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Driving European growth digitally
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DAA 2013 report

The full report of the event [1] is now available along with the individual workshops reports [2].

Watch the video recording of the plenary session!

[3]

See the recording of the plenary session [4](it is recommended to watch the video recording with Internet Explorer as some issues may be experienced at the moment with Mozilla Firefox).

Matt Cooper [5], Irish journalist, television and radio presenter, was the moderator of the day.

Morning session

08:00 - 08:45 - Registration and coffee

Opening

[6]

9:00 - Welcome by Pat Rabbitte [7], Minister for Communications, Energy and Natural Resources

9:15 - Keynote speech by Vice-President Neelie Kroes [8]

9:40 - Keynote speech by Lord David Puttnam [9], Digital Champion for Ireland

Panel 1: New technology enablers

10:00 - Plenary advocates reporting on workshops: Gergana Passy [10] (workshop 2), Ben Hurley [11] (workshop 3), Chi Onwurah [12] (workshop 4), Anna Mazgal [13] (workshop 5)

10:20 - Panel discussion focusing on technology enablers

Concept / Panel 1 narrative:

The new technology enablers – broadband and cloud – are game changers for a digital transformation of both the economy and the society. They bring benefits in the shape of content and creative and are fundamental to permitting the rollout of new, efficient and essential digital services such as health and public services. The narrative of the panel was the following:

- Roll-out of broadband, the benefits this brings compared to a "before/after" situation, particularly in rural areas and for SMEs in these areas.
- How demand can be stimulated e.g. showing businesses how using cloud services helps them to become more productive at lower cost, and creates more growth.
- New technology enablers also require trust and security in the internet and the necessary ICT skills.

[14]

Panel speakers:

- Dana Strong [15], Chair of Ireland's Telecoms and Internet Foundation
- Gabrielle Gauthey [16], Senior Vice President of Public Affairs Alcatel-Lucent
- Rainer Zinow [17], Senior Vice President On-Demand Strategy SAP
- Bruce Schneier [18], Cryptographer, computer security specialist, and writer
- Nicolas Buck [19], BUSINESSEUROPE - CEO of Seqvoia, and Vice President of Fedil-ICT

Fireside chat

11:30 - Ralph Rivera [20], Head of BBC Future Media

12:00 - 13:30: Lunch

Afternoon session

[21]

13:30 - Keynote speech by Harri Koponen [22], Senior Advisor at Rovio

13:45 - Jordan Casey [23], 13 year old self-taught programmer and Founder and CEO of Mobile Games start-up Casey Games [24]

Panel 2: Digital mindset – Focus on entrepreneurship, skills and jobs

[25]

14:00 - Plenary advocates reporting on workshops: Julie Cullen [26] (workshop 1), Ales Spetic [27] (workshop 6), Saskia Van-Uffelen [28] (workshop 7)

14:15 - Panel discussion

Concept / Panel 2 narrative:

"Digital mindset" is no longer a novelty or a marginal phenomenon. It is mainstream and essential for everyday life, for creating businesses, for employment and for creating growth and jobs. The digital mindset needs to be developed in the EU and passes through:

- Digital skills, for both youth and elderly, for ICT practitioners but also as a centre-piece in education or further education, particularly in socially challenged populations and areas.
- Improving the general framework conditions – including innovative sources of funding - for the entrepreneurs and their digital mindset as they create innovative solutions and new sources of growth.

Panel speakers:

- Kathryn Parsons [29], young woman innovator, Founder of "decoded [30]"
- Mike Devane [31], Smartbay
- Mercedes Diaz Sanchez [32], co-founder of ZenDigital and Women 2020, and IT professional
- Jerry Kennelly [33], CEO and founder of tweak.com

Closing

15:10 - Wrap-up and conclusions by Robert Madelin [34], European Commission, Director-General DG CONNECT

15:25 - Matt Cooper [5], Plenary moderator

15:30 - Conference ended

Hashtag

#DA13 [35]

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Source URL: https://ec.europa.eu/digital-agenda/en/plenary-20-june

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