

Digital Agenda priorities : initiatives of the Commission of particular importance to Polish enterprises and public sector

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Directorate-General for Communications Networks, Content and Technologies , European Commission, 12 June 2014

Challenges of the digital agenda

- * *Digital Single Market*
- * *Connected Continent*
- * *Broadband in Connecting Europe Facility*
- * *Digital Services in Connecting Europe Facility*
- * *Public Sector Innovation and eGovernment*
- * *European Innovation Partnership on Active & Healthy Ageing*
- * *European Innovation Partnership on Smart Cities & Communities*
- * *Digital Inclusion*
- * *Cyber-security*
- * *Data*
- * *Horizon 2020*

Towards the Digital Single Market...

Foundation:
**Connected
Continent**

Connectivity /
infrastructure
investment

Telecoms Single
Market

Core elements

**Regulatory Fragmentation,
high compliance cost**
(consumer, liability, e-Gov,
tax)

Open access to inputs
(search, data, analytics...)

Interoperability (cloud,
mobile pay, delivery cost)

Territorial Restrictions
(copyright, portability of
content, geo-blocking, IP
tracking)

Fair competition
(application of physical vs.
online rules)

"Flanking"
measures

Skills

Access to finance

Why we need a Connected Continent?



Major Operators

3

Regulatory framework

1



Major operators

200

Regulatory frameworks

28



Major Operators

3

Regulatory framework

1



The vision: a **Connected Continent**

- Establishing a borderless **European connectivity market** with fewer barriers
- In which telecoms companies can **think European and compete globally**, and consumers can get what they need and want
- **EU-scale networks** supporting a competitive digital single market, which should lead to a lessening of ex ante regulatory pressure
- Making **Europe an attractive home** for web entrepreneurs, device makers, and all international businesses

Telecoms: a network industry with unique features...

- Rapid pace of **technological and market change**
- Many **major disruptions** in less than 25 years: mobile voice and data, Internet, ultra-high-speed broadband, social networks, digital platforms
- **Around the corner:** cloud computing, machine-to machine, Internet of Things...
- **Convergence** with IT and media sectors
- **Value chain** permanently expanding

Effective connectivity and internet innovations are essential for productivity growth in all economic sectors



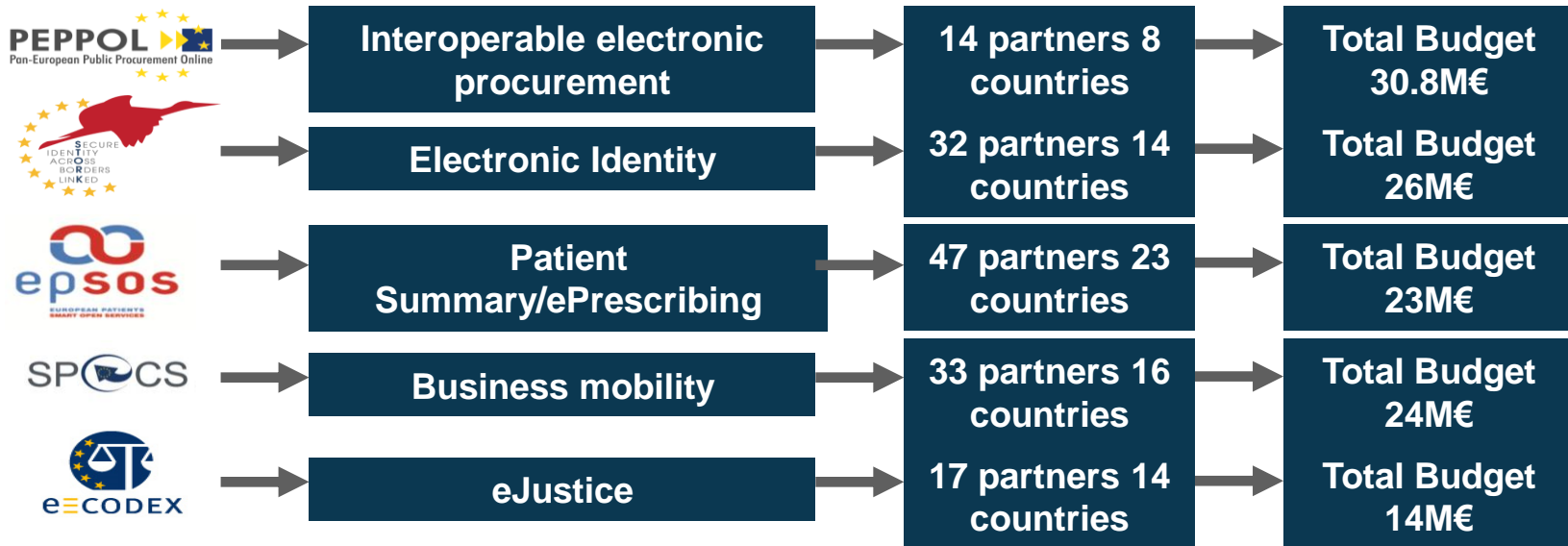
Connecting Europe Facility (CEF) – broadband

- **€150m** for high-speed broadband – small budget, but potentially high **multiplier effect** (depends on instrument)
- CEF facilities designed to stimulate development of **new financing models** in the sector (e. g. project finance) which enable more efficient risk-sharing between investors
- Possibly **considerable transformative impact** if this succeeds in establishing new **role models** that are widely replicated
- Currently **project bonds pilot – open for project proposals!**
- **CEF technical assistance** will improve the pipeline of broadband projects in general and make **more projects financeable** (regardless of instrument)
- **EIB** standard operations (senior lending) and **RSFF** offer options for **corporate financing**

Europe's public services are connecting already ...



Cross border digital services – the preparatory phase: large scale pilots....

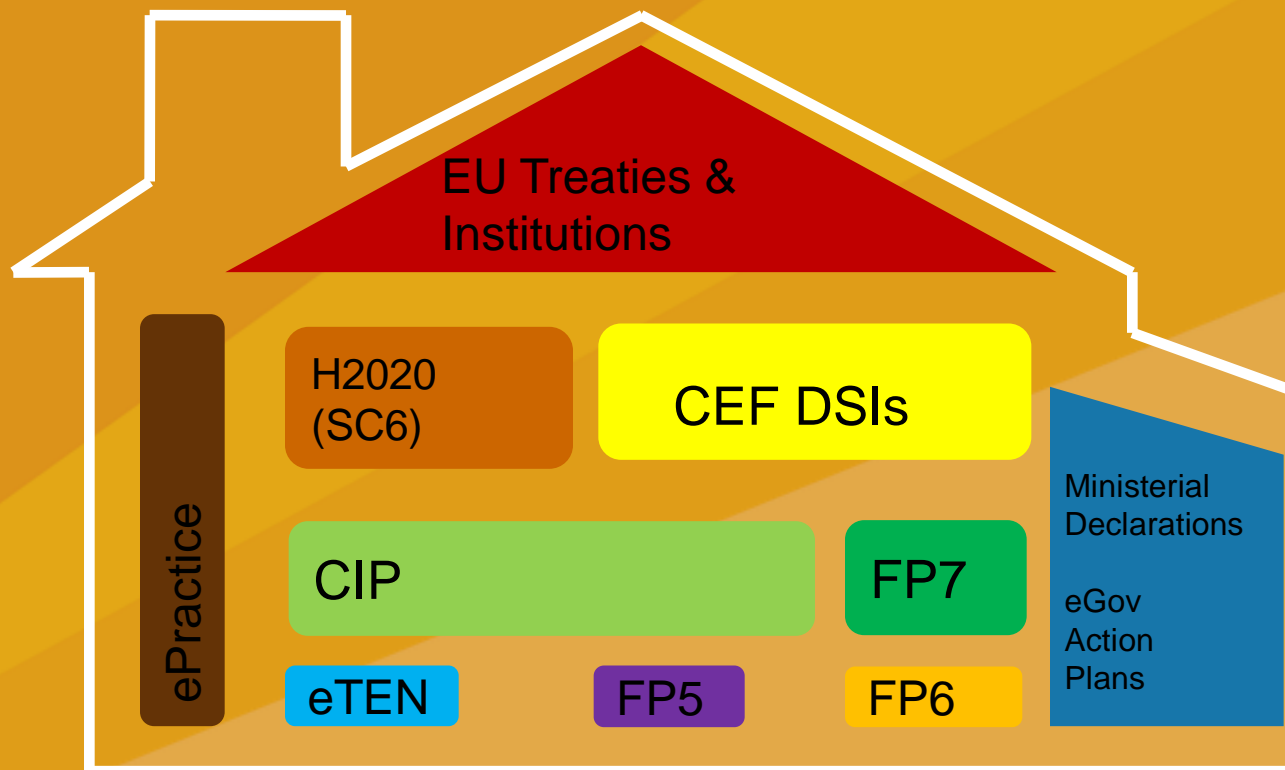


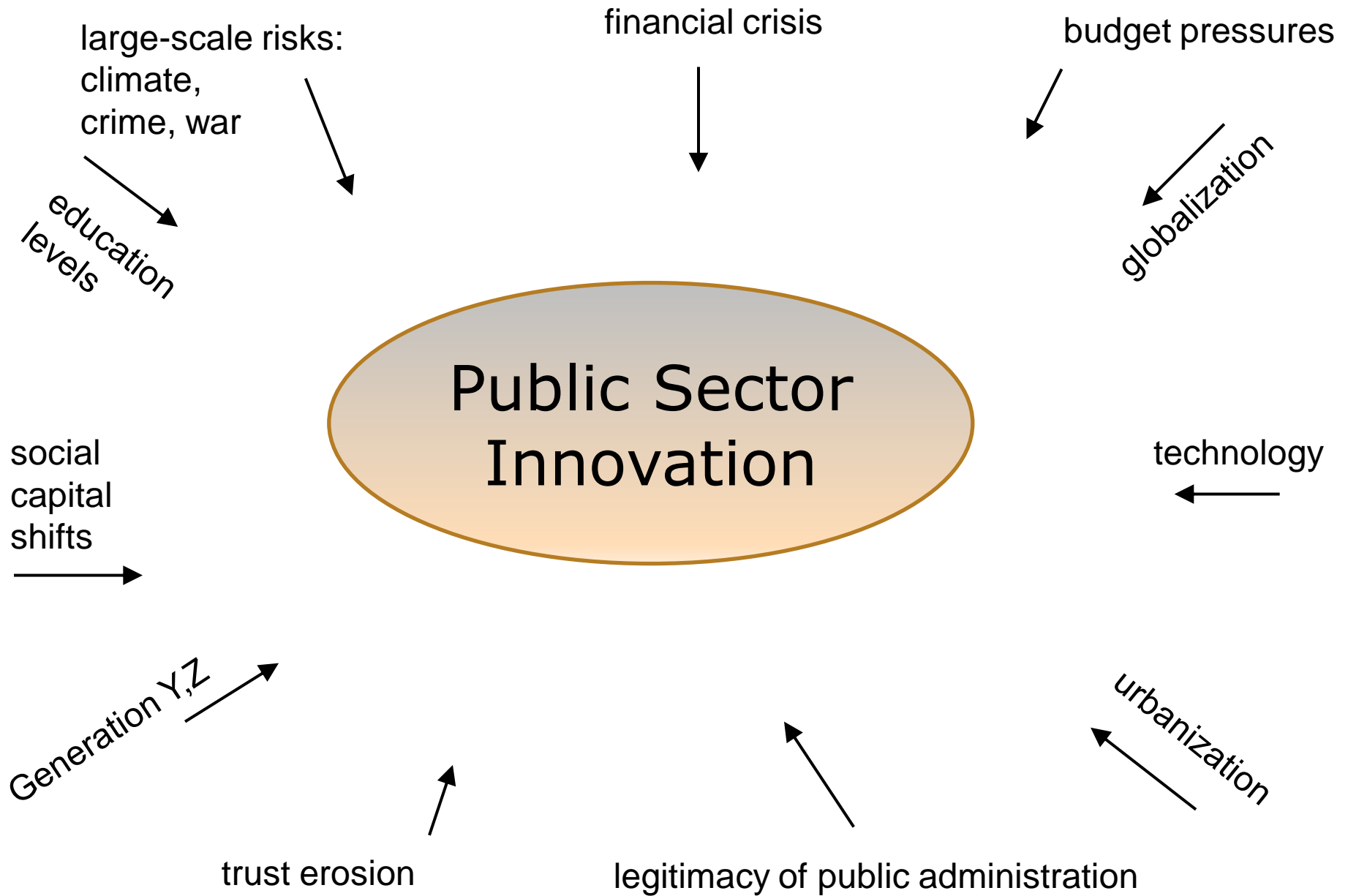
...Cross border digital services - the deployment phase: digital service infrastructures in Connecting Europe Facility from 2014-2020

Public Sector Innovation - eGovernment

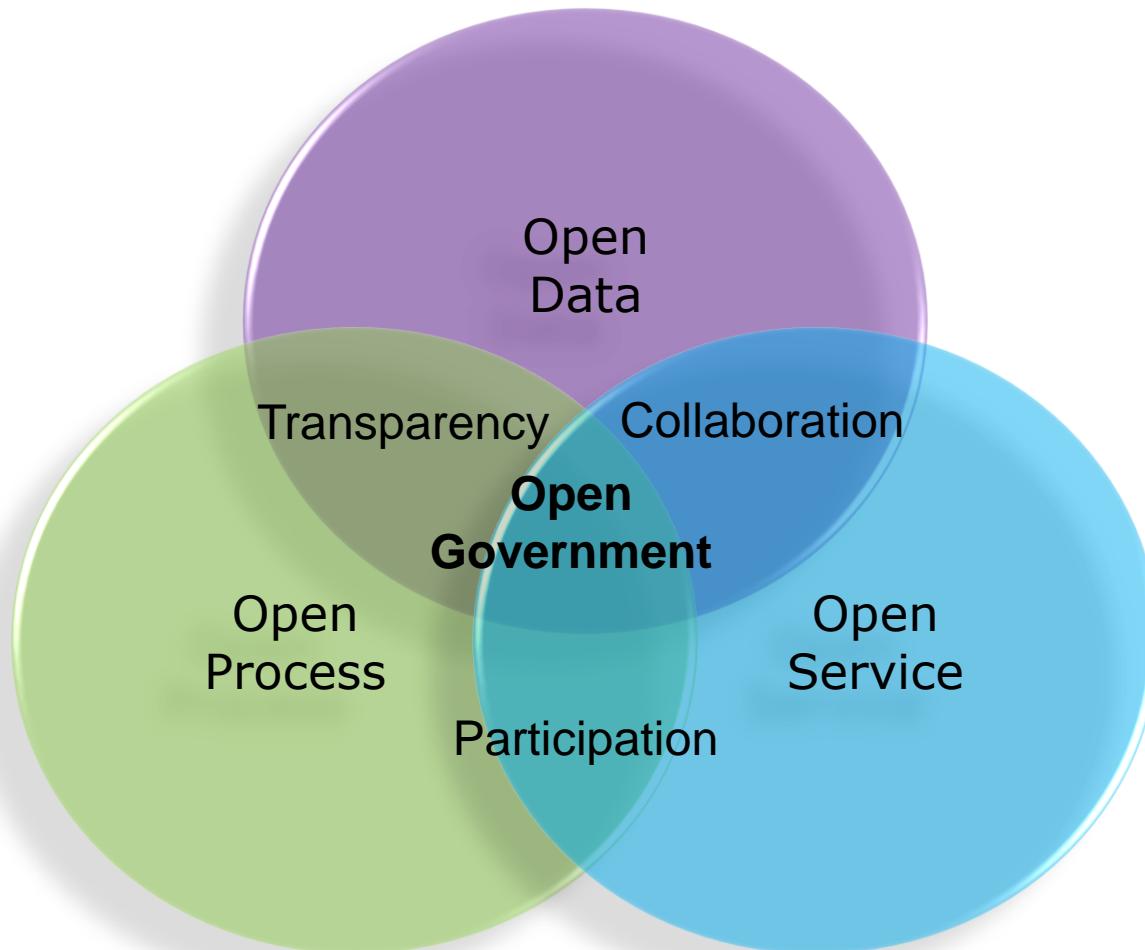
Building the European Open Government House

Policy – Research – Innovation – Deployment





Open Government



Demographic Ageing

Societal Challenge



Dependency Ratio

- From 1:4 to 1:2
- 80+ doubles by 2025



Cost of Care

- Up by 4-8 % of GDP by 2025



Human Resources

- Shrinking work force
- Lacking 20 million carers by 2020

Major Opportunity



Empowerment

- Active Ageing



New Care Models

- Home based
- Integrated care
- Large Efficiency gains

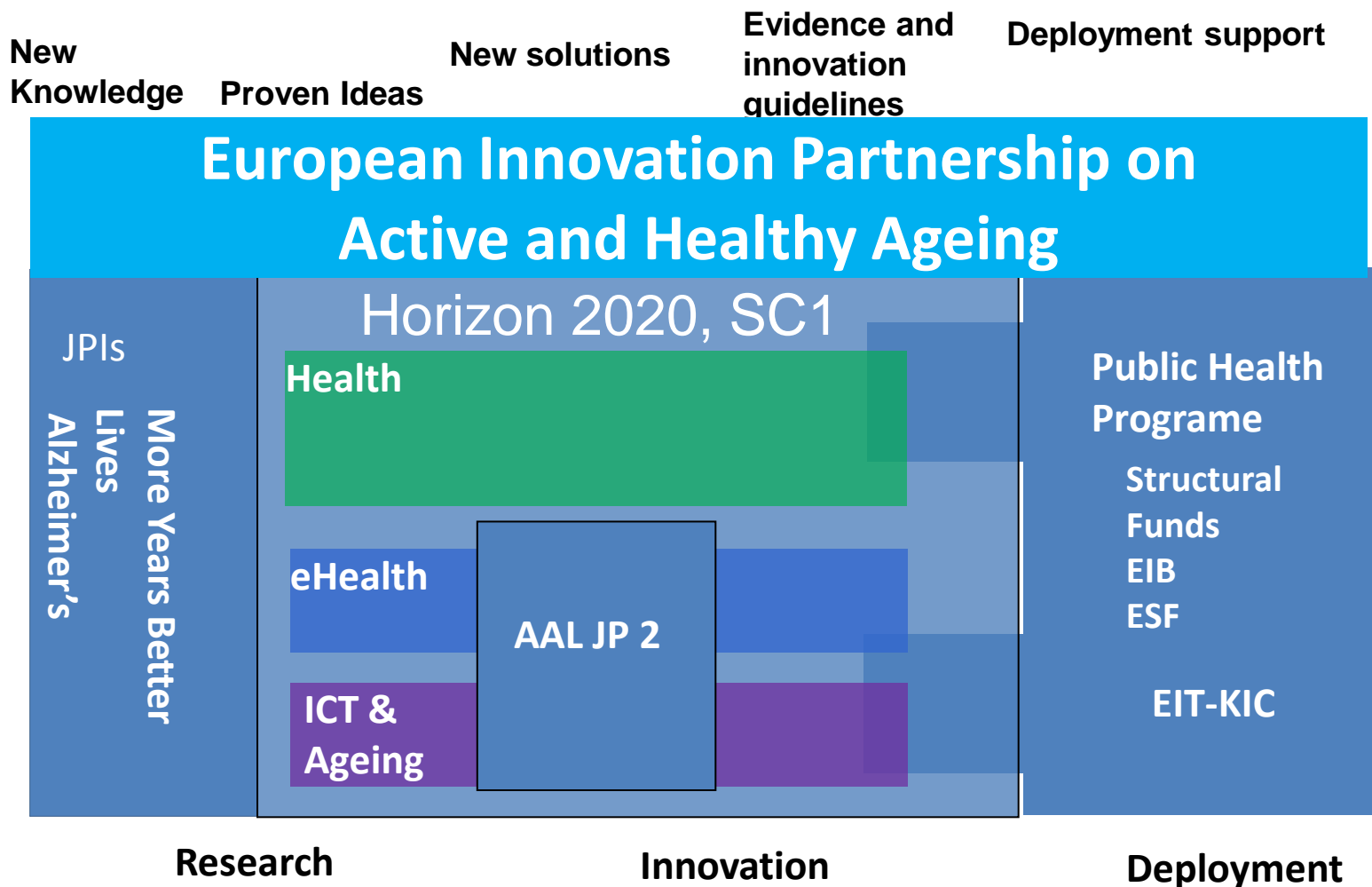


Growth and Markets

- 3000 B€ wealth
- 85 Million Consumers - and growing

Active and Healthy Ageing–EU ‘tools’

European
Commission

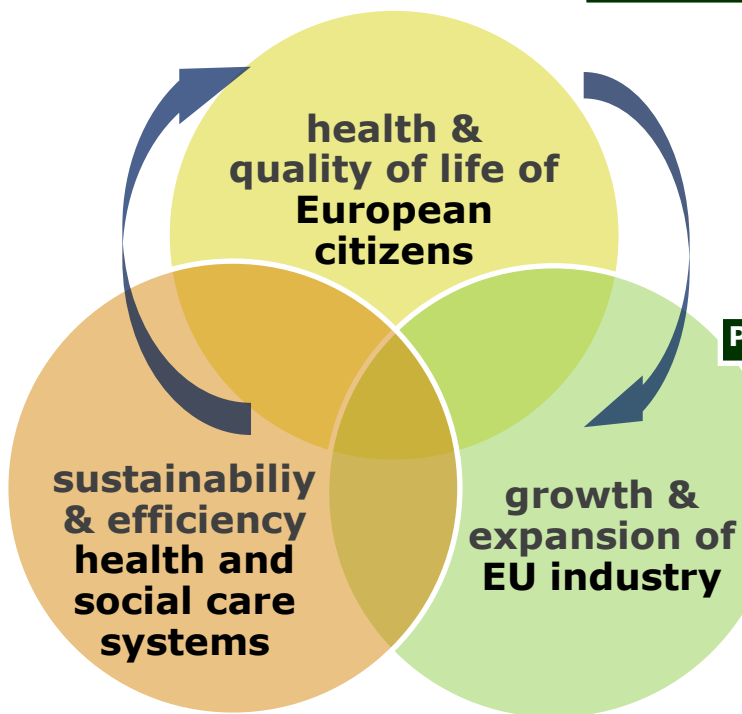


EIP AHA Objectives, scope & focus

European
Commission

Nie można wyświetlić obrazu. Na komputerze może brakować pamięci do otwarcia obrazu lub obraz może być uszkodzony. Uruchom ponownie komputer, a następnie otwórz plik ponownie. Jeśli czerwony znak x nadal będzie wyświetlany, konieczne może być usunięcie obrazu z komputera i ponowne załadowanie go.

+2 HLY by 2020
Triple win for Europe



Pillar I

Prevention
screening
early
diagnosis

Pillar II

Care & cure

Pillar III

independent
living &
active
ageing

specific actions



Improving prescriptions and adherence to treatment



Better management of health: preventing falls



Preventing functional decline & frailty



Integrated care for chronic conditions, inc. telecare



ICT solutions for independent living & active ageing



Age-friendly cities, buildings and environments

The partnership in numbers

European
Commission

EIP Active & Healthy Ageing

**1,000 regions &
municipalities**

**> 500
commitments**

3,000 partners

**32 Reference
Sites**

**1 billion euro
mobilised**

**30 mio citizens,
>2 mio patients**

**Marketplace
>50,000 visits/year
>1400 registered
users**



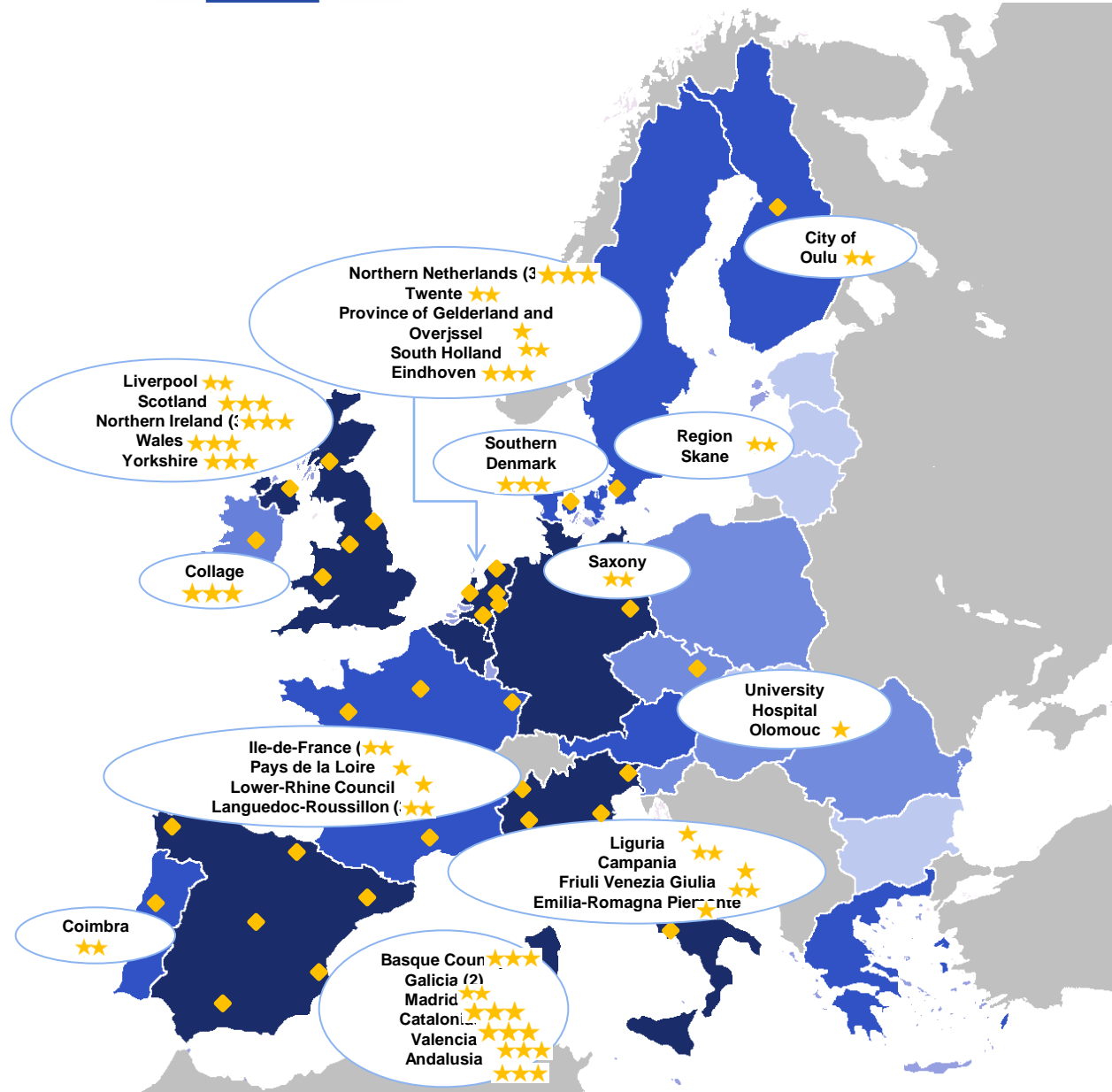
EIP Reference Sites - coverage

32 RSs => 12 MSs

selected for self-assessment and
peer-review
(innovation, scalability, outcomes)

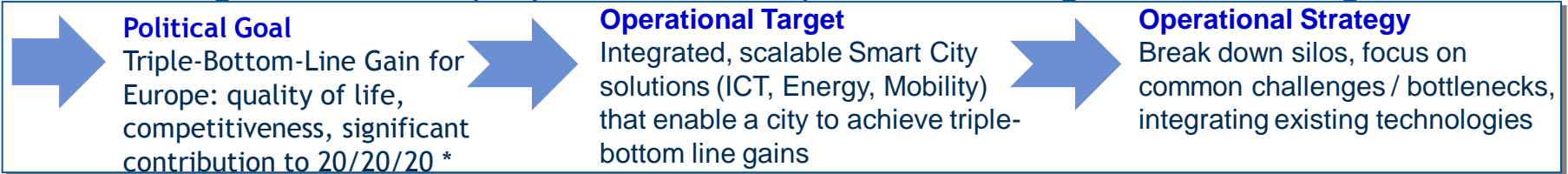
71 good practices of innovation-
based integrated care models with
sound impact on the ground

★★★★★ 13 Reference Sites
★★★★ 12 Reference Sites
★★★ 7 Reference Sites

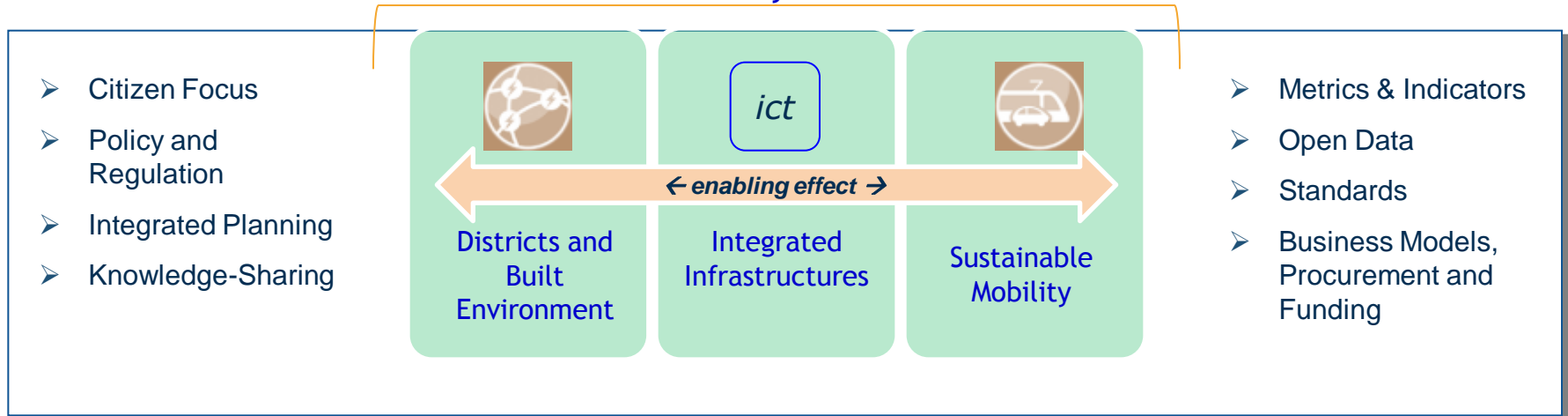


European Innovation Partnership on Smart Cities & Communities

Our energy and climate challenges will be won or lost in cities. This EIP is about accelerating solutions deployment that help us answering these challenges.



Priority Areas



The How

- Invitation for Commitment, possibly joint working groups, Online Marketplace, ...
- Horizon 2020 Focus Area 'Smart Cities' taking full account of EIP
- Guiding documents: Strategic Implementation Plan, Operational Implementation Plan

Digital Inclusion

- Web Accessibility Directive – in negotiation
- Research & Innovation projects:
 - assistive solutions
 - learning and inclusion
- EIP Active & Healthy Ageing
- Grand Coalition for Digital Jobs
- Women and ICT
- Entrepreneurship, Start-up Europe



Cybersecurity

EU Cybersecurity Strategy: An Open, Safe and Secure Cyberspace

Digital Agenda for Europe

1. Cyber resilience
 - NIS Directive (capabilities, cooperation, risk management, incident reporting)
 - Raising awareness

Justice and Home Affairs

2. Reduce
cybercrime

EU Foreign and Security Policy

3. Cyber defence
policy and
capabilities
5. International
cyberspace policy

4. Industrial and technological resources: NIS platform; H2020

- Fundamental rights apply both in physical and digital world
- Cybersecurity depends on and contributes to protecting fundamental rights
- Access for all
- Democratic and efficient multi-stakeholder governance
- Cybersecurity is a shared responsibility

Network and Information Security (NIS) Directive: Three Pillars

PREPAREDNESS

National capabilities

**EU-LEVEL
COOPERATION**

*Exchange of
information and
coordinated
reaction*



***A high level of NIS in
each MS and across
the EU***

A CULTURE OF NIS ACROSS SECTORS

NIS risk management culture and Public-Private cooperation

More and more DATA is available to public sector, science and business!



video streams



audio streams

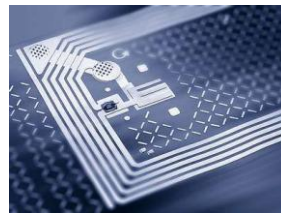


sensor data

EXABYTE
(1,152,921,504,606,846,976 BYTES; 2^{60})
approx. 1,000,000,000,000,000 or 10^{15}

5 EXABYTES: ALL WORDS EVER SPOKEN
BY HUMAN BEINGS

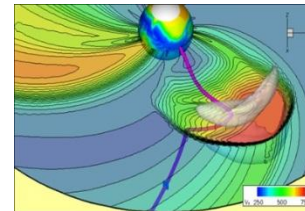
ZETTABYTE
(1,180,591,620,717,411,303,424 BYTES; 2^{70})
approx. 1,000,000,000,000,000,000 or 10^{21}



RFID data



web archives



simulation data

Drivers:
Cloud Computing
Internet of Services
Internet of Things
Cyberphysical Systems

Underlying Trends:
Connectivity
"Machine" generated
data
Multiple reuse of data

Data-driven applications ...



lifecycle management



home automation



health



water management



market research



**information
marketplaces**



**traffic
management**



energy management

... will revolutionise decision making!

... have great economic potential!



Horizon 2020

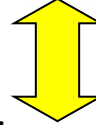
- ***€70 billion research and innovation funding programme (2014-2020)***
- ***A core part of Europe 2020, Innovation Union & European Research Area:***
 - *Responding to the economic crisis to invest in future jobs and growth*
 - *Addressing people's concerns about their livelihoods, safety and environment*
 - *Strengthening the EU's global position in research, innovation and technology*

Three priorities

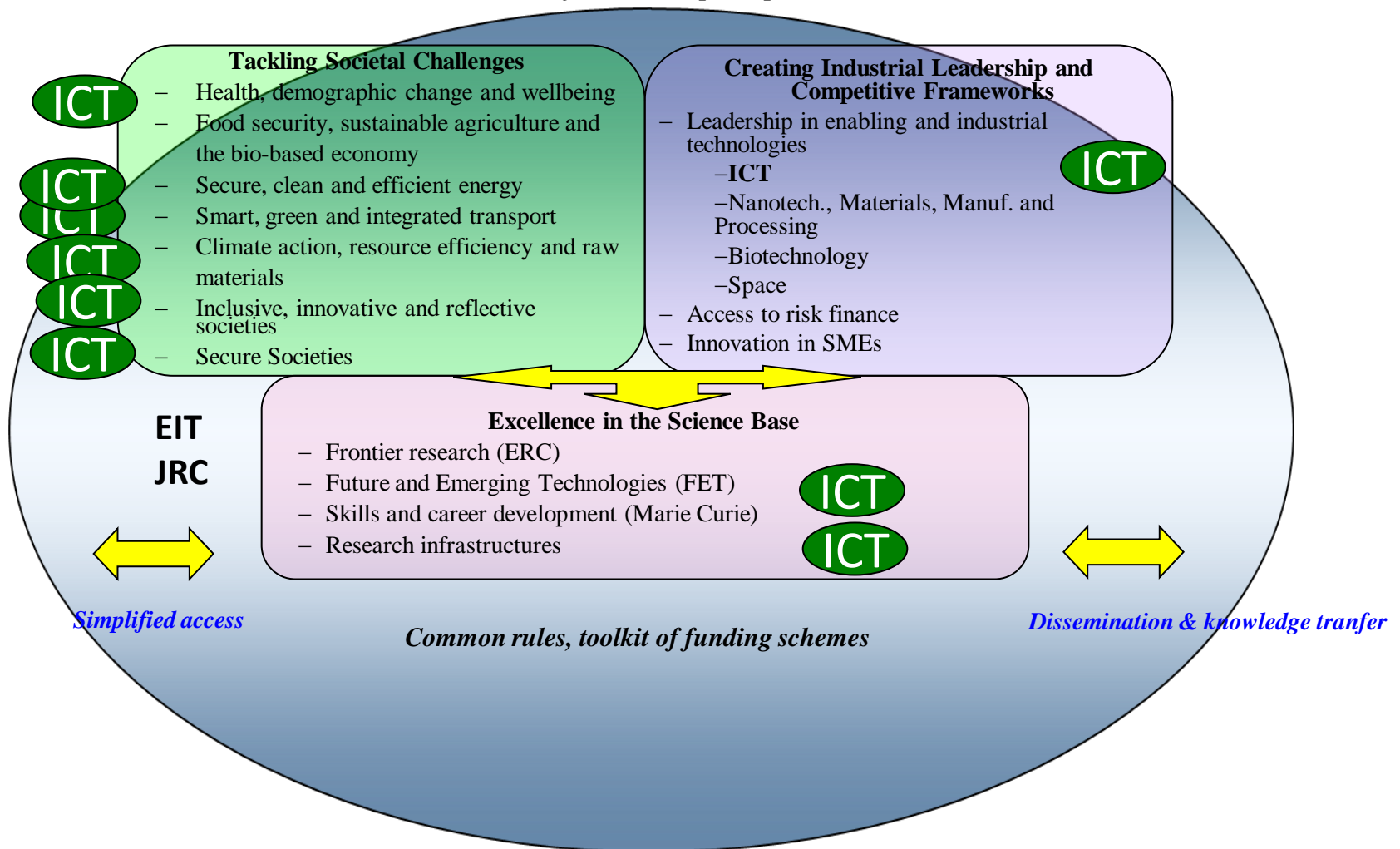




European
Europe 2020 priorities



Shared objectives and principles



Thank you for your attention!

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