



associação para a
Promoção e Desenvolvimento
da Sociedade da Informação

*Conferência: “Instrumentos da
Sociedade da Informação para a
Promoção do Desenvolvimento
Económico e Social”*

**21 de Outubro de 2010
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Gulbenkian**

The Digital Agenda for Europe

Detlef Eckert

Patrocinadores
Específicos:



Patrocinador
Globais



The Digital Agenda for Europe

**Conferência Instrumentos da Sociedade da
Informação do Desenvolvimento Económico e Social**

Lisboa, 21 de Outubro de 2010

Detlef Eckert

Directorate General for Information Society and Media

European Commission

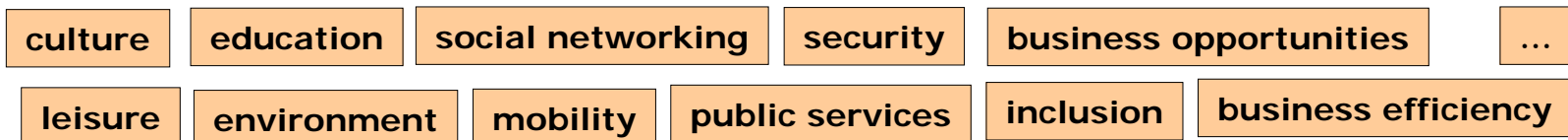
European Commission
Information Society and Media



Why a Digital Agenda ?

ICT: from “sector specific” to “**indispensable**”

▶ 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



▶ EU competitiveness at global scale



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

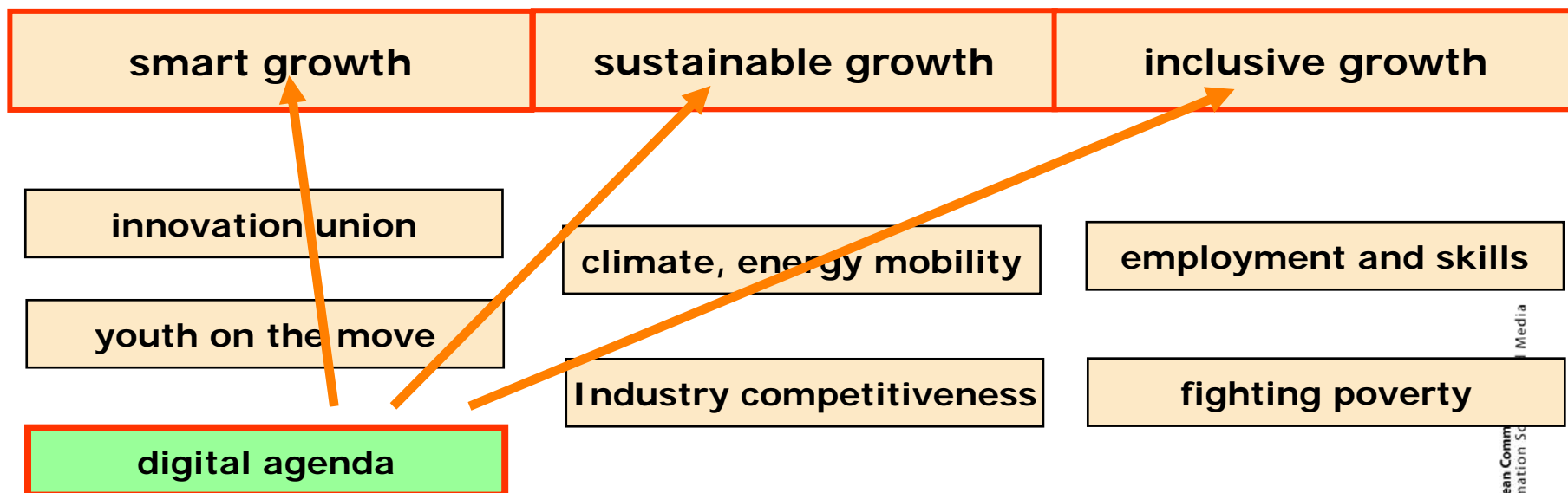
European Commission
Information Society
Media



Digital Agenda in context

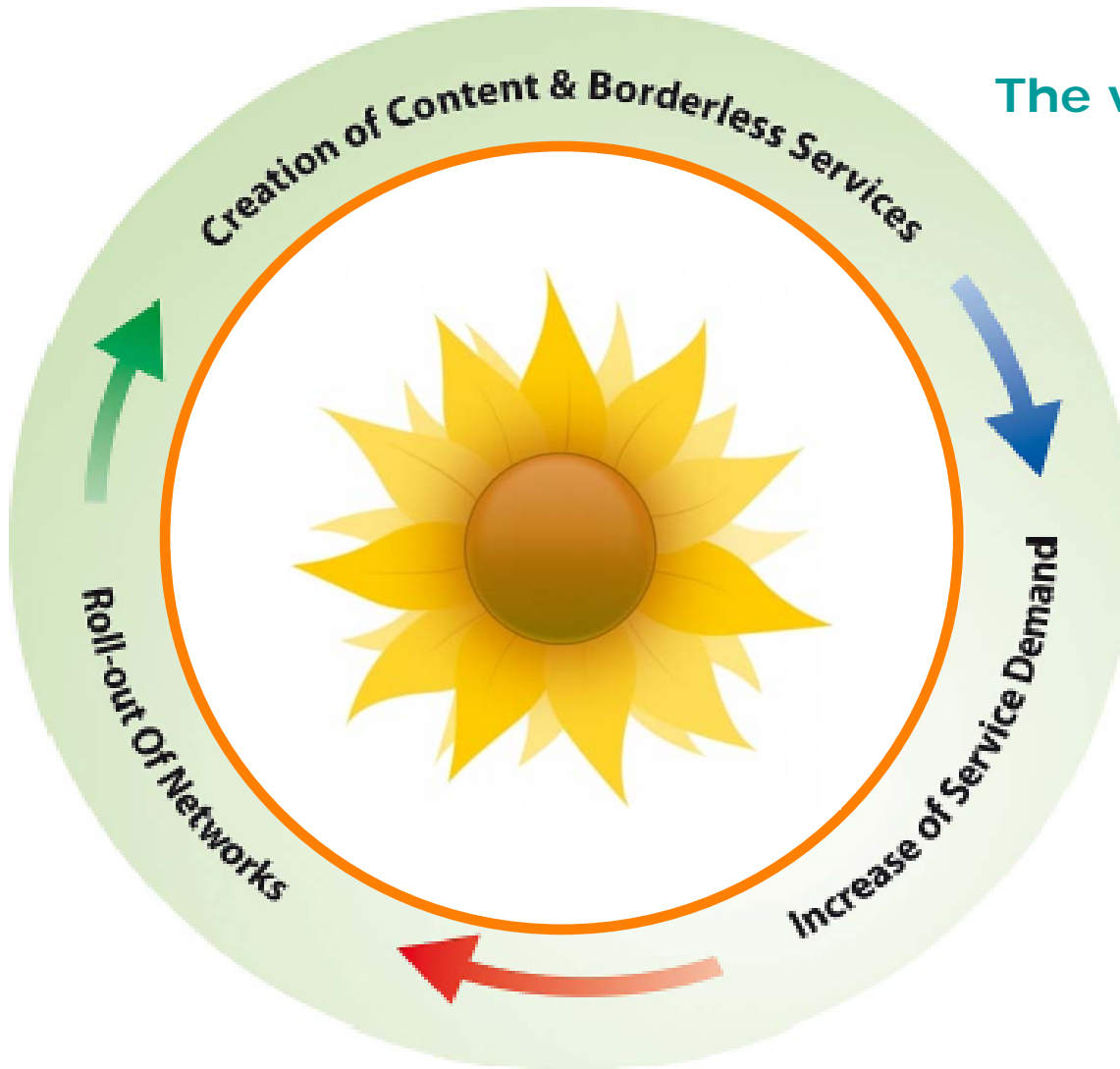
Europe 2020

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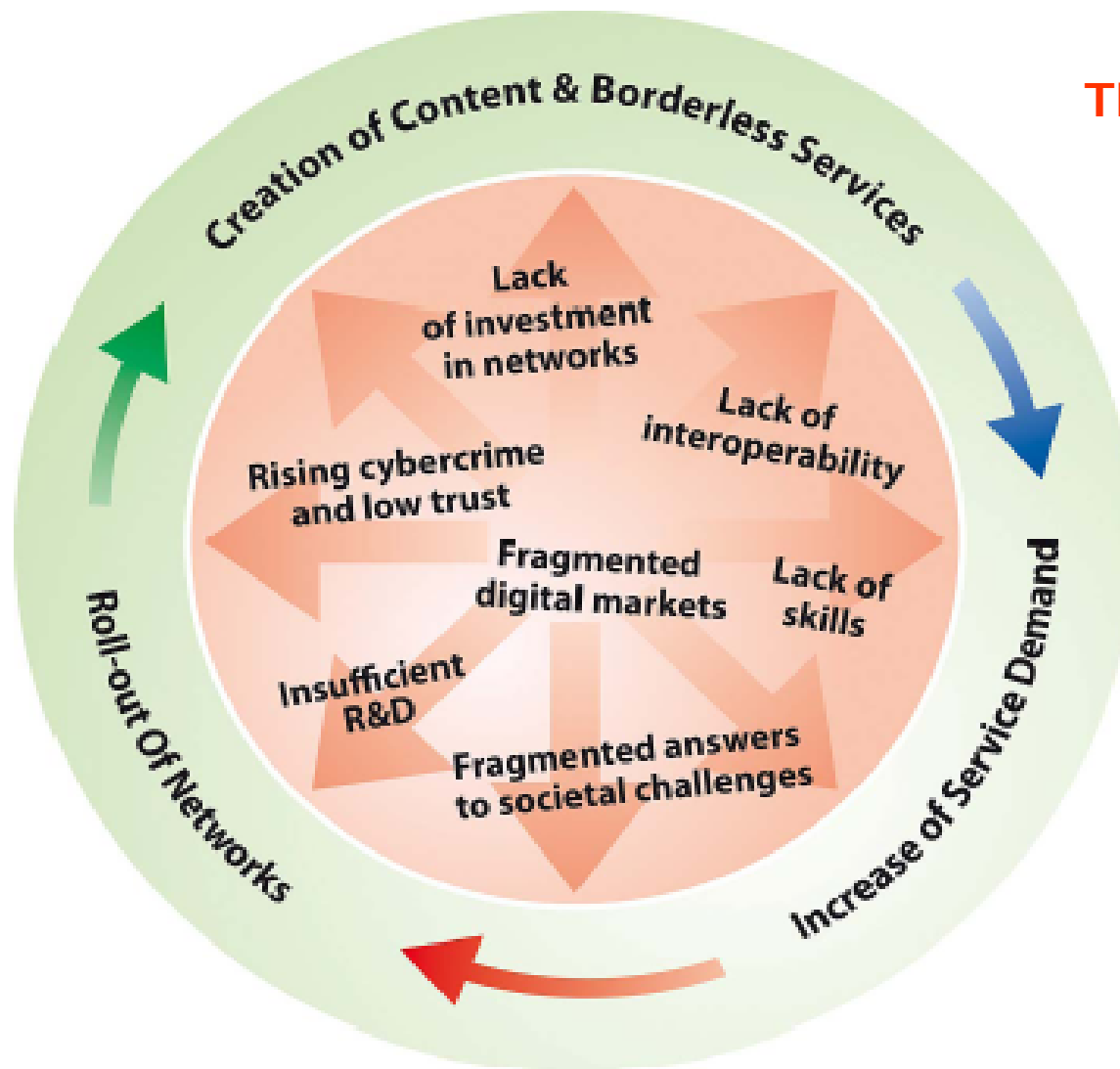
Digital Agenda: the approach

The virtuous circle



Digital Agenda: the approach

The reality !



Digital Agenda for Europe: 7 action areas

challenges

fragmented
digital markets

lack of
interoperability

cybercrime,
low trust in networks

slow network deployment
lack of investments

lack of R&D and
innovation efforts

lack of digital
literacy and skills

addressing societal
challenges

responses

**reinforcing
digital single market**

**improving standards setting
enhancing interoperability**

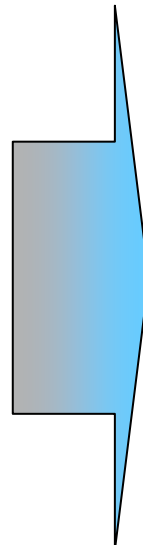
**network & information
security policy**

fast / ultrafast internet access

step up R&D effort

education; digital access for all

ICT in specific sectors



**Your participation in the
is crucial !**



**“Every European
Digital”**

N. Kroes

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



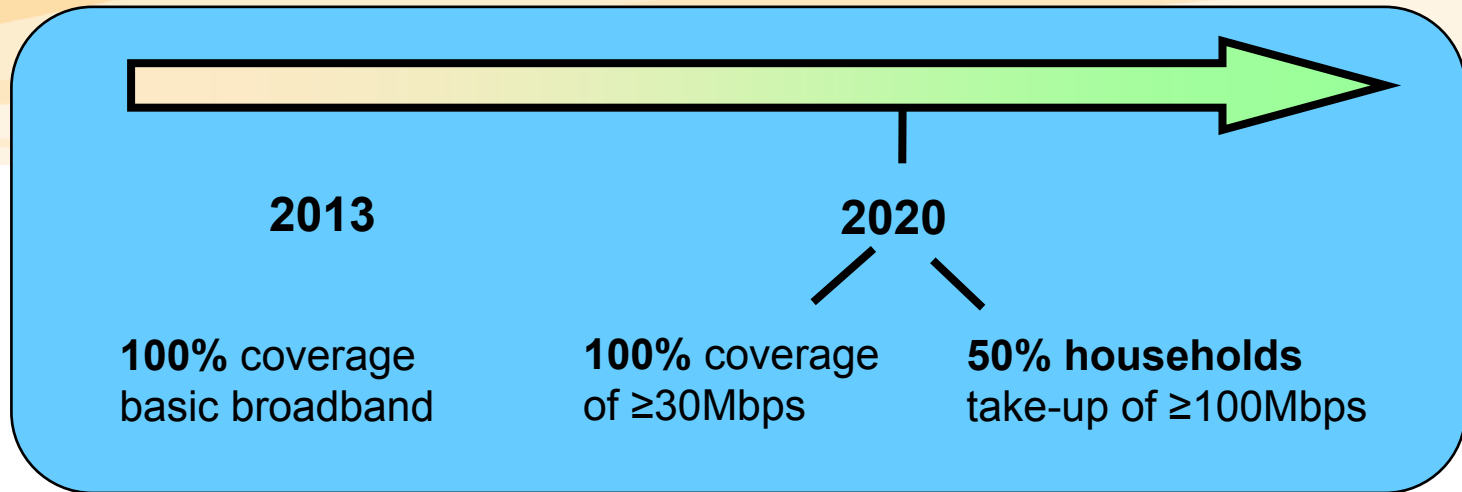
fast / ultrafast internet access

- ✓ 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:

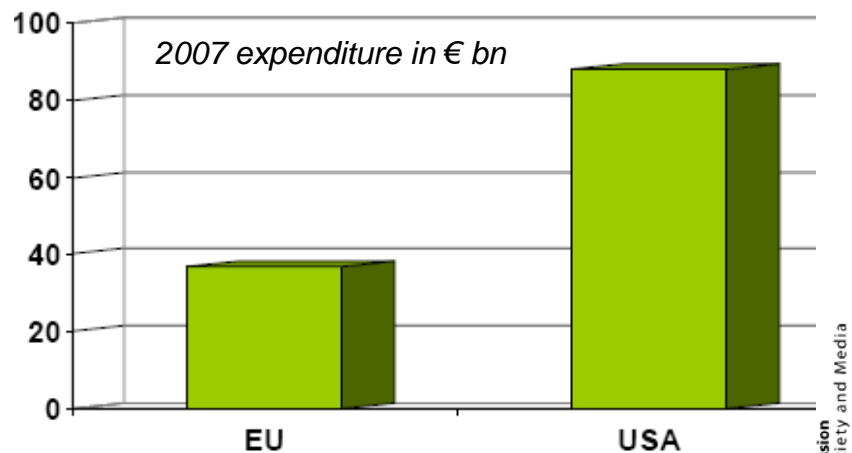
double public investment to **€11 bn**

Coordination:

light & fast measures to access



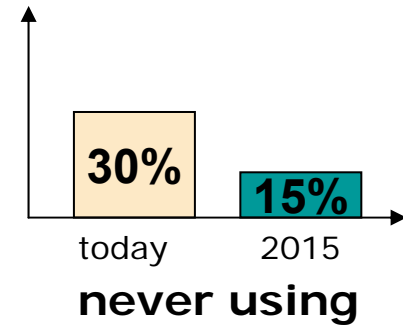
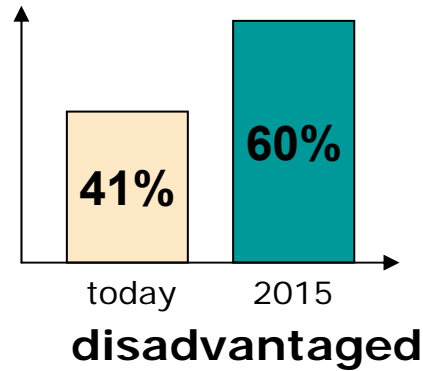
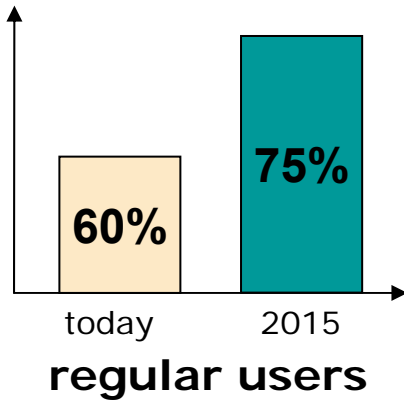
Coordination



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

