

# Digital Agenda

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## for Europe





ICT is the central driver for growth, ICT has a strong and important economic impact and improves daily lives of citizens and businesses. More than 50% of our productivity growth stem from efficient and innovative use of ICT.

Now is the time for innovations that will drive the European economy and address the societal challenges we are facing. If we don't invest now, we will miss out on up to 50% of our possible growth – we need actions at all levels to take advantage of the full potential of ICT.

This is the first time that the Commission has launched such a comprehensive and horizontal strategy. It encompasses a whole range of actions which will be carried out across the Commission and EU countries.

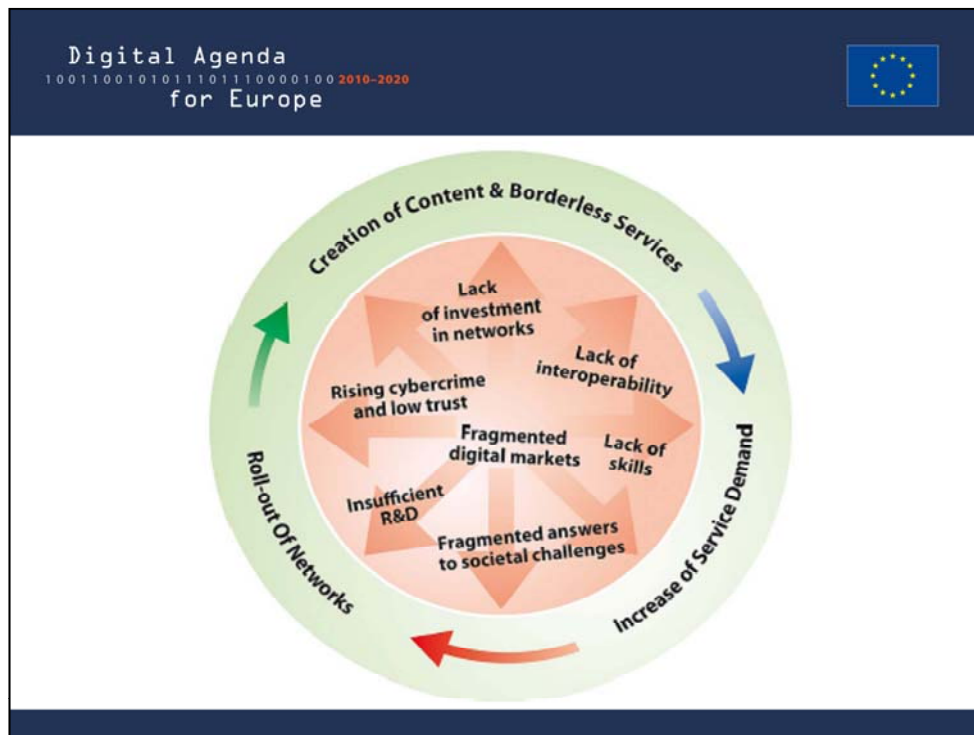


Time is running out. ICT has become the main driver of growth.

Europe must address the challenges of the digital world and embrace the full range of possibilities that ICT can offer before it gets left behind other economies. Global competition has been strengthening especially in the ICT with new powerhouses emerging in countries such as China, India and Brasil. We need to meet these challenges by being innovative. To remain competitive we have the choice to work harder, longer or smarter – we prefer to emphasise the latter.

The objective of this Agenda is to chart a course to maximise the economic and societal potential of ICT, in particular the internet, as a vital medium for economic and societal activity: for doing business, working, communicating, playing and expressing ourselves freely.

**Collective actions - we must start now and continue over the next decade if we are to make "every European digital".**



The Digital Agenda for Europe is about generating growth, by simulating a virtuous cycle of removing bottlenecks to new services and innovation, to stimulate demand and increase incentives for the new investments in infrastructures and our capacity to innovate.

In other words – we need to make the virtuous circle work. Attractive content and services stimulate demand, which creates the business case for investment in faster networks.

We have seven pillars in the Digital Agenda for Europe. These areas were chosen because they address the biggest ICT related challenges which businesses and citizens face today. They are also the areas where coordinated efforts at EU level could have the greatest impact.

To exit definitely from the economic crisis requires that we have a long term capacity to grow and to service our existing levels of expenditure and dept. We need a trigger to growth otherwise Europe will decline and Europeans will see their levels of wealth falling year by year.

**No digital agenda = no long-term exit strategy.**



You.

We will all benefit if we can get this right. We will all suffer if we get this wrong.

The Digital Agenda for Europe could profoundly impact how we access the internet, how we do business, how we build and protect our families and communities.



## How?



The most important question. [The next slides will concentrate on the main aims of the Digital Agenda.](#)

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## Digital Single Market: 2015

- ☒ online access to legal content
- ☒ **50% shop online**
- ☒ **20% buy cross-border**



At the moment we have one Union, but 27 different digital economies. Consumers are losing out. [The Digital Agenda for Europe could give a massive boost to the economy: achieving a true digital single market could alone boost the Europe's GDP by 4% \(some €500 billion\) over the next years according to some experts.](#)

The Digital Single Market must become a reality for cross-border e-commerce, European services and digital content.

For example, the case of music downloads and access to music services. Often you might not find or not have access to legal offers/services and this might lead users to download illegally. One of our main goals is to enable people to purchase music online legally from another EU country, just as easily as they would from a music shop in a physical world. This would bring new business opportunities to the creative and music industries and give EU consumers legal access to a wider range of music or films online.

A series of different actions are proposed :

As I mentioned, in order to open up access to legal online content, the Commission will work towards simplifying copyright clearance, management and cross-border licensing.

Action in this area also includes making electronic payments and invoicing easier and simplifying online dispute resolution or review the EU data protection regulatory framework.

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## Openness and interoperability

- ☑ Recognise and create **more and better standards** in Europe
- ☑ **Make better use** of these standards
- ☑ **Ensure interoperability** even in absence of standards



The internet is a great example of interoperability - numerous devices and applications working together anywhere in the world. Europe must ensure that new IT devices, applications, data repositories and services interact seamlessly anywhere – just like the internet. the Digital Agenda can only take off if its different parts and applications are interoperable and based on standards and open/common platforms.


The Digital Agenda identifies improved standard-setting procedures and increased interoperability as the keys to success –The more openness the more freedom for citizens to avoid lock-in to specific applications and devices.

That is why we need to improve the framework conditions for standard settings, promote a better use of standards in particular for public procurement and coordinate our actions to enhance interoperability, between public services, and even when no standards exist.

As part of the review of EU standardisation policy, we plan to propose legal measures on ICT interoperability already in 2010 to allow for the formal recognition of deliverables from for a and consortia and increased transparency regarding disclosure rules for essential intellectual property rights and licensing terms and conditions in the context of standard setting.



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## Online trust and security

identity theft  
spam  
cybercrime

}

low trust = low use

☒ cybercrime centre

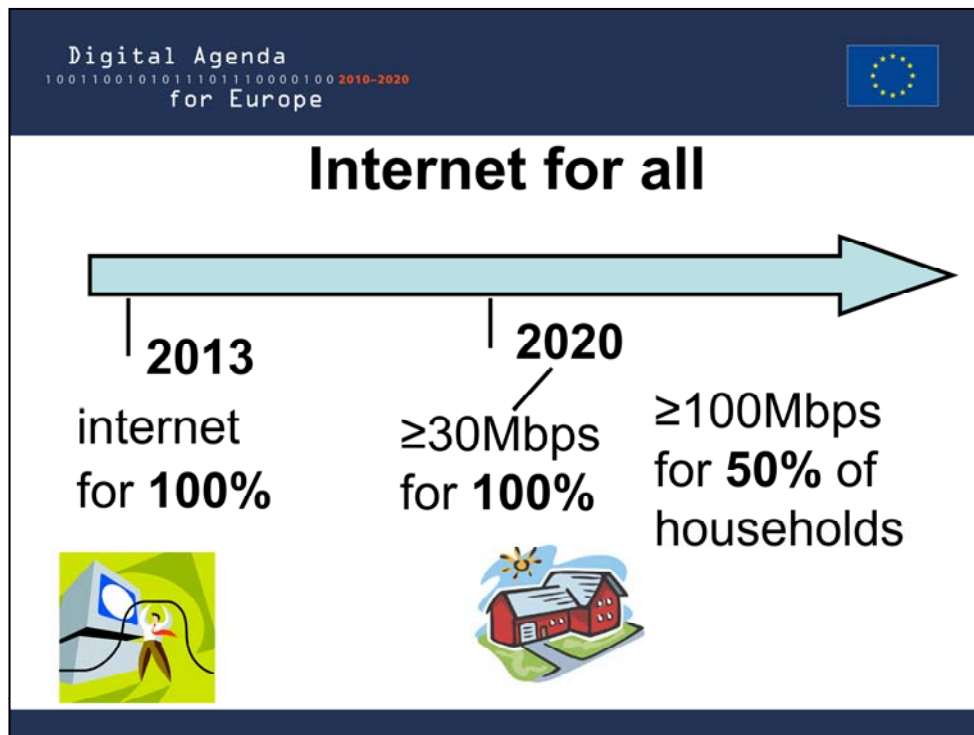
☒ computer emergency response teams

88% EU eShoppers feel unsafe (Only 12% of European web users feel completely safe making online transactions).

Additional threats such as malicious software, online fraud and spam unsettle consumers and dog efforts to promote the online economy.

increased trust = increased use

The Digital Agenda proposes a number of practical solutions, including a coordinated European response to cyber-attacks and reinforced rules on personal data protection.



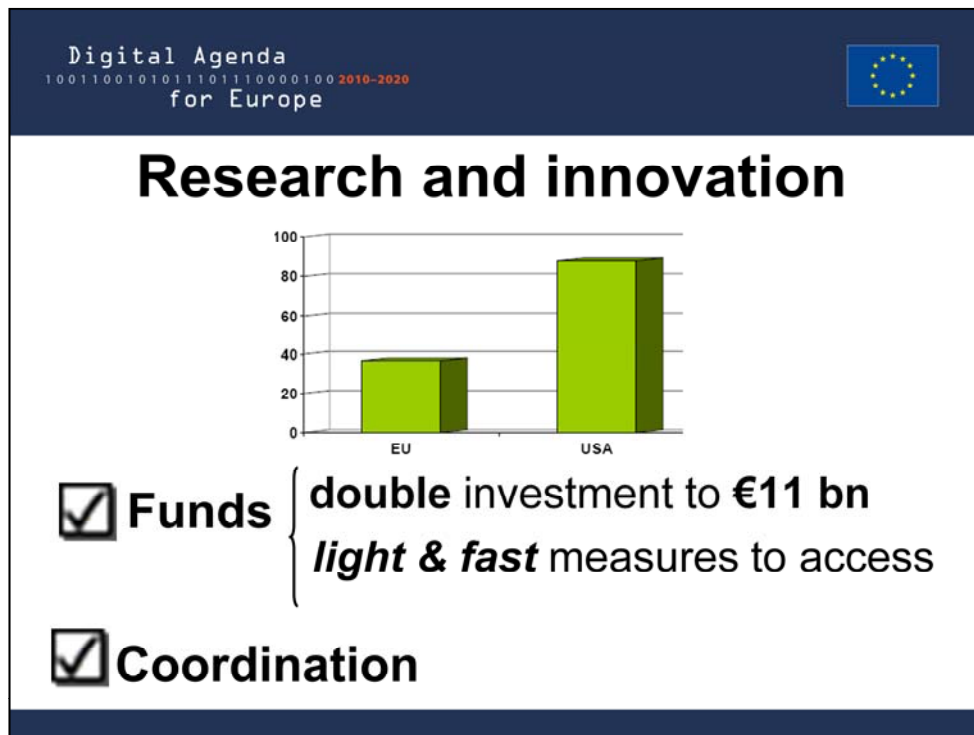
We have made great progress in terms of first generation broadband and mobile take-up (Europe leads the world). We are falling behind now on the new challenges such as ultra high speed and wireless broadband.

New services such as high definition television or videoconferencing need much faster internet access than generally available in Europe. To match world leaders like South Korea and Japan, Europe needs higher speeds.

By 2013, all EU citizens should have access to basic internet connection.

In ten years time, everyone should have access to speeds of 30 Mbps or more. And half of the European households should have access to speeds of 100 Mbps or more.

The Digital Agenda aims to turn this ambition into reality by stimulating investments and proposing a comprehensive radio spectrum plan.



EU under-investing in ICT research and development as seen in the graph. Currently, EU investment in ICT research is still less than half US levels.

To attract Europe's best minds to research, world class infrastructure and adequate funding are crucial. We will take concrete steps to reach the 3% target on Research and Development, by tackling practical steps to lever more private sector investment into ICT research and innovation.

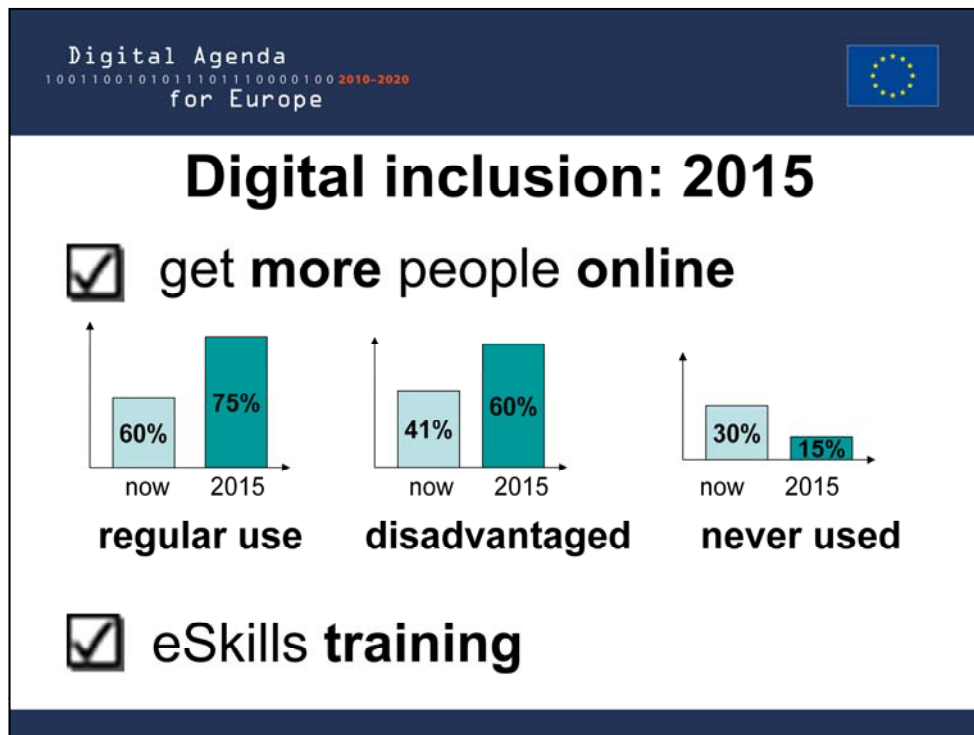
The Digital Agenda seeks to maintain Europe's competitive edge through increased coordination and focus of Europe's fragmented efforts.

Key word 1 – adequate funding.

- Leverage more private investment through the strategic use of pre-commercial procurement and public-private partnerships, by using structural funds
- propose measures for 'light and fast' access to EU research funds in ICT, making them more attractive notably to SMEs and young researchers

Key word 2 – coordination.

Reinforce the coordination and pooling of resources with Member States and industry



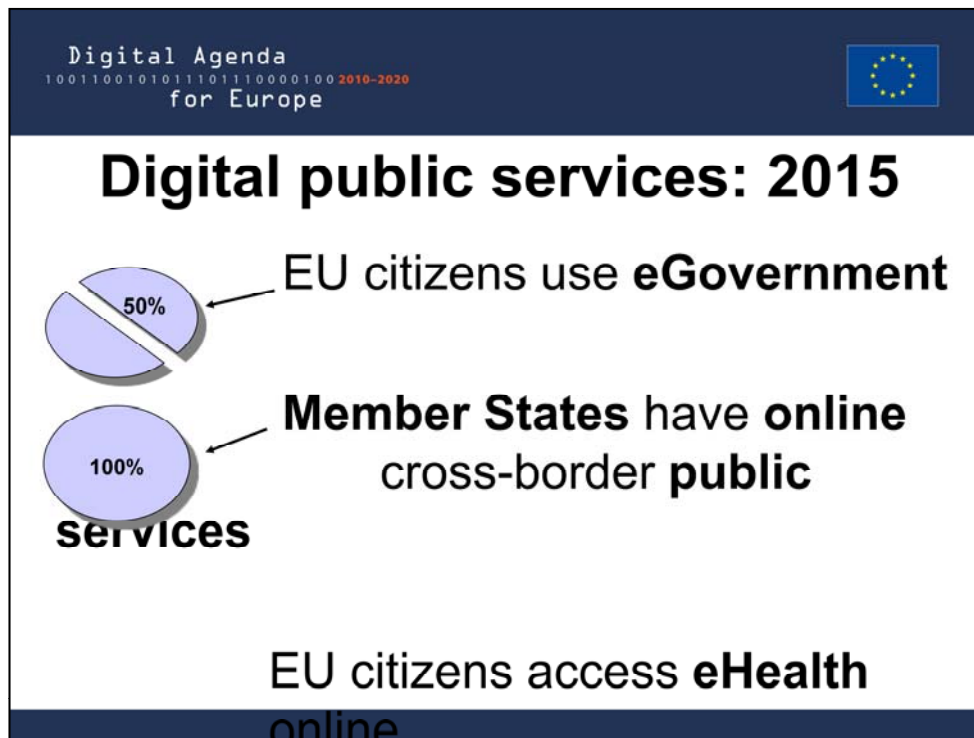
Many people will go online for the first time, who might not otherwise get connected as a result of the 100% broadband coverage that we are aiming for.

We are aiming to increase regular internet use from 60% to 75%, and from 41% to 60% for disadvantaged people. By 2015 we also want to half the population that have never used the internet (150 million Europeans have never used the internet - that is not acceptable!).

But we need to do more – help people to get the skills they need to use the internet in a proficient way. We want to improve both basic digital literacy of all EU citizens and address professional skills shortages this will help Europeans to participate fully in the digital society, to fill job in a dynamic tech sector and it will help create new ones throughout the economy.

To this end, we need more targeted funding. We call on the Member States to make digital literacy and competencies a priority for the European Social Fund and fund projects accordingly, addressed in particular to young people and women.

For people already using ICT skills and working in the technology sector, the Digital Agenda will help identify and recognize the competences of IT practitioners, through a EU-wide certificate for e-skills which follows the EUROPASS CV classification. Indeed, the Europass CV is a common and agreed tool across Europe. We need a similar tool for ICT skills.

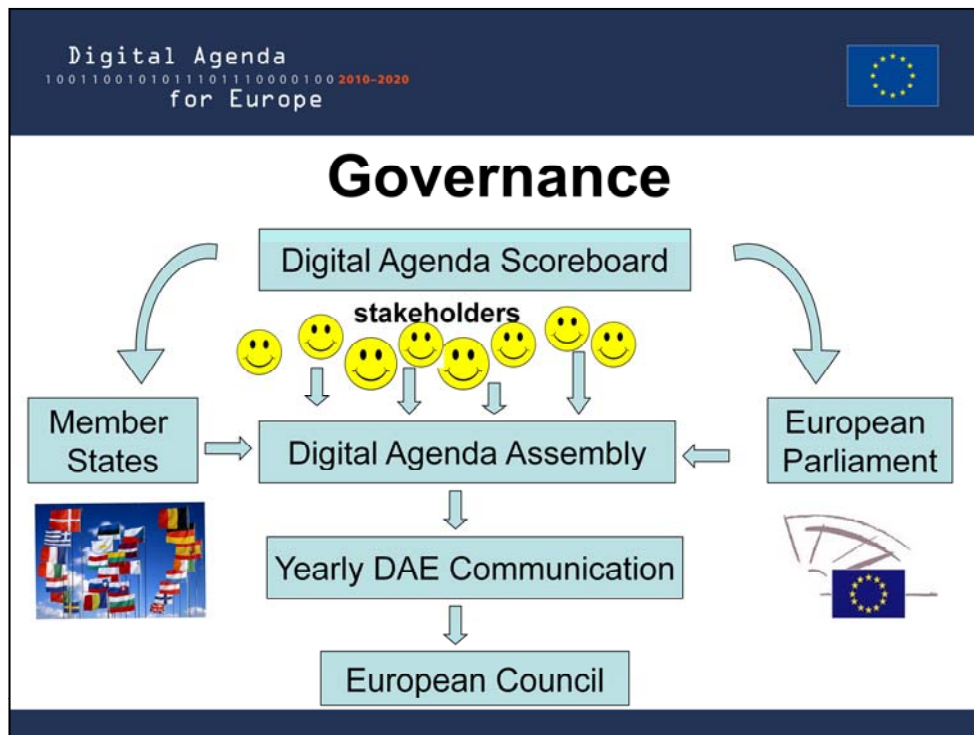


We will work with Member States so that eGovernment services are really interesting to citizens and businesses. Our target is to rise from current 38% to 50% of citizens using on line services. And more than half of those should return filled in forms online.

Cross-border public services: Member States need to agree on the list of publicly available services by next year (2011). And these services must be available in all the Member States by 2015 the latest.

Healthcare is also an important part of digital services - investing more in eHealth can dramatically improve the range and quality of care available. Telemedicine and portable devices can offer a revolution in freedom of movement for patients – while saving everyone money.

By 2015, we want to provide Europeans with a secure access to their online medical health records not just at home but also when they are travelling anywhere in the EU. This would facilitate the work of doctors and enable patients to get the best help if they are seeing a doctor at home or in another EU country.



Actions outlined in the European Digital Agenda will be achieved from 2010 to 2015. We will not see the change overnight – this is not the way to assess our impact. Our efforts will bear fruit gradually over the five years. Implementation will require meticulous execution of this action plan.

To keep this Digital Agenda on track we have / will establish:

1. A Commissioners' Group to ensure effective policy coordination;
2. A 'High Level Group' to work with Member States;
2. Regular dialogue with European Parliaments;

The scoreboard will be published each May. We will organise a Digital Assembly in June each year to look at what has already been achieved and to see if we need to adjust our efforts to meet new challenges. This will be a dialogue involving Member States, EU institutions, citizens' representatives and industry – in short everybody who wants to have a stake in our Digital Agenda. The first Digital Assembly will take place in the first half of 2011.

The result of the Digital Agenda Assembly is the yearly Digital Agenda communication, which will be reported to the European Council.



The Digital Agenda for Europe is not just a Brussels-driven policy action – we want to build a movement for digital action across Europe.

We are ready to listen to and involve everyone who wants to support us. We want to conduct a real dialogue that will help us achieve real results – you should get involved and register your interest at our website.



**Be part of it**

**Send us your ideas at**

[http://ec.europa.eu/information\\_society/digital-agenda/survey/](http://ec.europa.eu/information_society/digital-agenda/survey/)





# Thank you! Questions?



## Digital Agenda for Europe

<http://ec.europa.eu/digital-agenda>