

# The Digital Agenda for Europe

**Istanbul, 30 November 2010**

**Building Tomorrow's Digital Agenda Today**

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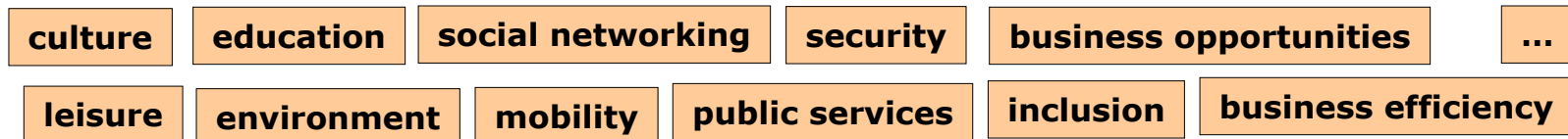
European Commission  
Information Society and Media



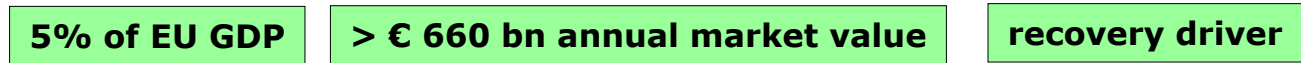
# Why a Digital Agenda ?

ICT: from "sector specific" to "**pervasive**"

## ▶ all societal activities (and society as a whole) affected



## ▶ economic size of ICT sector



## ▶ economic impact of ICT on other sectors

## ▶ contribution to productivity growth



# Digital Agenda in context

## Europe 2020

- 2010 – 2020 policy programme
- quantifiable targets on employment, R&D, environment, education, reducing poverty
- 7 flagships under 3 headings

**smart growth**

**sustainable growth**

**inclusive growth**

**innovation union**

**climate, energy mobility**

**employment and skills**

**youth on the move**

**industry competitiveness**

**fighting poverty**

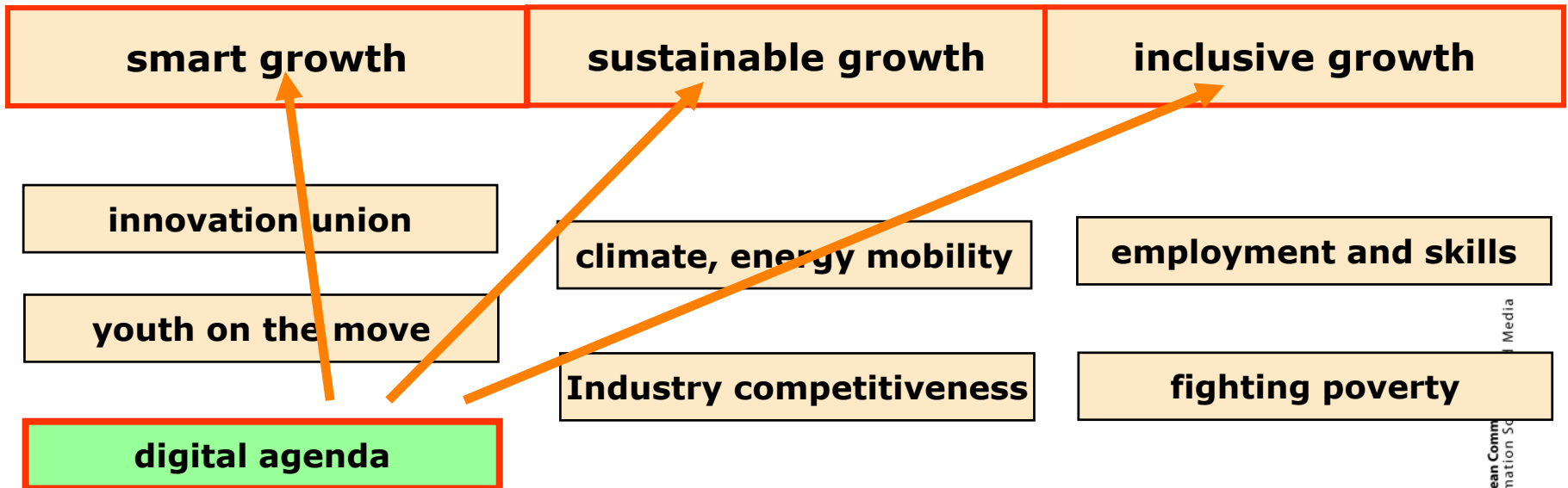
**digital agenda**



# Digital Agenda in context

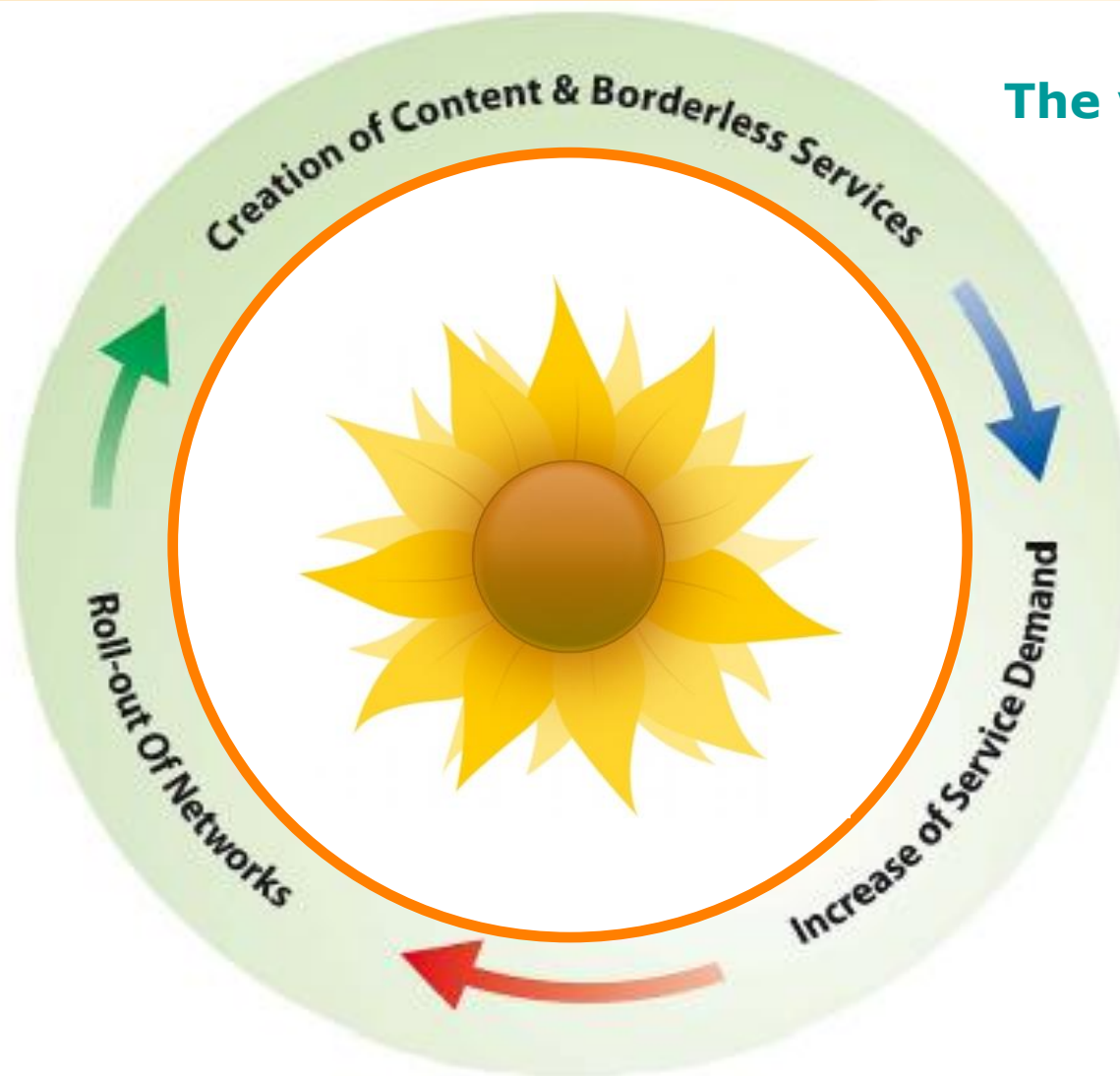
## Europe 2020

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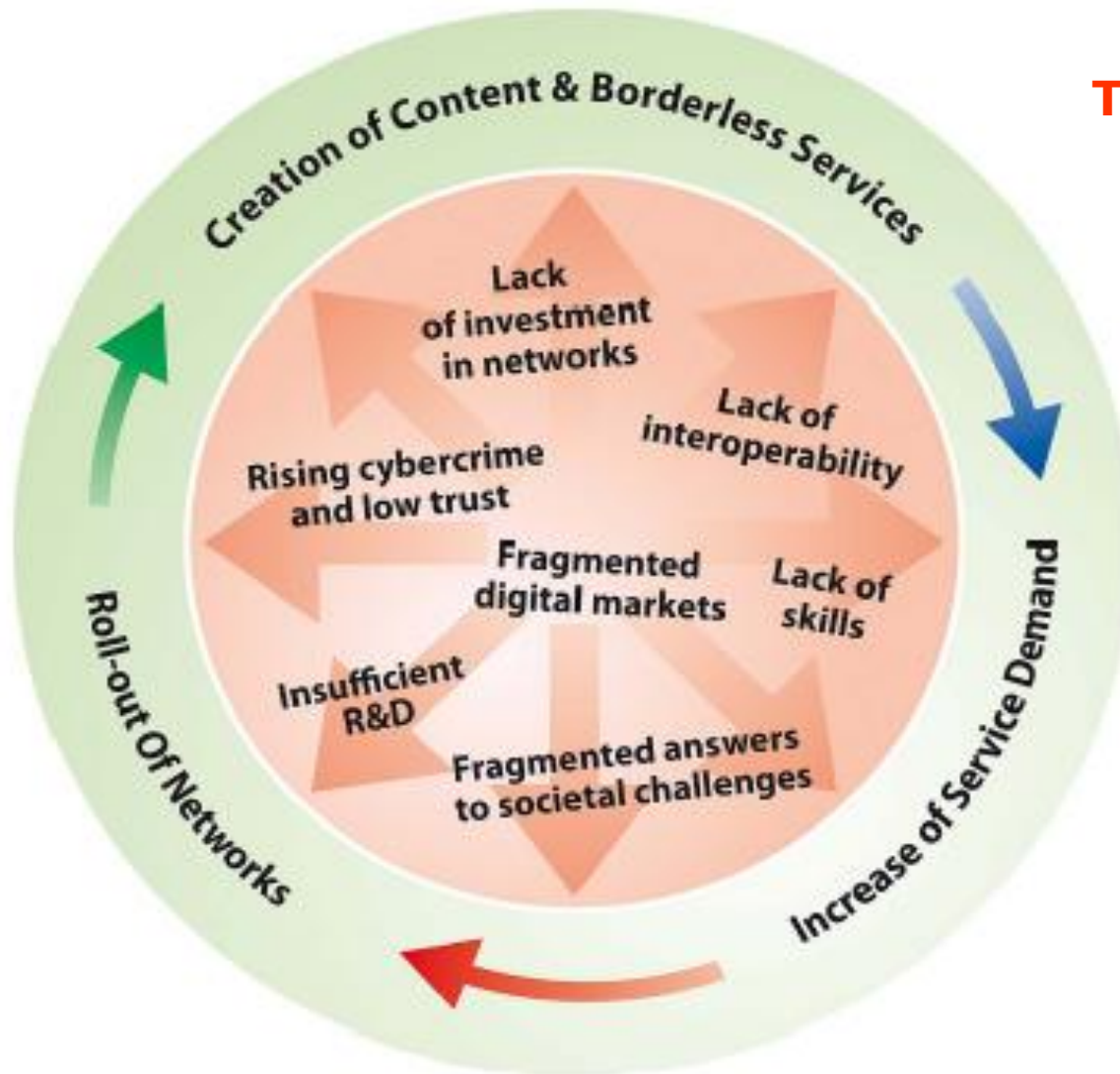
# Digital Agenda: the approach

The virtuous circle



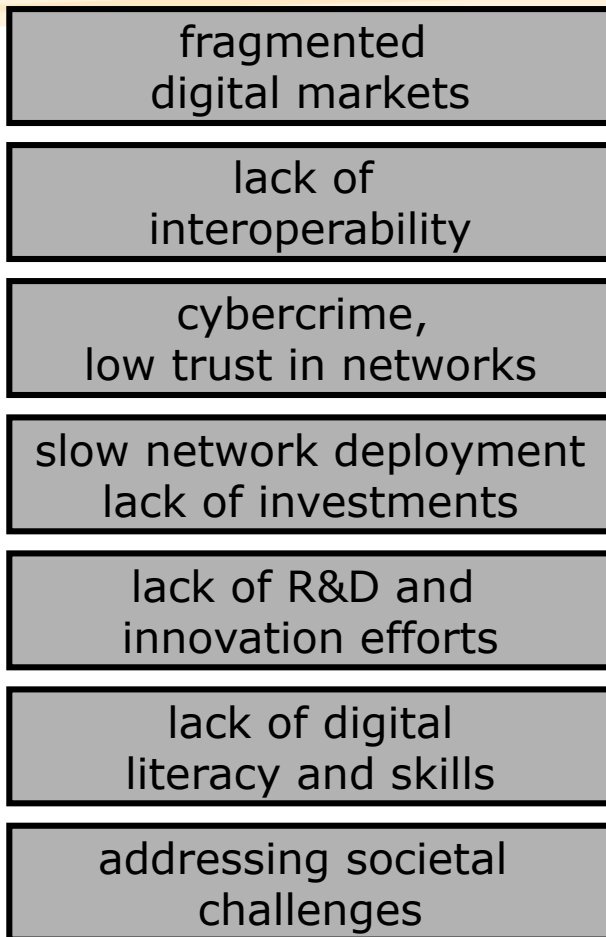
# Digital Agenda: the approach

The reality !

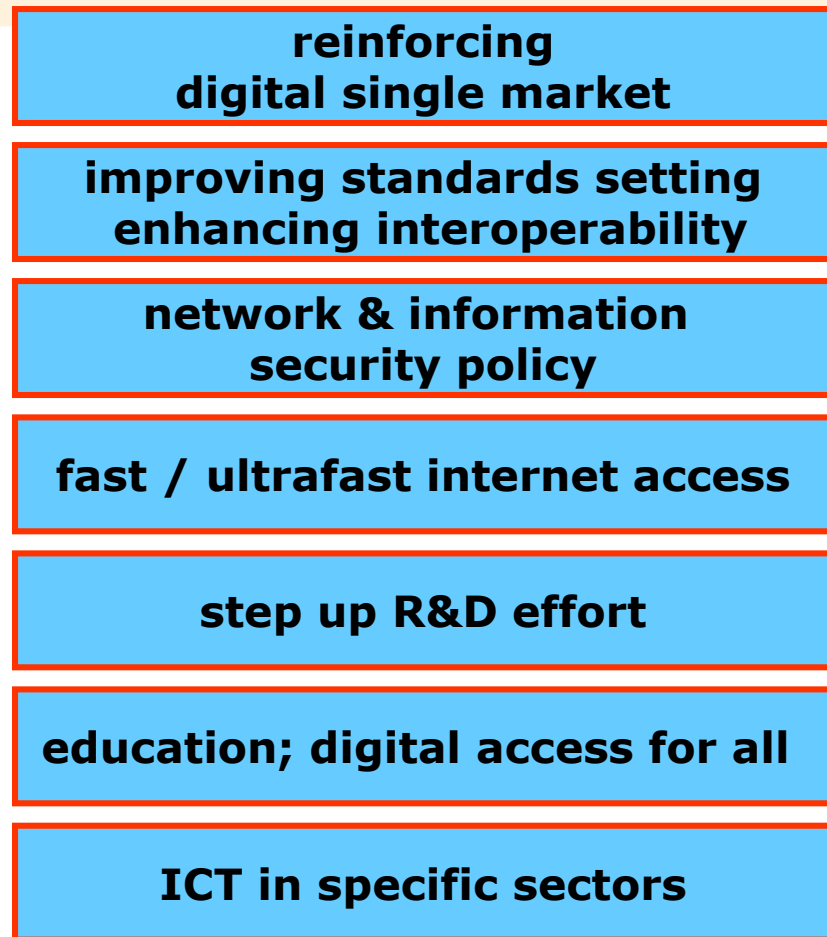


# Digital Agenda for Europe: 7 action areas

*challenges*



*responses*



**Everyone's participation  
is crucial !**



**Government High Level  
Group**

**Digital Assembly 16/17  
June 2011 (Brussels)**

**Digital Agenda for Europe**

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





# single digital market



online **access** to **legal content**



**50%** shop **online**



**20%** buy **cross-border**



# standards and interoperability



Recognize and create **more and better standards** in Europe



**Make better use** of these standards



**Ensure interoperability** even in absence of standards



# trust and security



**network and information security policy**



**cybercrime centre**



computer emergency **response team (CERT)**



**privacy & personal data protection**



**offensive and harmful online content**



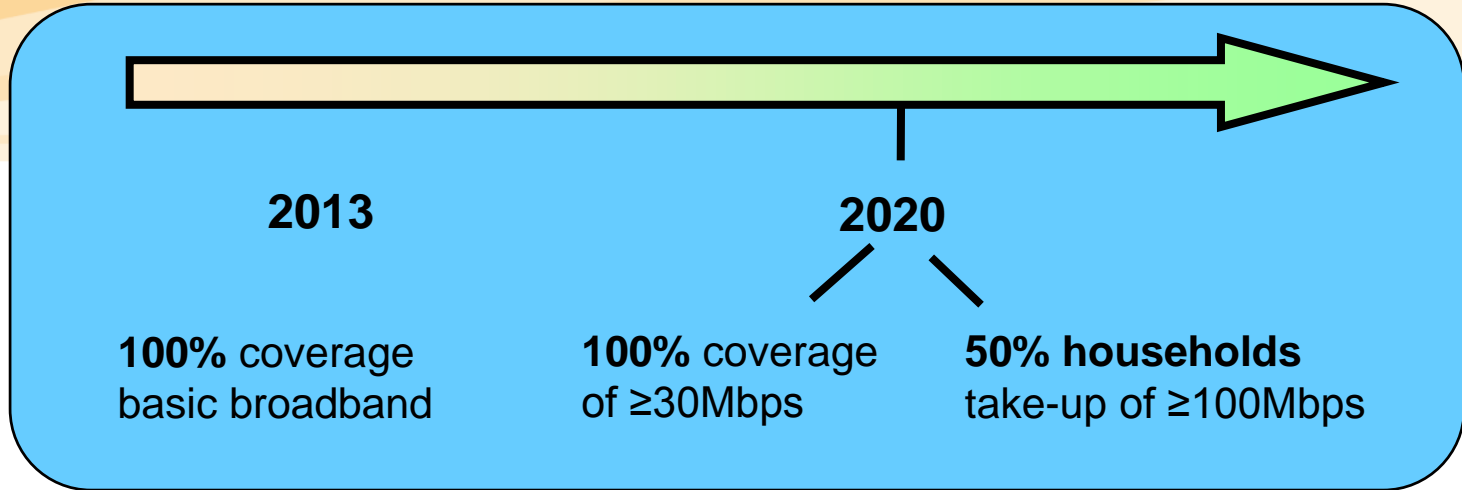
# fast / ultrafast internet access

- ✓ **ensuring broadband coverage**
- ✓ **next generation network**
- ✓ **facilitating investments, direct funding**
- ✓ **spectrum**



adoption + publication  
20 September 2010

# The Broadband Strategy



- **basic targets** set out in the Digital Agenda
- builds on **a mix of technologies** (VDSL, fibre, cable, wireless incl. satellite)
- estimate of **investment for network deployment** for 2020 targets:
  - 30 Mbps (full coverage): ~ € 40-60 bn
  - 100 Mbps (50% households): ~ € 180 – 270 bn
- **OECD study 2009:**  
FTTH network costs < savings in transport/health/energy/educations



# Step up R&D effort

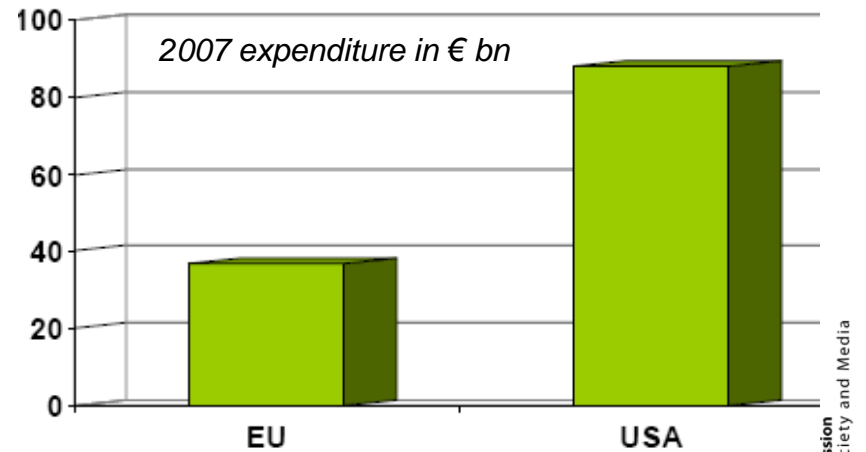


**Funds:**  
**double** public investment to **€11 bn**

**Coordination:**  
**light & fast** measures to access



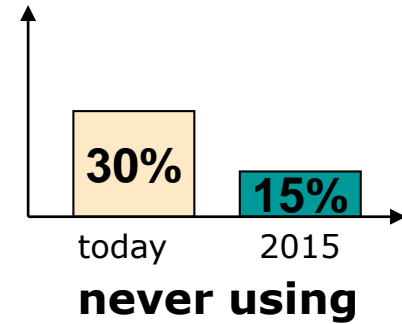
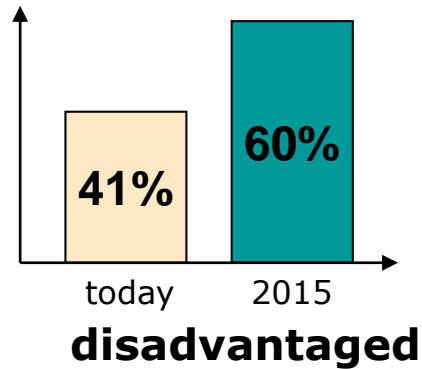
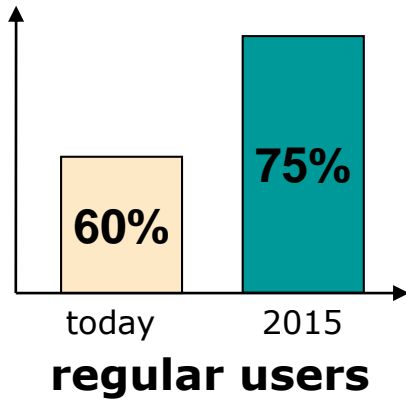
**Coordination**



# Education & skills



get **more people online**



**e-learning**



eSkills **training**



ICT for **disabled**



# ICT in specific sectors



**environment (smart grids, green IT,...)**



**healthcare, independent living**



**cultural diversity, creative content**



**eGovernment**



**intelligent transport**

