

i2010 – A EUROPEAN INFORMATION SOCIETY FOR GROWTH AND EMPLOYMENT

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“THE FIRST WORLD CONFERENCE ON INTELLECTUAL CAPITAL FOR COMMUNITIES”

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i2010 – A European Information Society for Growth and Employment - Context

- Information and Communication Technologies (ICT) are powerful drivers for growth and employment.
- Approximately a quarter of EU GDP growth and 40% of productivity growth is due to ICT.
- ICT services and skills, media and content are a growing part of the economy and the rapidly emerging knowledge-based Information Society.
- Proactive policies are needed to respond to the fundamental changes in technology.

i2010 – A European Information Society for Growth and Employment - Aims

- i2010 – European Information Society 2010 promotes an open and competitive digital economy where ICT is seen as a driver for inclusion and quality of life.
 - The completion of a **Single European Information Space** which promotes an open and competitive internal market for information society and media.
 - **Strengthening Innovation and Investment** in ICT research to promote growth and more and better jobs.
 - **Achieving an Inclusive European Information Society** that promotes growth and jobs in a manner that is consistent with sustainable development and that prioritises better public services and quality of life.

i2010 – A European Information Society for Growth and Employment – Objectives

- A key element of the renewed partnership for growth and jobs.
- Building an integrated approach to information society and audio-visual media in the EU.
- **Objective 1: A single European Information Space** offering affordable and secure high bandwidth communications, rich and diverse content and digital services.
- **Objective 2: World class performance in research and innovation in ICT** by closing the gap with Europe's leading competitors.
- **Objective 3: An Information Society that is inclusive,** provides high quality public services and promotes quality of life.

i2010 – A European Information Society for Growth and Employment – The way forward

- i2010 is an important initiative for making Europe more attractive to investments in innovation and knowledge-based goods and services.
- The European Commission will continue to push for **developing a consistent regulatory framework**, covering networks, media, content and services which will **exploit to the full the internal market**.
- Using the community financial instrument to **stimulate investment in strategic research and to overcome bottlenecks to widespread ICT innovation**.
- Supporting policies to address eInclusion and quality of life.

i2010 – A European Information Society for Growth and Employment – Conclusions

- **Knowledge** accumulated through investment in Research and Development, innovation and education is a **key driver for long term growth**.
- A key challenge is to put in place the **right framework conditions, instruments and incentives** for companies to invest in research and new technologies.

With i2010, the Commission launches a new integrated Information Society policy approach. Fully in-line with the new governance cycle of the re-launched Lisbon Strategy, i2010 will contribute to the core of the Lisbon goal of sustained growth and jobs.

i2010 – A European Information Society for Growth and Employment – Conclusions

- The EU needs a comprehensive and holistic strategy to spur on the **growth** of the Ict sector and the diffusion of ICT in all parts of the economy.
- The focus on Knowledge and Innovation in the Renewed Lisbon Agenda is based on the **recognition of the driving role that ICT plays**.
- There is a pressing need for **continuously exploiting the advantages that ICT spurs** and striving for developing a receptive environment which encourages wide European ICT deployment and take up.

i2010 is an important part of a new political agenda for stimulating European leadership.

Recognising the importance of supporting an innovative knowledge society, a key framework where Intellectual Capital for Communities can be further developed.
