

SUMMARY OF GOAL SEVEN: A leading information society

Promoting the use of network based technologies among businesses, organisations and individuals	<ul style="list-style-type: none">> raise the awareness of the benefits of ICT and broadband technologies through the use of promotional material and specialist advisors> encourage SMEs and the voluntary and community sector in the region to adopt e-commerce and trade on line> support the development of mobile and remote working using ICT through the promotion of the teleworking toolkit> raise business knowledge about emerging technologies and services, that could represent new risks or benefits to the region's economy.
Ensuring that the capacity and coverage of our data communications infrastructure keeps pace with the needs of a knowledge economy	<ul style="list-style-type: none">> support and develop initiatives which encourage the progression of broadband access in target areas by supporting community groups and rural internet service providers> use opportunities offered by the aggregation of public sector demand and the creation of public sector networks to upgrade broadband infrastructure in target areas> encourage dialogue between the public sector and network providers to explore next generation network provision solutions, including the trial of pilot solutions.
Improving the skills and ability of people to make effective use of ICT	<ul style="list-style-type: none">> support programmes to increase computer literacy among those who have limited experience or take-up of ICT> promote e-learning and blended learning initiatives and ICT-based learning communities> ensure that e-learning initiatives are supported by adequate infrastructure for both the provider and recipients> further develop and promote the region's high level ICT skills base to assist UK companies and encourage inward investment.
Supporting growth in the supply of network based technologies and the development of digital content	<ul style="list-style-type: none">> develop an understanding of the key opportunities and market needs for ICT companies in the region> encourage the development and delivery of content initiatives that will drive forward broadband usage> continue the development of a regional strategy to support and develop the region's ICT sector.
