



# Unleashing the Potential of Cloud Computing in Europe

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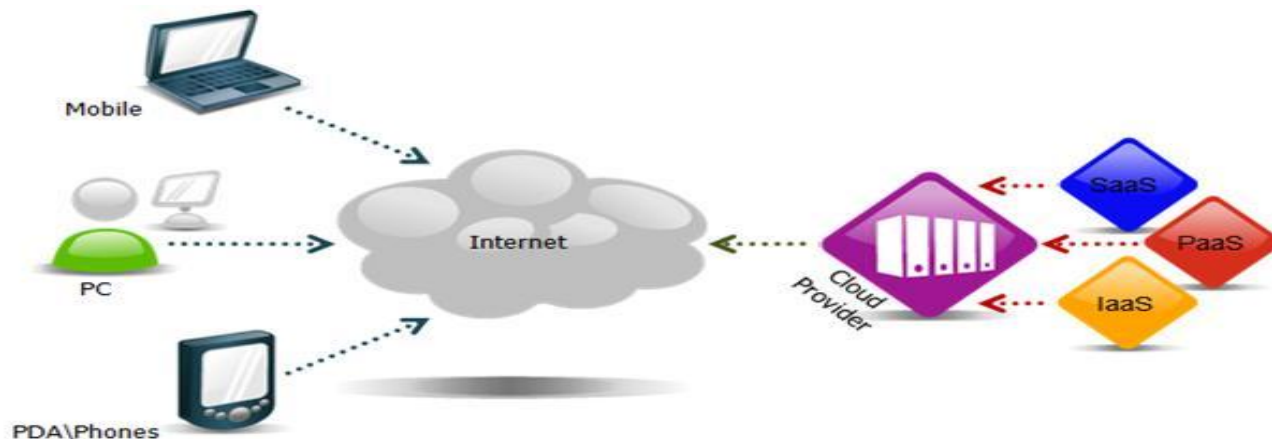
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*Global Forum Stockholm 29-10-2012*

## Objective of the EU Cloud Strategy

Europe [...] should develop an EU-wide **strategy on 'cloud computing'** notably for government and science.” (EDA)

Enabling and facilitating **faster adoption** of cloud computing, throughout **all sectors** of the economy to help **cut ICT costs** and **boost productivity, growth and jobs**





European  
Commission

# Challenges



Trust &  
security,  
dependability

Interoperability  
& standards

Governance,  
control

Privacy & Legal

# Opportunities

Supply side: for telcos, equipment, services providers

Demand side: Productivity potential for all; quicker and less risky professional IT for new companies (e.g. start-ups)

## Key Action 1 : Cutting through the Jungle of Standards

- ETSI (European Telecoms Standards Institute) to coordinate stakeholders & identify necessary standards (e.g. for security and interoperability)
- Recognize ICT technical specifications for data protection
- ENISA & others to assist development of EU-wide voluntary certification schemes
- Agree with industry harmonised metrics for energy consumption & carbon emissions of cloud services

## Key action 2: Safe and Fair Contract Terms

- Develop with stakeholders model terms for cloud computing service level agreements for professional cloud users
- European model contract terms and conditions pursuant to Common European Sales Law; expert group for cloud-related issues beyond the CSL
- Review standard contractual clauses & binding corporate rules for international data transfers by cloud providers
- Work with industry towards a code of conduct for cloud providers for Article 29 Working Party to endorse

## Key Action 3: European Cloud Partnership

### ➤ What:

- Identify common requirements for public sector cloud use
- Towards common & joint public procurement of cloud services
- Shape the market to benefit private use

### ➤ How :

- Steering Board: industry and MS
- Pre-Commercial Procurement Action with MS (FP7, EUR 10m call published), with industry input
- Umbrella for MS cloud activities

## Other Actions

Focus Future European Research Funding  
Horizon 2020 support

Cloud support for Connecting Europe  
Facility (CEF)

Cloud in International Dialogue and free-  
trade negotiations



## European Cloud Communication: Conclusion

- Closed models and vendor lock-in are a danger for Cloud model take-up
- Appropriate standards and certification schemes need to be identified
- The Public sector has an important role for the shaping of the Cloud computing market

# Further Information

*European Cloud Computing Strategy*

[http://ec.europa.eu/information\\_society/activities/cloudcomputing/index\\_en.htm](http://ec.europa.eu/information_society/activities/cloudcomputing/index_en.htm)

*Digital Agenda for Europe*

<https://ec.europa.eu/digital-agenda/>

*Software & Service Architectures and Infrastructures*

<http://cordis.europa.eu/software-services>