La banda ultralarga per la crescita digitale

Digital Champions - Grosseto

Ludwig Bargagli

20 Marzo 2015

ludwig.bargagli@gmail.com

La banda ultralarga per la crescita digitale

Saluti:
Prof.ssa Monica Barni. Rettrice dell'Università per Stranieri di Siena

Presentazione:
On. Luigi Dallai. Camera dei Deputati, Commissione ambiente, territorio e lavori pubblici
On. Marco Donati. Camera dei Deputati, Commissione attività produttive

Le sfide dell'innovazione per la Toscana del sud, dalle smartcities alla smartland
Walter Nicolino. Architetto - Carlo Ratti Associati
Nicola Rossi. Country manager di Monster Italia, Digital Champion Siena
Mirko Lalli. Ceo di Travel Appeal, Digital Champion Arezzo
Ludwig Bargagli. Digital Champion Grosseto

Conclusioni:
On. Antonello Giacomelli. Sottosegretario di Stato
Ministero dello Sviluppo Economico con delega alle comunicazioni

Terre Comuni, 20 Marzo 2015

Internet users by country (2014)

Rank	Country	Internet Users	1 Year Growth %	1 Year User Growth	Total Country Population	1 Yr Population Change (%)	Penetration (% of Pop. with Internet)	Country's share of World Population	Country's share of World Internet Users
1	China	641,601,070	4%	24,021,070	1,393,783,836	0.59%	46.03%	19.24%	21.97%
2	United States	279,834,232	7%	17,754,869	322,583,006	0.79%	86.75%	4.45%	9.58%
3	India	243,198,922	14%	29,859,598	1,267,401,849	1.22%	19.19%	17.50%	8.33%
4	Japan	109,252,912	8%	7,668,535	126,999,808	-0.11%	86.03%	1.75%	3.74%
5	Brazil	107,822,831	7%	6,884,333	202,033,670	0.83%	53.37%	2.79%	3.69%
6	Russia	84,437,793	10%	7,494,536	142,467,651	-0.26%	59.27%	1.97%	2.89%
7	Germany	71,727,551	2%	1,525,829	82,652,256	-0.09%	86.78%	1.14%	2.46%
8	Nigeria	67,101,452	16%	9,365,590	178,516,904	2.82%	37.59%	2.46%	2.30%
9	United Kingdom	57,075,826	3%	1,574,653	63,489,234	0.56%	89.90%	0.88%	1.95%
10	France	55,429,382	3%	1,521,369	64,641,279	0.54%	85.75%	0.89%	1.90%
11	Mexico	50,923,060	7%	3,423,153	123,799,215	1.20%	41.13%	1.71%	1.74%
12	South Korea	45,314,248	8%	3,440,213	49,512,026	0.51%	91.52%	0.68%	1.55%
13	Indonesia	42,258,824	9%	3,468,057	252,812,245	1.18%	16.72%	3.49%	1.45%
14	Egypt	40,311,562	10%	3,748,271	83,386,739	1.62%	48.34%	1.15%	1.38%
15	Viet Nam	39,772,424	9%	3,180,007	92,547,959	0.95%	42.97%	1.28%	1.36%
16	Philippines	39,470,845	10%	3,435,654	100,096,496	1.73%	39.43%	1.38%	1.35%
17	Italy	36,593,969	2%	857,489	61,070,224	0.13%	59.92%	0.84%	1.25%
18	Turkey	35,358,888	3%	1,195,610	75,837,020	1.21%	46.62%	1.05%	1.21%
19	Spain	35,010,273	3%	876,986	47,066,402	0.30%	74.38%	0.65%	1.20%
20	Canada	33,000,381	7%	2,150,061	35,524,732	0.98%	92.89%	0.49%	1.13%

Fonte: http://www.internetlivestats.com/

Terre Comuni, 20 Marzo 2015

Rank	Country	Internet Users	1 Year Growth %	1 Year User Growth	Total Country Population	1 Yr Population Change (%)	Penetration (% of Pop. with Internet)	Country's share of World Population	Country's share of World Internet Users
1	China	641,601,070	4%	24,021,070	1,393,783,836	0.59%	46.03%	19.24%	21.97%
2	United States	279,834,232	7%	17,754,869	322,583,006	0.79%	86.75%	4.45%	9.58%
3	India	243,198,922	14%	29,859,598	1,267,401,849	1.22%	19.19%	17.50%	8.33%
4	Japan	109,252,912	8%	7,668,535	126,999,808	-0.11%	86.03%	1.75%	3.74%
5	Brazil	107,822,831	7%	6,884,333	202,033,670	0.83%	53.37%	2.79%	3.69%
6	Russia	84,437,793	10%	7,494,536	142,467,651	-0.26%	59.27%	1.97%	2.89%
7	Germany	71,727,551	2%	1,525,829	82,652,256	-0.09%	86.78%	1.14%	2.46%
8	Nigeria	67,101,452	16%	9,365,590	178,516,904	2.82%	37.59%	2.46%	2.30%
9	United Kingdom	57,075,826	3%	1,574,653	63,489,234	0.56%	89.90%	0.88%	1.95%
10	France	55,429,382	3%	1,521,369	64,641,279	0.54%	85.75%	0.89%	1.90%
11	Mexico	50,923,060	7%	3,423,153	123,799,215	1.20%	41.13%	1.71%	1.74%
12	South Korea	45,314,248	8%	3,440,213	49,512,026	0.51%	91.52%	0.68%	1.55%
13	Indonesia	42,258,824	9%	3,468,057	252,812,245	1.18%	16.72%	3.49%	1.45%
14	Egypt	40,311,562	10%	3,748,271	83,386,739	1.62%	48.34%	1.15%	1.38%
15	Viet Nam	39,772,424	9%	3,180,007	92,547,959	0.95%	42.97%	1.28%	1.36%
16	Philippines	39,470,845	10%	3,435,654	100,096,496	1.73%	39.43%	1.38%	1.35%
17	Italy	36,593,969	2%	857,489	61,070,224	0.13%	59.92%	0.84%	1.25%
18	Turkey	35,358,888	3%	1,195,610	75,837,020	1.21%	46.62%	1.05%	1.21%
19	Spain	35,010,273	3%	876,986	47,066,402	0.30%	74.38%	0.65%	1.20%
20	Canada	33,000,381	7%	2,150,061	35,524,732	0.98%	92.89%	0.49%	1.13%

Rank	Country	Internet Users	1 Year Growth %	1 Year User Growth	Total Country Population	1 Yr Population Change (%)	Penetration (% of Pop. with Internet)	Country's share of World Population	Country's share of World Internet Users
172	Bermuda	63,987	6%	3,696	65,461	0.18%	97.75%	0.00%	0.00%
93	Qatar	2,191,866	13%	259,980	2,267,916	4.58%	96.65%	0.03%	0.08%
115	Bahrain	1,297,500	9%	112,188	1,344,111	0.90%	96.53%	0.02%	0.04%
135	Iceland	321,475	1%	4,133	333,135	1.09%	96.50%	0.00%	0.01%
67	Norway	4,895,885	2%	105,347	5,091,924	0.98%	96.15%	0.07%	0.17%
34	Netherlands	16,143,879	3%	398,245	16,802,463	0.26%	96.08%	0.23%	0.55%
62	Denmark	5,419,113	3%	139,859	5,640,184	0.38%	96.08%	0.08%	0.19%
128	Luxembourg	510,177	3%	17,232	536,761	1.20%	95.05%	0.01%	0.02%
64	Finland	5,117,660	3%	129,157	5,443,497	0.32%	94.01%	0.08%	0.18%
46	United Arab Emirates	8,807,226	10%	774,914	9,445,624	1.06%	93.24%	0.13%	0.30%
20	Canada	33,000,381	7%	2,150,061	35,524,732	0.98%	92.89%	0.49%	1.13%
185	Liechtenstein	34,356	3%	1,004	37,194	0.73%	92.37%	0.00%	0.00%
12	South Korea	45,314,248	8%	3,440,213	49,512,026	0.51%	91.52%	0.68%	1.55%
75	New Zealand	4,162,209	9%	85,828	4,551,349	1.01%	91.45%	0.06%	0.14%
9	United Kingdom	57,075,826	3%	1,574,653	63,489,234	0.56%	89.90%	0.88%	1.95%
186	Monaco	34,214	3%	964	38,066	0.62%	89.88%	0.00%	0.00%
168	Antigua and Barbuda	81,545	7%	5,347	90,903	1.02%	89.71%	0.00%	0.00%
26	Australia	21,176,595	9%	1,748,054	23,630,169	1.23%	89.62%	0.33%	0.73%
171	Andorra	71,575	3%	2,402	80,153	1.18%	89.30%	0.00%	0.00%
47	Sweden	8,581,261	1%	110,156	9,631,261	0.63%	89.10%	0.13%	0.29%
181	Faeroe Islands	43,605	2%	958	49,460	-0.02%	88.16%	0.00%	0.00%
51	Switzerland	7,180,749	3%	227,983	8,157,896	0.99%	88.02%	0.11%	0.25%

Rank	Country	Internet Users	1 Year Growth %	1 Year User Growth	Total Country Population	1 Yr Population Change (%)	Penetration (% of Pop. with Internet)	Country's share of World Population	Country's share of World Internet Users
51	Switzerland	7,180,749	3%	227,983	8,157,896	0.99%	88.02%	0.11%	0.25%
84	Kuwait	3,022,010	12%	325,256	3,479,371	3.29%	86.86%	0.05%	0.10%
7	Germany	71,727,551	2%	1,525,829	82,652,256	-0.09%	86.78%	1.14%	2.46%
2	United States	279,834,232	7%	17,754,869	322,583,006	0.79%	86.75%	4.45%	9.58%
4	Japan	109,252,912	8%	7,668,535	126,999,808	-0.11%	86.03%	1.75%	3.74%
10	France	55,429,382	3%	1,521,369	64,641,279	0.54%	85.75%	0.89%	1.90%
44	Belgium	9,441,116	3%	242,233	11,144,420	0.36%	84.72%	0.15%	0.32%
52	Austria	7,135,168	3%	183,661	8,526,429	0.37%	83.68%	0.12%	0.24%
71	Slovakia	4,507,849	2%	103,037	5,454,154	0.07%	82.65%	0.08%	0.15%
78	Ireland	3,817,491	3%	124,604	4,677,340	1.08%	81.62%	0.06%	0.13%
118	Estonia	1,047,772	2%	20,433	1,283,771	-0.27%	81.62%	0.02%	0.04%
72	Singapore	4,453,859	10%	396,302	5,517,102	1.95%	80.73%	0.08%	0.15%
179	Cayman Islands	47,003	7%	3,227	59,226	1.35%	79.36%	0.00%	0.00%
167	Aruba	81,945	6%	4,981	103,431	0.51%	79.23%	0.00%	0.00%
60	Hong Kong SAR	5,751,357	9%	450,747	7,259,569	0.77%	79.22%	0.10%	0.20%
146	Barbados	224,588	6%	13,639	286,066	0.50%	78.51%	0.00%	0.01%
48	Czech Republic	8,322,168	3%	213,353	10,740,468	0.36%	77.48%	0.15%	0.28%
142	Bahamas	293,875	7%	20,236	382,571	1.38%	76.82%	0.01%	0.01%
105	Latvia	1,560,452	2%	27,686	2,041,111	-0.45%	76.45%	0.03%	0.05%
58	Israel	5,928,772	3%	197,273	7,822,107	1.15%	75.80%	0.11%	0.20%
39	Mali	11,862,559	16%	1,678,081	15,768,227	3.05%	75.23%	0.22%	0.41%
138	Martinique	303,302	6%	17,720	404,705	0.25%	74.94%	0.01%	0.01%
19	Spain	35,010,273	3%	876,986	47,066,402	0.30%	74.38%	0.65%	1.20%

Rank	Country	Internet Users	1 Year Growth %	1 Year User Growth	Total Country Population	1 Yr Population Change (%)	Penetration (% of Pop. with Internet)	Country's share of World Population	Country's share of World Internet Users
19	Spain	35,010,273	3%	876,986	47,066,402	0.30%	74.38%	0.65%	1.20%
50	Hungary	7,388,776	2%	147,846	9,933,173	-0.22%	74.38%	0.14%	0.25%
31	Madagascar	17,321,756	16%	2,417,590	23,571,962	2.82%	73.48%	0.33%	0.59%
107	Slovenia	1,501,039	2%	35,794	2,075,592	0.17%	72.32%	0.03%	0.05%
37	Malawi	12,150,362	16%	1,698,742	16,829,144	2.85%	72.20%	0.23%	0.42%
95	Lithuania	2,113,393	2%	40,877	3,008,287	-0.29%	70.25%	0.04%	0.07%
184	Greenland	39,717	6%	2,342	57,164	0.31%	69.48%	0.00%	0.00%
90	Bosnia Herzegovina	2,582,502	2%	54,197	3,824,746	-0.12%	67.52%	0.05%	0.09%
81	Lebanon	3,336,517	12%	350,316	4,965,914	2.99%	67.19%	0.07%	0.11%
21	Poland	25,666,238	2%	571,136	38,220,543	0.01%	67.15%	0.53%	0.88%
161	Guam	112,196	9%	9,499	167,546	1.47%	66.96%	0.00%	0.00%
53	Portugal	7,015,519	2%	156,800	10,610,304	0.02%	66.12%	0.15%	0.24%
89	Oman	2,584,316	17%	380,679	3,926,492	8.10%	65.82%	0.05%	0.09%
40	Chile	11,686,746	7%	749,968	17,772,871	0.87%	65.76%	0.25%	0.40%
143	Brunei	277,589	9%	23,078	423,205	1.30%	65.59%	0.01%	0.01%
86	Croatia	2,780,534	2%	50,350	4,272,044	-0.41%	65.09%	0.06%	0.10%
120	Trinidad and Tobago	856,544	6%	49,854	1,344,235	0.23%	63.72%	0.02%	0.03%
155	New Caledonia	163,997	9%	13,634	259,824	1.30%	63.12%	0.00%	0.01%
123	Cyprus	726,663	3%	23,426	1,153,058	1.04%	63.02%	0.02%	0.02%
27	Morocco	20,207,154	10%	1,851,335	33,492,909	1.47%	60.33%	0.46%	0.69%
61	Azerbaijan	5,737,223	11%	578,231	9,514,887	1.08%	60.30%	0.13%	0.20%
17	Italy	36,593,969	2%	857,489	61,070,224	0.13%	59.92%	0.84%	1.25%
23	Argentina	24,973,660	7%	1,600,722	41,803,125	0.86%	59.74%	0.58%	0.86%

Imprese attive nel commercio online – Nazioni a confronto

Paese	
Italia	5%
Germania	22%
Regno Unito	19%
Francia	11%
Media europea	14%

Fonte: http://www.repubblica.it

Terre Comuni, 20 Marzo 2015

Fatturato complessivo online 2013

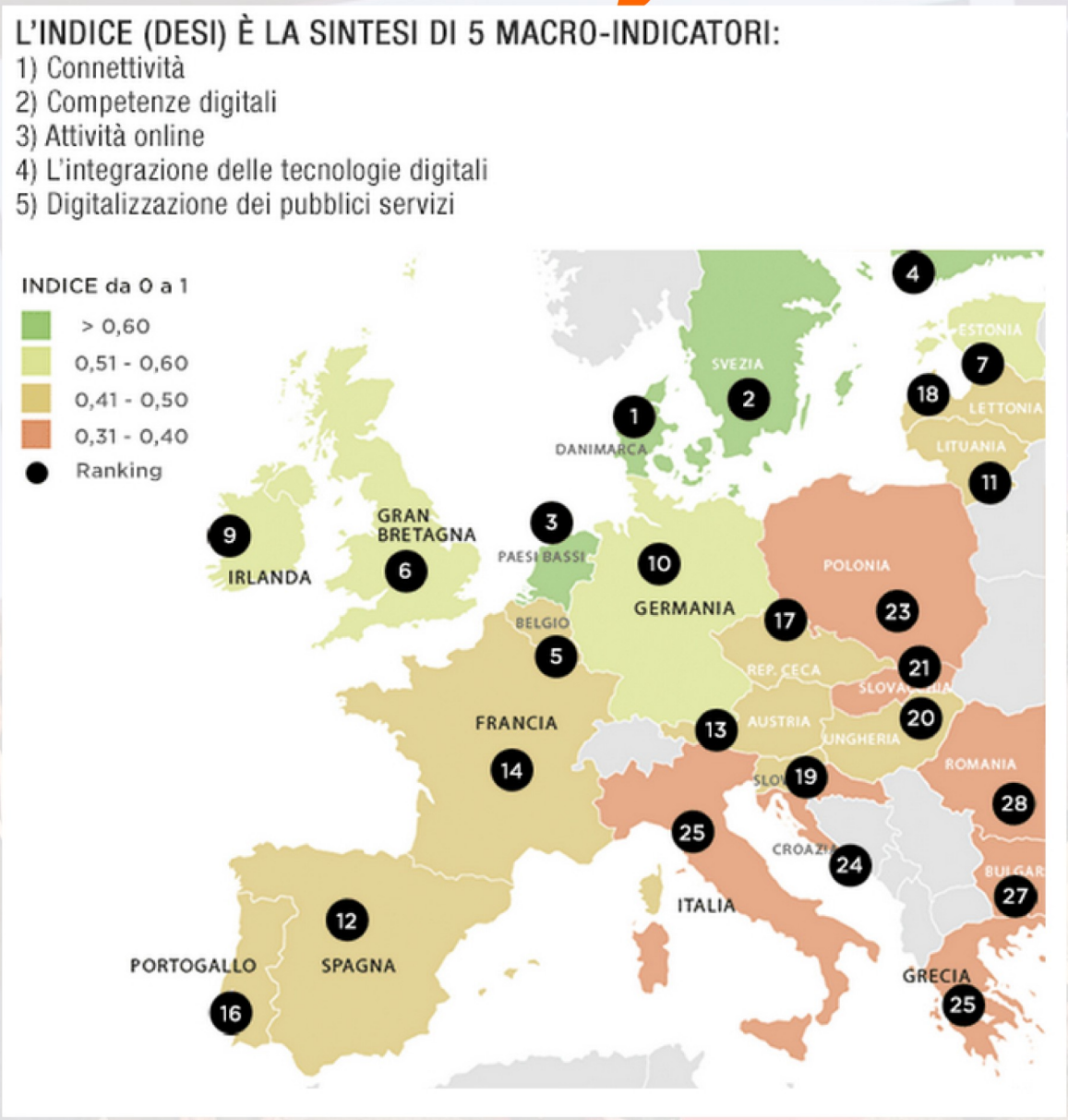
Paese	Fatturato complessivo online 2013
Italia	12,2 miliardi
Regno Unito	96 miliardi
Germania	50 miliardi
Francia	45 miliardi

Fonte: http://www.repubblica.it

Terre Comuni, 20 Marzo 2015

Indice Desi: Digital economy and society index

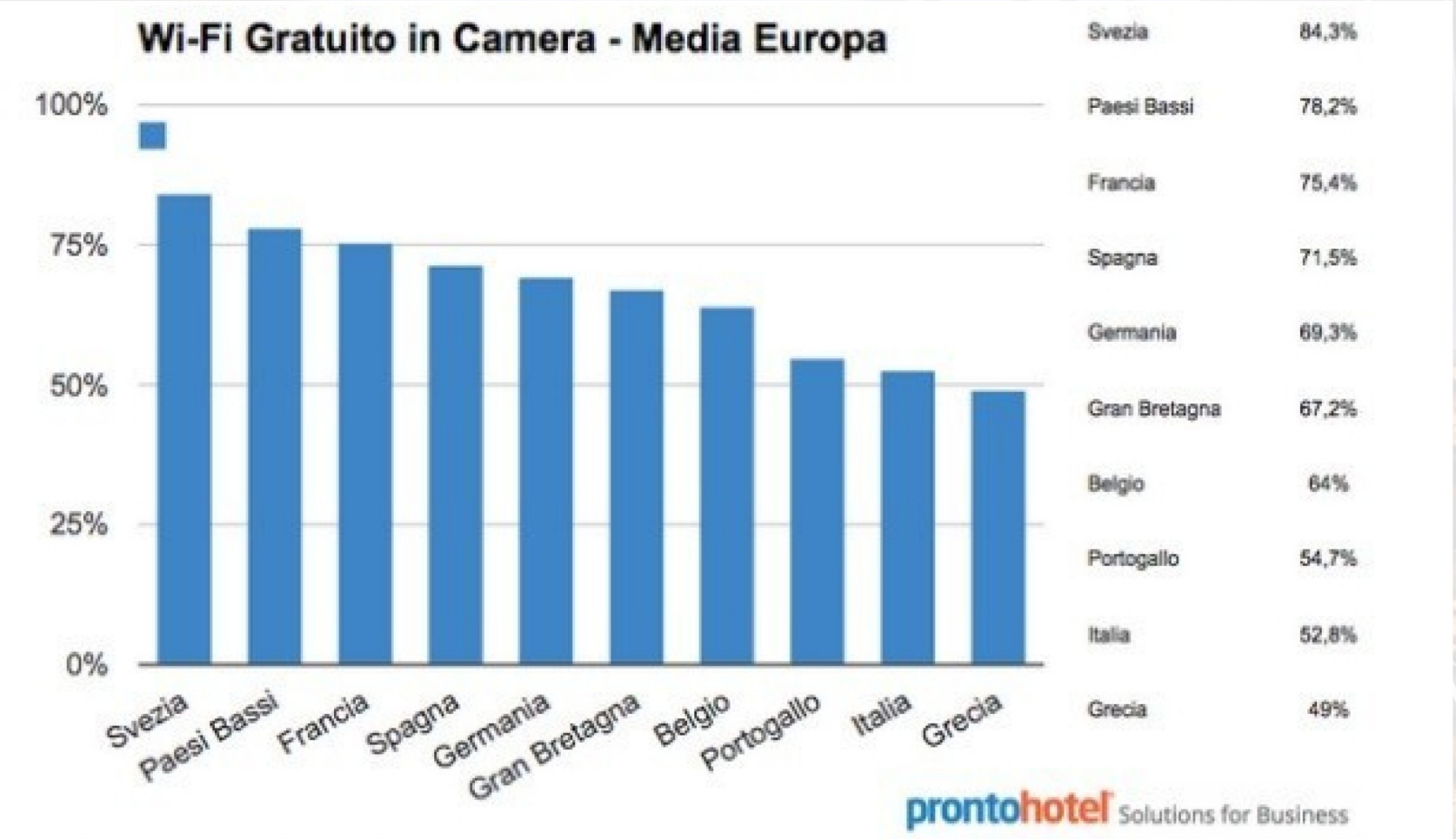
L'INDICE (DESI) È LA SINTESI DI 5 MACRO-INDICATORI:
1) Connettività
2) Competenze digitali
3) Attività online
4) L'integrazione delle tecnologie digitali
5) Digitalizzazione dei pubblici servizi



Terre Comuni, 20 Marzo 2015

Fonte: http://www.repubblica.it

In Italia il turismo resta offline



Fonte: http://ProntoHotel.it

Terre Comuni, 20 Marzo 2015

Tendenze del turista

Ricerca del proprio hotel ideale (filtri)

- 85% Wi-Fi
- 80% colazione gratuita
- 68% il parcheggio
- 27% minibar
- 23% business center
- 20% spa

Fonte: http://ProntoHotel.it

Diffusione internet a livello generale (ottobre 2014)

Posizione in Italia	Regione/ Province	TP ogni 10.000 abitanti	% Domini
3	**Toscana**	**330,63**	**7,81%**
4	Firenze	393,29	2,48%
7	Siena	366,94	0,63%
11	Pisa	345,99	0,91%
12	Prato	333,13	0,52%
15	Arezzo	321,68	0,70%
19	Lucca	311,47	0,78%
26	Pistoia	293,06	0,54%
42	Grosseto	267,19	0,38%
43	Livorno	266,20	0,58%
62	Massa-Carrara	225,03	0,29%

TP nazionale= 265,55

Terre Comuni, 20 Marzo 2015

Diffusione internet persone fisiche (ottobre 2014)

Posizione in Italia	Regione/ Province	TP ogni 10.000 abitanti	% Domini
3	**Toscana**	**103,01**	**7,56%**
5	Firenze	124,65	2,45%
8	Siena	113,72	0,60%
9	Pisa	112,79	0,92%
12	Arezzo	99,77	0,68%
16	Lucca	94,87	0,74%
21	Grosseto	89,96	0,40%
27	Livorno	86,18	0,58%
28	Prato	86,09	0,42%
32	Pistoia	85,26	0,49%
64	Massa-Carrara	72,44	0,29%

TP nazionale= 85,49

Terre Comuni, 20 Marzo 2015

Diffusione internet imprese (ottobre 2014)

Posizione in Italia	Regione/ Province	TP ogni 100 imprese	% Domini
5	**Toscana**	**15,76**	**8,08%**
7	Firenze	18,99	2,52%
13	Siena	17,68	0,66%
17	Pisa	16,85	0,90%
29	Arezzo	15,39	0,74%
30	Lucca	15,11	0,81%
34	Prato	14,67	0,61%
35	Livorno	14,41	0,58%
37	Pistoia	14,26	0,58%
60	Massa-Carrara	10,85	0,30%
65	Grosseto	10,16	0,38%

TP nazionale= 13,42

e nella provincia di Grosseto cosa possiamo fare?

Terre Comuni, 20 Marzo 2015

Digital divide

- Banda larga (ab. x kmq= 49,1)

- Cultura digitale (analfabetismo digitale)
  - Condivisione della conoscenza
  - Senso della comunità
  - Social network
  - Coworking
  - Startup
  - Makers
  - Laboratori (di idee)

  ...e molto altro

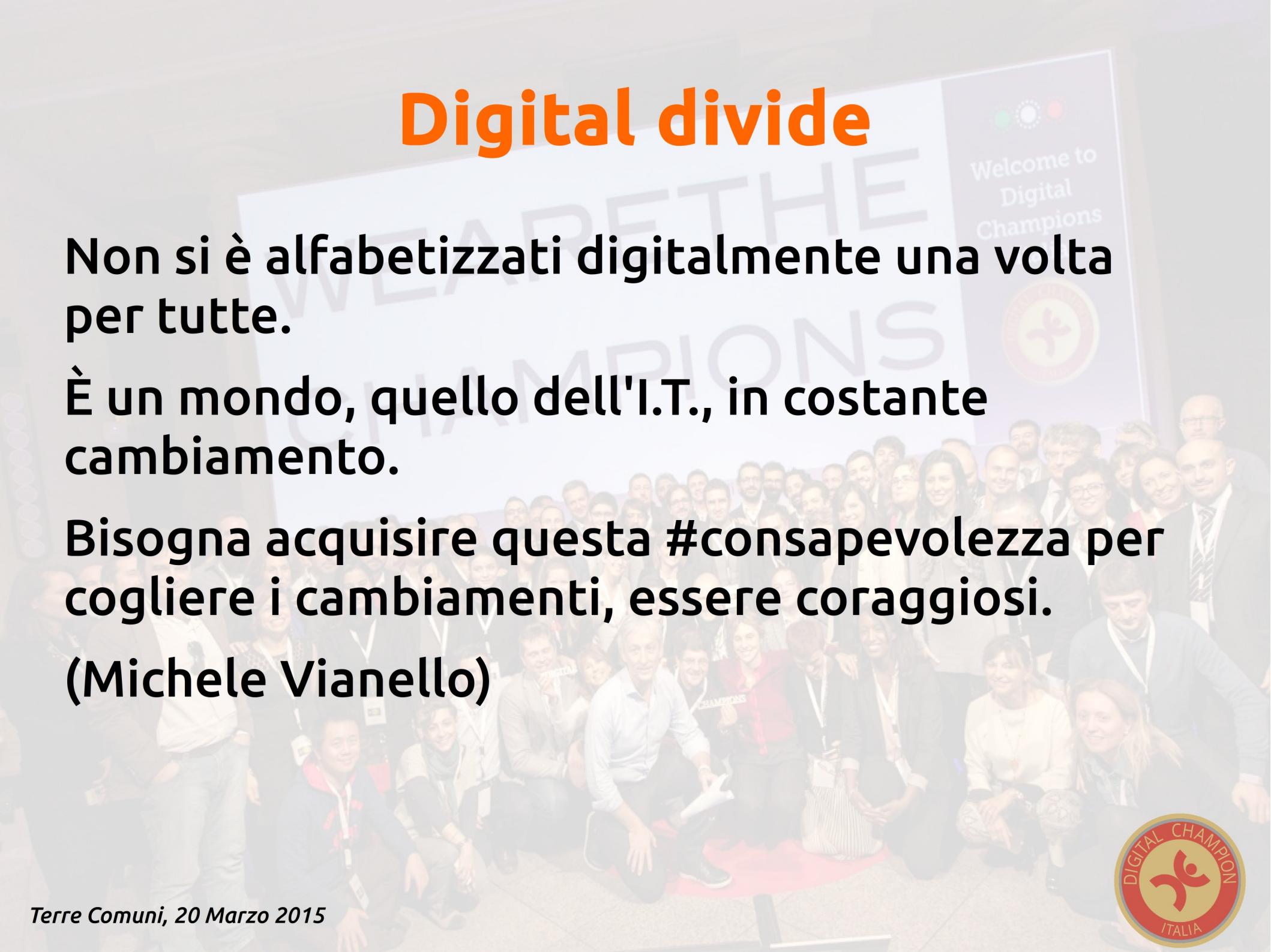
Digital divide

Non si è alfabetizzati digitalmente una volta per tutte.

È un mondo, quello dell'I.T., in costante cambiamento.

Bisogna acquisire questa #consapevolezza per cogliere i cambiamenti, essere coraggiosi.

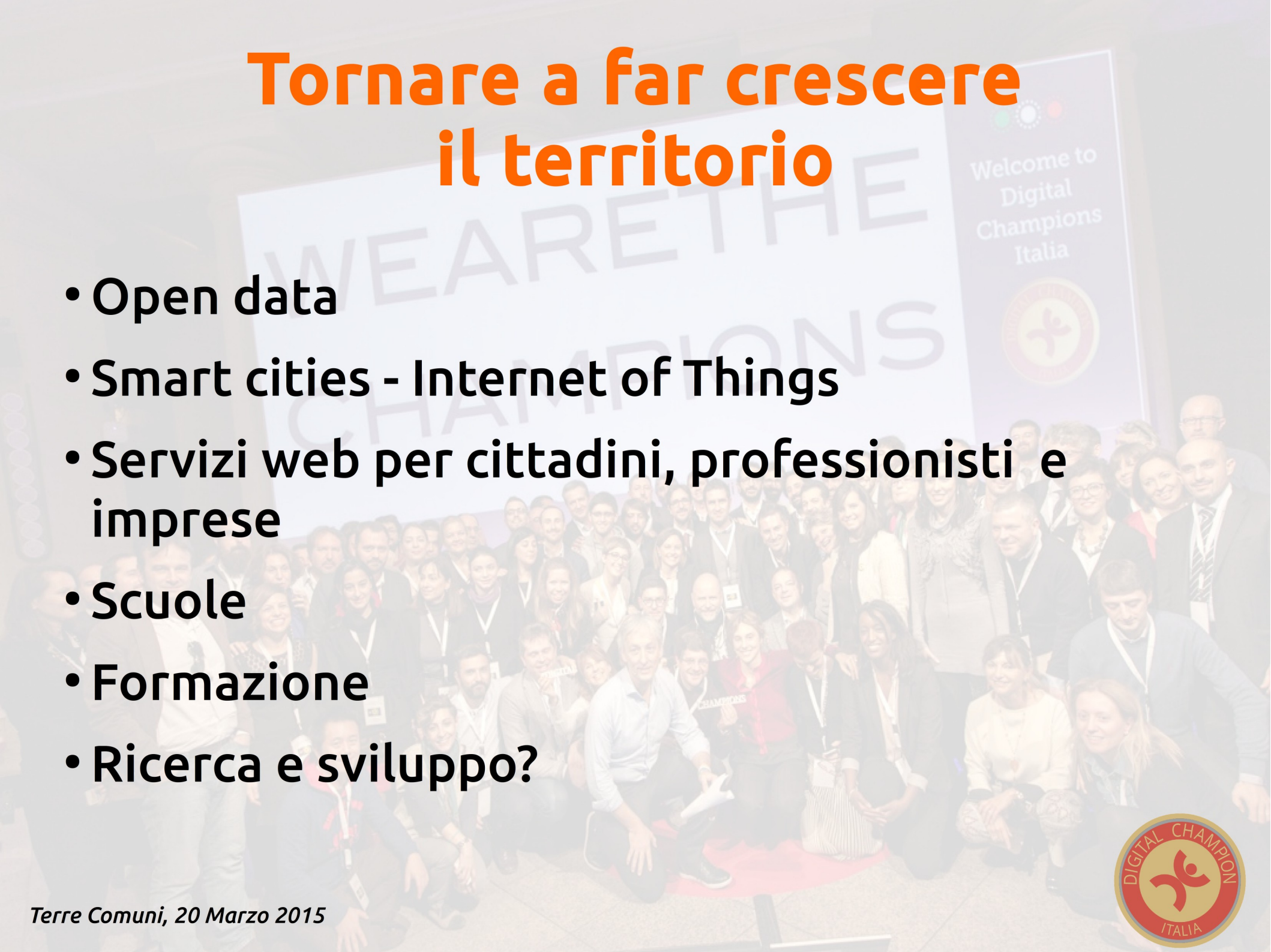
(Michele Vianello)



Terre Comuni, 20 Marzo 2015

Tornare a far crescere il territorio

- Open data
- Smart cities - Internet of Things
- Servizi web per cittadini, professionisti e imprese
- Scuole
- Formazione
- Ricerca e sviluppo?



Terre Comuni, 20 Marzo 2015

Digitalizzazione nel territorio

- Innovare e digitalizzare la PA locale

- Turismo
- Agroalimentare
- Comunicazione

Costruire una città intelligente

Gartner definisce "smart city"

un'area urbanizzata
dove diversi settori collaborano
per rendere la gestione più sostenibile
grazie all'analisi di informazioni di contesto
in tempo reale
condivise da sistemi tecnologici specializzati.

Internet of Things

Secondo Gartner:

- ci saranno 1,1 miliardi di oggetti connessi usati dalle smart cities nel 2015 e arriveranno a 9,7 miliardi nel 2020;
- le smart homes e gli edifici commerciali smart rappresenteranno il 45% del totale degli oggetti connessi in uso nel 2015 e saliranno all'81% del totale nel 2020.

Internet of Things

La maggior parte della spesa della Internet of Things (IoT) per le smart cities arriverà dal settore privato.
(Fonte: Gartner)

Grazie per l'attenzione!

Terre Comuni, 20 Marzo 2015