

The EU and e-economy - supporting the change

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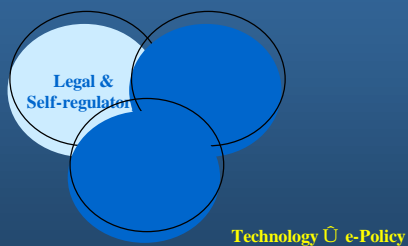


Policy context

- In Lisbon Summit, the Union has set an objective for the next decade:
 - “To become the most competitive and dynamic **knowledge-based economy** in the world, capable of sustainable economic growth with more and better jobs and greater social cohesion.”
- In Lisbon and Stockholm Summits: the Heads of State have endorsed:
 - the concept of the **European Research Area**



Policy Making - Interplay



Is there an e-Economy

- ICT investment seems to have had major impact in US; but short-term cycle vs long-term structural effect
- Diverse growth performance in Europe, driven by telecom rather than IT investment, contrary to US
- US benefits from its financial markets and entrepreneurial spirit
- Internal Market - Euro - enlargement as new drivers for Europe
 - * *E-Economy may benefit Europe more*
 - * *Main benefits are still to come*



Impact on enterprise-related policies

- E-Economy makes visible the **cost of 'non-Europe'** e.g. in financial markets, taxation, labour, patents, postal services → further structural reform for Internal Market
- New policy directions and governance to be pursued, e.g. in consumer protection
- Critical weakness in lack of ICT specific skills and general skills to use ICT
- **Content development, secure networks, better access are all important conditions**

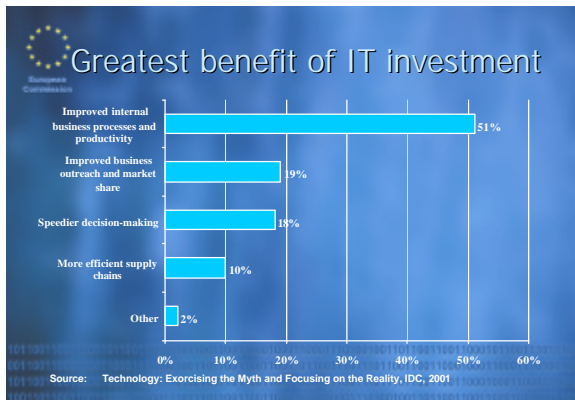
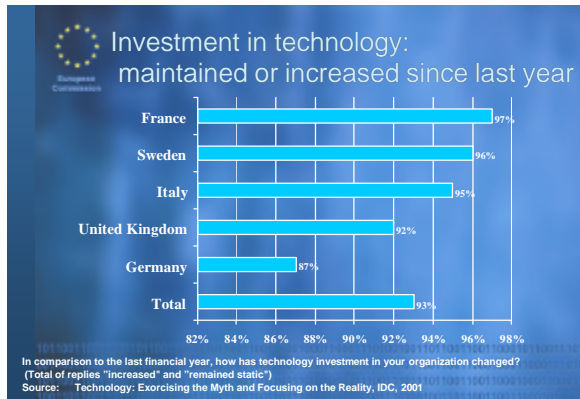
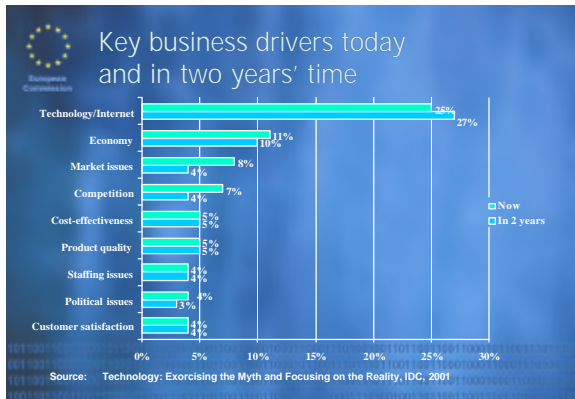


Future ePolicy Themes

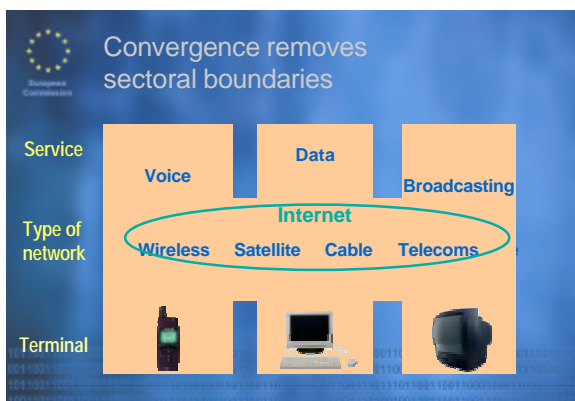
- New technologies - new challenges
- **Structural impact** on the economy
- Unlocking consumer potential
- Transforming **public services** for business
- Skills, management and leadership
- **Innovating to compete** in the digital economy
- Depending on technology
- Policy mechanisms, governance, global collaboration
- Transforming employment
- Identity as a resource
- Ethics for the e-economy




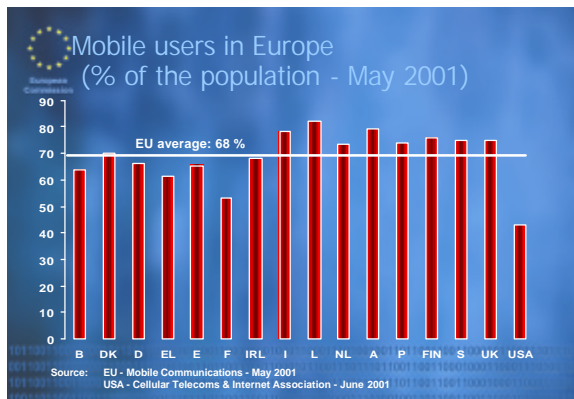
... brainstorming, scenarios development, soft systems analysis ...



- ### The winning game: NETWORKING
- Winning by Sharing
 - Intangibles
 - Breaking boundaries
 - Entrepreneurship
 - New mind setting
 - **Interoperability and openness!**
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- ### IT in the Future eEurope
- 1/3 of EU households connected to Internet - 15% of connected households have ISDN line (will be followed by ADSL)
 - About 40% of the EU population uses the Internet
 - 256 million cellular users in Europe (equals 68% of the EU population while in US the same figure is 43%)
 - Mobile communications important:
 - Future platform for Internet access
 - key factor for cohesion between EU Member States
 - **Alternative ways to connect** to Internet also rapidly gaining momentum in Europe: PDAs, game consoles, TV set-top boxes etc.
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Action in support of the Information Society

eEurope Action Plan:


1. Cheaper, faster, secure Internet
2. Investing in people and skills
3. Stimulating the use of the Internet
 - eContent Programme
 - Public services and public information
 - Internet Protocol version 6 (IPv6)

Research: 6th Framework Programme for RTD (2002- 2006)



Depending on Technology

- Pervasiveness, interdependency, intrusiveness of technical (critical) infrastructures: **Ambient Intelligence**
- **Dependability:** correctness & safety, fault tolerance, reliability, information & network security, survivability
- Issues:
 - Dependability-aware culture
 - Dependability concept, characterization (- certification), affordability (~ quality of information)
 - Global interoperable trust frameworks
 - Managing heterogeneity and complexity and large-scale distribution




Current IST research in e-business and e-commerce

- **Over 200 pan-European projects in strategic areas**
New forms of work and businesses, new markets, trust and confidence
More than 1000 organisations
- **Broad range of activities**
 - From technological development (intelligent agents, interoperability and middleware, cryptography, ...)
 - To policy shaping.
- **One of the largest set of digital economy applications and take up projects in the world**



Future IST research, Key elements

- Policy framework: Lisbon conclusions
- Objectives
 - Strengthen European competitiveness and technology base
 - Build the information and knowledge society for ALL
- Scope
 - Core technology and pull-through applications
- Vision
 - "Ambient Intelligence" to provide natural and enjoyable interactions with IST applications (A,B,C to A,B,C)
- Challenges
 - Bring the users, "people", to the foreground
 - Build technologies for the background (almost invisible) which are trustful and embedded in every day objects



The third dimension of E-Europe

Getting business conditions right - tackling:

- obstacles to risk (incl. VC) funding
- obstacles to entrepreneurship
- obstacles to employment

=> mainly responsibility of Member States and interest groups

EU: benchmarking, legal framework....



Contact us

European Union
www.europa.eu.int

The Information Society Technologies Programme
www.cordis.lu/ist

Electronic Commerce and the European Union
www.europa.eu.int/ISPO/ecommerce

