



SHAPING EUROPE'S DIGITAL FUTURE

February 2020
#DigitalEU

Everyone is experiencing the digital transformation in their life. The EU digital strategy will make it work for people, businesses and the planet, in line with EU values.

Who will benefit from the EU's digital strategy?



EVERY EUROPEAN

Technology improves every citizen's daily life.



BUSINESSES

Businesses start, grow, innovate and compete on fair terms.



THE PLANET

Digital technologies help the EU reach climate neutrality.

What will we do?

Technology that works for people

A fair and competitive digital economy

3 STREAMS OF ACTION

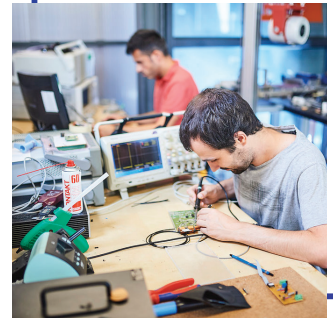
An open, democratic and sustainable society

1 Technology that works for people

- ▶ Invest in digital competences for all Europeans;
- ▶ Protect people from cyber threats (hacking, ransomware, identity theft);
- ▶ Ensure Artificial Intelligence is developed in ways that respect people's rights and earn their trust;
- ▶ Accelerate the roll-out of ultra-fast broadband for homes, schools and hospitals throughout the EU;
- ▶ Expand Europe's super-computing capacity to develop innovative solutions for medicine, transport and the environment.

2 A fair and competitive digital economy

- ▶ Enable a vibrant community of innovative and fast-growing start-ups and SMEs to access finance and to expand;
- ▶ Propose a Digital Services Act to strengthen the responsibility of online platforms and clarify rules for online services;
- ▶ Make sure that EU rules are fit for purpose in the digital economy;
- ▶ Ensure that all companies compete in Europe on fair terms;
- ▶ Increase access to high-quality data while ensuring that personal and sensitive data is safeguarded.



3 An open, democratic and sustainable society

- ▶ Use technology to help Europe become climate-neutral by 2050;
- ▶ Reduce the digital sector's carbon emissions;
- ▶ Empower citizens with better control and protection of their data;
- ▶ Create a European health data space to foster targeted research, diagnosis and treatment;
- ▶ Fight disinformation online and foster diverse and reliable media content.



5G

Europe as a global leader



The EU will:

- ◆ aim to become a **global role model** for the digital economy;
- ◆ **support developing economies** in going digital;
- ◆ develop **digital standards** and promote them internationally.

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