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**European Commission
Information Society and Media**

Priorities for a new Strategy for a European Information Society (2010-2015)

Public Hearing
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1 Context

The European Commission launched its post-i2010 initiative in summer 2009. It is now moving towards implementation of the next stage of the Lisbon strategy.

President Barroso has recently been nominated as president of the Commission for another 5-year term. Information and communication technologies (ICT) are highly likely to form a substantial part of the Lisbon strategy in its future manifestation.

The European Commission is currently working on a strategy document – a Communication or an action plan – which is targeted for release at the end of March 2010. Commission personnel are meeting with representatives of both the European Parliament and Member States’ Ministers with a view to discussing with them the appropriate steps for States when moving forward on the eventual strategy.

The “post-i2010” agenda will be a Commission-wide strategy. However, individual Commissioners in charge of specific domains cannot yet start crafting the part that their services will play in the “post-i2010” agenda until they are confirmed in their new posts.

The Commission-wide character of this strategy does, however, explain the breadth and depth of the current public consultation, and its deliberate identification of a wide set of themes – nine in number – which form the individual building blocks on which discussions are being based.

Two things are clear even at this stage of thinking. The ensuing strategy will not be called the “post-i2010 strategy” nor will it have as many as nine themes.

2 The post-i2010 public consultation

The public consultation was launched online August 4, 2009. It began in the English language. The European Commission is now expanding the materials supplied in relation to the consultation into another five languages so as to make the consultation process as accessible as possible to the widest number of Europeans. The process will close on October 9, 2009.

The European Commission expects to receive a very large number of responses. It has currently received more than four hundred responses, many of which have come from private individuals. Other organisations – examples include industries, companies, trade associations, not-for-profit associations, and commercial corporations – are encouraged to provide written input, if the questionnaire format is not suitable for them. The precise procedures for replying to the consultation are available at:

http://ec.europa.eu/information_society/eeurope/i2010/pc_post-i2010/index_en.htm/

2.1 Following up on the post-i2010 strategy development

An invitation-only, high-level conference will also take place in Visby Sweden on November 9-10, 2009, and the content of this conference will be web streamed:

http://www.se2009.eu/en/meetings_news/2009/11/9/visby_agenda_creating_impact_for_an_eunion_2015. The conference had its origins in a report on *The Green Knowledge Economy* commissioned by the Swedish presidency, launched by it in June 2009:

<http://www.epractice.eu/files/A%20Green%20Knowledge%20Society%20An%20ICT%20policy%20agenda%20to%202015%20for%20Europe%20s%20future%20knowledge%20society%20-%20Final%20Report.pdf>

In Malmö, Sweden, on November 18-20, 2009, an invitation-only, high-level ministerial conference will consolidate the main messages concerning eGovernment of the post-i2010 debate: <http://www.egov2009.se/>

Europe wants to be seen to take the lead in these kinds of strategy discussions. A date for everyone's diary is therefore May 26-28, 2010, when the World Congress on Information Technology (WCIT) 2010 <http://www.wcit2010.com/> will take place. The congress is a large international event that will focus on the role of ICT in an international arena, and which will take place under the Spanish presidency of the Union in Amsterdam. It is the 17th event of the World Information Technology and Services Alliance (WITSA). Its theme will be the "Challenges of Change". Key strands of the conference are composed of: eGovernment, eHealth, and eInclusion; the creative industries; cyber security and safety; energy, mobility, space, and water.

2.2 The public hearings

September 23, 2009 was devoted to a set of hearings on "Priorities for a new Strategy for a European Information Society".

A high number of applications was made to attend the hearings. Some 260 requests were made to participate, and close to 200 persons attended at different times during the day.

The day was composed of six separate sessions. The six sessions were intended to be more manageable than the full range of nine themes highlighted in the public consultation. Annex 1 to this report outlines the agenda of the day.

Every session was launched by input from two or three invited persons. Each had been specially invited by the European Commission to present a 5-minute statement that related to her/his organisation's stance on the particular subject chosen.

Further input was also encouraged at each of the sessions from the whole audience. A range of voices was heard. The most active of the six sessions were sessions 2 and 6, and 4 (with seven and twelve additional interventions respectively).

The European Commission's stance during the day was to keep a careful note of inputs, and to make these views available in this report – and separately – when submitted in written format on the Commission website.

Brief summaries of the six sessions are attached, and further details are available on them in Annexes 2-7. Whenever it has been possible to categorise commentary into types of content that are addressed to different types of stakeholders, this has been done.

The formal submissions are available online at:

http://ec.europa.eu/information_society/eeurope/i2010/pc_post-i2010_hearing/index_en.htm

Web streaming was also undertaken and is also now available at:

http://ec.europa.eu/information_society/eeurope/i2010/pc_post-i2010_hearing/index_en.htm

The public consultation remains open until October 9, 2009. The European Commission welcomes both responses to the questionnaire and written submissions. It especially welcomes empirical evidence as support for statements made.

2.3 Wrap-up

Among the commitments made by the European Commission as a result of the day were:

- Any statements provided by speakers at the hearings in written format would also be made available online.
- Web streaming of the hearings would be made available online within a period of around five working days.
- Minutes of the hearings would be provided by the end of the week ending October 2, 2009.

It was reiterated that:

- All hearings attendees (and others) should feel encouraged to provide a written submission to the public consultation.
- A questionnaire response format is also available to the public consultation to those unable to provide written responses.

In terms of timelines until the end of the year:

- The public consultation ends on October 9, 2009.
- Analysis and key messages of the public consultation will be available for November 9-10, 2009 (the "Visby conference").
- The Visby conference contents will also be web streamed.

- The pressure will be on until the end of 2009. It is nevertheless anticipated that, by that time, the major building blocks of new strategies for directions of work in the European Commission will be in place. The Commission itself should know by that time who will be in charge of which assignment, and what will be the focus of each area of activity.

2.4 Proviso

The report is not intended to represent the views or opinions of the European Commission. The report aims only at providing a general synthesis of the main themes, messages, and opinions expressed in each session. No attempt is made to assess the appropriateness or the importance of the suggestions put forward.

3 Session 1: Sustainable "Low Carbon" Economy

Initial contributions were made by:

- **Luis Neves, Deutsche Telekom AG;**
- **Kirsty Macdonald, Digital Europe (and Intel Corporation).**

The two introductory speakers spoke from notes. Written contributions are expected from these speakers. Proposals made in the course of all other contributions are reported in brief and are attached in Annex 2.

Six other contributions were made by: Brigitte Cosgrave, Digital Europe; Sophie Scrive, European Newspaper Publishers' Association; Marit Schweiker, Council of European Municipalities and Regions; Andreas Tegge, SAP; and individuals from the European Satellite Operators' Association and Telefonica SA.

4 Session 2: ICT research and innovation

Initial contributions were made by:

- **Nicolas de Cordes, Orange Group;**
- **Andreas Tegge, SAP.**

The two introductory speakers spoke from notes. Written contributions are expected from these speakers. Proposals made in the course of all other contributions are reported in brief and are attached in Annex 3.

Seven further contributions were made by: Brigitte Cosgrave, Digital Europe; Birte Viêtör, ERISA; Ulrike Linde, Bundesverband Deutscher Banken (Association of German Banks); Frans de Bruïne, International strategy consultants; Andreas Ebert, Microsoft; James Waterworth, Nokia; and a person who was a member of Next Generation Internet, Paris.

Brigitte Cosgrave encouraged attendees to read the IPTS 2009 Report on R&D in ICT in the European Union: <ftp.jrc.es/eurodoc/jrc49951.pdf> which she suggested merits further study and consideration.

There were two particularly strong messages. The first was “Make Europe ***the most attractive place*** in which to do research and development, and make it particularly attractive for young European researchers”. The second was “Reverse the emphasis so that Europe’s focus becomes ‘innovation and research’”.

Speakers often leapt between comments on research and comments on innovation. (In this report – see Annex 3 – the two domains are therefore only lightly distinguished.)

In summing up this session, the Head of the Lisbon Strategy and i2010 Unit, Ken Ducatel, emphasised that much of what is intended to be implemented in European policy comes as the result of former research programmes. The European Commission is therefore keen to understand, in particular, what a post-Seventh Framework Programme could look like.

Mr Ducatel gave to understand that some of the ideas cited by contributors would appear to have generated particular interest: among them, cited “bottom-up” and “under the radar” innovation, “living labs” (which have not yet operated to scale); cloud sourcing of innovation; use of the Internet for innovative activities; development of “innovative commons”; and development of means of obtaining information through the Internet itself.

Many of the suggestions made by contributors to this session came about as a result of questioning from the European Commission about the ways and means through which they would suggest to enhance the working of the various

instruments that the European Commission possesses. The intention would be to make them more coherent, more innovation-oriented, and to enable them to move beyond uniquely “large-scale” actions.

Further feedback was encouraged from attendees on two questions: Firstly, if they were asked to prioritise “integrated problems” rather than the development of particular technology areas, what problems would they prioritise? Secondly, which specific technologies they would particularly concentrate, if asked to prioritise certain technologies over others?

Mr Ducatel drew attention to a White Paper on standardisation published by DG Enterprise that had a deadline for reply of September 15, 2009:

http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=3263&tpa_id=133

5 Session 3: High speed networks and open Internet

Initial contributions were made by:

- **George Hall, eris@;**
- **Ilsa Godlovitch, ECTA;**
- **Alfredo Acebal, Telefonica.**

The three introductory speakers spoke from notes. Written contributions are expected from these speakers. Proposals made in the course of all other contributions are reported in brief and are attached in Annex 4.

Six other contributions were made by: Michael Bartholomew, ETNO; Margit Brandl, Nokia-Siemens Networks; Jean-Marc Dessapt, Ministère des Finances-France; Karim Antonio Lesina, AT and T; Akos Bona, The Broadband Foundation; A. Whitechurch, BT; Eirini Zafeiratou, Vodafone.

Three other contributors had submitted questions but were not present: Alex Blowers, OFCOM; Graham MacDonald, INTEL; Katryn Schweren, SwissCom.

The audience was given several pieces of additional information by the European Commission:

The European Commission is currently working on a Road Map, a strategic document on a broadband strategy which will set out an approach to a European-wide infrastructure and improvement of services at lower costs.

The European Commission published a report on digital competitiveness (on August 4, 2009).

A report from the Royal Mail in the United Kingdom in 2009 showed the kinds of savings that could occur by subscribers shopping online:

Delivery Matters Research 2008

<http://www.royalmail.com/portal/rm/content1?catId=14800159&mediaId=63100717>

The European Commission would be particularly interested to hear people's views on such issues as:

- eSkills and the "intractability of learning beyond a certain age".
- Various means of reinforcing Net skills.
- The Finnish model of providing skilling services and local access points.
- Use of the European Social Fund and regional development.
- The modernisation of government services so as to supply services in an interesting and useful format.

6 Session 4: Online Single Market and access to creativity

Initial contributions were made by:

- **James Waterworth, EDIMA;**
- **Véronique Desbrosses, GESAC;**
- **Kostas Rossoglou, BEUC.**

The three introductory speakers spoke from notes. Written contributions are expected from these speakers. Proposals made in the course of all other contributions are reported in brief and are attached in Annex 5.

Twelve other contributions were made by: Leo Baumann, Digital Europe; Lina Budroni, Creative Media Business Alliance (CMBA); Innocenzo Genna, Euroispa; Dagmar Howe, Federation of European Publishers; Column Joyce, IMO; Niklas Lagergren, Motion Picture Association; Richard Nash, eBay; Sophie Schrive, ENPA-European newspaper publishers association; Charlotte Lund Thomsen, International Video Convention; Cristina Vela, Telefonica; Guenaëlle Collet, AEPO Anne Bergman-Tahon, Federation of European Publishers.

Two persons were either not present or declined the opportunity to speak: Andrew Cecil, Amazon EU; Xavier Blanc – AEPO-Artis.

Views differed considerably depending on whether the speaker represented industry, a provider, or the creative arts and performers.

The European Commission particularly noted the way in which different creative industries operate using different models.

There are a wide number of new instruments and ventures that could be considered by the European Commission, a number of which overlap. He believes will try in the European Commission's next mandate to make a more systemic effort in regard to this domain – including the creation of new markets for digital services; reimbursement for creative acts; and investment in creative material to publishers.

7 Session 5: International ICT arena and ICT for growth and jobs agenda

Initial contributions were made by:

- **Ana Cristina Neves, Knowledge Society Agency, Ministry of Science, Technology, and Higher Education, Portugal;**
- **Anne Bergman-Tahon, Creative Media Business Alliance (CMBA);**
- **Jean-Jacques Sahel, Skype.**

The three introductory speakers spoke from notes. Written contributions are expected from these speakers. Proposals made in the course of all other contributions are reported in brief and are attached in Annex 6.

Five other contributions were made by: Frans de Bruïne, International strategy consultants; Brigitte Cosgrave, Digital Europe; Susie Hendrie, GSMA; Karim Antonio Lesina, AT and T; and James Waterworth, EDIMA.

Additions observations by the European Commission related to the fact that: Internet and telecoms move fast (whereas administrations that are related to governance, health, and transportation tend to move slow); the introduction and use of ICT still needs to be seen in Europe's productivity and performance figures; the "Barroso 2" European Commission is likely to have a strong emphasis on the digital agenda in the period after i2010 with the aim of working towards a consistent framework.

Clarificatory, additional questions from the Commission included: What should Europe's role on the international arena be? What can Europe do, for example, to create growth and jobs on the international scene in domains such as climate change, governance, security, and trade?

8 Session 6: Public services and ICT for quality of life

Initial contributions were made by:

- **Chiara Giovannini, ANEC;**
- **Jan Franke, Eurocities;**
- **Lizanne Scott, Motorola.**

The three introductory speakers spoke from notes. Written contributions are expected from these speakers. A considerable number of proposals were made from the floor, and these are all reported in brief in Annex 7.

Seven other contributions were made by: Anne Bergman-Tahon, Federation of European Publishers; Maarten Botterman, GKNS Consult; Frans de Bruïne, International strategy consultants; Brigitte Cosgrave, Digital Europe; Andreas Ebert, Microsoft; George Hall, BT Internet; and Sophie Scrive, European Newspaper Publishers' Association.

ANNEX 1 – Agenda of the hearing

Agenda

9.00 – 9.30 Coffee and registration

9.30 – 10.00 Introduction

10.00– 11.00 Session 1: Sustainable "low carbon" economy

Luis Neves, Deutsche Telekom ; Kristy Macdonald, Digital Europe

11.00 – 11.15 Coffee break

11.15 – 12.15 Session 2: ICT research & innovation

Nicolas de Cordes, Orange group; Andreas Tegge, SAP

12.15 – 13.15 Session 3: High speed networks, open internet

George Hall, eris@; Ilsa Godlovitch, ECTA; Alfredo Acebal, Telefonica

13.15 – 14.00 Sandwich Lunch

14.00– 15.00 Session 4: Online Single Market & access to creativity

James Waterworth, EDIMA; Véronique Desbrosses, GESAC; Kostas Rossoglou, BEUC

15.00– 16.00 Session 5: International ICT arena & ICT for growth and jobs agenda

Ana Cristina Neves, Knowledge society agency, Ministry of Science Portugal;
Anne Bergman-Tahon, CMBA (Creative Media Business Alliance); Jean-Jacques Sahel, Skype

16.00 – 16.15 Coffee break

16.15 – 17.15 Session 6: Public services & ICT for quality of life

Chiara Giovannini, ANEC; Jan Franke, Eurocities; Lizanne Scott, Motorola

17.15 – 18.00 Wrap-up

ANNEX 2 – Key issues and ideas for Session 1

Session 1: Sustainable "Low Carbon" Economy

Among the ideas put forward by session speakers were:

Member States and industry

- 1) Expand or make specific the role of **"Mr [or Ms] Lisbon"** in every Member State with regard to Europe's aims for a low-carbon economy.
- 2) Make clear expectations that the Visby conference (2009) will include **concrete incentives for Europeans to move towards a low-carbon economy**: <http://www.se2009.eu/>
- 3) Expand the role of ICT in supporting **reporting on sustainability**, particularly when such reports e.g. annual or company reports form part of European accounting standards, international accounting standards, global operational standards, and technical (or data format) standards.
- 4) **Involve local economies and local businesses** much more than at present in the creation of local low-carbon economies.

European Commission

- 1) Assess the possibilities for inclusion of criteria that relate to **compliance with low-carbon economy conditions in all relevant Calls for Tenders and Calls for Proposals** (whether studies and/or projects, and whether research-oriented or deployment-oriented).
- 2) Consider the **involvement of a range of industrial sectors** – as is covered by the entire range of work undertaken by the European Commission – in implementing low-carbon economies. Assess the possibility of DG INFSO to take a lead in animating such discussions/activities.
- 3) Be aware of any findings that emerge from a European Commission Call for tenders for a study that will, during 2009, examine among other issues **labelling in advertising** (e.g., with reference to CO2 emissions): http://ec.europa.eu/avpolicy/info_centre/tenders/index_en.htm#label

ANNEX 3 – Key issues and ideas for Session 2

Session 2: ICT research and innovation

Among the further ideas put forward by other speakers, there were a considerable list of options for consideration by the European Commission.

European Commission

Innovation-related ideas

- 1) Consider **facilitating “under the radar” or “bottom up” innovation** (as practiced by local communities, user groups, and formerly by “hackers”). Examples proposed for how to do this could include: a) encouragement of networks; partial funding; and new intellectual property rights concepts; b) Wikipedia-style exercises; c) re-use of public service information so as to create new solutions to old challenges; d) expansion of “living labs” and “test beds in physical settings”; enhancement of “fab labs” and “pre-innovation labs”; exploration of platforms for new services and new products; e) consideration to making various platforms and tool-sharing mechanisms more efficient and effective.
- 2) Consider the need for a **public-private sector dialogue on innovation**.

Ideas related to how to handle research projects

- 3) Explore the possibilities for structuring some **“vertical projects”** where different levels of value chains can be brought together.
- 4) Consider the **internationalisation** of researching these new kinds of value chains.
- 5) Consider innovate ways and means of **connecting up young PhD researchers or postdoctoral researchers**, particularly on **inter-disciplinary** topics.
- 6) Consider practical ways of **validating the results of research and development** projects.
- 7) Encourage the **comparison of research and results across European Member States**.
- 8) Explore the possibilities for **measuring research systems**, particularly when comparing their inputs to their outputs.
- 9) Consider developing a **phased approach** to projects, whereby the results of a first phase would be achieved before a more competitive next phase would be launched (e.g., the implementation or execution of results).

Governance, management, and administration of research projects

- 10) Consider ways and means of exploring so-far **unexplored European Commission schemes to encourage support by ICT** e.g., structural funds; regional funds; social cohesion; lifelong learning.
- 11) Encourage interaction between the **various European Commission services** and consolidation and/or increased **coherence among the rules and regulations** among their respective programmes.
- 12) Reduce the **administrative burden of submission** to research proposals and **greater comparability** across research schemes.
- 13) Consider a re-alignment of the **day rates for individual experts**.
- 14) Examine new ways in which regional and local organisations and authorities can **calculate what resources they are contributing to projects**.

Encouraging involvement by small- and medium-sized enterprises

- 15) Consider the ways in which particular platforms (such as the Ambient Assisted Living [AAL] platform) can facilitate this type of involvement.
- 16) Foresee the role of the European Commission as a **facilitating mechanism for funding small- and medium-sized enterprises** (perhaps similar to pump-priming initiatives, venture capitalism or the work of “business angels”).
- 17) Consider **new forms of funding** (e.g., small sums of financing in the order of 20-50,000 Euros).

ANNEX 4 – Key issues and ideas for Session 3

Session 3: High speed networks and open Internet

Among contributions made by others were statements on:

- Re-capturing the view of a **single digital market**.
- Appreciation of the European Commission's approach to **new generation architectures for a future knowledge society**.
- A desire to see advances in both **broadband and wireless** communications.
- The importance of **network neutrality**; the power of regulators to act; and a desire not to re-open debates that were seemingly solved some two years ago.
- Exploration of **fiscal and financial incentives** to foster the provision of equipment and services e.g., a reduced VAT rate.
- The need for an **investigation of why some forms of technology do not get taken up**, and why consumers say about technologies: "I do not need it; I do not want to use it."
- The **measurement of outcomes and outputs** (speeds, outcomes, services, how competitively they are provided, who buys what).
- In **regional and local areas**: real local markets and economies need to be boosted in places where they do not currently exist.
- Consideration of provision of online services at **public access points** such as in libraries and at other "IT points".
- Ideas for the future from a **Member State's perspective** could include: an assessment of what is on each Member State's territory in terms of services; an overall atlas of existing infrastructures; a platform for the exchange of good practices.

The three contributors who were not able to be present would have wished to speak on: measures to stimulate broadband demand; encouragement of new architectures, and reluctance to encourage additional competition between incumbents and new entrants; and the Swiss experience of multi-fibre and new generation architectures.

ANNEX 5 – Key issues and ideas for Session 4

Session 4: Online Single Market and access to creativity

Member States and industry

- Creation of a discussion platform on copyright review (which is already underway).

European Commission

- Much more systemic and joined-up thinking is needed in the European Commission so that policies become coherent and consistent. Examples cited were with: other European Commission objectives e.g., eCommerce, eShopping, and with DG for Competition, DG Health, DG Home Affairs.
- Themes for consideration and development could include (in alphabetic order):
 - comparison of business models among the different industries involved in provision of an online market and creativity (e.g., film, music, performance, video);
 - copyright review (including of copyright levies/rates, cross-border and territoriality issues, contractual issues, independent studies on illegal/legal uploading and downloading of content by customer segment);
 - data protection (including training and information awareness);
 - identity; new models of creativity and generation of income [e.g., around innovation] that may have particular importance for retirees and for unemployed persons (including the organisation of debates, discussions, and round tables);
 - online service provision (e.g., more studies);
 - performance rights (discouragement of illegal activities, strengthening of current legislation, provision for performers' remuneration rights, creation of a labelling system);
 - piracy;
 - privacy;
 - security.

ANNEX 6 – Key issues and ideas for Session 5

Session 5: International ICT arena and ICT for growth and jobs agenda

European Commission

- **Revitalise the EU-US dialogue and move beyond dialogue to action.** Areas on which to concentrate could particularly include areas such as cyber security, cloud computing, eCommerce, privacy, shared research, standardisation, and trade including global trade.
- Consider different ways of **approaching developed and under-developed, and regulated and unregulated, markets.**
- Introduce notions of **hardware and free trade** in addition to services.
- Consider **new arenas** such as (in alphabetic order): border control-surveillance; demographic challenges; energy efficiency; human trafficking; pan-European markets for health services; public services – employment challenges and provision of new innovative services; marine resources.

ANNEX 7 – Key issues and ideas for Session 6

Session 6: Public services and ICT for quality for life

Member States and industry

Internet

- 1) Create an “Internet of the people” or an “Internet for the people” rather than an Internet of Things.

Service provision and delivery

- 2) For services, consider use of the Open Internet which would be based on access and trust.
- 3) Consider exploration of new interfaces to be based on e.g. online gaming models.
- 4) Seek to deliver services in a way that suits people best individually.
- 5) Consider a more effective provision of services, based on need, particularly for elderly Europeans and/or Europeans with a disability.

Particular segments or groups

- 6) Do not forget that paper-based advertising (e.g. in newspapers) still exist in some Member States.
- 7) Consider the challenges of electronic books for people with visual impairments.

European Commission

The following topics are described in alphabetic order, not necessarily either in order of their being mentioned or in any order of importance:

- 1) Consider “**Access to all for content**”.
- 2) **eGovernment:**
 - a) Get eGovernment back on the **research agenda**.
 - b) Plan for a **period of migration**, from **excellent lead services to “fast followers”**.
 - c) **Merge data protection with “crowds”** so that citizens can “hack” into the public information that Europe possesses.
 - d) Seek to take advantage of Europe’s **focus on unstructured, conversational data (in multiple languages)**.
 - e) **Embed approaches like cloud computing** in architectures that can move towards new paradigms when the climate is right after the current fiscal crisis.

3) **eHealth:**

Concentrate on several main challenges: a) the current fragmentation of the market; b) reimbursement; c) standardisation; d) the association of each of these issues with electronic health records; e) stakeholder involvement and the various forms of concern that emerge from e.g. clinicians, pharmacists; insurance schemes and companies.

- **eLearning:**

Focus on eSkills awareness, e.g., DG Enterprise's co-financed eSkills week planned for March 2010:

http://www.digitaleurope.org/index.php?id=961&id_article=344