“Every European Digital”

N. Kroes
Why?

from ICT as interesting
to ICT as hugely important
To whom?

- SMEs
- Workers
- Doctors
- Patients
- Researchers
- Authors
- Consumers
- Musicians
- 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

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cybercrime   spam

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low trust = low use

cybercrime centre

computer emergency response teams

Digital Agenda 2010-2020 for Europe
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

- Regular use: 60% now, 75% in 2015
- Disadvantaged: 41% now, 60% in 2015
- Never used: 30% now, 15% in 2015

✔ 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

Member States

Digital Agenda Assembly

Yearly DAE Communication

European Council

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