



Cadwyn Clwyd ICT Statement Rural Development Plan for Wales 2007-2013

Cadwyn Clwyd RDP projects are designed with the incorporation of ICT as a cross-cutting theme in all its actions and processes. The projects will be implemented in a manner to accelerate the development of the Information Society within the Cadwyn Clwyd RDP area.

Meeting the Objectives of the Information Society Cross-Cutting Theme

The Information Society is identified as one of three cross-cutting themes of the RDP SPD and therefore the Information Society permeates through all aspects of the Programme.

While there are specific efforts to utilise ICTs to modernise the region's economy and develop its SME base, for maximum advantage to be gained the presence of Information Society activity will be evident in *all* areas of the Programme.

Its rationale, namely the need to respond to competitive pressures in an increasingly global economy, has been derived from work at the European, national and regional levels.

The Programme's aim is to increase the use of information and communications technology by all businesses and social groups in the region and this leads to five specific objectives to be mainstreamed into the entire programme. These are listed below

- To increase awareness of the potentials offered by ICT
- To increase the number of people receiving high quality ICT related skills training
- To increase business competitiveness in the area by supporting increased use of ICT applications
- To reduce the negative effects of peripherality by increasing the use of ICTs by those living in more isolated areas
- To increase the range of public services provided through ICTs for the benefit of business competitiveness and the quality of life of citizens.