



Boosting Digital Transformation in Europe: Propositions by the EU's Strategic Policy Forum on Digital Entrepreneurship

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The Forum and its mission

- **Strategic Policy Forum on Digital Entrepreneurship**
 - Business, academia, international organisations, civil society
 - Member States Board
- **Mission**
 - Accelerate digital transformation of European enterprises and create new business opportunities in Europe
 - Continuous dialogue
- **Focus on digital transformation of existing industry and companies**

Technologies driving digital transformation

- **Mobility and mobile apps**
- **Social Media**
- **Cloud**
- **Big data analytics**
- **Internet of Things**

Pre-requisites and recommendations

- **Digital infrastructure**
- **Digital Single Market**
 - Data protection, Consumer protection
 - Copyright, tax
 - ...
- **Recommendations**
 - Leadership
 - Trust
 - Skills and support
 - Policy and regulation

1 Leadership and collaboration

- **Demonstrate political leadership; set digital transformation targets**
- **Establish new centres of digital transformation**
- **Establish pan-European network of such centres; develop European blueprint**

- **Work in progress:**
 - Cities / regions as launch pads of digital transformation

2 Build trust

- **Establish dialogue between European business and technology platform providers**
- **Reinforce high-quality, available and accessible cross-sector standards**

- **Work in progress:**
 - Digital platforms and big data

3 Better and more skills and support

- **Re-focus funds and support**
- **Promote importance of digital leadership**
- **Make digital part of educational mainstream**
- **Increase supply of new, highly specialised skills**

- **Work in progress:**
 - Mainstreaming specialised skills in the educational cycle and in workforce

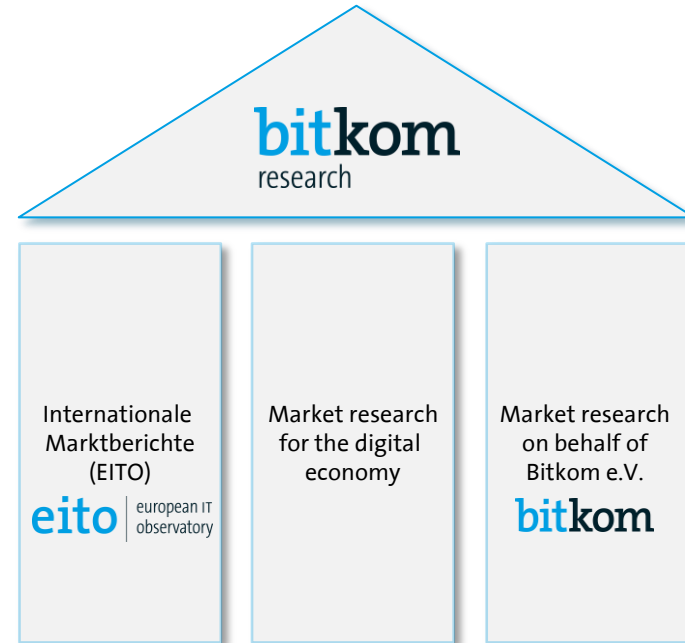
4 Make better policy, rules and regulations

- **Establish observatory to catalogue policy/regulatory impacts on digital transformation**
- **Examine new policy through a digital lens: the digital test**
- **Put politician, regulators, officials through digital boot camps**
- **Harness the power of e-procurement**

- **Work in progress:**
 - Digital boot camps, better policies and regulations

Bitkom Research at a glance

- **European IT Observatory**
 - International ICT market reports
 - Analysis of technology trends
- **Market research for the digital economy**
 - Market and technology trends
 - Business and consumer surveys
 - Expert interviews
- **Market research on behalf of Bitkom e.V.**
 - Surveys, data analysis, reports
 - Bitkom working group market research



More information and contact

Download the Forum's report:

<http://ec.europa.eu/DocsRoom/documents/9462/attachments/1/translations/en/renditions/native>

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