC course	Data not available
Other regional additional/distinctive indicator	

2.1.2 Internet

Introduce here a short explanatory text about your indicators and data related to families, PA and enterprises, in relation, if possible, with national data. Focus is on *who* uses Internet (example: people age, enterprise dimension or sector)

Indicators	Unit
How many families have an Internet connection at home	78,1%
Which are the main declared reasons to not have Internet at home: example	% of reasons
- **Unable to use it**	Data not available
- **Cost**	
- **Accesses to Internet From another place (work,..)**	Data not available
- **It.s not so interesting**	Data not available
How many enterprises use Internet for own activity	Data not available
How many employees (private sector) use Internet one time a week at least	Data not available
How enterprises accesses to Internet:	Data not available
- **Modem**	Data not available
- **ISDN**	Data not

	available
- **Broadband**	Data not available
- **Wireless**	Data not available
How many enterprises (10 employees at least) have a LAN (Local Area Network)	Data not available
Where people access to Internet:	
- **home**	93,2% (2009)
- **work/school**	53,3% (2009)
- **public access points**	10% (2009)
- **other**	Data not available
Other regional additional/distinctive indicator	

2.1.3 Broadband

Please, introduce here a short explanatory text related to broadband coverage and its use on families, PA and enterprises; as well as relationships with national data. Focus is on coverage and *how many* people use it and *where*

Indicators	Unit
Regional coverage	Data not available
How many families have a broadband connection at home	56%
How many enterprises have a broadband connection for own activity	51%
How many Public Authorities have a broadband connection:	Data not available
- **Small PA (local /mountain Municipalities)**	Data not available
- **Other PA (Region, provinces, big municipalities)**	Data not available
	Data not available
Other regional additional/distinctive indicator	

2.2 The ICT market

2.2.1 ICT enterprises

Please, introduce here a short explanatory text related to the regional ICT enterprises + growth rate + evolution. Focus is on enterprises working on ICT sector

Indicators	Unit

How many enterprises work on ICT sector	35000 (2008)
How many enterprises in (according to OECD macro-areas)[1]:	
- **ICT manufacturing (hardware, cables, communication devices, TV, etc..)**	43,1% (2008)
- **Services related to ICT (trading of hardware, communications instruments, etc..)**	56,9% (2008)
- **General / untangible services (sw, telecommunication, informatics and related activities)**	Data not available
	%
How many people work on ICT sector	232000 (ICT), 155000 (Creativity) (2008)
What is the share of the ICT sector in the regional economy (GDP)	18% (ICT), 16% (Creativity sector) (2008)
Other regional additional/distinctive indicator	

2.2.2 ICT into the Public Administration .

Please, introduce here a short explanatory text about the internal use for management and institutional activities. Focus is on the level of informatics tools/use in public administration for own internal activity (workflow, archives, payment, register, etc..) and own web front-offices (institutional web site, e.procurement, web services for SMEs/industries)

Indicators	Unit
How many PCs every 100 employees	
- **Small PA (local /mountain Municipalities)**	Data not available
- **Other PA (Region, provinces, big municipalities)**	Data not available
How many PA has an Intranet (LAN):	
- **Small PA (local /mountain Municipalities)**	Data not available
- **Other PA (Region, provinces, big municipalities)**	Data not available
➔ **Of which how many are wireless LAN:**	
- **Small PA (local /mountain Municipalities)**	Data not available
- **Other PA (Region, provinces, big municipalities)**	Data not available
How many local PA (municipalities) manage through PC:	
- **Personnel**	Data not

[1] OECD (Organisation for Economic Co-operation and Development) OCSE: 1) manufacturing 2) services related to products 3) Untangible services

	available
- **Accounting**	Data not available
- **Payments**	Data not available
- **Contracts**	Data not available
- **Calls**	Data not available
- **Registry office**	Data not available
- **Administrative acts and resolutions**	Data not available
- **Taxes**	Data not available
How many bigger PA (Region, Provinces) manage through PC:	
- **Personnel**	Data not available
- **Accounting**	Data not available
- **Payments**	Data not available
- **Contracts**	Data not available
- **Calls**	Data not available
- **Registry office**	Data not available
- **Administrative acts and resolutions**	Data not available
- **Taxes**	Data not available
How many PA have a Public Relations Office on web	
- **Small PA (local /mountain Municipalities)**	Data not available
- **Other PA (Region, provinces, big municipalities)**	Data not available
How many PA have a front office for enterprises on web	
- **Small PA (local /mountain Municipalities)**	Data not available
- **Other PA (Region, provinces, big municipalities)**	Data not available
How many PA use e.procurement	
- **Small PA (local /mountain Municipalities)**	Data not available
- **Other PA (Region, provinces, big municipalities)**	Data not available
How many PA allow on line payments	
- **Small PA (local /mountain Municipalities)**	Data not available
- **Other PA (Region, provinces, big municipalities)**	Data not available

Other regional additional/distinctive indicator	

2.3 IS: services and customs

2.3.1 Internet and the citizens

Please, introduce here a short explanatory text for this section. Focus is on citizens and *how/why* daily use the web for personal reasons (e.g. downloads, commerce, home banking, communities)

Indicators	Unit
How many people use Internet for:	% among people using Internet
- **Email**	89% (2009)
- **Searching info on products and goods**	84% (2009)
- **Searching info on travel and holidays**	54% (2009)
- **Searching health info**	56% (2009)
- **Other search activities**	%
- **Learning**	38% (2009)
- **Downloading**	%
- **Home banking**	47% (2009)
- **Blogging**	%
- **Chat / communities**	44%
- **Phone**	%
Focusing on people which purchasing by Internet, how many buy	
- **Books, papers**	%
- **Travel, holidays**	54% (2009)
- **Clothes**	55% (2009)
- **Films, music**	38% (2009)
- **Phone recharges**	%
- **Software**	%
- **Tickets**	%
- **Hardware**	22% (2009)
- **Electronic devices**	35% (2009)
- **Foodstuff**	18% (2009)
- **Financial services**	%
	%
Other regional additional/distinctive indicator	

2.3.2 Internet and the enterprises

Please, introduce here a short explanatory text about your indicators and data related to the Internet usages by enterprise. Focus is on enterprises and *how/why* daily use the web for services (e.g. banking, e.learning, information recovering) or own activities (e.g. institutional web site, automated data exchange)

Indicators	Unit
How many enterprises use Internet for:	% among

	enterprises using Internet
- **Commerce (buying/purchasing)**	Data not available
- **Banking or financial services**	Data not available %
- **PA services**	Data not available
- **Achieving market information (e.g. prices)**	Data not available
- **Achieving digital information and services**	Data not available
- **E.learning**	Data not available
How many enterprises have a web site	Data not available
Which services/information they offer by the web site:	Data not available
- **Catalogues and prices**	Data not available
- **On line purchasing / booking**	Data not available
- **On line payments**	Data not available
- **Working request**	Data not available
- **Product customization (by customer)**	Data not available
How many enterprises (use ICT for data management. Example:	
- **Receiving digital invoices**	Data not available
- **Sending digital invoices**	Data not available
- **Sending/receiving information on products**	Data not available
- **Supplying management**	Data not available
- **Customer management**	Data not available
- **Data exchange with PA**	Data not available
Other regional additional/distinctive indicator	

2.3.3 Focus on PA services

Please, introduce here a short explanatory text about your indicators and data related to the usages of services provided by Public Administration. Focus is on the usage of the PA services*: who, how much, which*

Indicators	Unit
How many people use PA web services for:	Data not

	available	
- **Asking information**	Data available	not
- **Sending documents/forms**	Data available	not
- **Downloading documents/forms**	Data available	not
How many enterprises use PA web services for:	Data available	not
- **Bureaucratic procedures**	Data available	not
- **E.procurement**	Data available	not
- **Asking information**	Data available	not
- **Sending documents/forms**	Data available	not
- **Downloading documents/forms**	Data available	not
Other regional additional/distinctive indicator		

2.4 Digital divide

2.4.1 Gap features

Please, introduce here a short explanatory text about your indicators and data related to the ICT divide. Focus is on citizens and *who/why* use/doesn't use ICT tools (e.g. age, education level, male/female, job,)

Use of PC according to age/gender	
Age	
0-10 years (young people)	98% (10-15y, 2009)
10-20 years (young people)	99% (16-24y, 2009)
20-35 years (young people)	94% (25-44y, 2009)
35-45 years (middle age people)	94% (25-44y, 2009)
45-55 years (middle age people)	77% (45-65y, 2009)
More than 55 years (aged people)	34% (65y+, 2009)
Total	80,4%

Use of PC/Internet according to job/professional level		
	PC	**Internet**
Director, entrepreneur	Data not available	Data not available
Employee	Data not available	Data not available
Workman	Data not	Data not

	available	available

Use of PC/Internet in a family according to grade level of the householder		
	PC	**Internet**
High level (university degree)	Data not available	Data not available
Medium level (high school)	Data not available	Data not available
Low level (primary school)	Data not available	Data not available

Use of Internet to age/gender	
Age*	**
0-10 years (young people)	-
10-20 years (young people)	97.5% (14-19y)
20-35 years (young people)	95.2% (20-29y)
35-45 years (middle age people)	89.4% (30-39y)
45-55 years (middle age people)	80.4% (40-49y)
More than 55 years (aged people)	67.4% (50-59y)
	27.1% (60+)
Male/ female	M: 74.5% F: 60.1%
Total	67.1%

**Gender specific data divided into age groups is not available for Baden-Württemberg, therefore the numbers listed refer to male *and* female users.

* The age specification is different in the Baden-Württemberg overview

2.4.2 From traditional services to web services

Introduce here a short explanatory text about your indicators and data related to the transition from previous to new method to do the same procedures. Focus is on citizens and *who* has upgraded own customs (e.g. from mail to email, from papers to e.papers, from physical purchase to e.commerce etc..)

How many male/female use the web for:		
Indicator	**Male**	**Female**
Email	Data not available	Data not available
Searching information on web	Data not available	Data not available
Searching/buying travel/holiday on web	Data not available	Data not available
Reading papers/news	Data not available	Data not available
Using home banking	Data not available	Data not available
Looking for a work	Data not	Data not

	available	available
	Data not available	Data not available
Other regional additional/distinctive indicator	Data not available	Data not available

Who buy on line according to grade level	
Indicator	**Unit**
High level (university degree)	Data not available
Medium level (high school)	Data not available
Low level (primary school)	Data not available
Other regional additional/distinctive indicator	Data not available

Who buy on line according to job/professional level	
Indicator	**Unit**
Director, entrepreneur	Data not available
Employee	Data not available
Workman	Data not available
Other regional additional/distinctive indicator	Data not available

Who use the web for PA services according to grade level	
Indicator	**Unit**
High level (university degree)	Data not available
Medium level (high school)	Data not available
Low level (primary school)	Data not available
	Data not available
Other regional additional/distinctive indicator	Data not available

Who use the web for PA services according to job/professional level	
Indicator	**Unit**
Director, entrepreneur	Data not available
Employee	Data not available
Workman	Data not

	available
	Data not available
Other regional additional/distinctive indicator	Data not available

3. The Information Society in Baden-Württemberg: governance and policies at local and regional level

This part of the document has to give a whole picture on IS policies, programmes, goals and governance instruments

3.1 – The governance of the Information society in Germany

"The Federal Ministry of the Interior is responsible for two cornerstones of the information society: the widespread use of information technology to modernize public administration, and IT security.

Investing in IT use by public authorities is an investment in modernizing the state. The federal programmes to modernize public administration and reduce bureaucracy depend on the use of modern information technology.

The Federal Ministry of the Interior is responsible for coordinating IT within the federal administration. This includes drafting IT strategies, developing standards and advising federal authorities on their IT use. Coordination by the Federal Ministry of the Interior ensures that synergies are exploited and costly duplication of efforts is avoided. The Federal Ministry of the Interior also operates central federal IT infrastructures such as the Berlin-Bonn Information Network (IVBB) and the federal portal at www.bund.de.

E-government, or using the Internet to provide government services easily and inexpensively, is especially important in the effort to modernize public administration and reduce bureaucracy. The Federal Ministry of the Interior oversees the federal e-government programme, E-Government 2.0, and coordinates the joint federal, state and local e-government strategy, Deutschland-Online.

In order for the information society to be accepted and successful, information technology must be secure. The Federal Office for Information Security (BSI) and the Federal Ministry of the Interior work to promote IT security and protect our IT infrastructures against disruption.

Developing information technology also makes it possible to use innovative IT to protect internal security. For example, one priority was creating a biometric electronic passport (e-passport) to comply with the relevant EU regulation. As one of the first EU member states, the Federal Republic of Germany introduced its first-generation biometric passport in November 2005. The e-passport contains a chip to store a digital photograph and (since 2007) two fingerprints of the passport holder. By introducing biometric and cryptographic technology, the Federal Ministry of the Interior is making passports, national ID cards and visas more secure and helping online legal and business transactions be more reliable."

(Source: German Federal Minitry of the Interior, http://www.bmi.bund.de/cln_183/EN/Themen/OeffentlDienstVerwaltung/Informationsgesellschaft/informationsgesellschaft.html)

3.2 Local and Regional policies and objectives

3.2.1 Overview and main themes/areas of activity [1-*2 pages*]

One important area of activity in Baden-Württemberg certainly is the provision of online services for citizens. The main project in this context is "Service-bw" which is described below.

Service-bw is an eGovernment portal that has been initiated by regional government of Baden-Württemberg in 2001 and that has gone online in 2003. It aims at easing contacts with administrative bodies by offering all kinds of administrative services online and providing information on different aspects of everyday life.

Services offered include

- Support in all circumstances of life ("Hilfe in allen Lebenslagen"), a section that offers very focused information on issues such as birth, marriage, moving houses etc.
- Description of processes ("Verfahrensbeschreibungen") where people can learn about administrative processes
- Agency directory ("Behördenwegweiser") where people find contact data of all relevant agencies/ administrative bodies
- Forms and online services ("Formulare und Onlinedienste") that people can download or fill in directly online
- Library ("Bibliothek") which offers a glossary of all important terms, brochures, leaflets and flyers for download
- Citizens' forum ("Bürgerforum") where people can ask questions, criticise, comment etc. In the forum, legal proposals are put for discussion as well

The key advantages of the portal are the following

It is oriented towards the needs of the citizens and offers information according to his/ her circumstances of life ("Lebenslagenprinzip") rather than according to the logics of a public administration:

- The information provided is very targeted and just covers the aspect that the citizen (the client) is looking for. This means for example, that a citizen who wants to get married, when klicking on the respective service, finds the information just related to civil marriage rather than having to browse through all other services that are offered by the municipality. More than fifty of these categories are covered on the portal. In addition, the portal directly provides forms that are related to the service required, if applicable.
- The citizen is considered a client of the adminstration. He/ she has needs which have to be satisfied the best and quickest way possible. The information provided is therefore easy to understand and user friendly, services can be found intuitionally.
- Regional administrations in Baden-Württemberg can easily integrate the services offered on Service-bw on their own websites and can thus enlarge their services
- The above point drastically reduces costs for cities and other bodies that use the content of Service-bw: They can rely on high quality texts and well processed

information without having to bear the costs that the creation of these usually brings with it.