Digital Policy in Europe

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Lisbon is the PT capital

- 2 millions habitants / 10 millions PT

Portugal

Digital Policy in Europe

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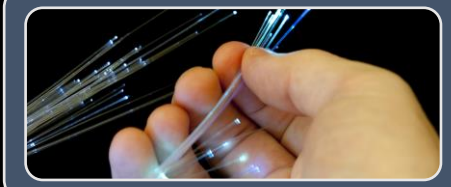
Digitalization

What it is?

The process of transforming something to digital.



Transformation of sound, picture and other information in analog systems into digital formats.

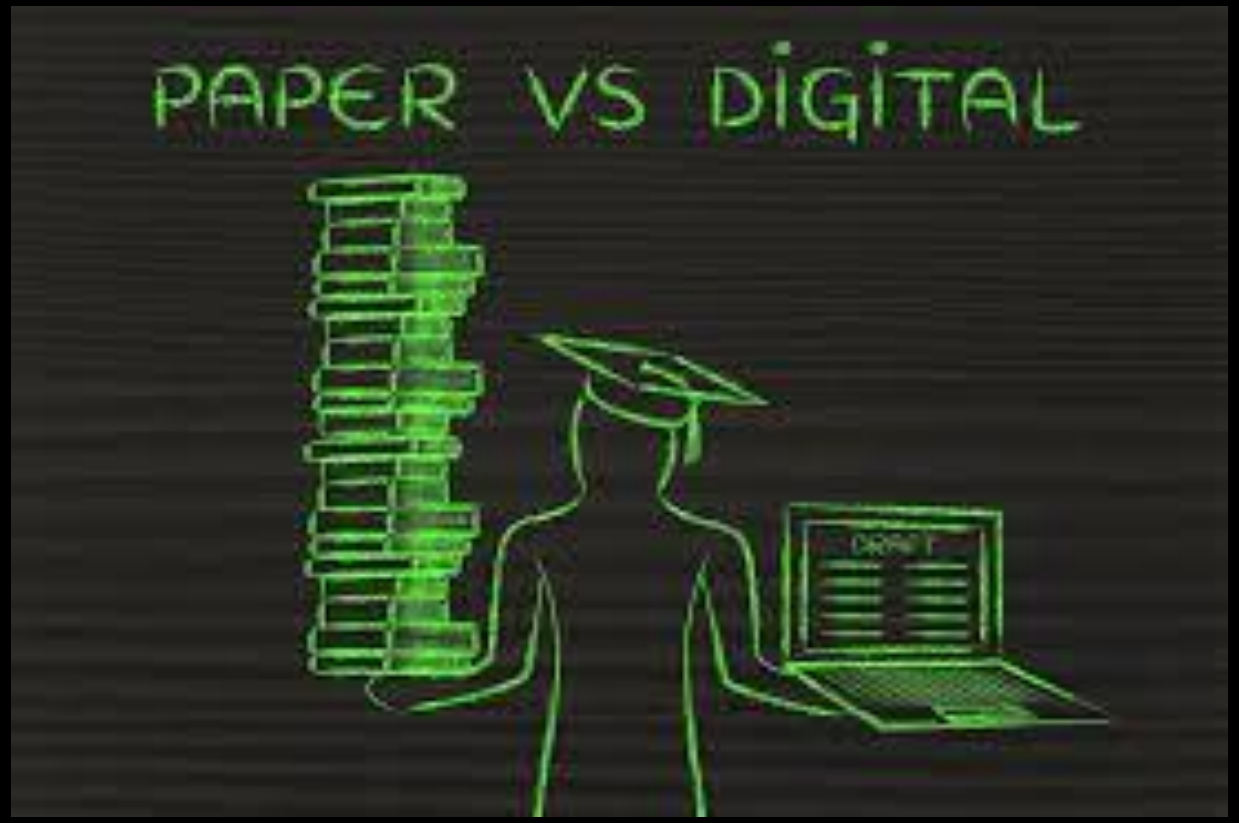
Integration of digital technologies into everyday life by the digitization of everything that can be digitized.

The adoption of digital technologies to modify a business model. The aim is to create a value from the use of new, advanced technologies by exploiting digital network dynamics and the giant digital flow of information.

A Brief History of Globalization

Globalization Era	Age of Discovery 15th-18th Century	Globalization 1.0 19th Century - 1914	Globalization 2.0 1945-1989	Globalization 3.0 1989-2008	Globalization 4.0
Leading Exports	RAW MATERIAL	TEXTILES	FACTORIES	GLOBAL SUPPLY CHAIN	DIGITAL GOODS/ SERVICES
Leading Nations					
Exports as % World GDP	< 5%	6 - 14%	5 - 15%	15 - 20%	?

Source: World Economic Forum


PAPER VS DIGITAL

CREDIT CARD
biometric
4532 4589 9871 1479
08/20
CARDHOLDER NAME

kapsch
VIA VERDE
www.viaverde.pt
707 500 900

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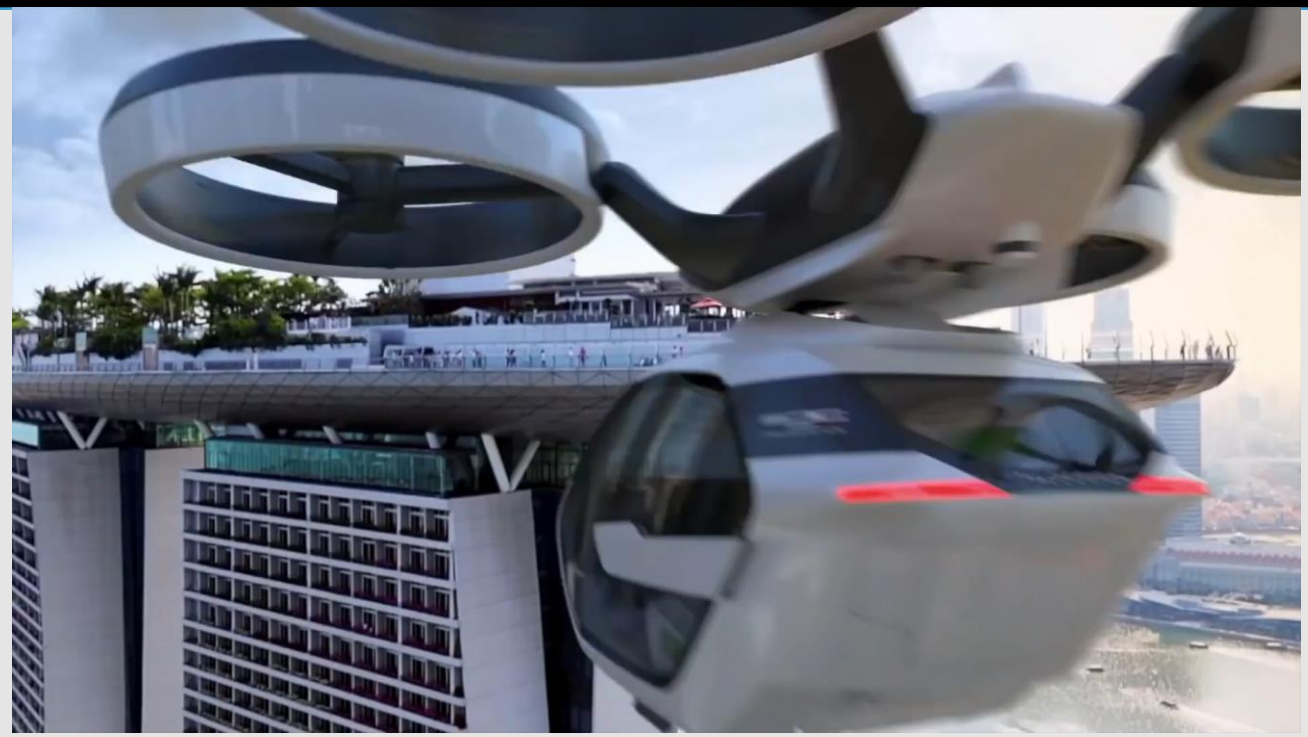
11
12
13
14

tv+
HBO max
hulu
Disney+
prime
OnDemand
Turn on your future
Bluey
Featured Shows
Trending
The Dead Lands
Season 1, Episode 1

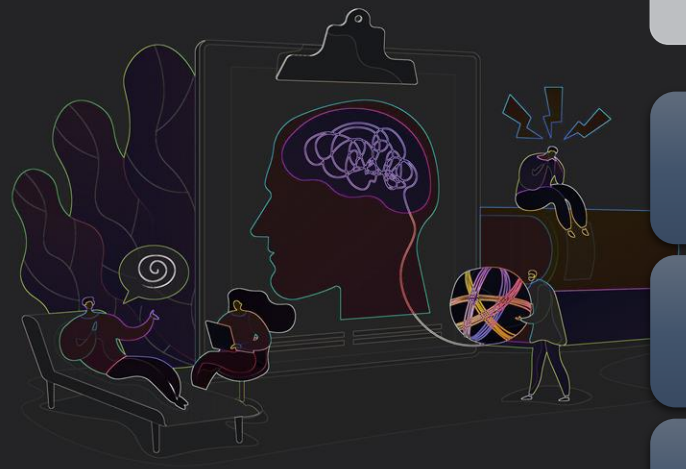
IOT APPLICATIONS FOR SMART CITIES OF DIFFERENT SIZES
Traffic management
Monitoring air quality
Public safety solutions
Smart parking
Smart lightning
Smart waste collecting
P

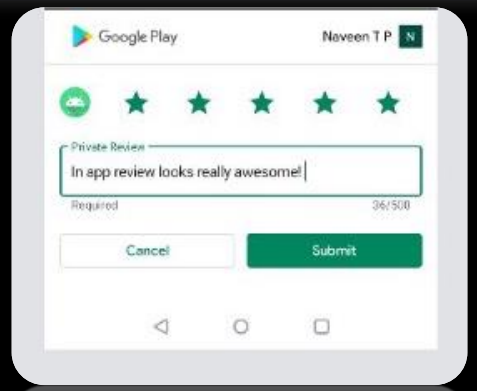
SECOND
LIFE



The world in 2050

Potential	New Challenges
Customized services	Domination
Artificial intelligence	Privacy
BigData	Ethical issues

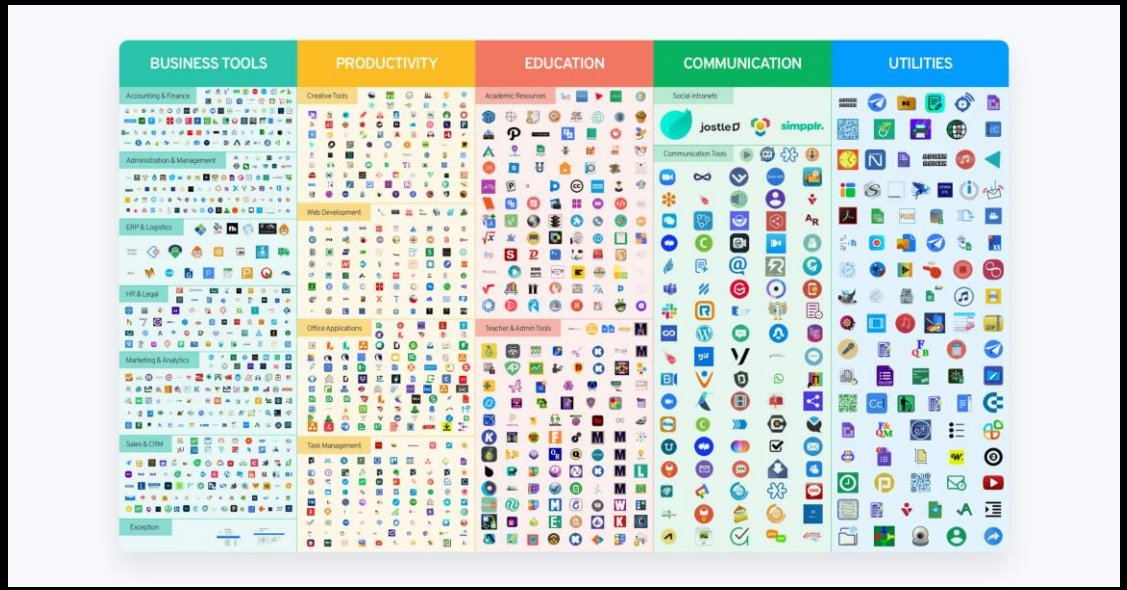




Deepfakes

Microsoft

The Google Ecosystem
Google Cloud
Google Workspace
Chrome Enterprise
Chrome devices for Enterprise
Google Hardware
Google Meet Hardware
Chrome devices for Education
Google for Education

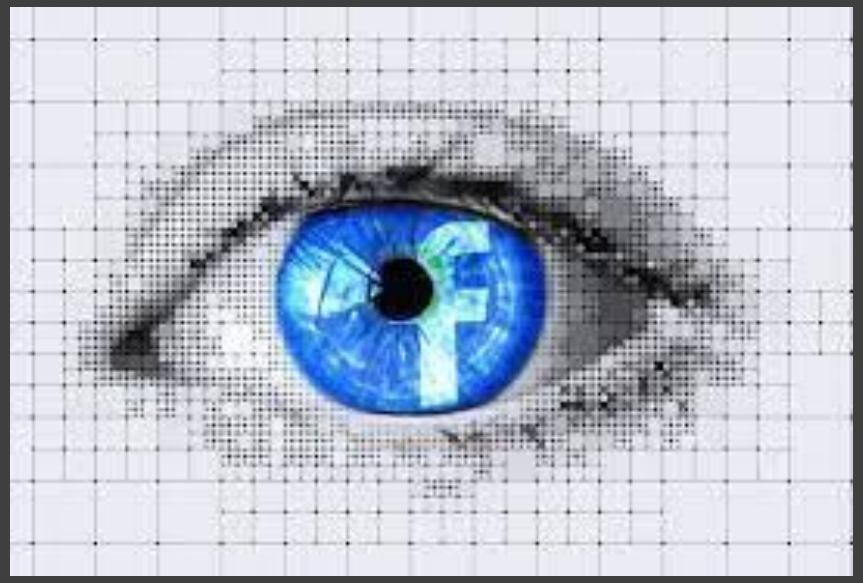

BUSINESS TOOLS
PRODUCTIVITY
EDUCATION
COMMUNICATION
UTILITIES

amazonadvertising
amazonmarketingservices
ADS/MEDIA
PAYMENTS
amazon payments
amazoncare
HEALTHCARE
fulfillment by amazon
LOGISTICS/ FULFILLMENT
GAMING
twitch
amazon FLEX
amazonrobotics
amazon alexa
DIGITAL
ENTERTAINMENT
amazonstudios
amazon fireTV
prime
amazon echo
PRIVATE LABEL
RETAIL
amazon
amazon elements
CLOUD COMPUTING
MUSIC
WHOLE FOODS MARKET
amazon business
aws
amazon music
amazon
ECOSYSTEM
This Illustration is just a snapshot of 43 Subsidiaries Amazon has in 2020
MoreTh

amazon alexa

FACEBOOK

Meta



scary?

Lisboa século 18

Ribeira Palace and Square in Lisbon, Portugal. 18th century.

eats

alamy stock photo

GEOX

L I S B O N A.

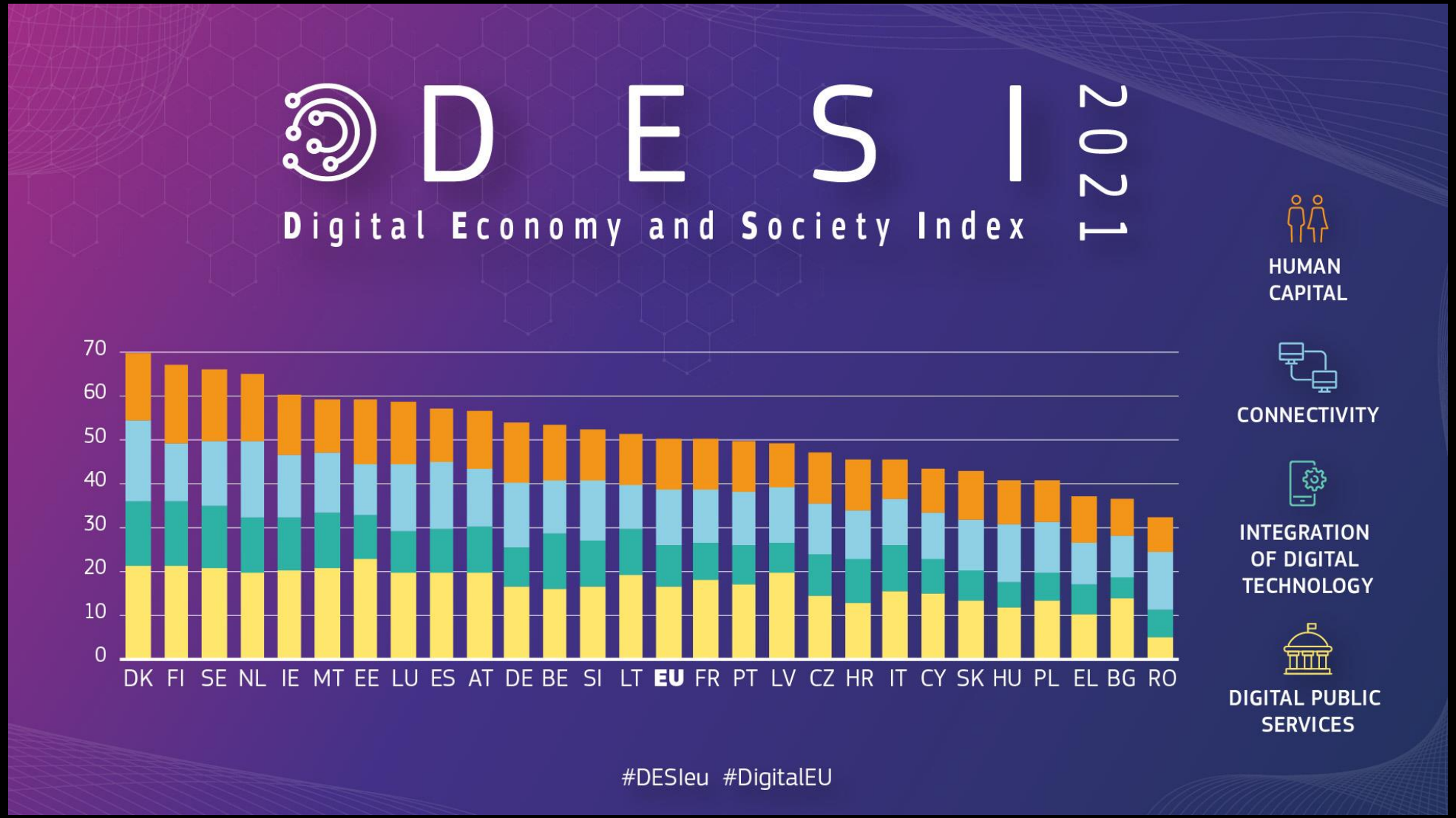
40
C. SODRE
Via Estefânia
MAN

The EU will pursue a human-centric, sustainable vision for digital society throughout the digital decade to empower citizens and businesses.

Link

https://digital-strategy.ec.europa.eu/en/policies/desi

Digital Economy and Society Index (DESI)



https://digital-strategy.ec.europa.eu/en/policies/desi

Europe's Digital Decade strategy

2 policies:

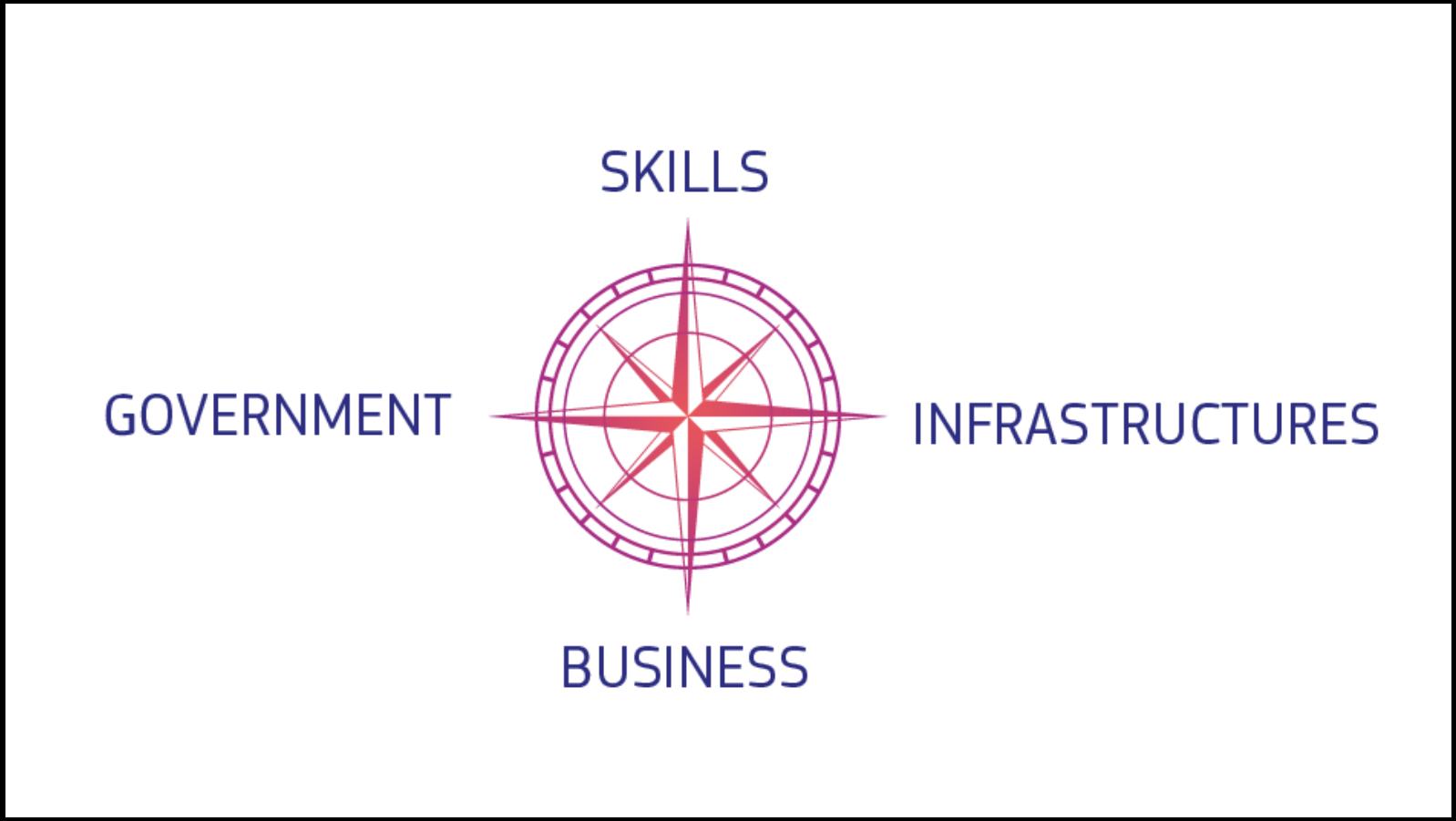
- Recovery and Resilience Facility (RRF) and
- Digital Decade Compass

Europe's Digital Decade	
Digital Society •Cybersecurity •Digital inclusion •Digital public services and environments •Green digital sector •Language technologies •Media and digital culture •Next Generation Internet •Online privacy and safety	**International Cooperation in Digital** •International relations •Digital in the Trade and Technology Council
Advanced Digital Technologies •Advanced computing •Advanced digital technologies •Artificial intelligence •Data and cloud computing •Internet of Things	**Digital Economy** •Digital skills •Supporting industry •Connectivity •Online platforms and e-commerce

https://digital-strategy.ec.europa.eu/en/policies/desi

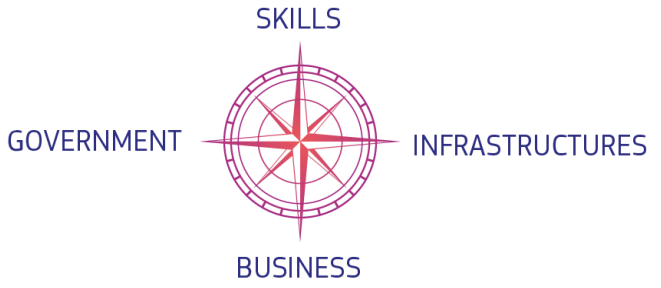
1. Digital Compass for the EU's digital

The Commission proposes a Digital Compass for the EU's digital decade that evolves around four cardinal points:



https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/europes-digital-decade-digital-targets-2030_en

Digital Compass for the EU's digital



Skills

ICT Specialists: 20 million + Gender convergence

Basic Digital Skills: min 80% of population

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

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

Digitalisation of public services

Key Public Services: 100% online

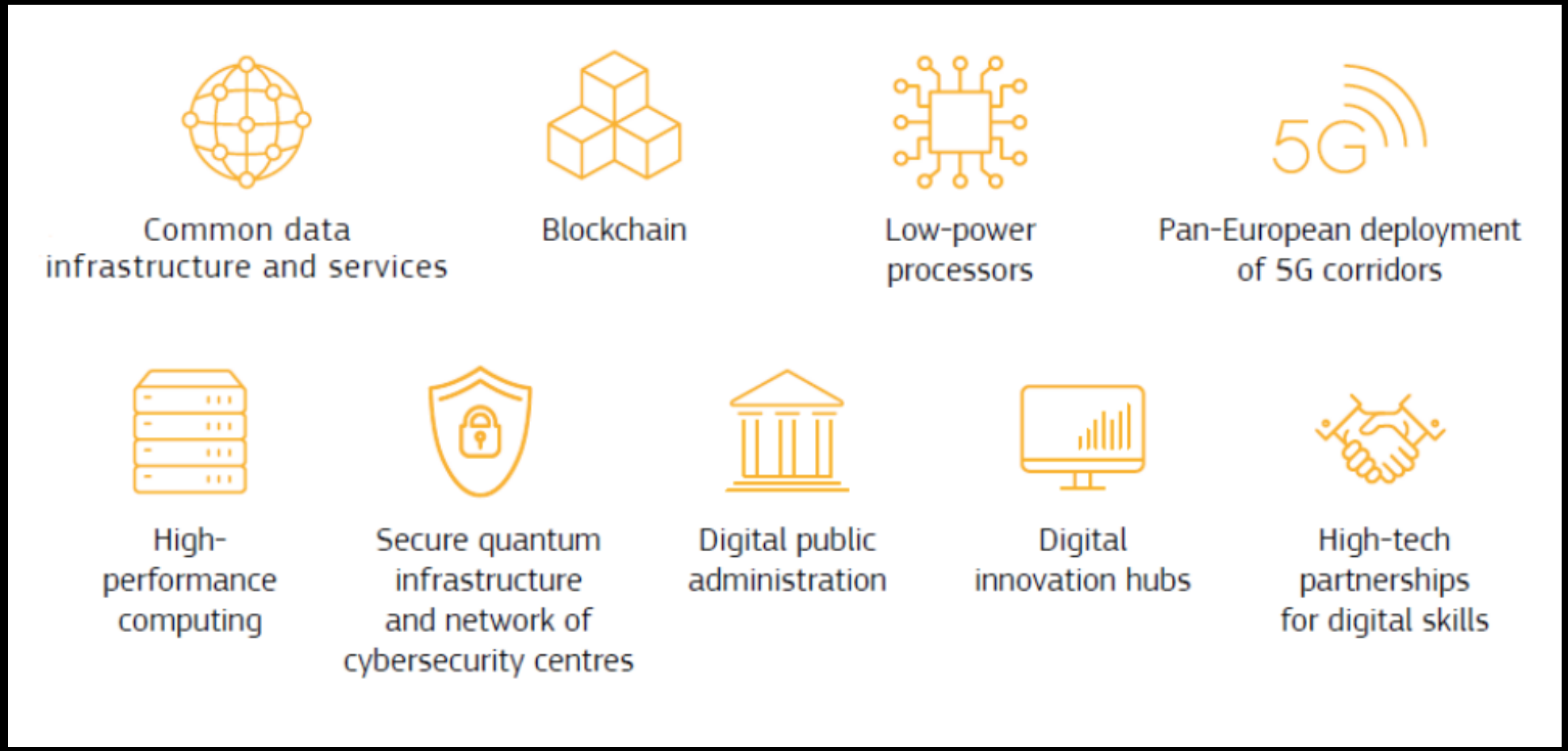
e-Health: 100% of citizens having access to medical records

Digital Identity: 80% of citizens using digital ID

https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/europes-digital-decade-digital-targets-2030_en

2. Multi-country projects

investments from EU funding resources, including from the Recovery and Resilience Facility



https://digital-strategy.ec.europa.eu/en/policies/europes-digital-decade

3. Digital Rights and Principles

The Commission proposed a declaration on digital rights and principles in January 2022.

PEOPLE AT THE CENTRE

Digital technologies should **protect people's rights, support democracy, and ensure that all digital players act responsibly and safely.** The EU promotes these values across the world.

SOLIDARITY AND INCLUSION

Technology should **unite, not divide, people.** Everyone should have access to the internet, to digital skills, to digital public services, and to fair working conditions.

FREEDOM OF CHOICE

People should benefit from a **fair online environment, be safe from illegal and harmful content,** and be empowered when they interact with new and evolving technologies like artificial intelligence.

PARTICIPATION

Citizens should be able to **engage in the democratic process** at all levels, and have **control over their own data.**

SAFETY AND SECURITY

The digital environment should be **safe and secure.** All users, from childhood to old age, should be empowered and protected.

SUSTAINABILITY

Digital devices should support sustainability and the **green transition.** People need to know about the environmental impact and energy consumption of their devices.

Declaration on digital rights and principles in January 2022

scary?
Build the future

Lets keep in touch from Lisbon