



Digitalisation of Businesses and the Role of Best Practices

- how the Commission is making use of best practices to support the Digital Decade

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Digital benefits



- Growth, competitiveness and employment
- Makes us more resilient to economic shocks
- Part of the “twin transition” – digitalisation and greening
- Contributes to tackling both Climate change and reducing our dependency on Russian oil and gas
- Helped us tackle the Covid pandemic – support economic and social activity and helped with the health situation

Digital deficits

- Pandemic highlighted digital deficits
- Digitalisation still has a long way to go
- Low levels of digital skills – only 56% have at least basic level
- Infrastructure is lacking
- Digitalisation of public services is also lagging
- **Slow take-up of advanced technologies by businesses (AI, big data, cloud)**
- **SMEs lag behind in digital adoption – only 60% have a basic level of digital intensity**



Digital Decade 2030 – goals and targets



Digitalisation of public services

Key Public Services: 100% online

e-Health: 100% of citizens having access to medical records

Digital Identity: 80% of citizens using digital ID

GOVERNMENT



Digital transformation of businesses

Tech up-take: 75% of EU companies using Cloud/AI/Big Data

Innovators: grow scale-ups & finance to double EU Unicorns

Late adopters: more than 90% of SMEs reach at least a basic level of digital intensity

BUSINESS

SKILLS



Skills

ICT Specialists: 20 million + gender convergence

Basic Digital Skills: min 80% of population

INFRASTRUCTURES



Secure and sustainable digital infrastructures

Connectivity: Gigabit for everyone, 5G everywhere

Cutting edge Semiconductors: double EU share in global production

Data - Edge & Cloud: 10,000 climate-neutral highly secure edge nodes

Computing: first computer with quantum acceleration

Path to the digital decade

The Commission will pursue the EU's digital ambitions for 2030 through concrete measures



- targets at EU level and projected trajectories at EU and national level
- a robust joint governance framework to monitor progress and address insufficiencies
- multi-country projects combining investments from the EU, Member States and the private sector
- Digital citizenship: rights and principles for Europeans
- Directing significant funding towards digitalisation: Digital Europe, RRF, Horizon Europe, ERDF etc.

Digital Europe programme

- First EU programme specifically dedicated to supporting the roll out of digital technologies across the economy.
- Grants **EUR 7.5 billion** for projects in 5 key capacity areas:
 - Super computers (HPC)
 - Artificial Intelligence (AI)
 - Cybersecurity,
 - Advanced digital skills
 - **European Digital Innovation Hubs (EDIHs) – to support SME digitalisation**

Barriers to SME digitalisation

- Lack of knowledge of own state of digitalisation
- Lack of understanding about how digital technologies can benefit them
- Lack of (digitally) skilled staff to implement digital transformation
- Lack of knowledge about which technologies are for them
- Lack knowledge about suppliers
- Difficulties in accessing finance
- Fear of change/lack of buy-in
- Fear of costs/risks of failure

EDIHs –reduce barriers to SME digitalisation



- EDIHs provide one-stop-shop digital transformation services for SMEs and PSOs
- 136 EDIHs in initial network
- Present in all regions
- Covering all sectors
- And technologies
- Networked
- More to come

Best practices as a catalyst for digital transformation

- Best practice identification, analysis and sharing are also drivers of successful digitalisation
- Provide successful examples of digital transformation.
- Show what works and how it was achieved
- Reduce psychological barriers
- Knowledge gaps
- Reducing perceived and actual risks
- Incentivising change
- Improving chances of success

Conclusions

- Best practices can incentivise and increase the chances of successful digitalisation.
- The best practices and best practice principles identified by this study will support the work of the EDIHs.
- The Commission is supporting their collection and sharing through studies, reports, workshops and through work with Member States and industry stakeholders.
- This work will provide a boost to digitalisation and the achievement of our Digital decade goals.

Thank you – Questions?



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