17th Forum of the Adriatic Chambers of Commerce & 18th Forum of the Adriatic and Ionian Cities

Date: 7th-9th June 2017

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Unit GROW.F.3 – KETs, Digital Manufacturing and Interoperability
WHY DO WE NEED A DIGITAL SINGLE MARKET?

Only 59% of Europeans can access 4G networks

90% of jobs will soon require digital skills

+ €11 billion in savings for consumers when shopping online

Small businesses could save €9,000 per market on legal and translation fees thanks to harmonised national laws in the EU

52% of cross-border purchases are blocked
Digital matters to European economy

75% of the **economic value** created by the Internet arises from traditional companies.

1.5m **additional jobs** would be created in the EU Internet Economy, if the entire EU mirrors the performance of US or Sweden.

SMEs **grow** two-three times **faster** when they embrace digital means.
4th Industrial Revolution – Clash of the Titans

SQUEEZED IN BETWEEN TWO DOMINANT INTERNET WORLDS, EUROPE MUST STRENGTHEN ITS ICT INDUSTRY

Market capitalization of the top 20 internet firms [2014; USD bn; %]

Europe

Current share of market capitalization of the top 20: 4%

Target 2020: 13%

USA
USD 1,500 bn
83% of the top 20’s market capitalization

Asia
USD 300 bn
17% of the top 20’s market capitalization

TERRA NUMERATA

European and national initiatives must be coordinated:
Juncker plan, Horizon 2020, Digital Agenda, Platform Industry 4.0, etc.

Source: Roland Berger
DSM technologies and public services modernisation package
Communications adopted on 19 April 2016

- Communication on Digitising European Industry: Reaping the full benefits of a Digital Single Market
- Communication on a European Cloud Initiative- Building a competitive data and knowledge economy in Europe
- Communication on Priorities of ICT Standardisation for the Digital Single Market
Digitising European Industry

To facilitate coordination of European, national & regional initiatives such as Industrie 4.0 (DE), Smart Industry (NL) (SK), Nouvelle France Industrielle (FR)

Mainstreaming digital innovation across all sectors:
Setting up a pan-European network of Digital Innovation Hubs

Strengthening leadership in digital technologies:
- Public-Private Partnerships
- Industrial platforms
- Large scale pilots & test beds

Preparing People for the digital age: Skills & Training

Regulatory framework:
- Free flow of data & data ownership
- Safety & liability of autonomous systems & Internet of Things

Challenges & opportunities of the Internet of Things

CLOUD
European Cloud Initiative in a data-driven economy:
- European Open Science Cloud
- European Data Infrastructure
- Widening access & building trust

STANDARDS
Fast development in 5 priority areas:
- 5G
- Cloud Computing
- Internet of Things
- Data Technologies
- Cybersecurity

DIGITAL PUBLIC SERVICES

eGovernment Action Plan:
- New Digital Single Gateway
- eJustice Portal
- “Once-only” principle in Administrations
- Cross-border Health services
- eProcurement & “Once-only” in public procurement
European Platform of National Initiatives on Digitising European Industry
European Platform of National Initiaves on Digitising European Industry

**High Level Roundtables**
- Representatives MS, industry, social partners; twice a year
- Preparatory activities in specific working groups
  - WG1 Mainstreaming digital innovation across all sectors (Digital Innovation Hubs)
  - WG2 Leadership in digital technologies value chains and platforms
  - Linkages with existing working structures for discussions on 'Jobs and Skills', 'Regulatory issues such as data economy' and ICT Standardisation'

**European Stakeholder Forum, 1st Forum on 31 Jan/1 Feb 2017 in Essen**
- Public event, held once per year and co-hosted by MS

**Digital Day’ on 23 March, in Rome**
- EU Platform of National Initiatives’ on digitising industry
Digital Innovation Hubs - Mainstreaming digital innovation across all sectors

The Digital Innovation Hub Model

- Sector specific expertise
- Technology expertise
- Business model expertise

Digital innovation hub

Solution
A Blueprint for Digital Innovation Hubs

To operationalise Digital Innovation Hubs in Europe, offering ‘a recipe’ for any national or regional authority or innovation intermediary wishing to establish a DIH or expand an existing initiative.
# A Blueprint for Digital Innovation Hubs

<table>
<thead>
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<th>Rec 1: Develop the information base</th>
<th>European Commission</th>
<th>Member States &amp; regional authorities</th>
<th>Innovation intermediaries*</th>
<th>Industry</th>
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<td>Rec 2: Share experiences across MSs &amp; regions</td>
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<td>Rec 4: Utilise H2020 funding</td>
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<td>Rec 5: Launch pilot actions for collaboration and LSIs</td>
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<td>Rec 6: Intensify outreach to regions</td>
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<td>Rec 8: Activate the European DIH network</td>
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🌟🌟🌟🌟 = Lead responsibility; 🌟🌟🌟 = Major participant; 🌟🌟 = Minor participant

* includes existing DIHs and CCs.
Digital Innovation Hubs Catalogue

Comprehensive information on the digital innovation hubs in Europe to give any SME or industry access to the exact competence fitting its needs in order to digitize its products and services.

https://ec.europa.eu/eusurv ey/runner/Questionnaire
The Digital Transformation Monitor (DTM) aims to foster the knowledge base on the state of play and evolution of digital transformation in Europe. The DTM provides a monitoring mechanism to examine key trends in digital transformation. It offers a unique insight into statistics and initiatives to support digital transformation, as well as reports on key industrial and technological opportunities, challenges and policy initiatives related to digital transformation.
Smart Specialisation Platform for Industrial Modernisation

http://s3platform.jrc.ec.europa.eu/industrial-modernisation
Upcoming initiatives by the EC: Transforming Regions and Cities into poles of Digital Transformation

Cities can create the right environment to accelerate the digital transformation of businesses, organizations, public administrations and improve the lives of their citizens.
Blueprint for cities and regions

✓ **Creation of the right environment** to accelerate the digital transformation of businesses and organisations and improve the life of citizens

✓ Based on analysis of qualitative data collected from **different city stakeholders acting in different contexts** and in territories with uneven levels of economic and digital maturity
Digital transformation initiatives and best practices

There is significant scope for businesses, organisations and citizens from the same or different territories to collaborate and learn from one another. The examples below provide illustrations of different initiatives, collaborative projects, organisational structures, policy measures and programmes created by ambassadors for digital transformation at the local level. The uptake of similar initiatives is key to accelerating the digital transformation of Europe's cities and regions.

- **Amsterdam**: Sharing city
  - Promoting shared mobility and increasing accessibility.
  - Connecting all modes of transport.
  - Creating a connected city ecosystem.

- **Barcelona**: Next generation e-parking systems
  - Utilizing advanced technologies for efficient traffic management.
  - Improving urban planning and transportation systems.

- **Brussels**: Public-private partnerships for digital mobility
  - Enhancing connectivity and accessibility across Brussels.
  - Fostering innovation and sustainability.

- **Hamburg**: Sharing economy
  - Utilizing sharing economy models for various services.
  - Encouraging sustainable urban development.

- **Lisbon**: StartUp Lisboa
  - Supporting entrepreneurial initiatives.
  - Creating a conducive environment for startups.

- **New York**: Smart Mobility
  - Implementing smart transportation solutions.
  - Enhancing urban mobility and connectivity.

- **Luxembourg**: Public-private partnerships for digital mobility
  - Enhancing connectivity and accessibility across Luxembourg.
  - Fostering innovation and sustainability.

- **Tallinn**: Collaborating to design objectives
  - Creating smarter cities and services.
  - Enhancing digital infrastructures.

- **Tricity**: Opening up and sharing mobility
  - Improving urban connectivity.
  - Enhancing sustainable transport solutions.

Find out more and submit your own digital transformation initiative at: [www.digitaltransformyourregion.eu](http://www.digitaltransformyourregion.eu)
Upcoming initiatives by the EC: Transforming Regions and Cities into poles of Digital Transformation

Overall Budget: 2.8 million EUR

- Call for Expression of Interest for Cities in June 2017
- Development of digital local ecosystems
- Development of EU-wide interregional collaborations
Upcoming initiatives by the EC: Transforming Regions and Cities into poles of Digital Transformation

The objective is to:

- join-up regions and cities in a dynamic Network, support experimentation, cross-regional partnerships and joint investments in digital transformation in the context of the Smart Specialisation Platform on Industrial Modernisation.

- Provide high-level professional expertise and advisory services to help some 15 model regions and cities develop initiatives on smart sustainable growth, digital skills and entrepreneurship, access to data and technologies and new technological infrastructures (cyber-physical systems).

- Identify the main obstacles and challenges for the creation of innovation ecosystems and underline the key success factors of the strategies and common projects being implemented.
Objectives:
• accelerate the uptake of data-driven business models and sector-specific B2B platforms by European SMEs;
• stimulate strategic investments on European data infrastructures and facilitate use of relevant EU and national funding programmes;

Upcoming initiatives by the EC:
Big Data and B2B platforms: the next big opportunity for Europe (COSME 2017)

The action focuses on marketable infrastructures and pilot projects. It shall:
• develop **common guidelines on safe data usage.**
• explore the feasibility of, pilot, promote and stimulate strategic investments in high-impact projects for:
  • **connected and automated driving**
  • **Unified European diabetes-related data-sets and applications**
• identify market deficiencies, regulatory and other technical of trade barriers and formulate policy recommendations and actions plans for coordinated EU and national policy actions.
Blueprint for Sectoral Cooperation on Skills

New Skills Agenda for Europe (10 June 2016)

Sectoral skills partnerships, in industry and services, will be set up at EU level and then rolled out at national (or, when relevant, regional) level to:

- *Improve skills intelligence and tackle skills shortages in economic sectors*;
- *Mobilise and coordinate key players*;
Watify is an awareness-raising campaign to support the EU efforts to stimulate the modernisation of Europe’s industry by:

- **Boosting the technological transformation** of European SMEs
- Supporting Europe’s regions to translate their smart specialisation strategies in the areas of digitisation and KETs into concrete projects.

**boost and facilitate**

- 240 **AWARENESS EVENTS** in regions and cities across Europe

**connect**

- 40 **MATCHMAKING EVENTS** for smart cooperation and investment

**inspire**

- 100 **SUCCESS STORIES** of technological transformation
How?

• **boost and facilitate** technological transformation in SMEs and between regions and cities through business and regional intermediaries.

• **connect** SMEs and stakeholders by facilitating the sharing of best practices, lessons learnt and new transformation ideas for advancement and by encouraging collaboration on joint projects.

• **inspire** SMEs and local stakeholders to transform and work together to take full advantage of digitisation and Key Enabling Technologies (KETs).
Further reading

Digital transformation of industry and enterprises:
http://ec.europa.eu/growth/industry/digital-transformation_en

Digital Transformation Monitor

Digital Transformation Scoreboard 2017

Reports of the Strategic Policy Forum on Digital Entrepreneurship:

Blueprint for cities and regions as launch-pads for digital transformation
http://www.digitallytransformyourregion.eu/

Thank you!