DIGITALEUROPE launches manifesto for a STRONGER DIGITAL EUROPE 2025

Brussels, 21 February 2019 [embargoed until 21 February 10:00am]

Today, at the [Masters of Digital 2019 flagship conference](#), DIGITALEUROPE launched its Call to Action for A STRONGER DIGITAL EUROPE towards 2025.

This Call is coming at a crucial time for Europe considering the new political leadership taking office this year, as European leaders will need to leverage our shared values to grasp all opportunities of the digital era.

DIGITALEUROPE's vision towards 2025 is:

- A Europe where digital technologies, innovation and artificial intelligence can provide Europe's people with competitive jobs, better health and improved public services.
- A strong unfragmented DIGITAL EUROPE that harbours digital Inclusion, Green growth, Innovation, Trust, Agile mission-based policy-making to bring prosperity and benefits for European society.

"Europe should remain united and capitalise on the size of its common market. Only then will it flourish in the global digital economy, preserve its welfare standards and drive digitalisation based on European values", said Cecilia Bonefeld-Dahl, Director-General of DIGITALEUROPE to an audience of over 450 policymakers and business leaders which gathered today in Brussels.

"Europe's leaders need to understand that there are two types of countries: countries that have realised they are small and others that have not. Europe has all it takes to lead in a global digital economy, but we need to do so based on what we excel at and the values we believe in", she added.

DIGITALEUROPE's Call to Action outlines 7 focus areas where Europe can take leadership in the **D-I-G-I-T-A-L** age:

Digital Single Market - To generate growth and remain competitive in the global digital era, Europe must consolidate its Single Market and address fragmentation.

Inclusion - Fear of technological development should be transformed into opportunities by equipping Europeans with the right set of digital skills.

Green growth - Europe must leverage digital technologies to build a sustainable, low-carbon, and resource-efficient economy and society.

Innovation - Europe must invest in the take-up of digital technologies such as AI and 5G, supporting the creation of cross sectorial innovative ecosystems in sectors where Europe has a competitive advantage.

Trust - Government and industry must cooperate globally to strengthen cybersecurity and protect citizens' privacy while enabling data flows.

Agile & mission-based policy - Europe must define clear goals for policies and drive agile policy-making processes based on multi-stakeholder engagement and experimentation through regulatory sandboxing.

Leadership - European leaders must define '*what they want*' and set a clear vision and goals for how digitalisation can improve European society based on common values.

The Call to Action also includes 22 success indicators that DIGITALEUROPE will review on a yearly basis to monitor the development of the EU's digital transformation.

DIGITALEUROPE is currently reaching out to European political and business leaders in Brussels and EU member states to drive a common industry-government vision for a STRONGER DIGITAL EUROPE.

Today at the Masters of Digital conference, Cecilia Bonefeld-Dahl distributed the Call to Action to high-level EU policymakers including Mariya Gabriel, EU Commissioner for Digital Economy and Society, and Martin Selmayr, Secretary General of the European Commission.

Read our call to action: www.digitaleurope.org/policies/strongerdigitaleurope/

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ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE's members include in total over 35,000 ICT Companies in Europe represented by 63 Corporate Members and 40 National Trade Associations from across Europe. Our website provides further information on our recent news and activities: http://www.digitaleurope.org

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