



# SHAPING EUROPE'S DIGITAL FUTURE

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#DigitalEU

Everyone is experiencing the digital transformation in their life. The EU digital strategy will make it work for people, businesses and the planet, in line with EU values.

## Who will benefit from the EU's digital strategy?



### EVERY EUROPEAN

Technology improves every citizen's daily life.



### BUSINESSES

Businesses start, grow, innovate and compete on fair terms.



### THE PLANET

Digital technologies help the EU reach climate neutrality.

## What will we do?

Technology that works for people

A fair and competitive digital economy

**3 STREAMS OF ACTION**

An open, democratic and sustainable society

## 1 Technology that works for people

- ▶ Invest in digital competences for all Europeans;
- ▶ Protect people from cyber threats (hacking, ransomware, identity theft);
- ▶ Ensure Artificial Intelligence is developed in ways that respect people's rights and earn their trust;
- ▶ Accelerate the roll-out of ultra-fast broadband for homes, schools and hospitals throughout the EU;
- ▶ Expand Europe's super-computing capacity to develop innovative solutions for medicine, transport and the environment.

## 2 A fair and competitive digital economy

- ▶ Enable a vibrant community of innovative and fast-growing start-ups and SMEs to access finance and to expand;
- ▶ Propose a Digital Services Act to strengthen the responsibility of online platforms and clarify rules for online services;
- ▶ Make sure that EU rules are fit for purpose in the digital economy;
- ▶ Ensure that all companies compete in Europe on fair terms;
- ▶ Increase access to high-quality data while ensuring that personal and sensitive data is safeguarded.



## 3 An open, democratic and sustainable society

- ▶ Use technology to help Europe become climate-neutral by 2050;
- ▶ Reduce the digital sector's carbon emissions;
- ▶ Empower citizens with better control and protection of their data;
- ▶ Create a European health data space to foster targeted research, diagnosis and treatment;
- ▶ Fight disinformation online and foster diverse and reliable media content.



5G

## Europe as a global leader



### The EU will:

- ◆ aim to become a **global role model** for the digital economy;
- ◆ **support developing economies** in going digital;
- ◆ develop **digital standards** and promote them internationally.

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