

# DIGITALEUROPE



**Digital at the heart of the EU Industrial Strategy**

*Ray Pinto, DIGITALEUROPE Digital Transformation Policy Director*

*7 June 2021*

# 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



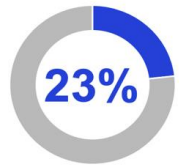
**Quickly deployable**



**Relevant for EU as a whole**



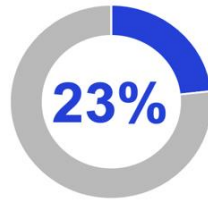
**With high ROI**



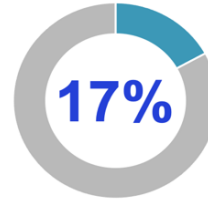
of total water is lost in the EU before "reaching" the customer

## 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

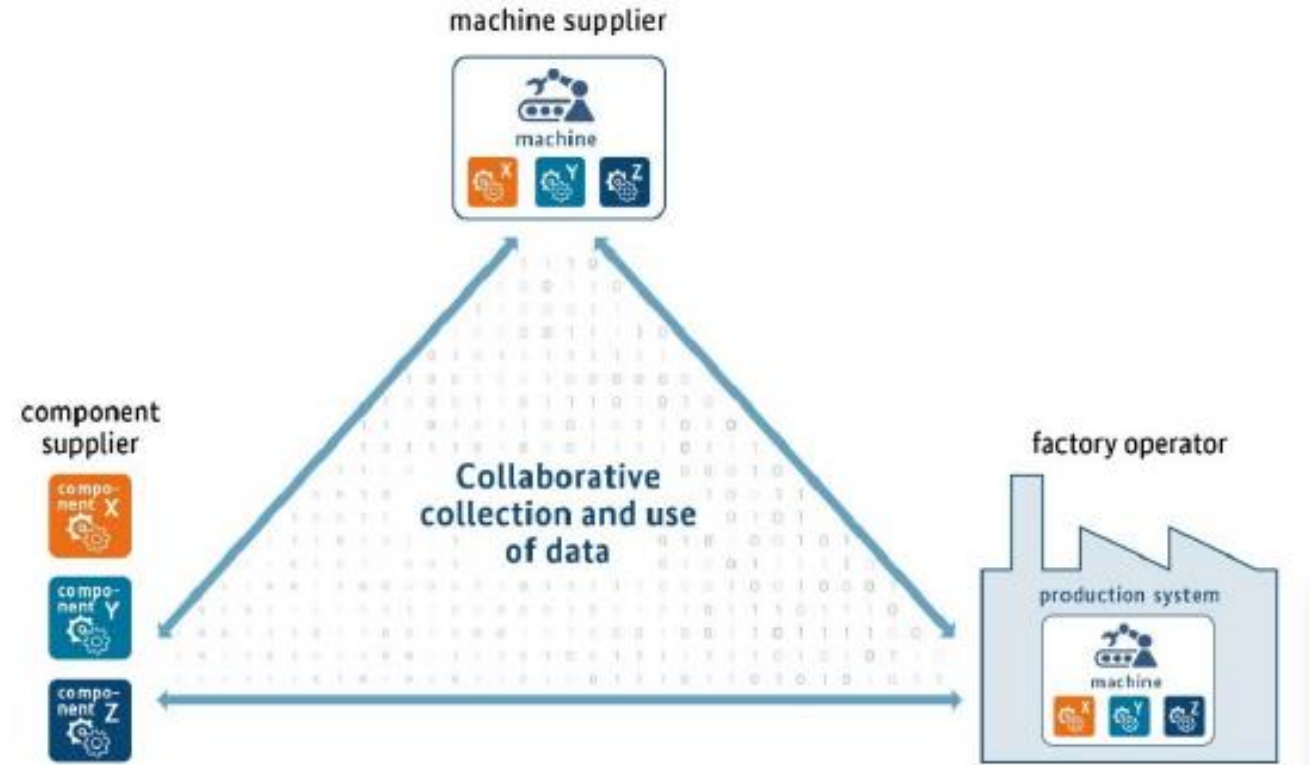
#### ROI

- 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!**

**DIGITALEUROPE** 

