



Digital skills for a Digital Economy and Society

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European Commission

DG CONNECT 4 February 2016



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MAY 28, 2009

Failed State:
The Sources of
Pakistan's Chaos

The Unseen
Struggle of
Autistic Adults

Summer Arts Preview:
From Harry Potter
To Thomas Pynchon

TIME

The Future Of Work

Throw away the briefcase; you're not going to the office. You can kiss your benefits goodbye too. And your new boss won't look much like your old one. There's no longer a ladder, and you may never get to retire, but there's a world of opportunity if you figure out a new path. Ten lessons for succeeding in the new American workplace.

www.time.com



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SEPTEMBER 30, 2013

The Iran Opportunity By Fareed Zakaria / E-Cigarettes / \$20K Homes

TIME

CAN
Google
SOLVE

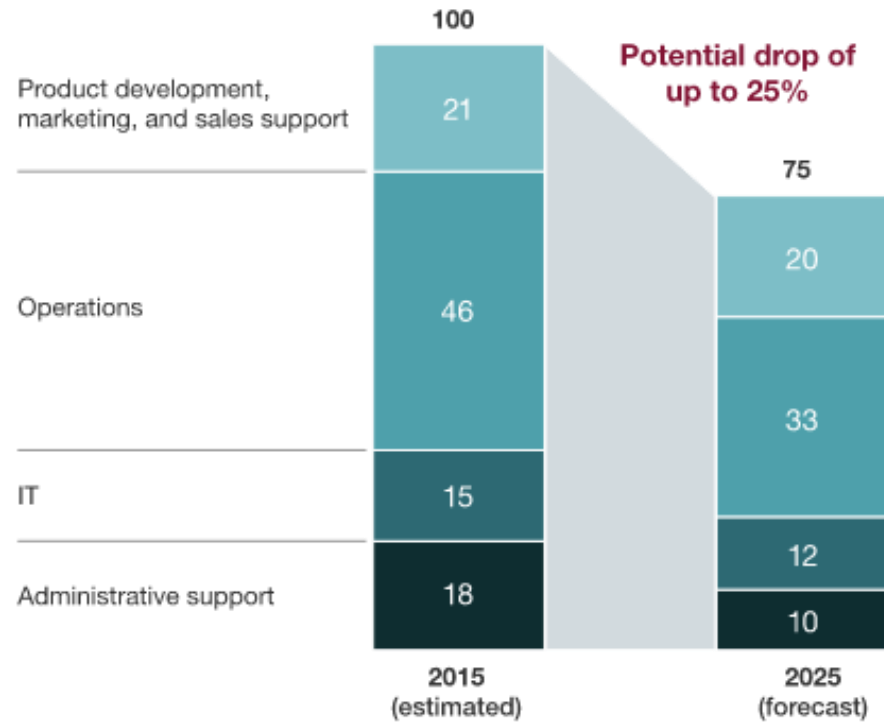
DEATH?

The search giant is launching a venture to extend the human life span.
That would be crazy—if it weren't Google
By Harry McCracken and Lev Grossman

time.com

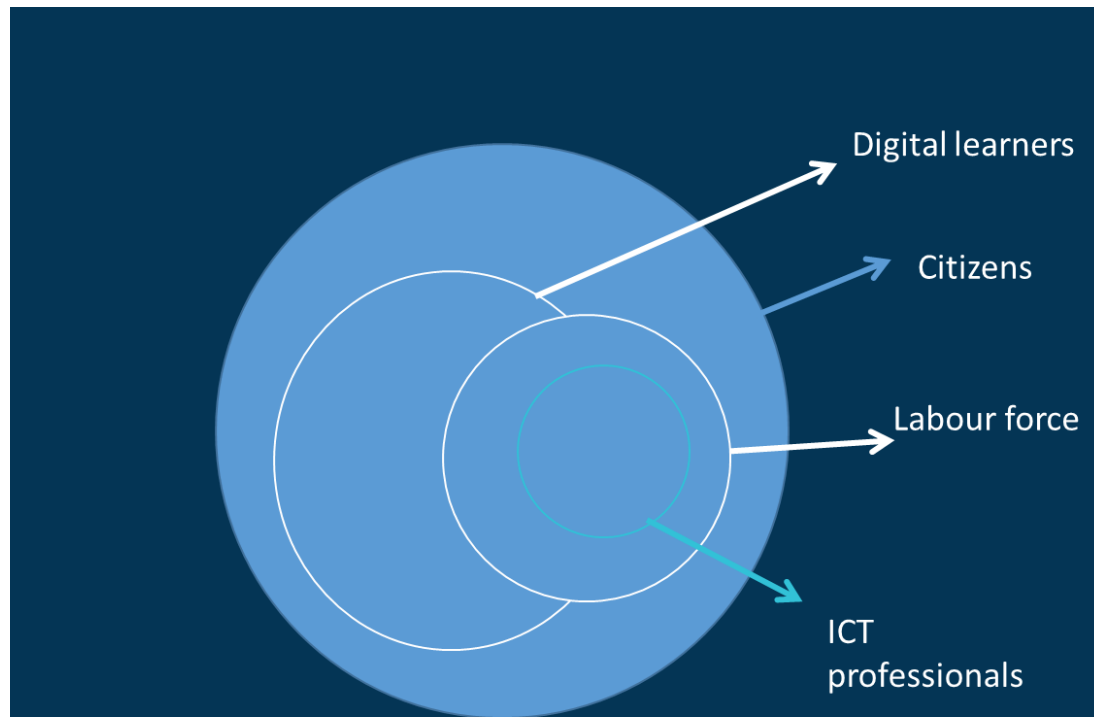
Over the next ten years, up to 25 percent of full-time positions in the insurance industry may be consolidated or replaced.

Insurance-industry workforce,
% of FTEs¹



¹Based on Western European insurers; FTE = full-time equivalent.

Digital skills for whom?



Digital skills are high on the political agenda

Forthcoming Skills Agenda – addressing skills gaps and mismatches

DSM strategy (May 2015) – identifies development of digital skills as key to achieving gains from DSM

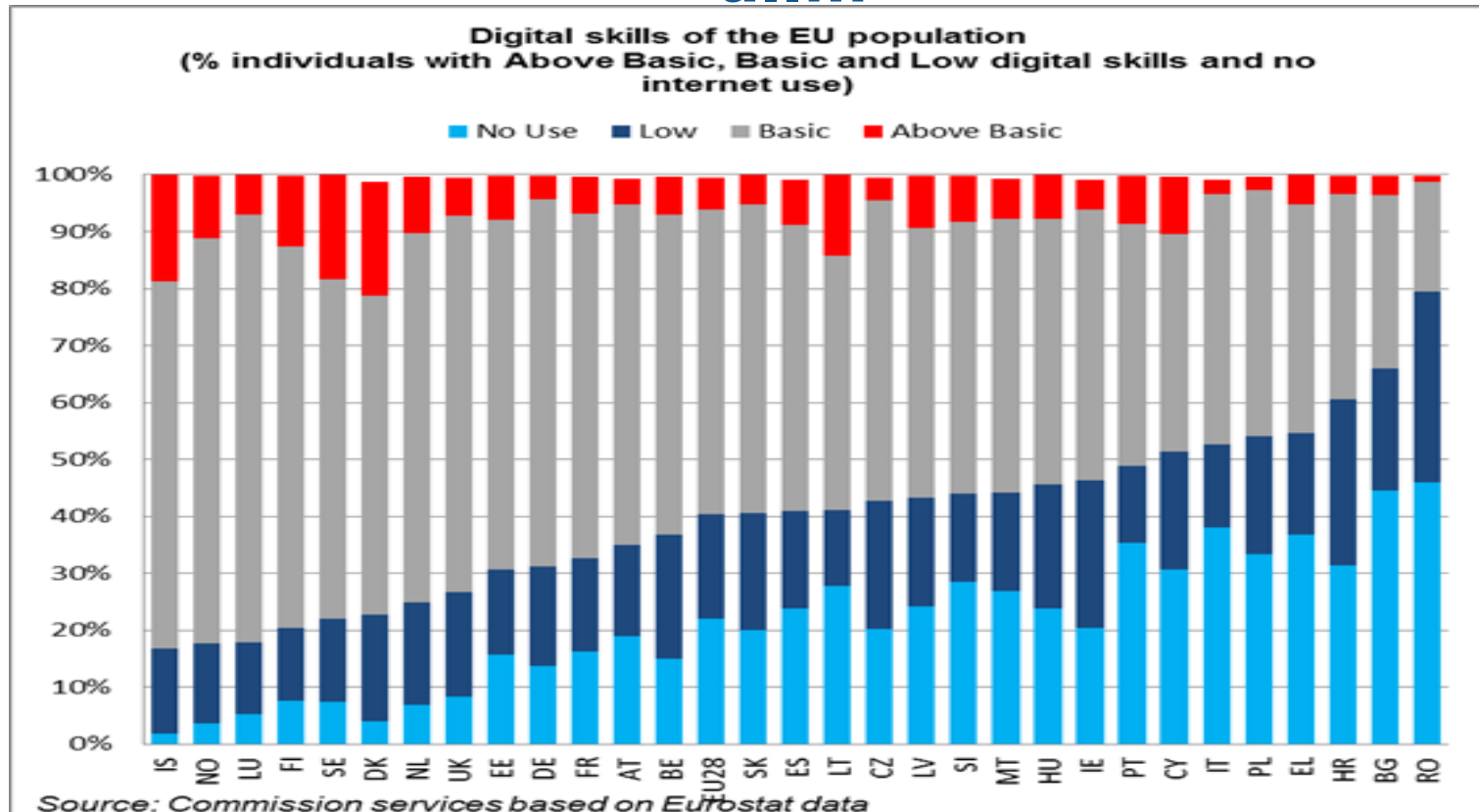
Digitising European Industry Strategy (planned adoption 2016)– action line 3: Closing the digital skills gap

ET2020 and Joint draft report (August 2015) – key competences including digital are priority for cooperation

Why?: Spread of digital technologies to all areas of our lives is increasing demand for digital skills...

- **EU Citizens of all ages** need digital skills to benefit from the digital economy and society and to avoid exclusion
- Digital skills are needed for an increasing number of **jobs** and most require some level of digital skill
- Growing need for **digital technology experts-** in all sectors of the economy: cloud , cyber-security, IoT etc. +3% growth p.a.

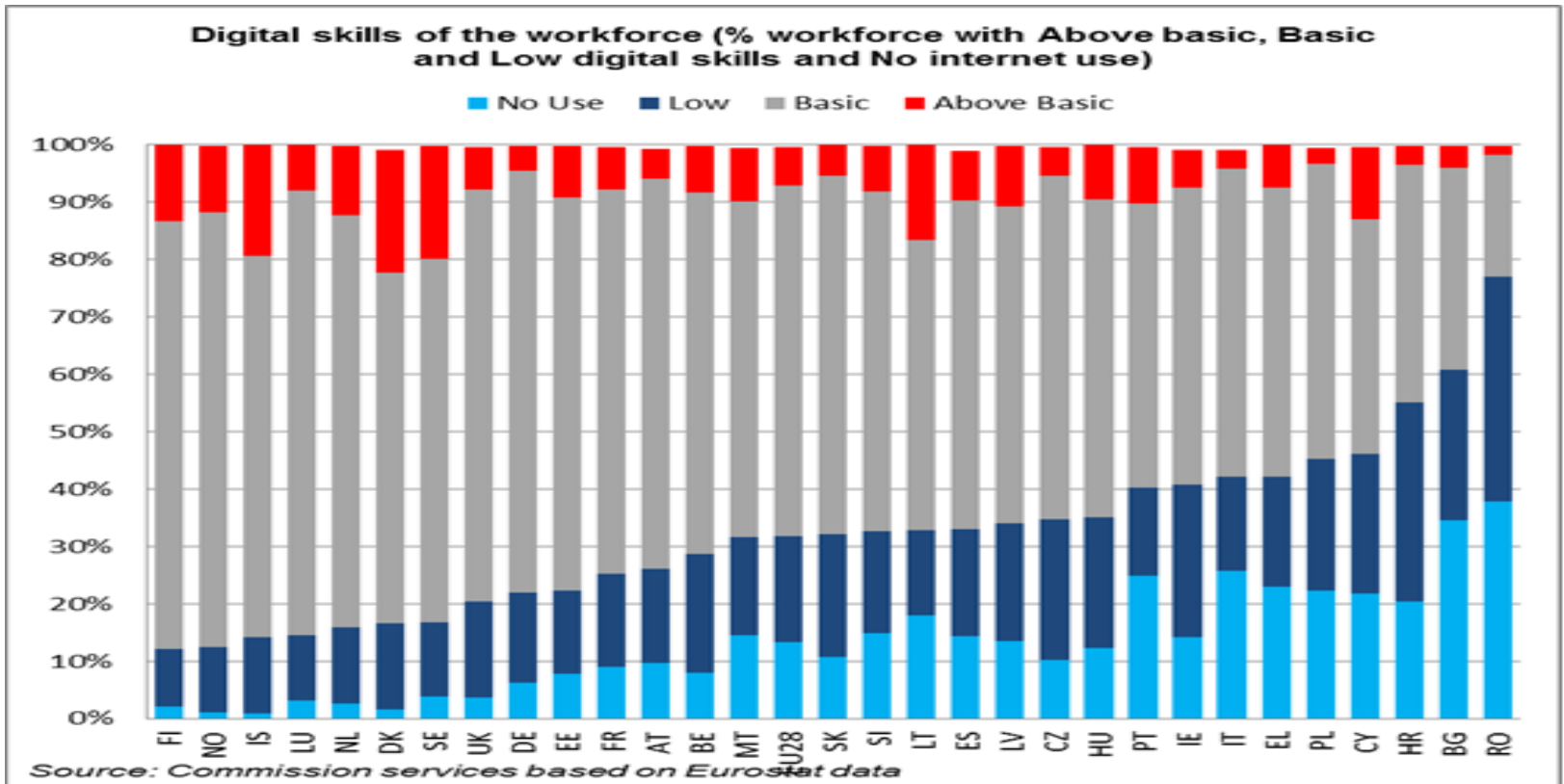
Yet, **40%** of the EU population has insufficient digital skills, **22%** has none at all...





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and **32%** of the EU workforce has insufficient digital skills, **13%** has no digital skills at all.



Deficit of digital technology experts

- **40%** of enterprises trying to recruit ICT professionals have difficulty doing so
- **Market failure:** supply is not responding to demand

2015: 337,000 open vacancies



2020: **800,000** open vacancies

Why is the market not producing more technology experts? **Many reasons:**

- lack of interest in studying ICT - especially women:
 - Less women choose to study ICT
 - higher drop out rate of women
 - disenchantment starts early – less girls than boys take STEM subjects in school
- Not enough training and re-training: courses can be long and expensive
- SMEs and individuals are burdened and may also lack knowledge of which skills to invest in.
- lack of alignment between curricula and employer needs
- lack of labour mobility and lack of information e.g. re-qualifications

Addressing the gap

- **Forthcoming Skills Agenda**
 - Equip more people with higher and more relevant skills
 - Improving transparency and use of available skills
 - Improving understanding of skills needs and trends on the labour market
- **Involve Member States and stakeholders** in designing and delivering solutions
- Wider **dialogue** with stakeholders on « work 4.0 »
- Raise digital skills and skills for digitisation at the **highest political level**

Grand Coalition for Digital Jobs

Multi-stakeholder partnership (education, business and employment) to tackle the ICT skills gap via concrete pledges



**Innovative learning & education, including
"coding"**



Awareness raising

ICT training



mobility

=> Relaunch this autumn



Certification

From the Digital Agenda to the Digital Single Market

COMPLETING THE INTERNAL MARKET

White Paper from the Commission
to the European Council
(Milan, 28-29 June 1985)



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**Better
access for
consumers
and businesses**


1. Helping to make the EU's digital world a seamless and level marketplace to buy and sell.

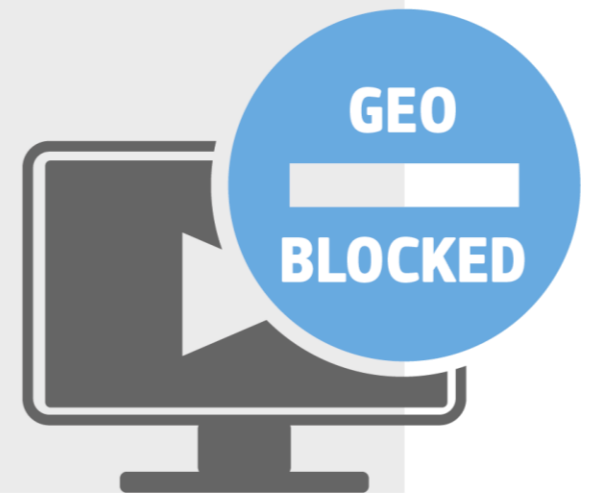
- End unjustified geo-blocking
- A more modern and European copyright framework
- Modernise eCommerce rules
- A more efficient and affordable parcel delivery
- Reduce VAT burden



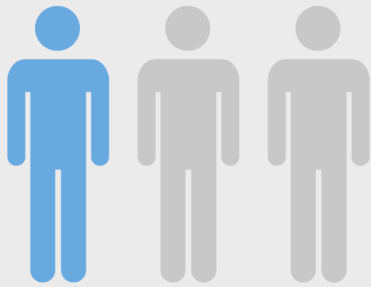
Tackling geo-blocking

In **52% of all attempts** at cross-border orders the seller does not serve the country of the consumer

 less clients, less revenues for companies



Modernising copyright



1 in 3 Europeans is interested in watching or listening to content from their home country **when abroad**



1 in 5 Europeans is interested in watching or listening to content from **other EU countries**

**Innovative
services and
advanced
digital networks**

2. Designing rules which match the pace of technology & support infrastructure development.

- An overhaul of EU telecoms rules
- Review the audiovisual media framework in the era of online platforms, intermediaries and sharing economy
- Reinforce trust and security in digital services

2

Shaping the right environment for digital networks and services to flourish



Strong European data protection rules to boost the digital economy

72% of Internet users in Europe still worry that they are being asked for too much **personal data online**

**Enhance the
growth potential
of the digital
economy**

3. Ensuring that Europe's economy, industry and employment take full advantage of what digitalisation offers.

- Data economy & cloud
- Inclusive digital economy and society
- Digital skills and e-government
- Standardisation & interoperability

2015

2016

Better access for consumers and businesses to digital goods and services across Europe

Legislative proposals for simple and effective cross-border **contract rules** for consumers and businesses



A wide ranging review to prepare legislative proposals to tackle unjustified **geo-blocking**

Competition sector inquiry into **e-commerce**, relating to the online trade of goods and the online provision of services

Legislative proposals for a reform of the **copyright** regime

Review of the **Satellite and Cable Directive**

Review of the **Regulation on Consumer Protection Cooperation**

Measures in the area of **parcel delivery**

Legislative proposals to reduce the administrative burden on businesses arising from different **VAT** regimes



Creating the right conditions for digital networks and services to flourish

Comprehensive analysis of the role of **platforms** in the market including **illegal content** on the Internet



Legislative proposals to reform the current **telecoms rules** and the **Audiovisual Media Services Directive**

Review of the **e-Privacy Directive**

Establishment of a **Cybersecurity contractual Public-Private Partnership**



Maximising the growth potential of the Digital Economy



Adoption of a **Priority ICT Standards Plan** and extending the European Interoperability Framework for public services

Initiatives on data ownership, **free flow of data** (e.g. between cloud providers) and on a **European Cloud**

New **e-Government Action Plan** including an initiative on the 'Once-Only' principle and an initiative on mandatory interconnection of business registers

Thank you!

Q & A

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