



“Every European Digital”

N. Kroes

[N. Kroes' message on Digital Agenda for Europe](#)

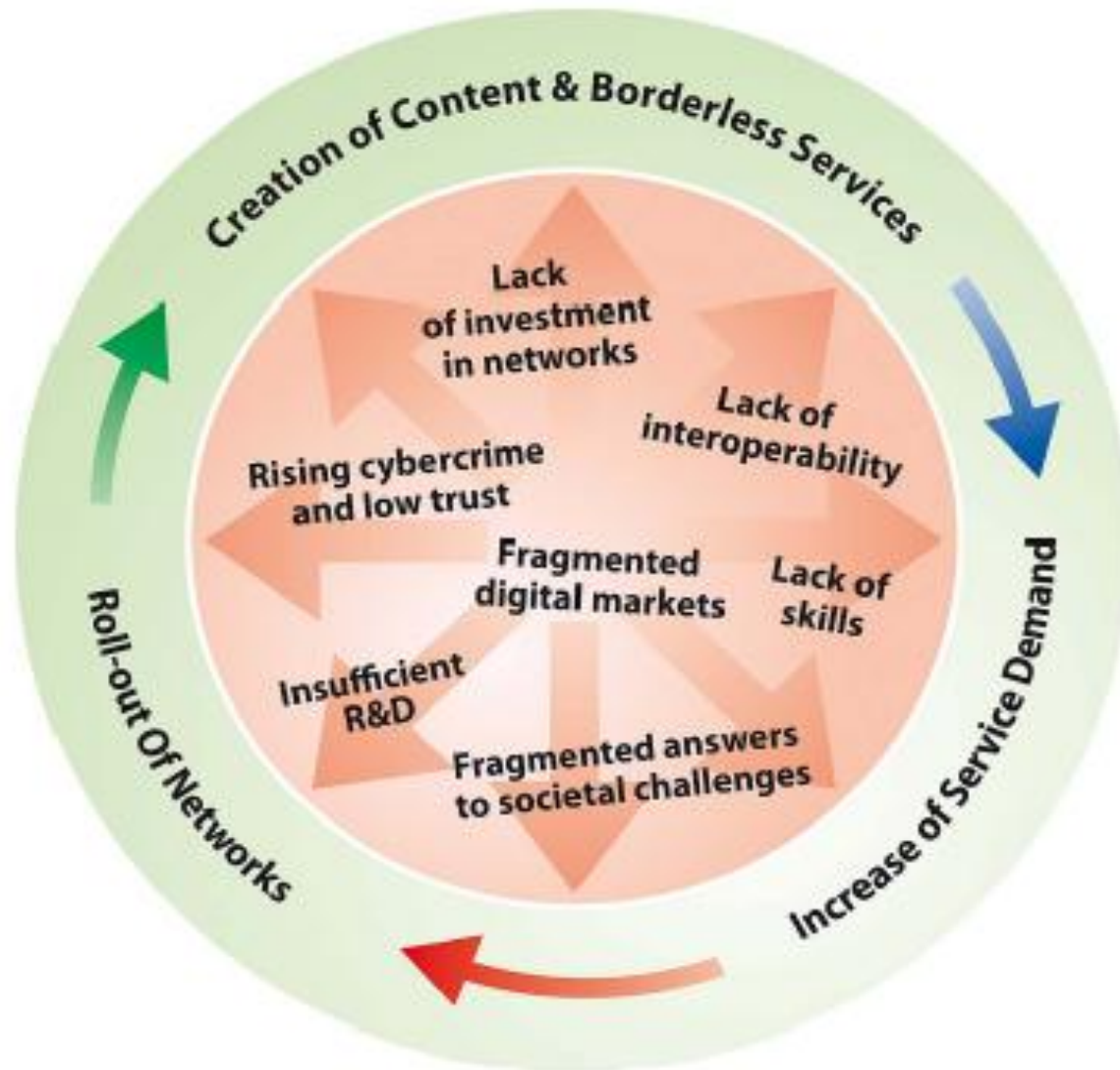


Why?



from **ICT as interesting**
to **ICT as hugely important**







To whom?

SMEs

Musicians

Workers

Consumers

Doctors

Elderly

Patients

Environment

Researchers

Artists

Authors

Disabled





How?





Digital Single Market

online access to legal content

50% shop online

20% buy cross-border





Openness and interoperability



Recognize and create **more and better standards** in Europe



Make better use of these standards



Ensure interoperability even in absence of standards





Online trust and security

identity theft

privacy concerns

cybercrime

spam

low trust = low use



cybercrime centre

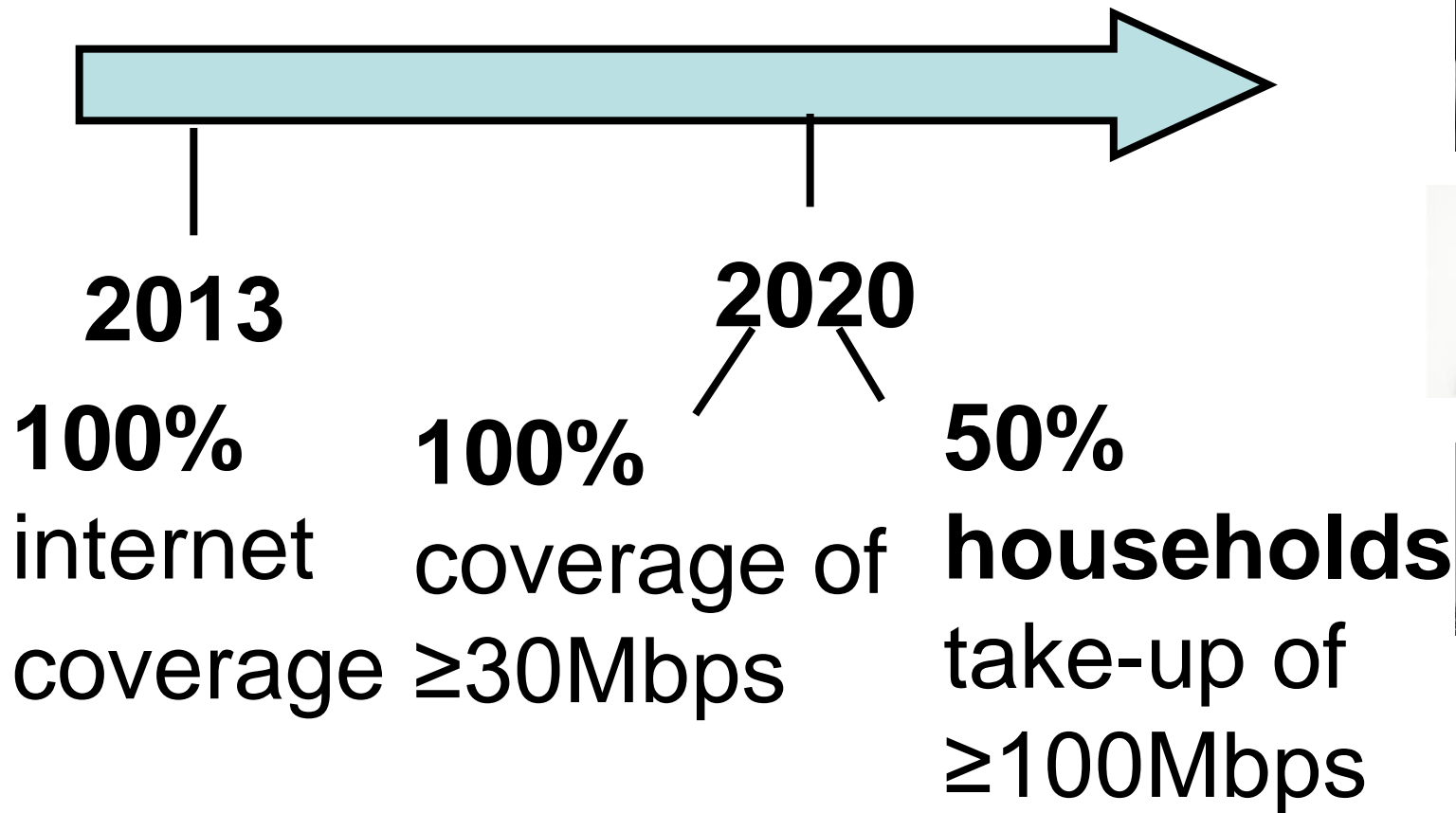


computer emergency response teams



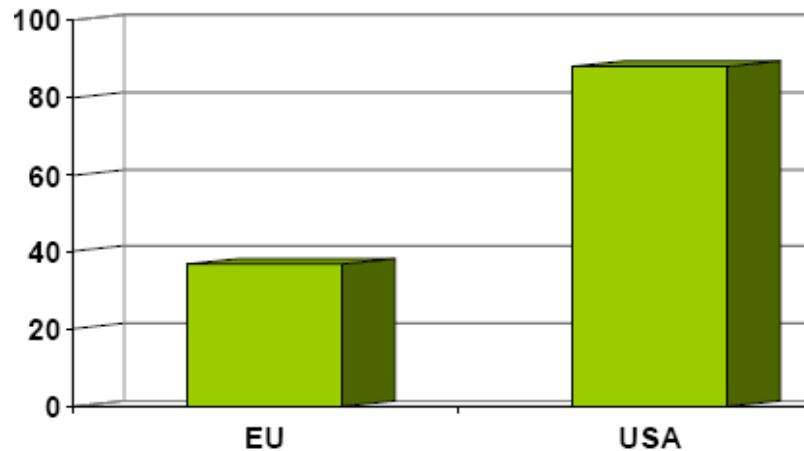


Internet for all





ICT research and innovation



Funds

double investment to **€11 bn**
light & fast measures to access



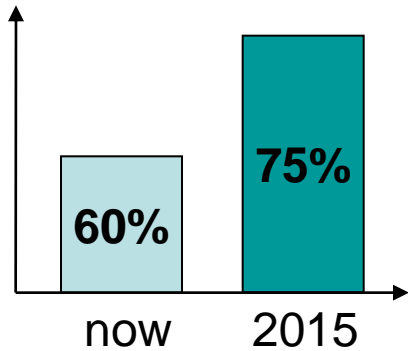
Coordination



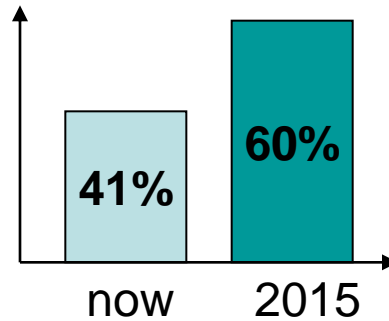
Digital inclusion



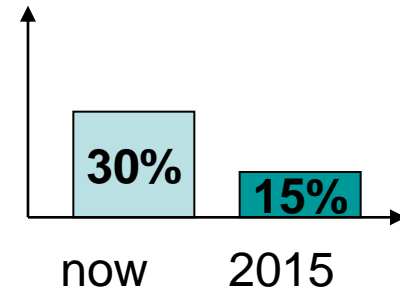
get more people online



regular use



disadvantaged



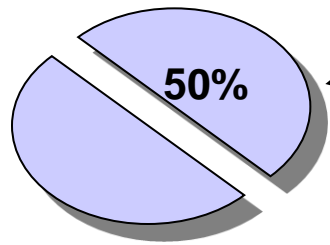
never used



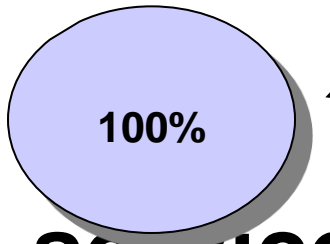
eSkills training



Digital public services



EU citizens use **eGovernment**



Member States have online cross-border **public**

services

ALSO: EU citizens access **eHealth** online

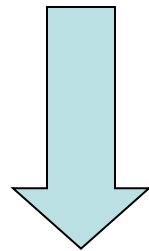


Achieving the targets

Team up

collaborate

join forces



YOUR support and guidance essential!



Be part of it

Send us your ideas at

[http://ec.europa.eu/information_society/
digital-agenda/survey/](http://ec.europa.eu/information_society/digital-agenda/survey/)



Thank you! Questions?



Digital Agenda for Europe

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