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Creating an eco-efficient economy

The fight against climate change

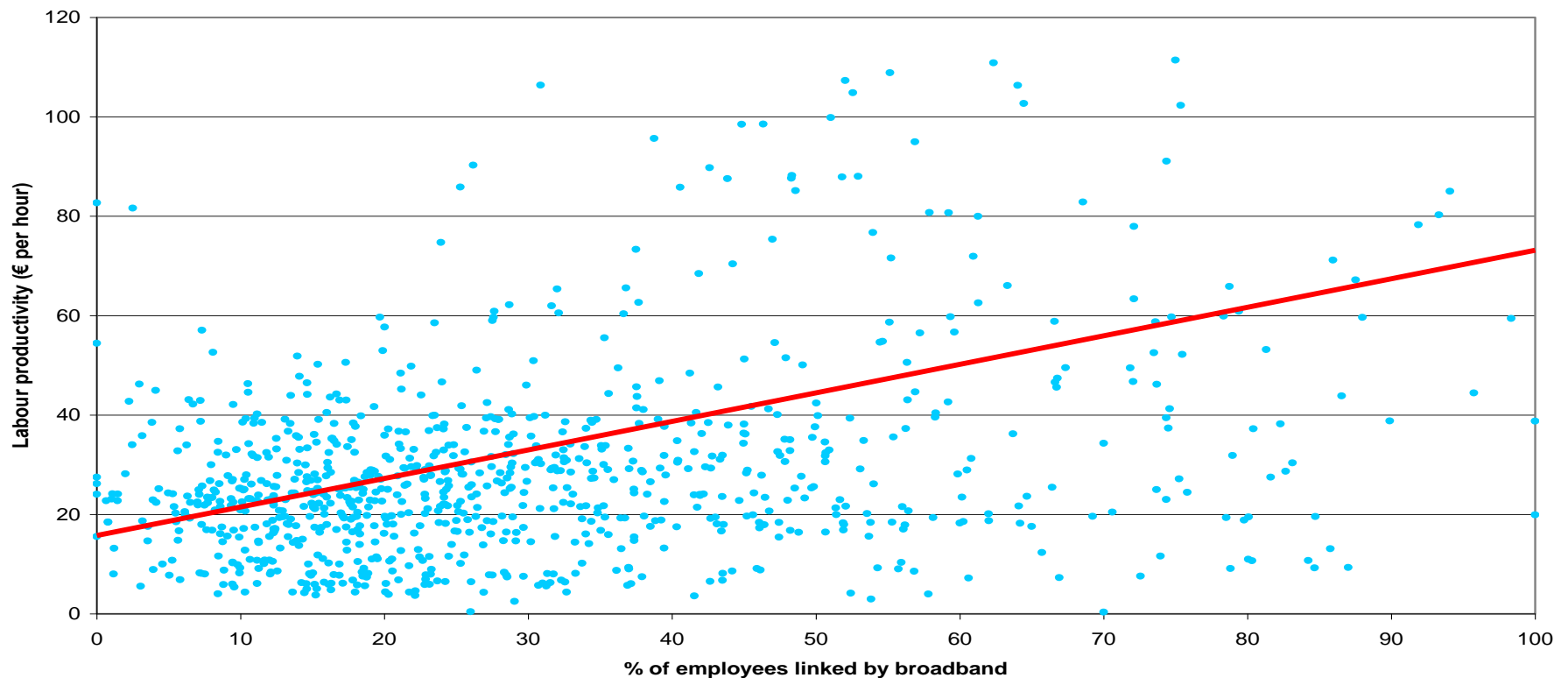
Strengthen the European economy



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Internet is Growth

Labour productivity and broadband in selected EU countires (2001 - 05)



So we prepared for

- **The process of the Commission to renew the i2010 strategy**
- **A Member States process by contributing in the Council (Transports, telecommunications and Energy Council)**
 - A conference in November
 - A report for discussions

Preparatory reports

- **What will the future bring in terms of technological innovation?** Informationssamhället i framtiden: 2020-2040. Institutet för Framtidsstudier. Torbjörn Lundqvist & Samuel Bohman
- **What will be the extent of public responsibilities and commitments?** Den virtuella staten och det offentliga åtagandet. Institutet för Framtidsstudier. Markus Gossas
- **What is the connect between ICT and growth, will it continue?** Svensk produktivitet utveckling och förutsättningar för en framgångsrik IKT-politik. Institutet för Näringslivsforskning (IFN). Harald Edquist
- **How will values change, how does that interact with societal change?** Informationssamhället 2025: Rapport från en workshop med Kairos Future den 10 juni 2008. Kairos Future. Anna Kiefer & Mats Lindgren

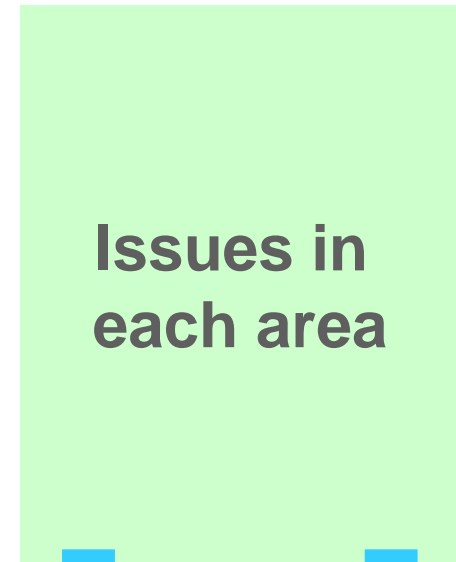
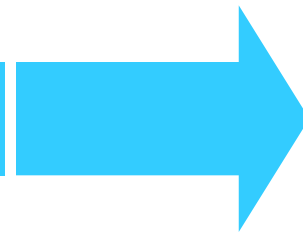
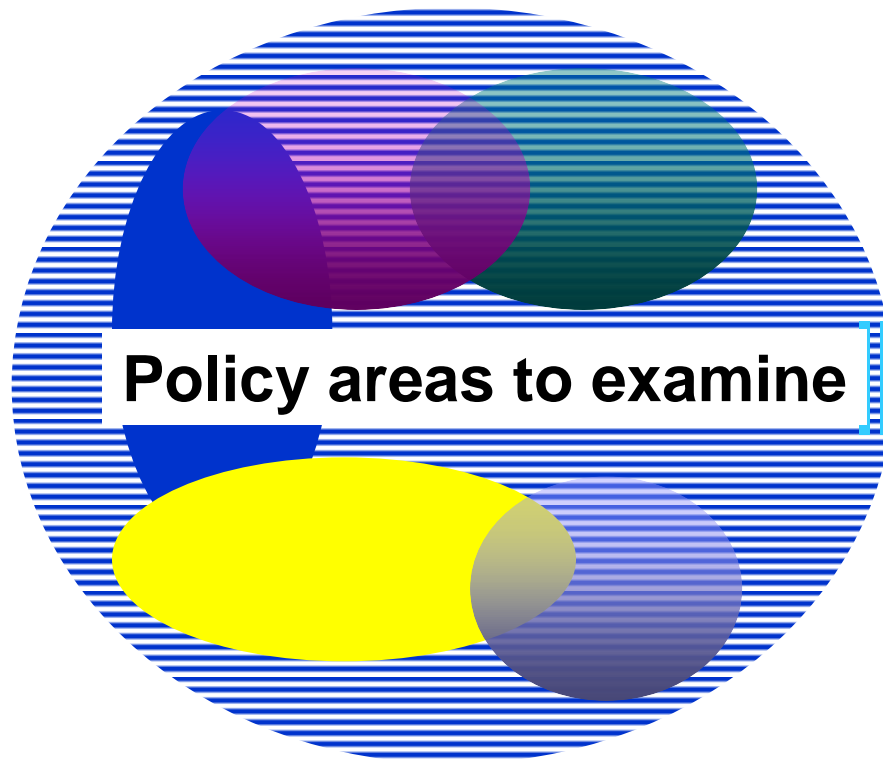
SCF Associates, Study & Report

Simon Forge, Erik Bohlin, Martin Cave, Colin Blackman

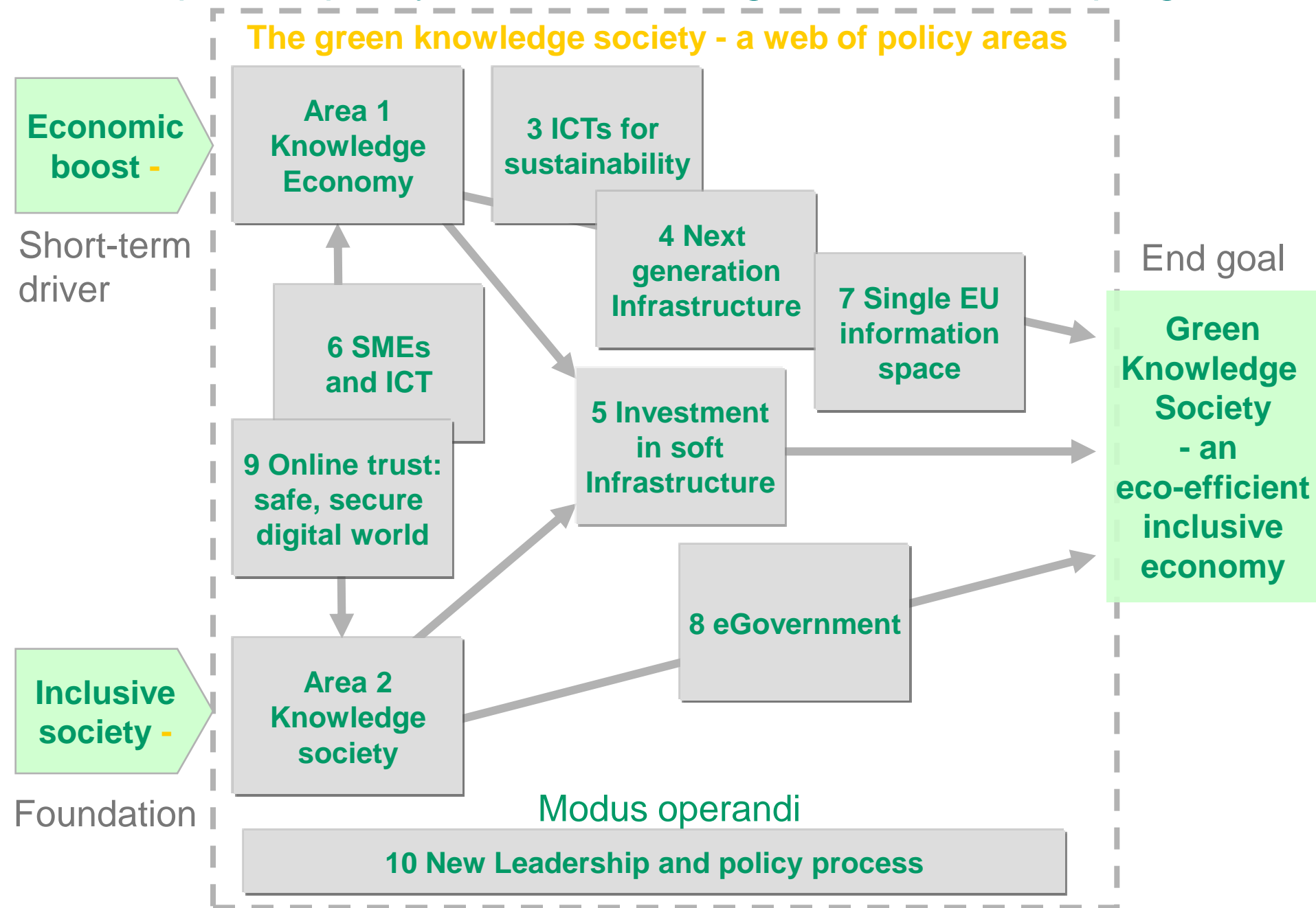
- **Study of EU policy questions in the ICT area to 2015**

“Which are the most important policy questions that the EU faces in the area of ICT and the information society to about 2015, and what trends underlie or affect these new questions?”

- Interviews, workshop
- Interim report July
- Final publication, Sept
- Public dialogue in Sept-Oct



The component policy areas form a logical structure for progress





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A Green Knowledge Society

An ICT policy agenda to
2015 for Europe's future
knowledge society

SCF
ASSOCIATES LTD

Executive summaries (in English, French and Swedish)

A vision of a green knowledge society

1. The knowledge economy: driver of future wealth
2. The knowledge society: participation for all
3. Green ICT: support for an eco-efficient economy
4. Next generation infrastructure: balancing investment with competition
5. Soft infrastructure: investing in social capital
6. SMEs and ICT: supporting Europe's small enterprises
7. A single information market: enabling cohesion and growth
8. Revolutionising eGovernment: rethinking delivery of public services
9. Online trust: a safe and secure digital world
10. Clear leadership: rethinking the EU's policy-making process

Policy areas (1:4)

A vision of a green knowledge economy

ICT-based → knowledge based society

Environmentally responsible growth

1. The knowledge economy

”Radical transformation...” education & ICT training

Thoughtful response on IPR rules

2. The knowledge society

Broadband coverage & take up

Education & literacy

Policy areas (2:4)

3. Green ICT

2→3 percent load = 15 percent reduction

First mover advantage

4. Next generation infrastructure

Using ex ante regulation on other layers?

OSS and open standards counteracting IPR stranglehold?

5. Soft infrastructure

Public service institutions e.g. health, education, justice

New service delivery, shrinking workforce



Policy areas (3:4)

6. SMEs and ICT

Improved take up and use

7. Single information market

Lifting national barriers

8. Revolutionising eGovernment

Citizens as participants in Public services 2.0

Policy areas (4:4)

9. Online trust

Understanding the threat profile

Shared culture of responsibility for security

10. Clear leadership

Overall ICT policy vs. sectoral policies and national interests



Public debate:

#visbyagenda

Also:

- COM Communication
- EIF report
- Cable Europe
- GSMA
- Digital Europe
- ourvisbyagenda.eu



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2009 TIMELINE

4 August, Communication: COM(2009) 390 final: *Europe's Digital Competitiveness Report*,

September, Report: *A Green Knowledge Society –an ICT policy agenda to 2015 for Europe's future knowledge society*,

November *Visby Agenda –creating impact for an eUnion 2015*, 9-10 November and Presidency conclusions,

November Council Working Groups

17-18 December, Council conclusions: TTE-Council (Transport, Telecom & Energy)

2010

Commission initiative for a new ICT-policy agenda to 2015

Commission initiative for a post-Lisbon agenda to 2020

Spanish presidency to adopt commission initiative



Swedish Presidency of the European Union

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SEMINARS AND CONFERENCES

When

9 November–10 November

Where

Wisby Strand
Strandvägen 4
Visby, Sweden

Participants

Approx.: 350

Council

• [Transport, Telecommunications and Energy](#)

Ministry in charge

Ministry of Enterprise, Energy and Communications

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Visby Agenda: creating impact for an eUnion 2015

Conference on Europe's future IT policy. This conference is an important step in creating a common platform for a European IT policy agenda by 2015.



Documents

- [Terms of Reference for submitting Video-messages for the conference Visby Agenda](#)
- [A Green Knowledge Society An ICT policy agenda to 2015 for Europe's future knowledge society](#)
- [A Green Knowledge Society - An ICT policy agenda to 2015 \(Executive Summary\)](#)
- [Preliminary programme, Visby Agenda](#)
- [First announcement, Visby Agenda](#)
- [From the Swedish Presidency of the EU: Information and Communication Technologies Policy](#)
- [Background to the study: EU Policy Questions in the ICT Area to 2015](#)
- [Questions & Answers for](#)



Interactivity

- **Webbcast**
- **email questions continuously recieved**
- **Prepared brief and concise video-messages with questions, comments, analyses and statements**
- **Key-pad polling**



Swedish Presidency of the European Union

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Meetings & News / Ministerial eGovernment Meeting and Conference

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SEMINARS AND CONFERENCES

When

18, 19, 20 November

Where

Malmö, Sweden

Council

- European Council (not council-specific)

Ministry in charge

Ministry of Finance

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Ministerial eGovernment Meeting and Conference

The 5th Ministerial eGovernment Meeting and Conference, to be held in the city of Malmö in the south of Sweden, will be one of the major events of the Swedish EU Presidency. It will include a Ministerial Meeting of ministers responsible for eGovernment, a Ministerial eGovernment Conference, and an exhibition of more than 50 finalists of eGovernment Awards.

Teaming up for the eUnion

5th Ministerial eGovernment Conference. Malmö, 18–20 November 2009

Ministerial Meeting 18 November

Member State ministers responsible for eGovernment are scheduled to meet on the eve of the Conference, 18 November 2009, to agree on a Ministerial Declaration that will set out the path for the field of eGovernment up until 2015. The Ministerial Declaration will be presented jointly by the Swedish Presidency and the European Commission on the first day of the Conference.

Conference 19-20 November

At the Ministerial Conference, high-level speakers and 1 000 delegates representing Member States, EFTA and candidate countries, the European Commission, international and regional organisations such as the United Nations and the OECD, leaders of the ICT industry and its main organisations including Digital Europe, as well as academia and others will meet in more than 20 sessions to discuss topics of particular interest to actors in the field of eGovernment.

External Resources

Press release: European eGovernment Awards 2009 finalists announced

5th Ministerial eGovernment Conference 2009

DECISION-MAKING PROCESS

EU legislation

The Council of the EU
Decides

The European Parliament
Decides

Coreper (Committee of Permanent Representatives)
Prepare

The European Parliament's committees
Prepare

Working groups
Prepare

The European Commission
Propose legislation

Conferences and other

Ministerial declaration on eGovernment

18 November 2009

Following declarations by BE, IT, UK, PT

Presented jointly by SE & COM

***A common ground for continued and
increased partnership and joint action***

So what will the results be?

Presidency conclusions 11/11

Council conclusions 18/12

	SCF Report: Policy area		Commission Communication: Key Areas
Economy	1. The knowledge economy: driver of future wealth		(6) Promoting users' creativity. (1) Unleashing ICT as a driver of economic recovery and as a lead contributor to the Lisbon growth and jobs agenda.
Green	3. Green ICT: support for an eco-efficient economy		(3) Upping Europe's performance in ICT research and innovation. (2) Increasing the role of ICT in the transition to a more sustainable low-carbon economy.
Broadband	4. Next generation infrastructure: balancing investment with competition		(4) Creating a 100% connected economy through a high-speed and open internet for all.
Internal market	7. A single information market: enabling cohesion and growth		(5) Consolidating the online single market.
Inclusion	2. The knowledge society: participation for all		(9) Using ICT to improve the quality of life of EU citizens by unlocking the storehouses of Europe's cultural heritage by bringing it online.
Public Sector Information	8. Revolutionising eGovernment: rethinking delivery of public service		(8) Making modern and efficient public services available and accessible to all.
eGovernment	5. Soft infrastructure: investing in social capital		
Governance			(7) Reinforcing the position of the EU as a key player in the international ICT arena.

Opinions-to-policy treadmill

- **policy vision**
- **actionable objectives**
- **concrete actions**
- **budget solutions**
- **actual decisions**
- **implementation**
- **follow-up**
- **policy vision...**



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All this connected to

The fight against climate change

**Strengthen the European
economy**



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