



# *Public sector Driving Innovation*

*Global Forum 2013*

*Trieste, 28-29 October 2013*

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*Key enabling technologies and Digital Economy*



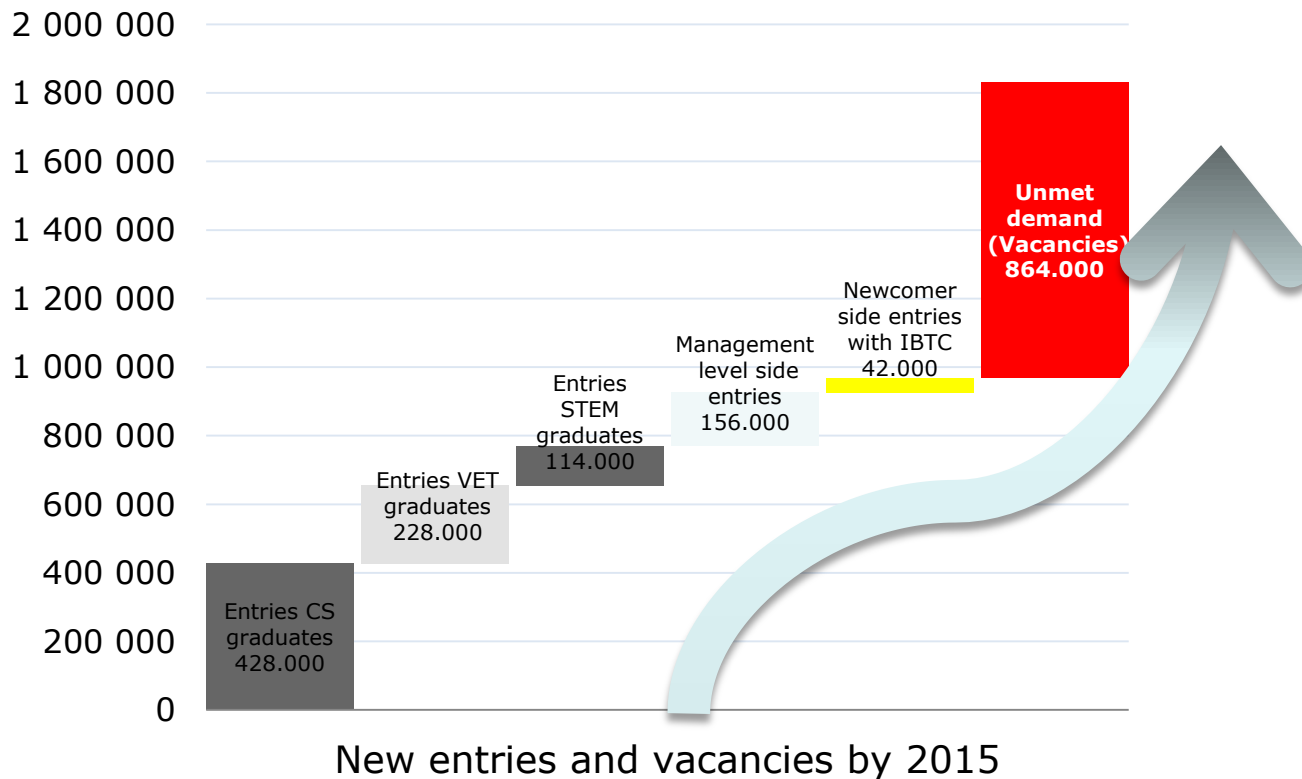
## Smart use of ICT matters

- ✓ ICT is key enabler of competitiveness, innovation and growth
- ✓ By 2016, the Digital Economy will reach **3.2 trillion Euros**, with an **8% annual growth rate**
- ✓ More than 75% of the value added is in traditional industries
- ✓ SMEs grow two-three faster when they embrace digital means
- ✓ Digitally-connected **SMEs have 22% higher revenue**
- ✓ ICT creates jobs: **1.5m additional jobs** would be created in the EU Internet Economy, if the entire EU mirrors the performance of US or Sweden
- ✓ It's just the beginning: we are only at **1% of our potential connectivity**



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# e-Skills: a gap of 860.000 vacancies by 2015 in Europe



empirica 2013

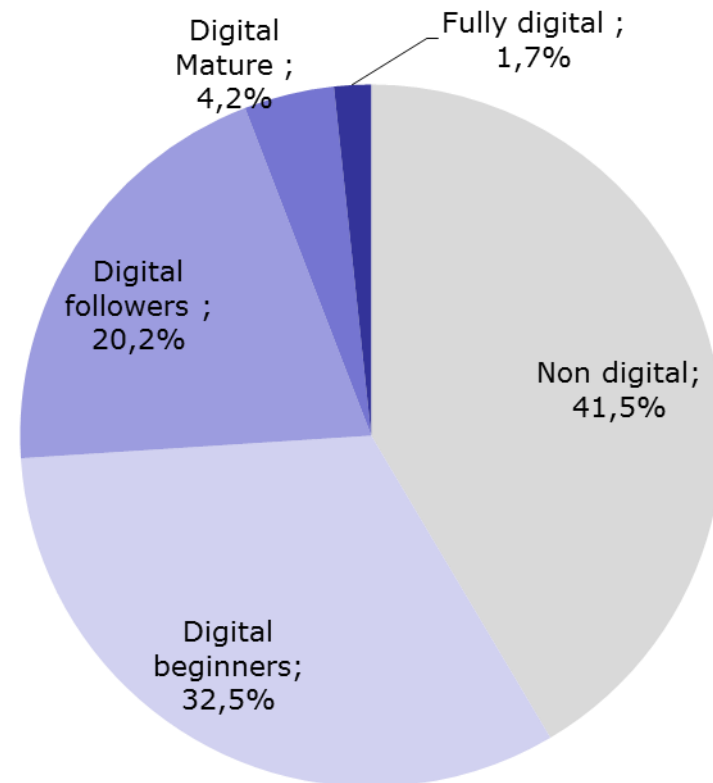
CS: Computer Science; VET: Vocational Education and Training; STEM: Science Technology, Engineering, Mathematics; IBTC: Industry based training and certificates

## The Challenge of digital entrepreneurs

Only **1.7%** of EU enterprises take full profit of the digital opportunities.

Those are companies that stay ahead of mainstream IT adoption, and **employ new technology advances** (big data, cloud computing, mobile and social solutions) to improve efficiency, connect with new customers and markets, and compete with much larger players.

### Distribution of Digital enterprises: 10+ employees, Total EU



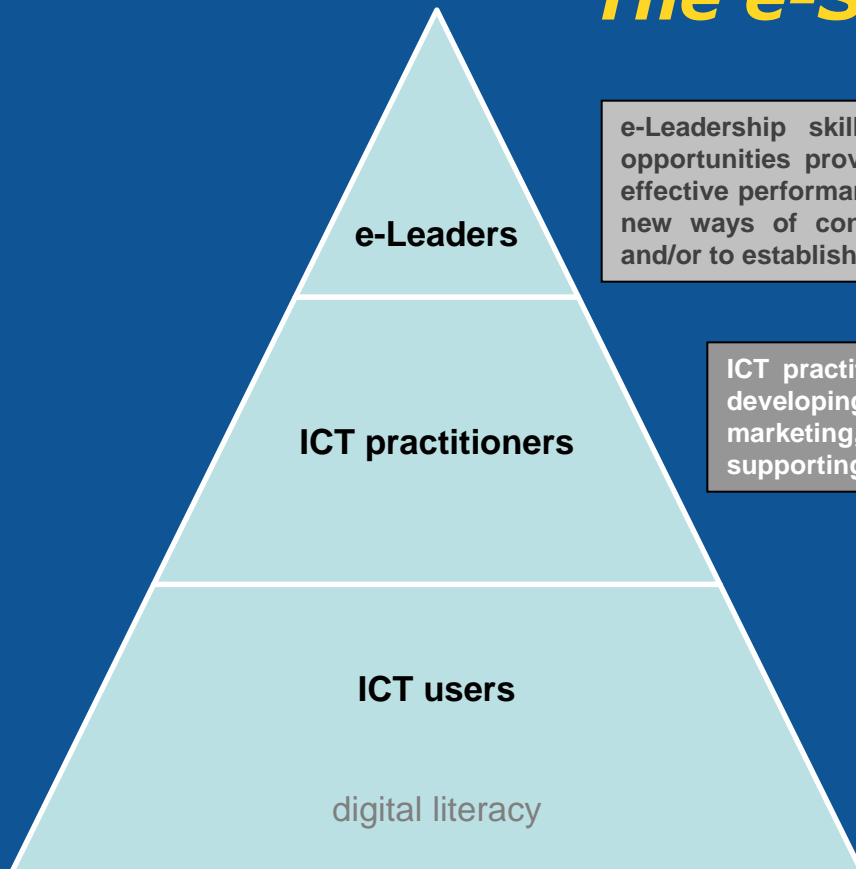
Source: IDC 2013



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# *The e-skills European Policy*

## *The e-Skills Pyramid*



**e-Leadership skills):** these correspond to the capabilities needed to exploit opportunities provided by ICT, notably the Internet; to ensure more efficient and effective performance of different types of organisations; to explore possibilities for new ways of conducting business/administrative and organisational processes; and/or to establish new businesses.

**ICT practitioner skills:** these are the capabilities required for researching, developing, designing, strategic planning, managing, producing, consulting, marketing, selling, integrating, installing, administering, maintaining, supporting and servicing ICT systems.

**ICT user skills:** these represent the capabilities required for the effective application of ICT systems and devices by the individual. ICT users apply systems as tools in support of their own work. User skills cover the use of common software tools and of specialised tools supporting business functions within industry. At the general level, they cover "digital literacy".

# ***European e-Competence Framework***

- ***A common pan-European framework for ICT practitioners in all industry sectors*** : it is a reference framework of 36 ICT competences that can be used by ICT user and supply companies, the public sector, educational and social partners across Europe.
- *The framework provides **a tool** for:*
  - ❑ *ICT practitioners and managers, with clear guidelines for their competence development*
  - ❑ *Human resources managers, enabling the anticipation and planning of competence requirements*
  - ❑ *Education and training, enabling effective planning and design of ICT curricula*
  - ❑ *Policy makers and market researchers, providing a clear and Europe-wide agreed reference for ICT skills and competences in a long-term perspective*



# Grand Coalition: key priorities

- Offer training packages co-designed with the ICT industry
- Stimulating take-up of a European certification scheme for digital skills, based on the e-Competence Framework
- Improve the image and attractiveness of ICT careers
- Reduce labour market mismatches by stimulating mobility
- Offer more aligned degrees and curricula at vocational and University level education that will respond to the needs of the students and the industry

See: <http://ec.europa.eu/digital-agenda/en/grand-coalition-digital-jobs>



# Digital Entrepreneurship

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# on the EU policy agenda

## Europe 2020 and its flagship initiatives

Entrepreneurship  
Action Plan 2020



**Digital  
Entrepreneurship**



An Industrial Policy for  
the Globalisation Era



*Digital entrepreneurship embraces all new ventures and the transformation of existing businesses that drive economic and/or social value by creating and using novel digital technologies.*

*Digital enterprises are characterised by a high intensity of utilisation of novel digital technologies (particularly social, big data, mobile and cloud solutions) to improve business operations, invent new business models and engage with customers and stakeholders.*

***They create the jobs and growth opportunities of the future.***





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## EU: DIGITAL ENTREPRENEURSHIP VISION

To accelerate the transformation of the European business landscape and create new business opportunities, notably for SMEs, through the development and smart use of novel digital technologies in order to increase growth and create employment

<b><u>PILLAR I</u></b> <b>Digital transformation, innovation and commercialisation</b>	<b><u>PILLAR II</u></b> <b>Boost the Digital Single Market</b>	<b><u>PILLAR III</u></b> <b>Ease of access to finance and enhancement of digital investments</b>	<b><u>PILLAR IV</u></b> <b>ICT and e-skills education and training</b>	<b><u>PILLAR V</u></b> <b>Digital entrepreneurial culture</b>
<p>Support all businesses to embrace digital technologies and transform the way goods are made and delivered.</p> <p>Foster innovation by promoting the visibility of digital technologies and commercialisation of new digital services and ideas.</p> <p>Encourage the start-up and up-scaling of digitised enterprises and new innovative businesses.</p>	<p>Improve the ease of doing digital business to facilitate entry to markets and stimulate demand and the supply of digital technologies.</p> <p>Develop and enhance ICT infrastructure, trusted electronic payment systems, trustmarks and trademark registration systems to boost the use, ease of access and trust in digital markets.</p>	<p>Enhanced access to finance will assist the creation, survival and growth of digital entrepreneurs.</p> <p>Traditional and innovative forms of lending should be developed to support entrepreneurs.</p> <p>Fiscal and tax frameworks should be enhanced to enable all businesses to embrace digital technologies.</p>	<p>A supportive education system that focuses on ICT and e-skills will strengthen the digital entrepreneurial environment.</p> <p>Increase the mobility, quantity and quality of high-end, multi-disciplinary digital skills and entrepreneurial talent.</p>	<p>A supportive entrepreneurial culture is fundamental to the development of digital entrepreneurs.</p> <p>Enhancing the digital entrepreneurial culture will improve the image of digital entrepreneurs and promote their role in society.</p>



# Pillar I: Vision and Actions

## ***Governance***

- ✓ **Strategic Policy Forum** to reinforce the dialogue among industry, science, and politics
- ✓ IS working group among relevant DGs to coordinate EU action

## ***Actions***

- ✓ **Digital Entrepreneurship Monitor** and annual scoreboard
- ✓ **Raising awareness**, best practices and the creation of a European **eMentoring ecosystem**
- ✓ Strengthening competences and **e-leadership skills**



# Thank you for your attention!

**For more information**

**On smart use of ICT by SMEs:**

[http://ec.europa.eu/enterprise/sectors/ict/ebsn/digital\\_supply\\_chains/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/ict/ebsn/digital_supply_chains/index_en.htm)

**On Digital Entrepreneurship:**

[http://ec.europa.eu/enterprise/sectors/ict/digital-entrepreneurship/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/ict/digital-entrepreneurship/index_en.htm)

**On e-Skills for Competitiveness, Growth and Jobs:**

[http://ec.europa.eu/enterprise/sectors/ict/e-skills/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/ict/e-skills/index_en.htm)

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