

## CONFERENCE

European Economic and Social Committee, May 2014

***Can ICTs be the key drivers for of growth and employment in the EU-27? by Haroula Delopoulos***

**MORE EU DIGITAL PRODUCTS AND SERVICES TO BOOST ECONOMIC GROWTH,  
Session 1: EU and national digital policies to boost economic recovery.**



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### ***Can ICTs be the key drivers of growth and employment in the EU-27?***

***“The crisis has wiped out years of economic and social progress and exposed structural weaknesses in Europe's economy. Europe's primary goal today must be to get Europe back on track. To achieve a sustainable future, it must already look beyond the short term. Faced with demographic ageing and global competition we have three options: work harder, work longer or work smarter. We will probably have to do all three, but the third option is the only way to guarantee increasing standards of life for Europeans. To achieve this, the Digital Agenda makes proposals for actions that need to be taken urgently to get Europe on track for smart, sustainable and inclusive growth”***



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- In March 2010, according to the Europe 2020 Strategy and in order to exit the crisis, the European vision was to increase productivity, employment, social cohesion and become a low carbon economy.
- The Digital Agenda 2020 is one of the seven flagship initiatives of Europe's 2020 strategy.
- The primary scope of the Agenda is to maximize the social and economic potential of ICT, giving priority to the Internet.



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## The Pillars of Digital Agenda 2020 are the following:

- **Pillar I:** Digital Single Market
- **Pillar II:** Interoperability & Standards
- **Pillar III:** Trust & Security
- **Pillar IV:** Fast and ultra-fast Internet access
- **Pillar V:** Research and innovation
- **Pillar VI:** Enhancing digital literacy, skills and inclusion
- **Pillar VII:** ICT-enabled benefits for EU society



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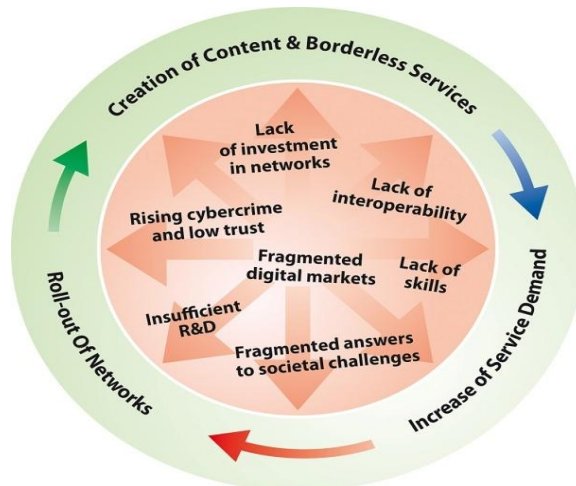
•The Digital Agenda2020 was planning that, by 2020, digital content and applications would be almost entirely delivered online. Services are thus converging and moving from the physical into the digital world.

•These services could be accessible through any device, on a smart-phone, tablet, personal computer, digital radio or high-definition television.

•One of the major scopes is to create attractive content and services that would be available in an interoperable and borderless internet environment.



## There are several obstacles to the implementation of Digital Agenda 2020



In order to create a “single market”, digital services should be used and, citizens should be convinced to have internet access, and at the same time the content should be interesting and not harmful. Also citizens should not have security concerns nor believe that access costs and equipment are expensive.

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*According to “Eurostat” statistics for the period 2005-2010, households do not have Internet access at home, and European citizens estimate that:*

- *access costs are too high (telephone, etc.)*
- they do not have the skills
- do not need internet access because content is not useful, not interesting, etc.
- the equipment costs are too high
- they do not need internet access because content is harmful, etc.



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## Key performance targets of Digital Agenda 2020

- 1st target:** the entire EU to be covered by broadband by 2013
- 2nd target:** The entire EU to be covered with broadband above 30 Mbps by 2020
- 3rd target:** 50% of the population of EU to buy online by 2015
- 4th target:** 20% of the population to buy online cross-border by 2015



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## Key performance targets of Digital Agenda 2020

- 5th target:** 32% of SMEs to make online sales by 2015
- 6th target:** the difference between roaming and national tariffs to approach zero by 2015
- 7th target:** 75% of population using internet regularly by 2015
- 8th target:** 60% among disadvantaged people use internet regularly by 2015


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## Key performance target of Digital Agenda 2020

**9<sup>th</sup> target:** the proportion of the population that has never used the Internet 15% by 2015

**10<sup>th</sup> target:** 50% of population using e-Government by 2015

**11<sup>th</sup> target:** 25% of population using e-Government and returning forms by 2015

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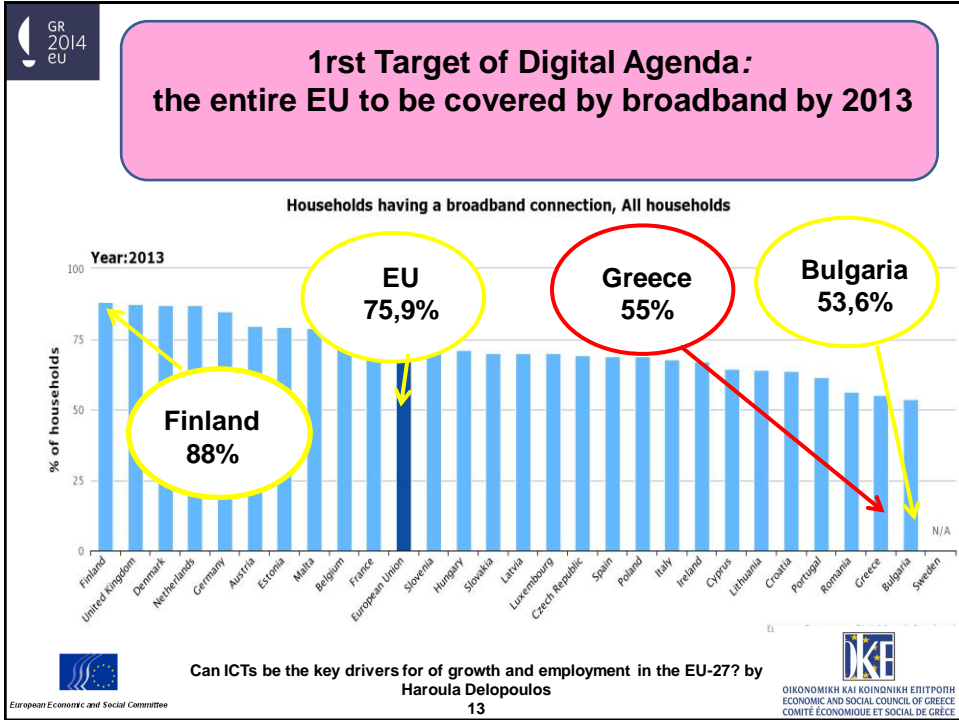
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According to the 1st target  
of Digital agenda: “Is the entire EU  
covered by broadband by 2013?”

Only 55% of Greece covered by  
broadband in 2013

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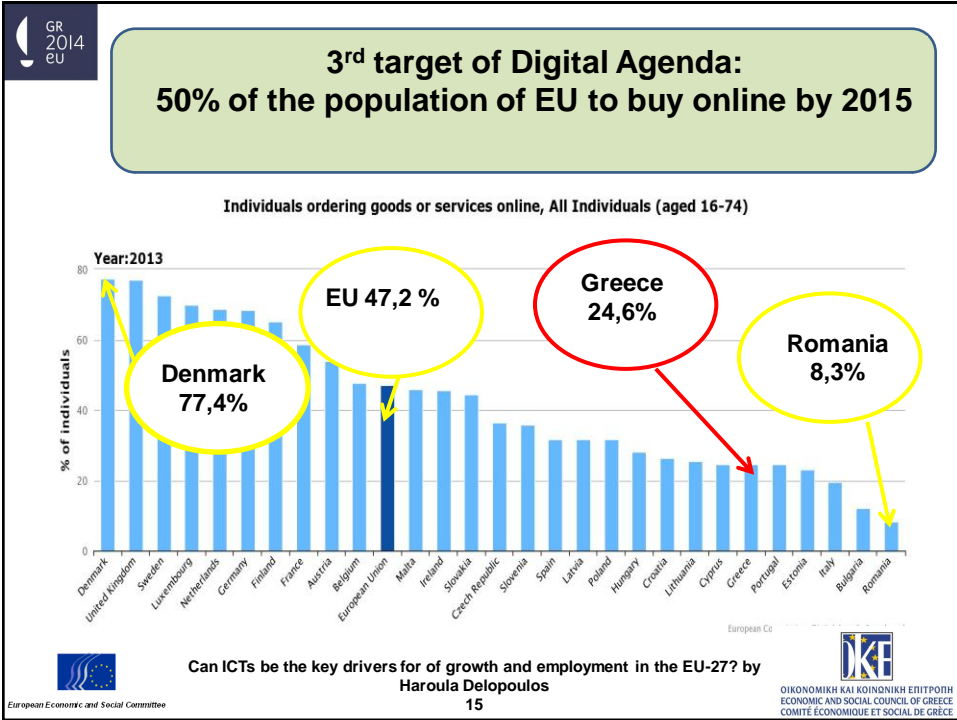


**According to the 3rd target of Digital agenda: "50% of the population of EU to buy online by 2015"**

**Only 24,6% of the population of Greece buy online in 2013**

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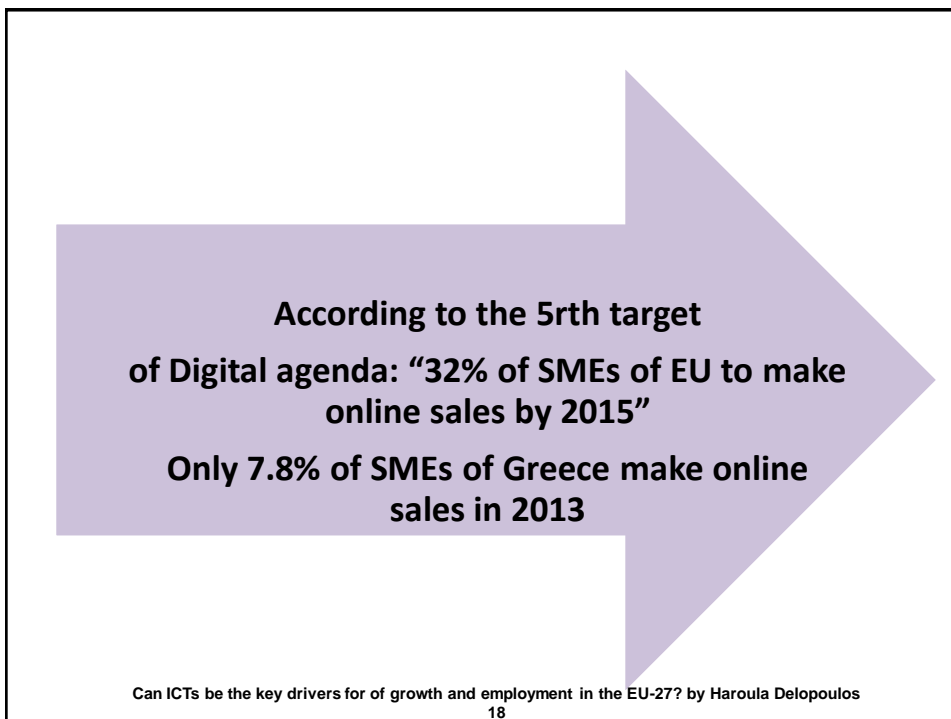
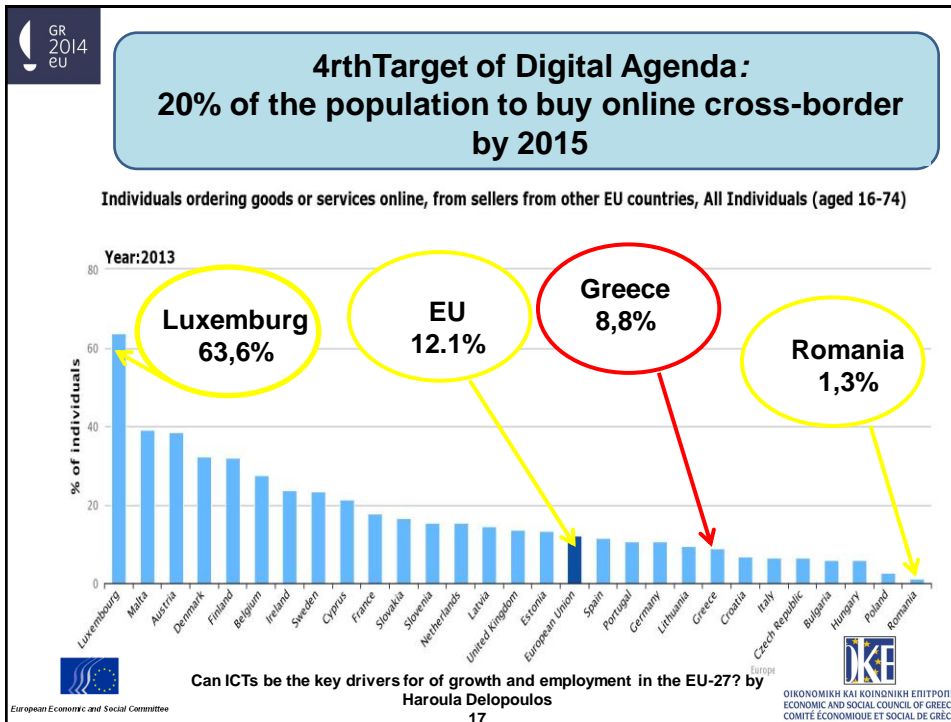


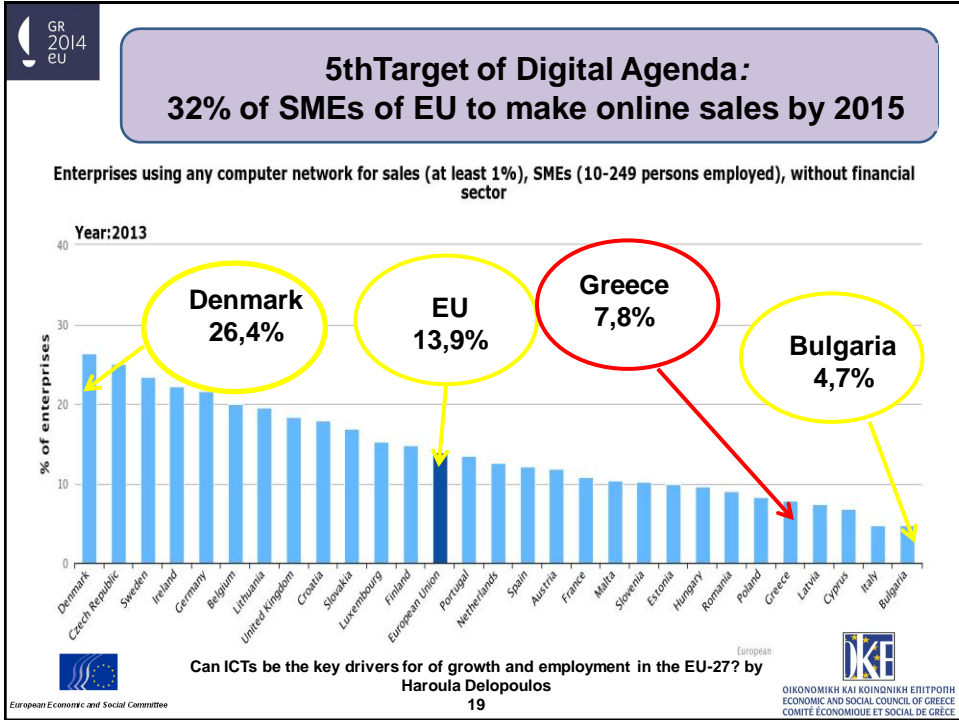
**According to the 4<sup>th</sup> target  
of Digital agenda: “20% of the population of  
EU to buy online crossborder by 2015”.**

**Only 8.8% of the population of Greece buy  
online crossborder in 2013**

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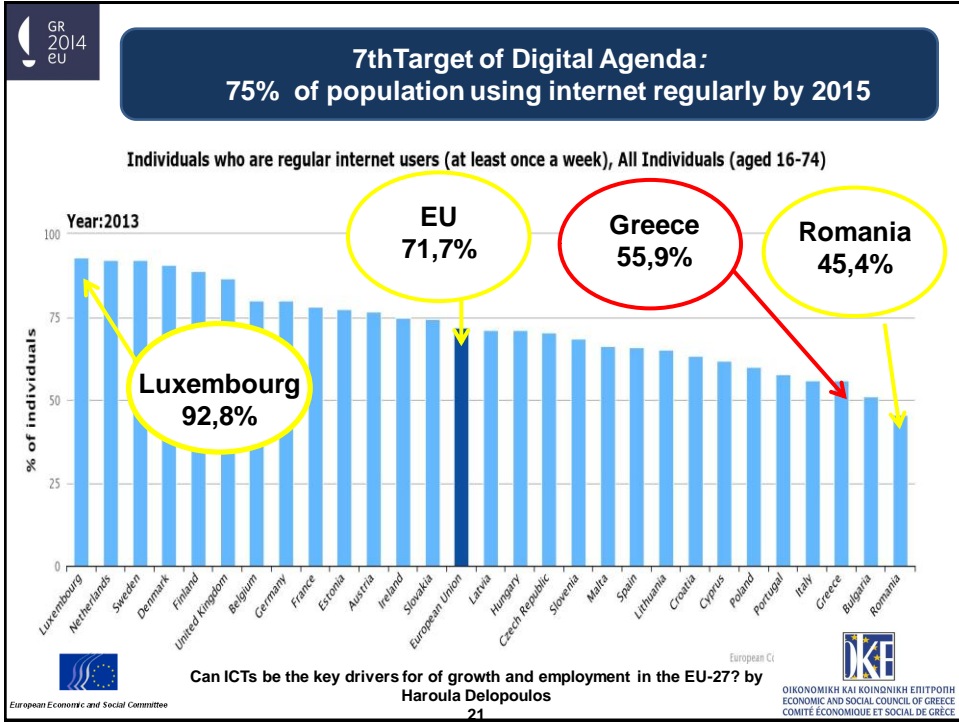




According to the 7th target of Digital agenda: "75% of population using internet regularly by 2015".

In Greece 55,9% of population using internet regularly in 2013

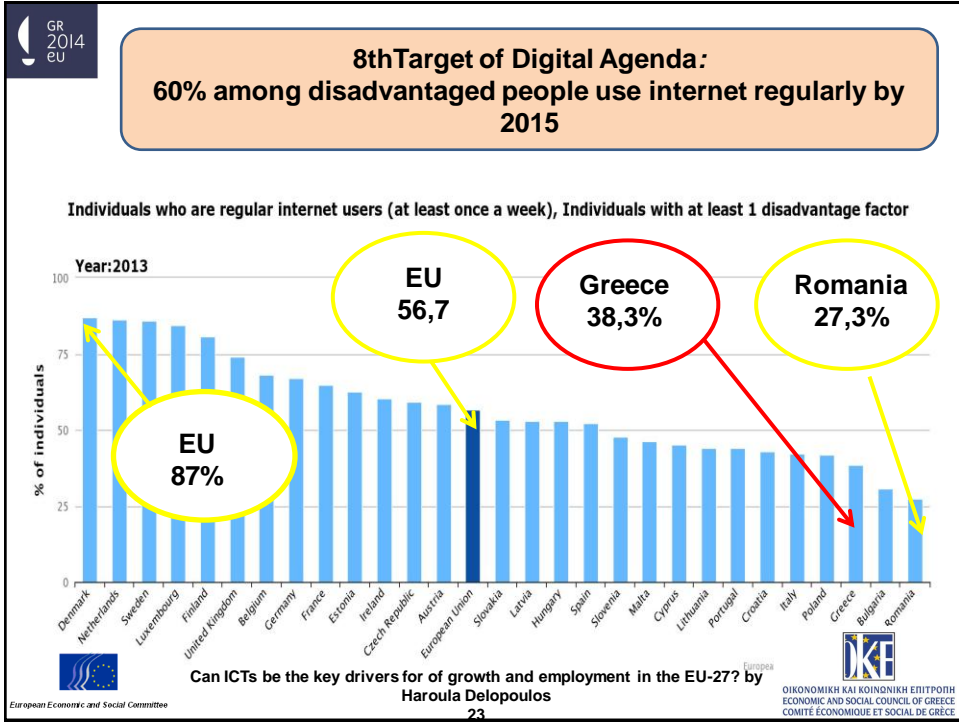
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**According to the 8th target of Digital agenda: "60% among disadvantaged people use internet regularly in EU by 2015".**

**Only, 38,3% among disadvantaged people use internet regularly in Greece, in 2013**

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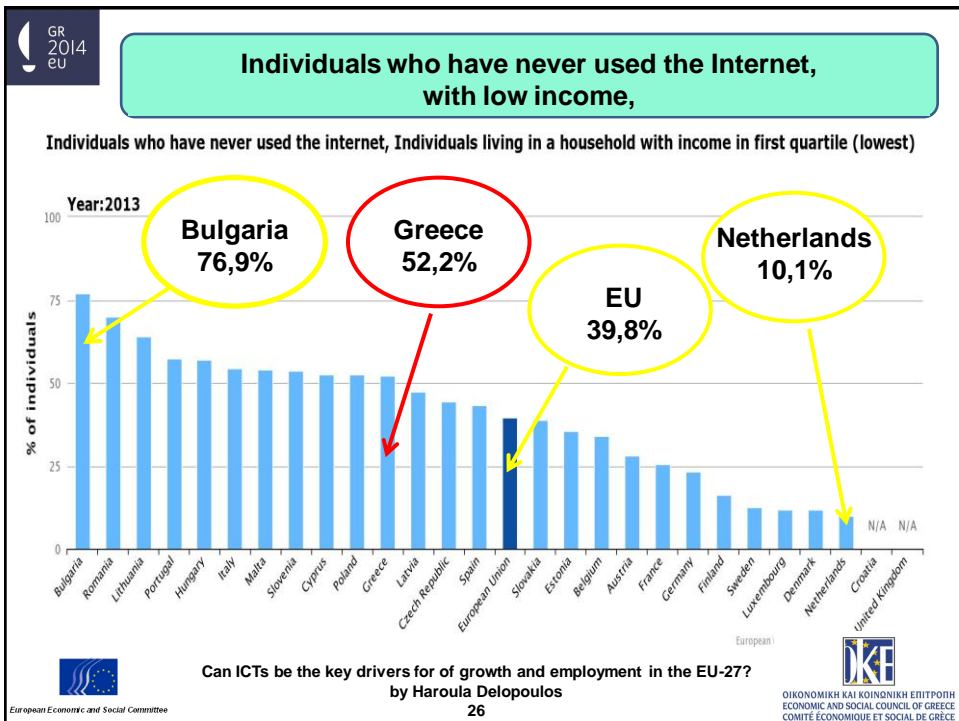
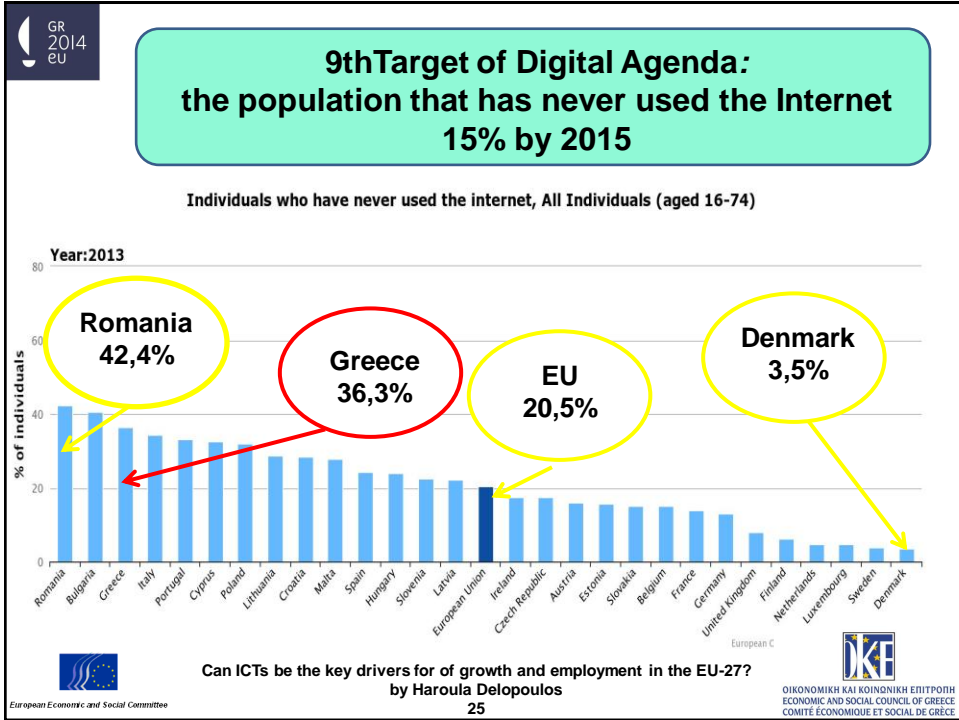


**According to the 9th target of Digital agenda: “the population that has never used the Internet 15% in EU by 2015”.**

**In Greece the population that has never used the Internet is 36,3% and 15% with low income in 2013**

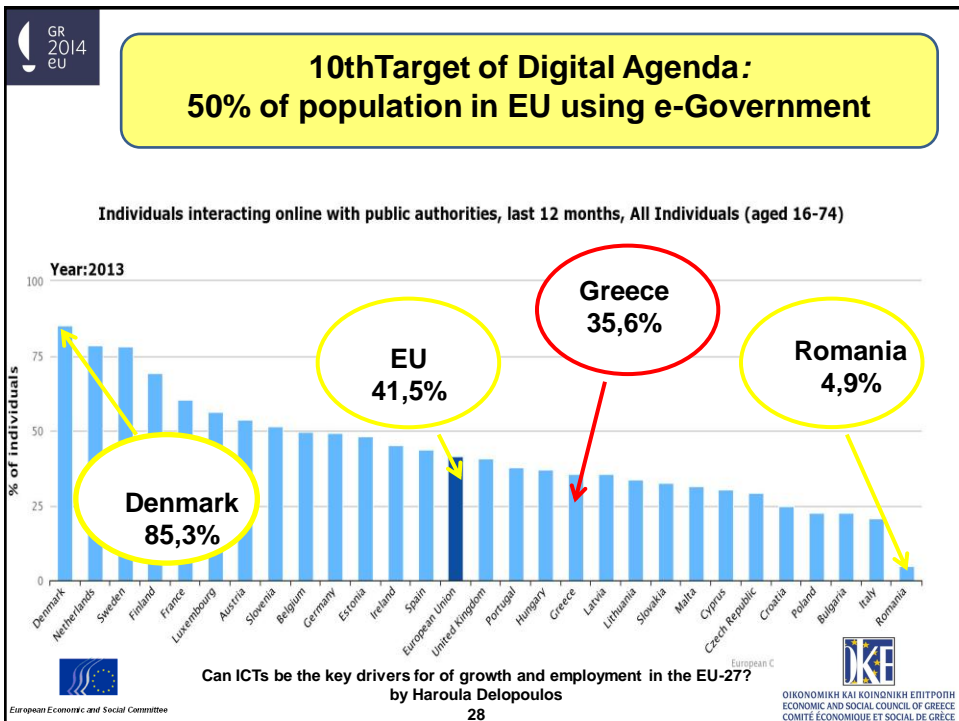
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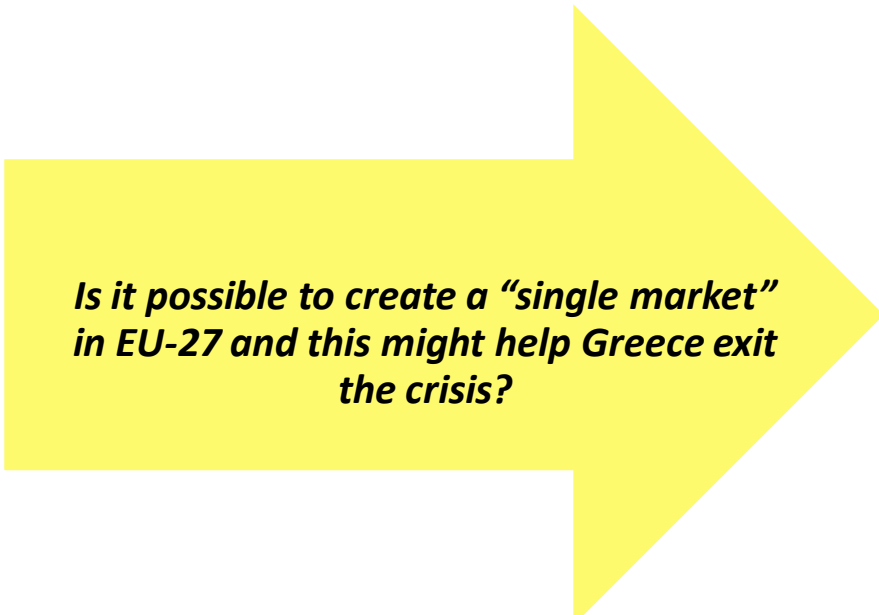
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**According to the 10th target  
of Digital agenda: "50% of population in EU  
using e-Government by 2015".  
In Greece 35,6 %of population using e-  
Government in 2013**

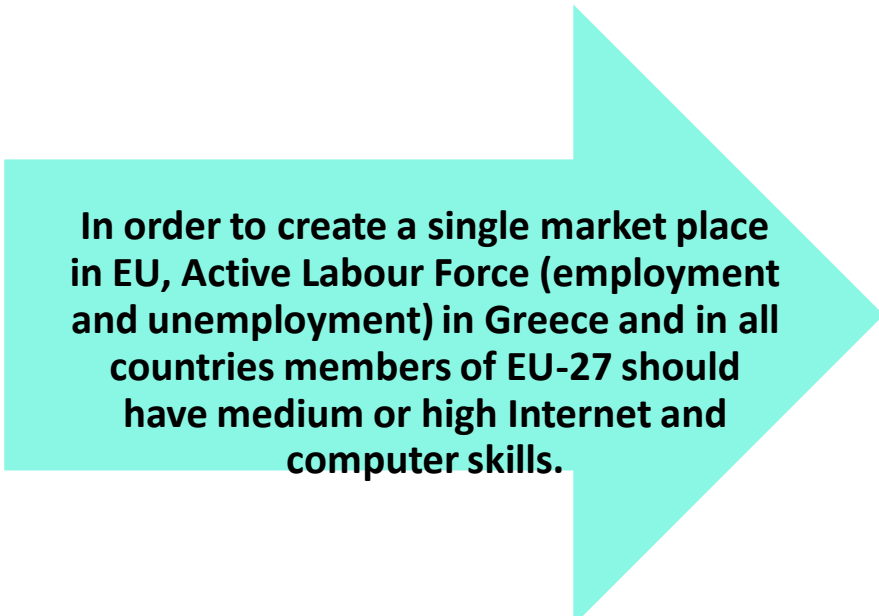
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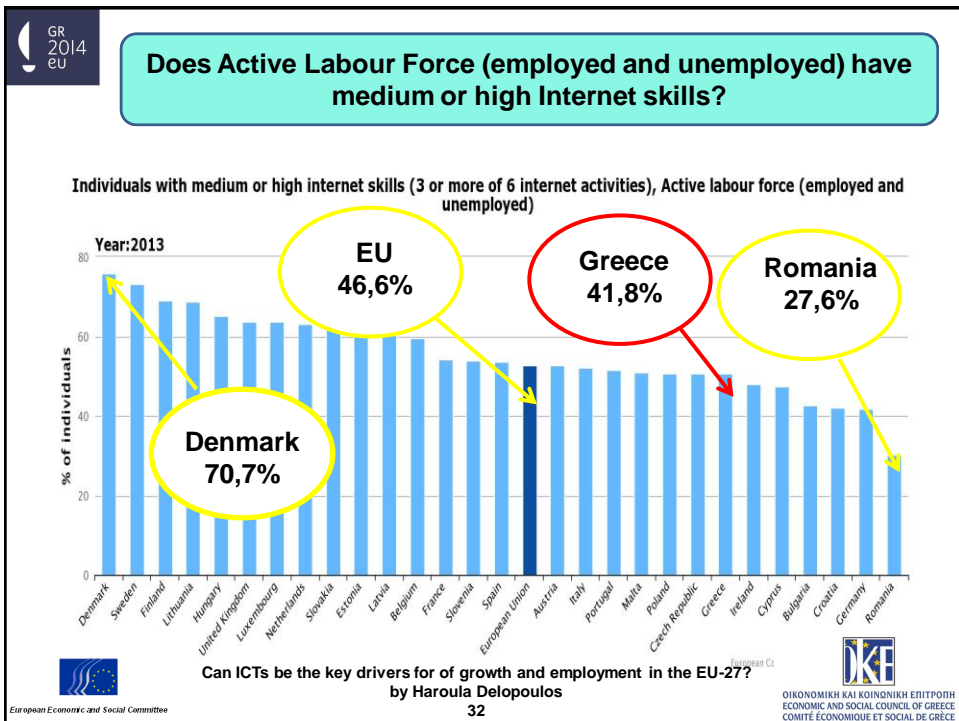
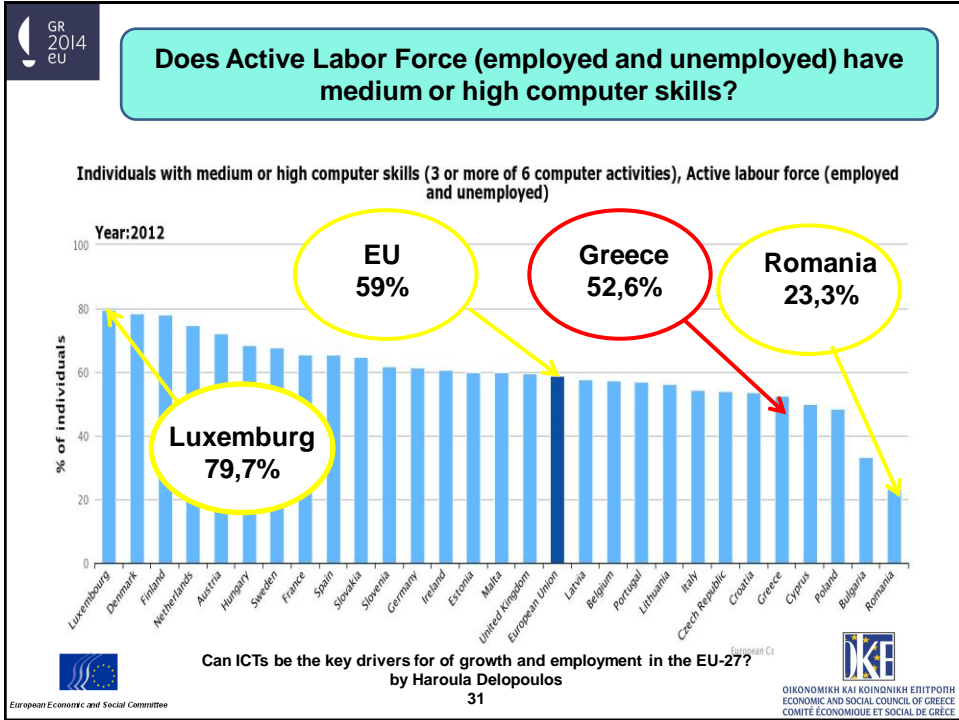
***Is it possible to create a “single market”  
in EU-27 and this might help Greece exit  
the crisis?***

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**In order to create a single market place  
in EU, Active Labour Force (employment  
and unemployment) in Greece and in all  
countries members of EU-27 should  
have medium or high Internet and  
computer skills.**

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**Greece does not fulfill the ambitious targets of Digital Agenda.**

**In Greece the population that has never used the Internet is 36,3% and 15% with low income in 2013.**

**Nevertheless, "Active labor force" (employment and unemployment) in Greece 52.6% has medium or high internet and 41.8% computer skills.**

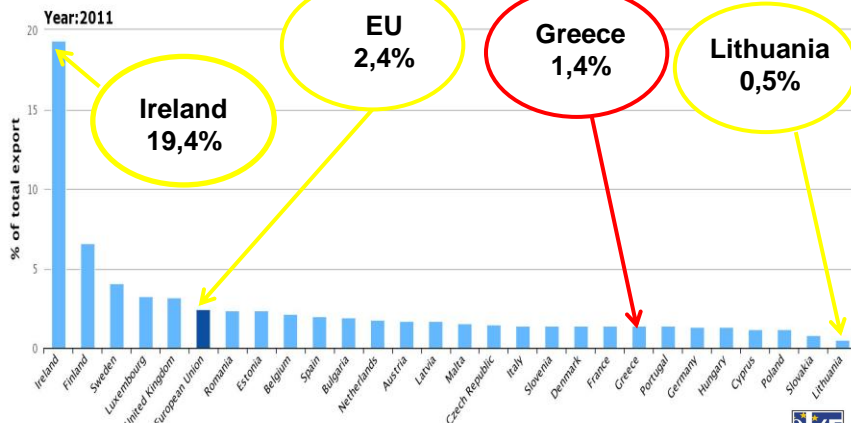
**In order Greece exit from crisis should increase exports of ICT services and goods by exploiting the dynamic of its active labor force.**

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**Export of ICT services in Greece is 1,4% in 2011**

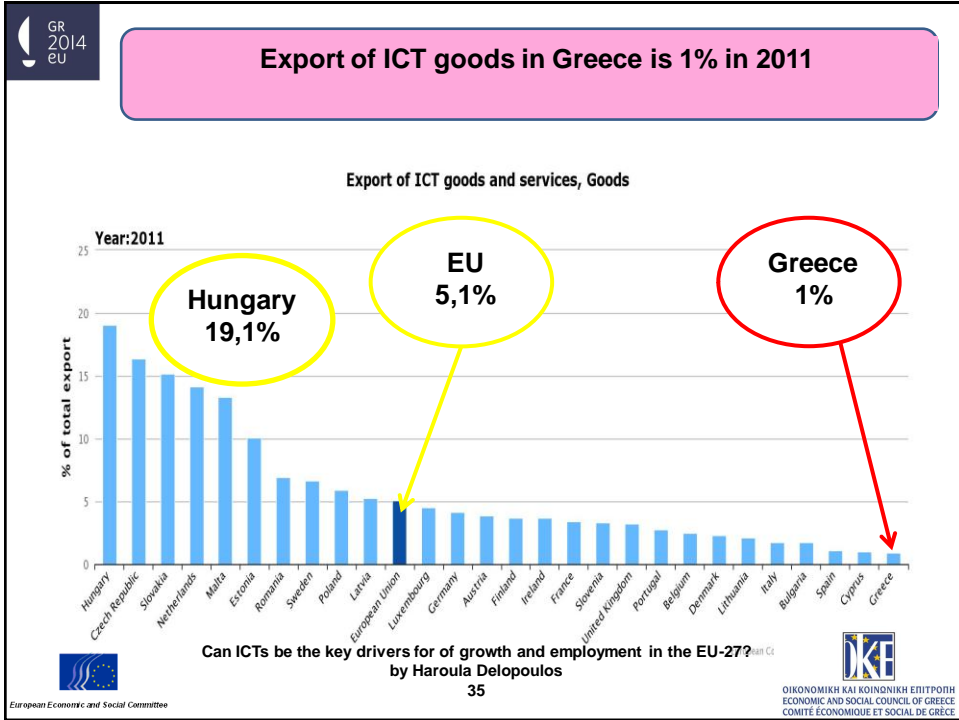
Export of ICT goods and services, Services



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**“Can ICTs be the key drivers for of growth and employment in the EU-27?”**

**Thank you very much for your attention**

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