

Investing in Europe's recovery: forging the future



A digital rebirth: investing in tomorrow's society



ISSUE

As we continue to tackle the fallout of the global health crisis, it has become evident that digital solutions can ensure economic continuity and resilience for the society of tomorrow. Digital policies should be adapted to improve digital infrastructures, attract investments and promote technological innovations.



PRINCIPLES

- **Connectivity:** The rollout of 5G, coupled with fibre and enhanced Wi-Fi capacity, is one of the critical building blocks for our economy and society. The connectivity benefits of the uninterrupted availability of high speed, high quality, reliable and secure technological infrastructures will help accelerate the digital transformation, give consumers faster access to information and make business more efficient.
- **Digital skills:** Significant investments in education, life-long learning, and reskilling are essential to ensure the workforce is ready for the jobs of tomorrow. Public-private partnerships and the alignment of education with in-demand skills will help, and also promoting non-traditional educational pathways, including vocational training, apprenticeships, certifications, and other multidisciplinary programmes.
- **Digital capacities and capabilities:** Investment, innovation and entrepreneurship must be accelerated to help new technologies scale-up. Such technologies (eg, artificial intelligence, blockchain, 5G, data and cloud infrastructures, the internet of things, robotic process automation, etc) have tremendous economic and social potential, and will deliver benefits for public services, citizens, governments and businesses.
- **A data-driven economy:** Data has enormous transformative potential, but significant investment as well as fair and clear rules on data access and use, that comply with European values and advance competitiveness, will be key for Europe to deliver on its strategy to become the most attractive market for the storage, processing and profitable use of data.
- **International data flows:** The free flow of data, done in a trusted and harmonised way, offers great benefits for economic growth, and is critical to cross-border trade and trade agreements. Unhindered data flows are necessary for all businesses to enter global markets, access the latest technological advancements, reduce costs, improve productivity, scale, and enable digital collaboration.
- **The online environment:** The Internet has transformed the way companies connect and communicate with customers, grow new markets at home and abroad and create jobs. E-commerce is essential for the European economy, and as a motor for increased competition and continued innovation.
- **Intellectual property rights:** For the digital transformation to be sustainable, efficient, well-designed and balanced, the enforcement of intellectual property rights will be key to promote investment, innovation, growth and the global activities of businesses.