

## Digital Single Market

Reports and studies11/06/2012

# Study Info 2020 (SMART 2010/0041)

Identifying and optimising existing Information flows to maximise Awareness and Management opportunities for Energy use and GHG emissions reduction. The delivery of the Information 2020 report this month marks the end of a 30 month cycle of studies. These studies looked at consumers, cities and Information in order to establish opportunities for delivery of service and value across all actors of society using existing technologies and processes. Some clear and applicable findings have emerged: 1) Information gaps and inadequacies negatively affect policy formation in all areas: there is a reason why we have become "irrelevant" as law makers to so many citizens 2) Existing information technologies, understood by perceptive and tech savvy public servants, can and should support and deliver significant benefits to policy formation in any area. 3) Non legislative, market driven information based initiatives can be rapidly deployed 4) Simple reusable processes and methods can rapidly make "game breaking" initiatives operational in areas as diverse as IPR protection and energy efficiency A pro-active approach to "Information design" provides support to policy makers by identifying and positioning information related flows, methods, processes, mechanisms, mechanics and metrics to policy processes: policy formation without an understand of the sea of Information that envelops it, is akin to building a submarine without understanding the properties of water. The provision of such support to policy makers in all and any DG wishing work with us will be the operational follow-up to the "2020" study cycle.

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