

DIGITALEUROPE



Digital at the heart of the EU Industrial Strategy

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DIGITALEUROPE represents more than 36 000 businesses across Europe

- ▶▶ Strong EU brand representing **86 international corporations** and **39 National Trade Associations (NTAs)** with direct access to national governments in Europe.
- ▶▶ We are **rapidly expanding** our Membership and activities to key vertical sectors undergoing **digital transformation**, including the manufacturing, financial and pharmaceutical industries.



39

National Trade Associations (NTAs)

86

Corporate Members

New members in 2021:

1. NetApp
2. GlaxoSmithKline
3. Autodesk
4. Atos
5. Sky
6. Global Knowledge
7. Zoom
8. ResMed
9. Xiaomi
10. Waymo
11. ESET

Our recommendations

1. Boost **digital resilience** through open markets and supply chain diversification
2. Make digital a **horizontal element** unifying all 14 Industrial Ecosystems. Siloed approaches would be unhelpful.
3. Consider digital as **enabler for all industrial sectors** to contribute to our 2050 climate neutrality goals and reinvent industry post-COVID

Investment Plans

- 20% min. not observed in all
- Spending is not always linked to structural reforms
- Many lack detail on projects
- Poor uptake of multi-country project across most plans
- Countries have a poor record of spending EU funds
- The process is untransparent
- Bulk of funding often goes to public administration
- SMEs are often left out

Objectives

20% is min, not max!

Structural reforms

National Digital KPIs

Annual Digital Reports

Multi-country projects

Ten investment ideas for Europe's digital recovery

Digital education, skills and inclusion

1. A European digital upskilling and reskilling programme
2. Bringing schools into the digital age
3. Using artificial intelligence to predict the jobs of the future

Digital healthcare

4. Modernising and securing the EU's health systems
5. Harnessing health data to benefit patients and speed up research

Digitalising SMEs and scale-ups

6. Boosting SME growth and cross-border trade through a Europe-wide e-Administration portal
7. Unlocking open public data to empower scale-ups

Digital transformation, innovation and the Green Deal

8. A digital 'Renovation Wave' and a modernised construction sector

Connectivity and infrastructure

9. Bridging the urban–rural digital divide
10. Boosting growth of traditional sectors through 5G connectivity



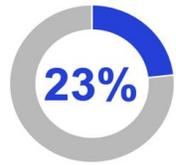
Quickly deployable



Relevant for EU as a whole



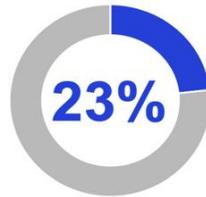
With high ROI



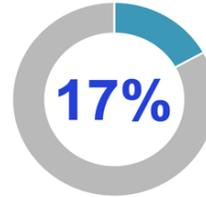
of total water is lost in the EU before "reaching" the customer

water infrastructure

Today's sustainability challenges:



of total water is lost in the EU before "reaching" the customer



of EU territory is affected by water scarcity

27 Million metric tons of CO2 are emitted annually by EU wastewater treatment and discharge plants

Added value of digitalising water operations

- **15%** reduction in water lost
- **30%** cut in energy consumption of supply, wastewater collection and treatment
- **20%** boost in operational efficiency

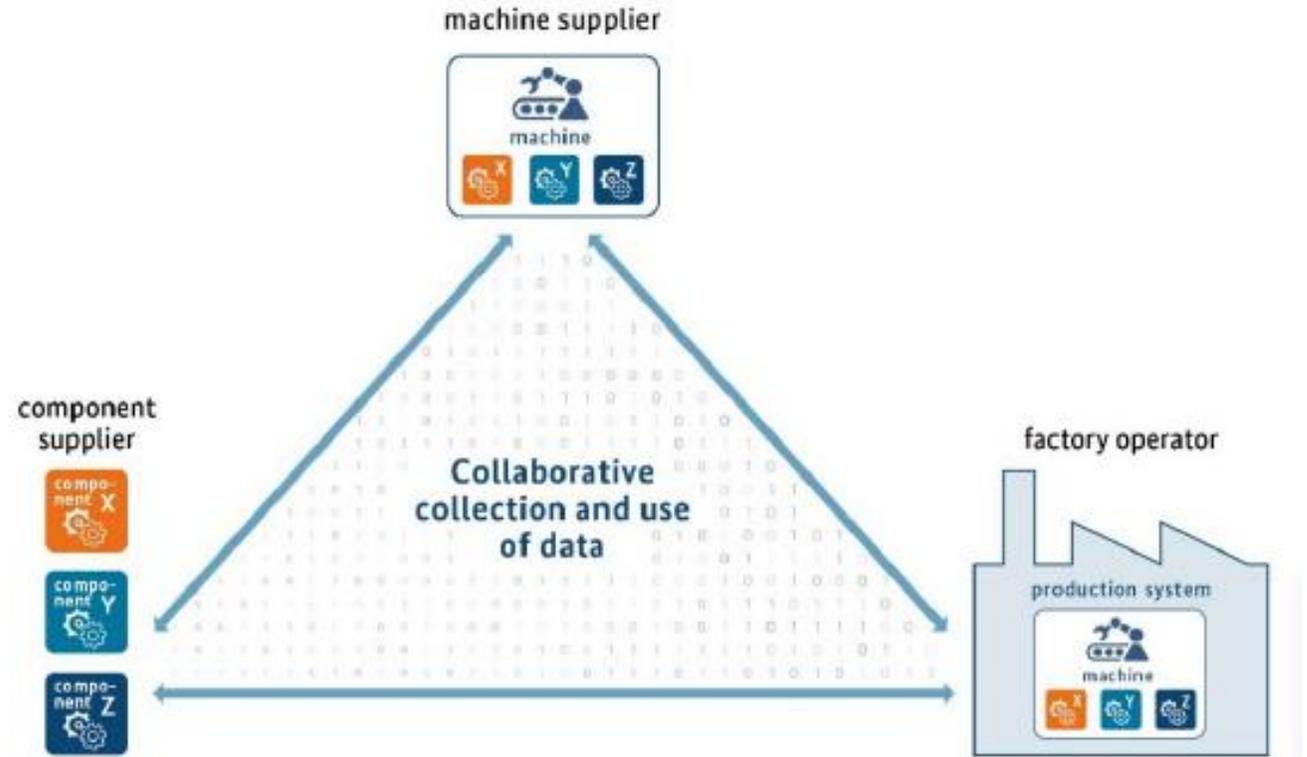
ROI

- Becoming evident in **1 - 1.5 years**
- **400 – 700k** EUR of upfront investments for a mid-sized utility

The case of Collaborative Condition Monitoring (CCM)

A data-sharing model aligned with EU principles of trust & openness

- Focused on data sharing among multiple parties
- Advanced in GAIA-X



Example of the CCM for machinery production

Thank you!

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