Digital Agenda
1001100101011101110000100 2010-2020
for Europe
“Every European Digital”

N. Kroes

N. Kroes’ message on Digital Agenda for Europe
Why?

from ICT as interesting
to ICT as hugely important
Digital Agenda 2010-2020 for Europe

- Creation of Content & Borderless Services
- Lack of investment in networks
- Rising cybercrime and low trust
- Fragmented digital markets
- Insufficient R&D
- Fragmented answers to societal challenges
- Lack of interoperability
- Lack of skills

Roll-out of Networks
Increase of Service Demand
To whom?

SMEs
Workers
Doctors
Patients
Researchers
Authors
Musicians
Consumers
Elderly
Environment
Artists
Disabled
How?
Digital Single Market

- Online access to legal content
- 50% shop online
- 20% buy cross-border
Openness and interoperability

- Recognize and create more and better standards in Europe
- Make better use of these standards
- Ensure interoperability even in absence of standards
Online trust and security

- identity theft
- privacy concerns
- cybercrime
- spam

low trust = low use

- cybercrime centre
- computer emergency response teams
Internet for all

2013
100% internet coverage

2020
100% coverage of ≥30Mbps

50% households take-up of ≥100Mbps
ICT research and innovation

☑ Funds
- double investment to €11 bn
- light & fast measures to access

☑ Coordination
Digital inclusion

☑️ get more people online

60% now, 75% 2015
41% now, 60% 2015
30% now, 15% 2015

regular use  disadvantaged  never used

☑️ eSkills training
Digital public services

EU citizens use eGovernment

Member States have online cross-border public services

ALSO: EU citizens access eHealth online
Governance

Digital Agenda Scoreboard

stakeholders

Digital Agenda Assembly

Yearly DAE Communication

European Council

Member States

European Parliament
Achieving the targets

Team up

collaborate

join forces

YOUR support and guidance essential!
Be part of it

Send us your ideas at
http://ec.europa.eu/information_society/digital-agenda/survey/
Thank you! Questions?

Digital Agenda for Europe

http://ec.europa.eu/digital-agenda