

Digital Agenda

1001100101011101110000100 2010-2020

for Europe



“Every European Digital”

Neelie Kroes

Vision and Action Plan

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Why?



from **ICT as interesting**
to **ICT as hugely important**





Who?

SMEs

Workers

Doctors

Patients

Researchers

Authors

etc.

Disabled

Musicians

Consumers

Elderly

Environment

Artists





How?

100 Actions (of which > 30 legislative proposals) in 7 areas:

Digital Single Market

Interoperability & Standards

Online Trust & Security

Broadband for All

ICT Research & Innovation

Skills & Inclusion

ICT for Society (Environment, Health, Transport, Culture, etc.)



Digital Single Market

Copyright

Propose a framework Directive on collective rights management
Green Paper and Report by 2012 on need for additional measures

Cross-border transactions

SEPA (Single European Payment Area)
eSignature/eAuthentication
Review of eCommerce Directive if necessary



Confidence

Review data protection framework
Green Paper on Online Dispute Resolution for eCommerce
EU Code of Online Rights
Online trustmark stakeholder platform



Interoperability & Standards

Make better Standards

Reform European Standardisation

Promote ex-ante disclosures for IPR



Use standards better

Provide guidance for requirement analysis in public procurement

Adopt European Interoperability Framework (EIFv2)

Get Interoperability if standards are missing

Get significant market players to license interoperability information



Online Trust & Security

Combat Cybercrime

Stronger European Network and Information Security Agency (ENISA)
Set-up European cybercrime platform

Improve cybersecurity

Pan-European Computer Emergency Response Teams
Carry out cyber attack simulations

Trust

Compliance with telecom regulations on privacy
Improve online safety for children





Broadband for All

Broadband Communication

Radio Spectrum Policy Program (digital dividend for wireless)

Recommendation on Next Generation Access (to help investment)

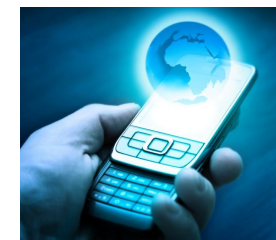
Improve investment context

New financial instruments, sources

→ Goals

2013 : 100% broadband coverage

2020 : 100% coverage ≥ 30 Mbps; 50% of households using ≥ 100 Mbp





ICT Research & Innovation

More funding

- Double public annual funding to 11bn by 2020
- Leverage more private investment for ICT research
- Pre-commercial procurement

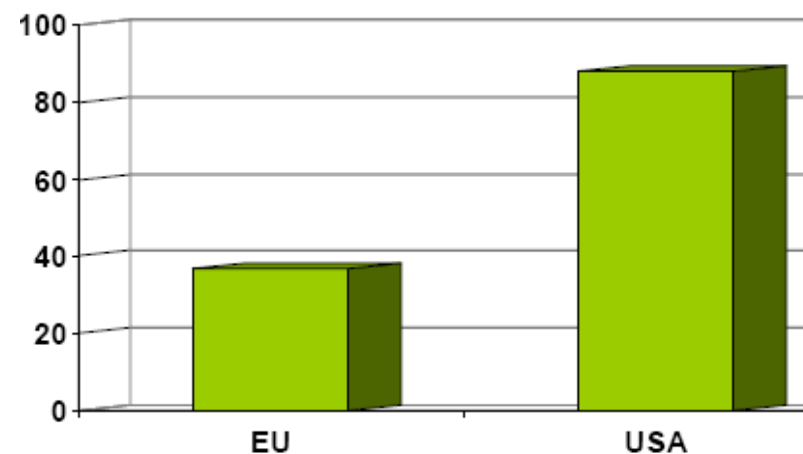
Better use of funding

- Reinforce the coordination and pooling of resources
- 'Light and fast' access
- Deployment pilots with Member States

Build infrastructures

- Enhance ICT research infrastructures
- EU-wide Cloud Computing Strategy

Access to scientific results and data





Skills & Inclusion

eSkills and Digital Literacy

Make eSkills a priority for the European Social Fund

Develop tools to certify competences

Inclusion of less using groups

Promote higher participation of women

Web accessibility

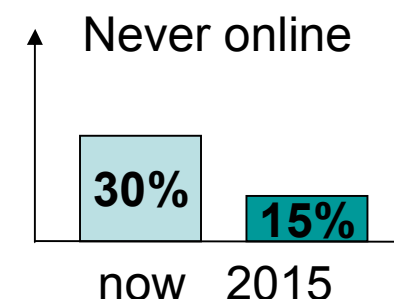
Review need for legislative measures

Ensure public web sites are fully accessible

→ Goals

Get more people online

Bridge digital divide





ICT for societal challenges

Green ICT

Measurement standards and requirements for ICT energy use
New lighting paradigms (SSL = Solid State Lighting, OLED etc.)

Intelligent transport systems

eCall, telematic systems, etc.

eHealth

European Innovation Partnership on Active and Healthy Ageing
Online Access to health records

eGovernment

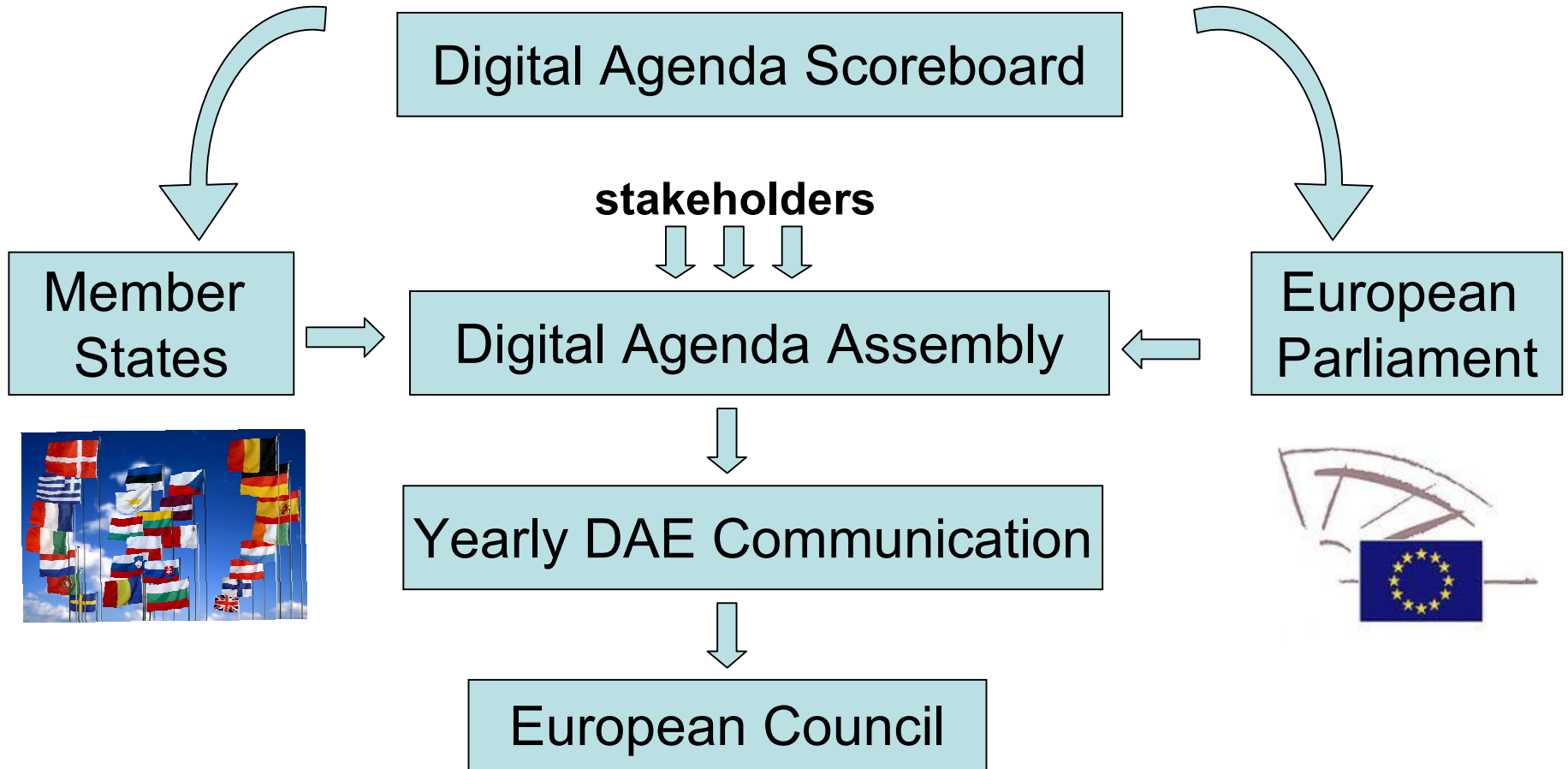
eGovernment action plan 2010-2014, eProcurement, open data

eCulture

Europeana financing



Digital Agenda Governance



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Ďakujem za pozornosť! Máte otázky?



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