

LA DIGITALIZZAZIONE NEL SISTEMA PRODUTTIVO FERRARESE:
PIANI, REALIZZAZIONI E PROSPETTIVE
DALL'EUROPA A FERRARA

La strategia europea per il mercato unico digitale



A cura di: Lucia Mazzoni -



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mercato unico digitale ???



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	Materiale	Immateriale (non "virtuale)
Produrre	\$\$\$\$\$\$\$	\$\$
Riprodurre	\$\$\$\$	-
Archiviare	\$\$	-
Trasferire	\$\$	-
Trasferire	⌋⌋⌋⌋⌋	-
Manipolare	⌋⌋⌋⌋⌋⌋⌋⌋⌋	-
Lavoro	9-18 Lun-Ven	24/24/365
Rivalità	100%	-
Escludibilità	Massima	-
Ritorni	Decrescenti	Crescenti
Durata	Deperibile	Eterno
Integrazione	Disconnesso	Connesso

S. Quintarelli , *Costruire il domani*, Il Sole 24 ore, 2016

Coordinate



Europe 2020
10-year strategy - 3 March 2010
"Smart, sustainable, inclusive growth"

5 headline targets ⊕

10 priorities ⊕

7 flagship initiatives ⊕



5 headline targets

To raise the employment rate of the population aged 20–64 from the current 69% to at least 75%

To achieve the target of investing 3% of GDP in R&D in particular by improving the conditions for R&D investment by the private sector, and develop a new indicator to track innovation.

To reduce greenhouse gas emissions by at least 20% compared to 1990 levels or by 30% if the conditions are right, increase the share of renewable energy in final energy consumption to 20%, and achieve a 20% increase in energy efficiency.

To reduce the share of early school leavers to 10% from the current 15% and increase the share of the population aged 30–34 having completed tertiary from 31% to at least 40%

To reduce the number of Europeans living below national poverty lines by 25%, lifting 20 million people out of poverty





WHY

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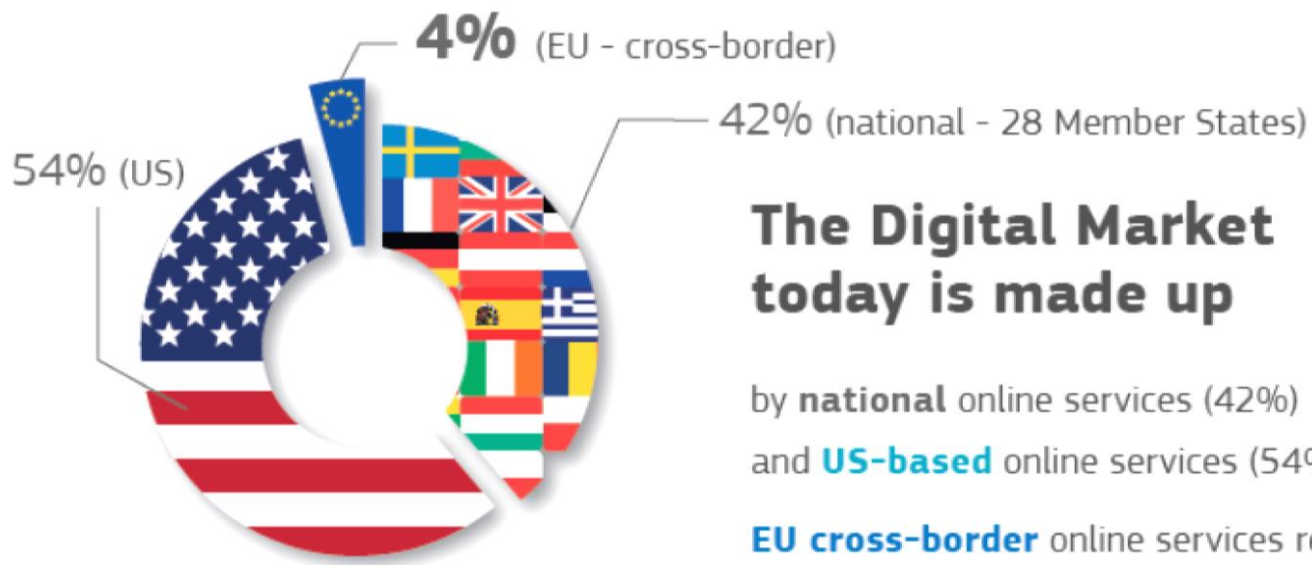
Why we need a Digital Single Market

315 million
Europeans
use the
Internet
every day



A Digital Single Market
can create up to
€415 billion in additional growth,
hundreds of thousands of new jobs,
and a **vibrant knowledge-based society**

But obstacles remain to unlock this potential...



Digital Single
Market

SOLUTIONS NEEDED: THREE PRIORITY AREAS



1

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

Unlocking e-commerce potential



15% of consumers bought online from other EU countries in 2014, while **44%** did so **domestically**

→ EU consumers could **save €11.7 billion** each year if they could choose from a full range of EU goods and services when shopping online



Only **7% of SMEs** in the EU sell cross-border

Small online businesses wishing to trade in another EU country face around **€9,000 extra costs** for having to adapt to national laws

→ If the same rules for e-commerce were applied in all EU Member States, **57% of companies** would either start or increase their online sales to other EU countries

Affordable parcel delivery costs



More than **90% of e-shoppers** consider **low delivery prices** and **convenient return options** as important when buying online

62% of companies that are willing to sell online say that too high delivery costs are a problem

Tackling geo-blocking

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

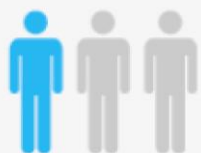
→ less clients, less revenues for companies



Simplifying VAT arrangements

Small online businesses wishing to trade in another EU country face a VAT compliance cost of at least **€5,000** annually for each Member State where it wishes to supply

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**

→ An opportunity not to be missed: **Images, films or music and games** are the most popular online activities and digital spending on entertainment and media has double digit growth rates (around **12%**) for the next five years

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**

Rolling out fast broadband for all

Take-up of fast broadband is low: only **22.5% of all subscriptions** are fast ones (above 30Mbps) and Europe has witnessed significant time lags in the roll-out of the latest 4G technology due to the non-availability of suitable spectrum

Spectrum reforms can decrease prices of mobile services and boost productivity over time (estimated EU-wide GDP increase **between 0.11% and 0.16% over 5 years**)



Only **59%** of Europeans can access **4G**, dropping to **15%** in **rural areas**

3

Creating a European Digital Economy and society with growth potential

Big data and cloud



Digital data stored in cloud:

2013: 20% - 2020: 40%

The use of big data by the top 100 EU manufacturers could lead to **savings worth €425 billion**

Studies estimate that, by 2020, big data analytics could boost EU economic growth by an additional **1.9%**, equalling a **GDP increase of €206 billion**

An inclusive e-society

Almost half the EU population (**47%**) is not properly digitally skilled, yet in the near future, **90% of jobs** will require some level of digital skills

A strategy of 'digital by default' in the public sector could result in around **€10 billion of annual savings**





Creating a #DigitalSingleMarket



DIGITAL SINGLE MARKET

Digital Economy & Society

European Commission > Boosting e-commerce in the EU



The strategy

Economy

Society

Access & connectivity

Research & innovation

DG CONNECT

The strategy

Digital Single Market

Better access for consumers and business to online goods

Boosting e-commerce in the EU

Geo-blocking

Modernisation of the EU copyright rules

Right environment for digital networks and services

Economy & Society

Boosting e-commerce in the EU

Article

Latest

Delivering on its Digital Single Market strategy, the European Commission has presented a three-pronged plan to boost e-commerce by tackling geoblocking, making cross-border parcel delivery more affordable and efficient and promoting customer trust through better protection and enforcement.



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The value of e-commerce in the EU is growing, but its full potential still remains untapped. Only 15% of consumers buy online from another EU country and



Share