



Brussels, 28 August 2012

## 1<sup>st</sup> Digital Champions meeting : 25 June 2012

### Meeting Summary

**Introduction:** President Manuel Barroso wrote to Member States suggesting that they should appoint a national Digital Champion to help them implement at grass roots level national digital Strategies. By 25 June 2012, sixteen member states had appointed Champions. Vice President Neelie Kroes invited them for the first meeting on 25 June in Brussels. The meeting was organised in two sections: a high level section and an operational section. The following summary of proceedings sets out the different discussions that were held during the High Level Session. (Participants and agenda of the meeting are available in the annexes.)

#### Opening statements

**Vice President Kroes, Commissioner for the Digital Agenda** welcomed the Champions. She thanked Martha Lane Fox for inspiring her to promote the idea of Digital Champions across all Member States. She explained the economical and societal rationale for appointing Digital Champions and committed herself to help Champions in whatever way she could to help them meet their objectives.

**Martha Lane Fox**, UK Digital Champion, entrepreneur and chairs GO-ON-UK.org explained how she was appointed as the UK's Digital Champion by the previous UK government to work get 11 million citizens who are excluded because they are not online and campaign for a better connected country. The first thing she did was to set up a small team to assess the issue and fundraise. She has sought to build a partnership organization to get people on line. Getting people online is a matter of economic necessity and justice for the citizen – pursuing e-Inclusion in a context of digitally delivered services helped to yield a convincing economic rationale. In addition, a team inside the UK's Prime Ministers office government has been set up to implement solutions across government and needs to be involved.

Her new organisation "Go on UK" has a mixture of public and private sector involvement in order to get organisations 'digital' alongside citizens. Eight founder CEOs are involved in working with Martha to determine what is needed in the business sector, where only 14% of British small business are digital. The barriers are not complicated (infrastructure, cost and also skills), but organisations do not see the benefit of it. She is also working on awareness and benefits of digital technologies and pushing the entry price point to less than £100 for a PC.

**Megan Richards**, acting Deputy Director-General, DG Connect presented The Digital Agenda for Europe. The Commission is working on a number of initiatives which the Champions could get involved in. DG Connect will make sure that Champions get regular updates, in order to help them accomplish their work.

**Chris Conder** runs B4RN which helps people in rural parts of the UK to get access to broadband. She told a story of how local community and volunteers can make a difference in getting infrastructure where large industry is not interested to invest. The aim is to get businesses to stay in the area and to attract new ones, as well as help / replicate to neighbouring localities.

**Discussion:** Digital Champions then discussed *"How can Digital Champions help deliver jobs and growth in Europe?"*

**Paul-André Baran (Romania)**, Director of Biblionet programme, an NGO which aims to put free internet and relevant skills programmes in public libraries in Romania talked about the library projects and his work as Digital Champion. Libraries are good places to get people online and skilled because of librarians being trusted intermediaries.

**Gergana Passy (Bulgaria)** politician and former Minister for European Affairs thanked the Vice-President for her leadership. She thinks that access to internet is a universal right which is not being guaranteed. In Bulgaria, she has launched a campaign to unlock wi-fi in all public places. Opening free wi-fi zones in cooperation with NGOs and business will lead to job creation and development of skills. She is now promoting open wi-fi in schools. She invited the Digital Champions to have their next meeting on 20 September in Sofia, back to back with a regional conference being organised to which VP Kroes has also been invited

**Philip Micallef (Malta)**, Chairman of the Malta Communications Authority, explained how Malta has been active in digital Inclusion for a long time – there have been courses in every town and village. People's interest has been started by offering to talk to their relatives abroad, now people want services such as eGovernment and Internet Banking. He is combining skills acquisition with in terms of service/benefit. Other programmes are targeted at pensioners; old PCs from public administrations are being refurbished and donated to communities in need; he is helping SMEs to get competitive and getting fibre to every home.

**Tineke Netelenbos (NL)**, Former Minister of Transport and now chairs 'Digivaardig & Digiveilig' a Digital Inclusion programme which is looking at every level of skills (operational, formal, strategic, practitioners etc.) in society and helping to deliver it. She is identifying top strategic sectors to work with and promote the digital agenda. She is working with the creative and agriculture sectors to ensure that they use technology to keep their competitiveness. An area of importance in NL is trust and security – e.g. in the banking sector (common interest with the industry).

**Jan Gulliksen (Sweden)** Dean of the School of Computer Science and Communication, Royal Institute of Technology (KTH), Stockholm explained that Sweden had launched their Digital agenda six months ago. More than hundred organizations signed up to contribute. His job is to promote the user, usability and services side of ICT, as the hard side of ICT is more or less solved. He is pushing for more being done in health, schools, SMEs. He would also like to promote smarter working ways, and is concerned that for the moment, security aspect of ICT usage wins over usability.

Mr Gulliksen is working on how ICT improves the workplace. For him, equitable access and accessible ICT (not only being able to access but equally well) is a key issue. His other focus is getting people trained to run future IT businesses. His first expert discussion will be made up of children who will tell him how to get more kids interested in ICT. He believes that the biggest obstacle is teachers. He would also like to have a discussion in Sweden about how to get people involved in open innovation (starting with patients for healthcare, just like hackers for security etc.).

**Kestutis Juškevičius (Lithuania)** Project Manager, Lithuanian National Library explained that in Lithuania, they are expanding partnerships and speeding up change to all areas, in order to provide better access to the internet. In addition, there is lack of understanding in the government as to why digital inclusion is important.. Mr Juškevičius first focus will be on promoting networks of libraries for business and getting online customers to sell into rural areas and vice versa.

**Lars Frelle-Petersen (Denmark)** Acting Director, Danish Agency for Digitisation explained that in Denmark, it is recognised that digital and ICT is important to changing society and it is

this change that is being pursued. In Denmark, the Ministry of Finance is involved in the work of the Digital Champion, because of a good business case - they recognise that money will be saved. At the moment 88% of Danes are online and 91% of the population are already interacting with the government online.

Danish targets are to provide every Danish citizen with a digital mailbox by 2015. By 2015 all services will be online and mandatory for citizens. This will change the way the whole country works and interacts with government. To do this, he needs to change mindsets (also of public administrations) and make the systems user friendly. Private companies will need to get online. Another priority will be to ensure that these technologies provide additional welfare and support job creation. Danish digital by default is very interesting for the businesses because it ensures their customers will be online. Mobile devices will be key to digital service delivery. Of key interest are welfare services (e.g. because of demographic shift) – they will yield new services and jobs; savings to the system and to citizens; empowerment.

**Ales Spetic (Slovenia)** cofounder of Zemanta would like to discuss open data and promote it more in Slovenia. His priority is to make the internet and government more usable. Citizens will vote with their feet. If the internet is too complicated, then it will not be used. So, usability is a key.

**István Erényi (Hungary)** senior Counsellor Ministry of National Development explained that in Hungary, internet access is linked to the different areas of the country. Mr Erényi priority is to promote access and encourage the use of IT to promote smart cities.

**António Murta, (Portugal)** Managing Partner and co-founder of Pathena would like to make government smarter and more efficient. Just like the banks have done previously, he would like to reduce the processes that constrain access and business and reduce taxes. Thanks to online public procurement 500 MEUR can be saved. He would also like to move to proactive and not reactive medicine (94% of medicine is treating rather preventing and 75% focuses on chronic diseases that cause of death), so room for improvement there. Because of demographic change, social inclusion in this respect is important to him. He is interested in finding the 'next GSM' – so e.g. standard that helped Europe get ahead of the US for instance for at least couple of years (next GSM – Electronic Health Record?). This is key to competitiveness.

**Gilles Babinet (France)** Entrepreneur, Chairman Captain Dash and former (and first) Chair of the French 'Conseil national du numérique', explained that his priority was education and skills, mobilising civil society and getting Europe to be a leader in this field. However, he is still new to the role and needs to analyse what are the problems in his country

**Włodzimierz Marcinski (Poland)**, was appointed by the Minister Administration and Digitalization to develop digital competences, and is a former deputy Minister at the Ministry of Scientific Research and Information Technology. Mr Marcinski considers his main task will be to broaden digital participation through igniting interest, trust and raise awareness of many benefits stemming from the internet literacy, as well as ensuring broadband access.

**Ondrej Felix (Czech Republic)** Chief architect of Czech e-government. His main interest lies in further implementing e-Government services. He is also interested in cloud computing and high speed Internet.

In conclusion, **Vice-President Kroes** thanked the Champions and closed the meeting.

In the afternoon, Champions discussed operational aspects of their work, with the support of research commissioned by Martha Lane Fox and undertaken by Cap Gemini. A website has been developed by DG CONNECT to promote the different activities of the Champions.

## **Annexe: 1**

### **Participants to the meeting:**

#### **Digital Champions:**

- Martha Lane Fox (UK)
- Paul-André Baran (Romania)
- Tineke Netelenbos (NL),
- Gilles Babinet (France)
- Philip Micallef (Malta),
- Kestutis Juškevičius (Lithuania),
- Jan Gulliksen (Sweden),
- Ales Spetic (Slovenia)
- Gergana Passy (Bulgaria),
- István Erényi (Hungary),
- Wlodek Marcinski (Poland)
- António Murta (Portugal)
- Ondrej Felix (Czech Republic)
- Lars Frelle-Petersen (Denmark)

#### **Observers:**

- Heidi Havranek (Austria)
- Albert J. Jordan (Ireland)
- Siim Sikkut (Estonia)
- Séverine Waterbley (Belgium)
- Laure Wagener (Luxemburg)
- Irena ANDRASSY (Croatia)
- Viktor Šober (Croatia)
- Andreana Atanasova (Bulgaria) accompanying Ms Passy
- Frank Goebbels (Germany)
- Andreas Constantinides (Cyprus)
- Radoslav Repa (Slovakia)
- Tine Munch Petersen (Denmark) accompanying Mr Frelle-Petersen

#### **Others:**

- Chris Conder, B4RN, United Kingdom
- Graham Walker (Director of Policy, GO-ON-UK.com ) accompanying Martha Lane Fox
- H. Kist, accompanying Ms Netelenbos
- Graham Colclough (Capgemini)
- Kiran Arora (Capgemini)
- Robin Knowles; Civic Agenda, accompanying Mr Baran

#### **Commission**

- VP Neelie Kroes
- Robert Madelin, Director General DG CNECT
- Megan Richards, acting Deputy Director General, DG CNECT
- Linda Corugedo Stenberg, Director, DG CNECT
- Antoaneta Angelova-Krasteva, Head of Unit, DG CNECT, Stakeholders relations
- Enrico Forti, Head of Unit, DG CNECT, Institutional relations
- Peter Power, Member of Mrs Kroes Cabinet
- Katarzyna Balucka-Debska , Policy Officer

- Josephine Wood, Policy Officer

## Annexe 2

**Agenda: 25 June 2012**

**Location: European Commission, Berlaymont Room S11, Brussels**

### **Morning session: High level meeting with the Digital Champions**

10:30 Arrival and registration

11:00 Welcome: *Neelie Kroes, Vice President European Commission, responsible for Digital Agenda*

11:10 The UK situation: *Martha Lane Fox, UK Digital Champion*

11:20 The Digital Agenda in Europe: *Megan Richards, acting Deputy Director-General, DG Connect*

Discussion: Theme: How can Digital Champions help deliver jobs and growth in Europe?  
*Moderator: Linda Corugedo Steneberg; Director DG Connect, responsible for the Digital Champions.*

12:30 Conclusions and next meeting

13:00 Networking Lunch

### **Afternoon session: Operational Workshop with Digital Champions**

14:00: Working together: DG Connect and the Digital Champions: *Robert Madelin, Director General, DG Connect*

14:30 Introducing the Workshop: *Linda Corugedo Steneberg; Director DG Connect*

14:45: *Presentation: Graham Colclough, Vice President - Global Public Sector, Capgemini*  
Graham Colclough will talk about the newly published report on Digital Champions commissioned for the UK Digital Champion, Martha Lane Fox. Capgemini Consulting was commissioned to undertake an independent evaluation of the work of the UK Digital Champion and team over the last two and a half years.

Themes covered in the workshop

- The role of a Digital Champion: defining and launching a programme of work
- A discussion on the different issues and themes that Digital Champions are currently working on
- A review of best practice and other initiatives that would help get European citizens into work.

15:15 Discussion

Meeting will end by 17:00