

Gemeindeamt Lech | Dorf 329 | A-6764 Lech am Arlberg | T +43 (0)5583 [REDACTED] F +43 (0)5583 [REDACTED]



Europa Forum Lech



Brussels, January 2016
by e-mail

Invitation to the Europa Forum Lech 2016 (14-15 April 2016)

The next Europa Forum Lech meeting, our annual high-level event dedicated to the overarching impact of digital policies, will take place on 14-15 April 2016 in the town of Lech (Austria). One hundred top-level players from industry, politics and academia in Europe and beyond will come together to discuss and exchange ideas on the digitalisation of industry, mobility, transport, energy and, more broadly, on the impact of digital policies on Europe's economy and society.

The meeting will include four plenary sessions on 14 and 15 April with plenty of opportunities for more tailored informal contacts and exchanges. For those who stay on 16 April, leisure activities will be made available.

A draft annotated agenda is attached. The final programme will be sent at a later date.

Participation in this event is by personal invitation only. We very much hope to see you in Lech in 2016. We would be grateful if you could let us know, no later than 29 January 2016, if you would be able to join us. Please send your reply and any questions you may have to CNECT-EUROPA-FORUM-LECH-2016@ec.europa.eu.

Yours sincerely,



Günther H. Oettinger
European Commissioner for
Digital Economy & Society



Ludwig Muxel
Mayor of Lech

[REDACTED]
Gemeindeamt Lech | Dorf 329 | A-6764 Lech am Arlberg | T +43 (0)5583 [REDACTED]

F +43 (0)5583 [REDACTED]

[REDACTED] 016)1831528 - 18/04/2016

Europa Forum Lech

Brussels, March 2016
by e-mail

Europa Forum Lech: "Digital: Transforming Economy and Society" (13-15 April 2016)

Dear participant,

We would like to thank you for your interest in the Europa Forum Lech "Transforming Economy and Society". We are pleased to confirm your attendance at the event.

To help us make your visit to Lech as rewarding as possible, please complete the online registration form no later than **31 March 2016** at <http://europaforum.lech.eu/> where you will also find the latest versions of the draft programme and the list of participants.

You will shortly receive your personal access codes for this website by e-mail (europaforum@lech.eu) from our organising team.

On your arrival at Lech you will receive information about all participants in your conference pack. With this in mind, please could you send a short biography of no more than 15 lines in English accompanied by a recent photo by **24 March 2016** to europaforum@lech.eu

If you have any further questions or queries about the Forum, do not hesitate to contact [REDACTED] in the European Commission [REDACTED] @ec.europa.eu, phone: (32-2) [REDACTED]

Yours sincerely,

[REDACTED]
Günther H. Oettinger
European Commissioner for
Digital Economy & Society

[REDACTED]
Ludwig Muxel
Mayor of Lech

8. 01. 2016

Brussels,
EM/ds, Ares(2015)s6325291

Mr Johannes Hahn
Member of the European Commission
European Neighbourhood Policy & Enlargement Negotiations
BERL 11/238

Invitation to the Europa Forum Lech 2016 - (14-15 April 2016)

Dear Commissioner Hahn,

lieber Riv !

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

The Europa Forum Lech is our yearly high-level event discussing the transversal impact of digital policies which takes place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together next year, on 14-15 April 2016, to discuss and exchange ideas on the digitalisation of industry, mobility, transport, energy and more broadly, societal challenges.

Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on economy and society. Given the global dimension of digitalisation and therefore the importance attached to international cooperation in various sectors, we are seeking high-level participation of non-EU players, such as the USA and China, and also of Kazakhstan, in the particular context of EXPO 2017 "Future Energy" to take place in Astana. I would much appreciate your presence and active input through an introductory speech to the debate.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,

Brussels, 8. 01. 2016
EM/ds, Ares(2015)s6325291

Ms Elżbieta Bieńkowska
Member of the European Commission
Internal Market, Industry, Entrepreneurship and SMEs
BERL 08/339

Invitation to the Europa Forum Lech 2016 - (14-15 April 2016)

Dear Commissioner Bieńkowska,

Wszystko sukcesów !

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

The Europa Forum Lech is our yearly high-level event discussing the transversal impact of digital policies which takes place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together next year, on 14-15 April 2016, to discuss and exchange ideas on the digitisation of industry, mobility, transport, energy and more broadly, on societal challenges in the digital era.

Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on Europe's economy and society, growth and jobs. Therefore, I would much appreciate your presence and active input through an introductory speech to the debate on the digitisation of industry.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,

Brussels, 8. 01. 2016
EM/ds, Ares(2015)s6325291

Mr Miguel Arias Cañete
Member of the European Commission
Climate Action & Energy
BERL 08/204



Invitation to the Europa Forum Lech 2016 - (14-15 April 2016)

Dear Commissioner Arias Cañete,

much love!

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

The Europa Forum Lech is our annual high-level event dedicated to the transversal impact of digital policies and taking place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together on 14-15 April 2016, to discuss and exchange ideas on the digitisation of industry, mobility, transport, energy and more broadly, on societal challenges in the digital era.

Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on Europe's economy and society. The role of the energy sector in this process remains vital and we would like to include this topic into at least two panels. Therefore, I would much appreciate your presence and active input through an introductory speech to the debate on energy.

We have also, in parallel, invited your services to cooperate with us on the preparations of the respective sessions.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,



GÜNTHER H. OETTINGER
MEMBER OF THE EUROPEAN COMMISSION

8. 01. 2016
Brussels,
EM/ds, Ares(2015)s6325291

Ms Violeta Bulc
Member of the European Commission
Transport
BERL 08/024



Invitation to the Europa Forum Lech 2016 - (14-15 April 2016)

Dear Commissioner Bulc,

sehr kollegial!

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

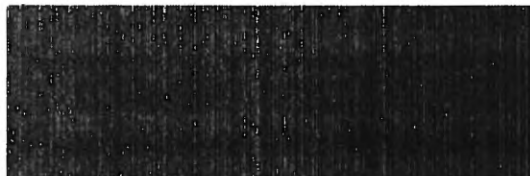
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Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on Europe's economy and society. The role of the transport sector in this process remains vital and we would like to dedicate a full session to this topic. Therefore, I would much appreciate your presence and active input through an introductory speech to the debate on transport. We have also, in parallel, invited your services to cooperate with us on the preparations of the session.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,



Brussels, 8. 01. 2016
EM/ds, Ares(2015)s6325291

Mrs Doris Leuthard
Head of Federal Department of Environment, Transport, Energy and Communications
Swiss Confederation

Invitation to Europa Forum Lech 2016, 14-15 April 2016

Dear Minister, *sehr Trae Kolleg!*

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

The Europa Forum Lech is our yearly high-level event discussing the transversal impact of digital policies which takes place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together next year, on 14-15 April 2016, to discuss and exchange ideas on the digitisation of industry, mobility, transport, energy and more broadly, societal challenges.

Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on Europe's economy and society. Your country is an active player in this field and a partner to learn from. Therefore, I would much appreciate your presence and active input to the debate.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,



Brussels, 8. 01. 2016
EM/ds, Ares(2015)s6325291

Mr Lu Wei
Chief of the General Office of the Central Leading Group
for Internet Security and Information

China

Invitation to Europa Forum Lech 2016, 14-15 April 2016

Dear Minister, *veeehu Heu kottepe !*

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

The Europa Forum Lech is our yearly high-level event discussing the transversal impact of digital policies which takes place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together next year, on 14-15 April 2016, to discuss and exchange ideas on the digitisation of industry, mobility, transport, energy and more broadly, societal challenges.

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The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,



8. 01. 2016
Brussels,
EM/ds, Ares(2015)s6325291

Mrs Marie-Christine Marghem
Minister of Energy, Environment and Sustainable Development

Belgium

Invitation to Europa Forum Lech 2016, 14-15 April 2016

Dear Minister, *verehrter Frau Kollegin!*

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

The Europa Forum Lech is our yearly high-level event discussing the transversal impact of digital policies which takes place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together next year, on 14-15 April 2016, to discuss and exchange ideas on the digitisation of industry, mobility, transport, energy and more broadly, societal challenges.

Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on Europe's economy and society. Your country is an active player in this field and a partner to learn from. Therefore, I would much appreciate your presence and active input to the debate.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,



Brussels, 8. 01. 2016
EM/ds, Ares(2015)s6325291

Mrs Joanna Shields, OBE
Minister for Internet Safety and Security at the Department for Culture, Media and Sport

UK

Invitation to Europa Forum Lech 2016, 14-15 April 2016

Dear Minister, *sehrer Trau Kolleg!*

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

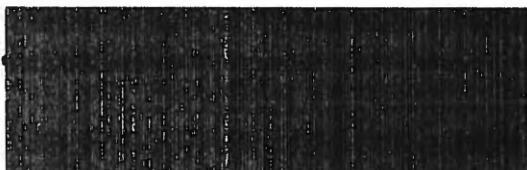
The Europa Forum Lech is our yearly high-level event discussing the transversal impact of digital policies which takes place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together next year, on 14-15 April 2016, to discuss and exchange ideas on the digitisation of industry, mobility, transport, energy and more broadly, societal challenges.

Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on Europe's economy and society. Your country is an active player in this field and a partner to learn from. Therefore, I would much appreciate your presence and active input to the debate.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,



8. 01. 2016
Brussels,
EM/ds, Ares(2015)s6325291

Mr Henk Kamp
Minister for Economic Affairs

Netherlands

Invitation to Europa Forum Lech 2016, 14-15 April 2016

Dear Minister,

Welkom Hen Kamp!

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

The Europa Forum Lech is our yearly high-level event discussing the transversal impact of digital policies which takes place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together next year, on 14-15 April 2016, to discuss and exchange ideas on the digitalisation of industry, mobility, transport, energy and more broadly, societal challenges.

Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on Europe's economy and society. Your country is an active player in this field and a partner to learn from. Moreover, digital is high on the agenda of your incoming Presidency. Therefore, I would much appreciate your presence and active input to the debate.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,



Brussels, 8. 01. 2016
EM/ds, Ares(2015)s6325291

Mme Axelle Lemaire
Secrétaire d'État chargée du Numérique, auprès du ministre de l'Économie, de l'Industrie et du
Numérique

France

Invitation à Europa Forum Lech 2016, 14-15 avril 2016

Madame la Ministre, *ma chère Fran Kollegin !*

Par la présente, je souhaite vous inviter personnellement à participer au "Europa Forum Lech".

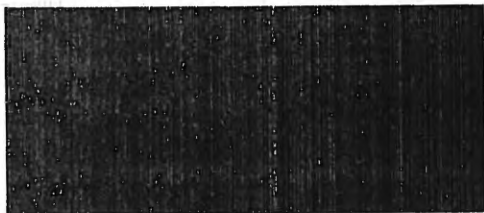
Ce Forum annuel est un événement de haut niveau qui aborde l'impact transversal des politiques numériques. Il a lieu dans la petite ville de Lech (Autriche). Cent personnalités du monde de l'industrie, de la politique et académique, d'Europe et d'ailleurs, se retrouveront les 14 et 15 avril 2016 pour discuter et échanger des idées autour des thématiques liées à la numérisation de l'industrie, de la mobilité et des transports, de l'énergie et, plus largement, des enjeux sociétaux.

Sur base du succès des quatre éditions précédentes ce forum continuera d'explorer le rôle et l'impact des technologies numériques sur l'économie et la société européennes.

La France est un acteur majeur dans ce domaine et une source d'inspiration pour ses partenaires. C'est pourquoi j'apprécierais énormément votre présence et participation active dans nos débats.

Le forum est organisé autour de quatre sessions plénières, avec un format donnant aussi la part-belle, aux contacts plus informels. Vous trouverez ci-joint un projet initial de programme pour votre information.

J'espère sincèrement pouvoir vous accueillir à Lech!



Brussels, 8. 01. 2016
EM/ds, Ares(2015)s6325291

Mr Vladimir Shkolnik
Minister of Energy

Kazakhstan

Invitation to Europa Forum Lech 2016, 14-15 April 2016

Dear Minister, *verehrter Herr Kollege!*

Hereby I would like to extend to you a personal invitation to the Europa Forum Lech.

The Europa Forum Lech is our yearly high-level event discussing the transversal impact of digital policies which takes place in the town of Lech (Austria). One hundred top-level players from industry, politics, and academia in Europe and beyond will thus come together next year, on 14-15 April 2016, to discuss and exchange ideas on the digitalisation of industry, mobility, transport, energy and more broadly, societal challenges.

Building on the success of the four previous gatherings, the event will continue exploring the transformative role and impact of digital technologies on Europe's economy and society. It is also a an opportunity to present the upcoming EXPO "Future of Energy" which will take place in Astana in 2017 and I would highly appreciate if you accepted to briefly intervene on this topic during Lech conference.

The Lech event consists of four plenary sessions with the format offering ample time during the first two days also for more tailored contacts and exchanges. An initial draft programme is attached for your information and consideration.

I truly hope that you will be able to accept this invitation.

Yours sincerely,





EU / Wirtschaft und Finanzen / Innovationen / Digital / Termin / Vorarlberg

04.04.2016, 15:12 | OTS0153 | Vertretung der EU-Kommission in Österreich

Pressekonferenz mit EU-Kommissar Oettinger beim "EUROPA FORUM LECH – Wirtschaft und Gesellschaft im digitalen Wandel"

Pressekonferenz am 15. April um 16.30 Uhr

Wien/Lech (OTS) - Anlässlich des "EUROPA FORUM LECH - Wirtschaft und Gesellschaft im digitalen Wandel" lädt EU-Kommissar Günther Oettinger, zuständig für Digitale Wirtschaft und Gesellschaft zu einer Pressekonferenz am Freitag, 15. April 2015 um 16:30 Uhr im Gasthof Post, Dorf 11, Lech/Arlberg.

Das "EUROPA FORUM LECH - Wirtschaft und Gesellschaft im digitalen Wandel" findet vom 14. bis 15. April 2016 auf Einladung von EU-Kommissar Oettinger und dem Bürgermeister von Lech, Herrn Muxel statt. Vertreter von führenden Europäischen und multinationalen Unternehmen, zivilgesellschaftlichen Organisationen, Universitäten und Startup-Unternehmen aus den Bereichen digitale Wirtschaft, Energie und Verkehr und Mobilität werden anwesend sein. Auf der Tagesordnung stehen Themen wie die Digitalisierung der Industrie, die Energieunion und der digitale Binnenmarkt, die Digitalisierung von Verkehr und Mobilität und der digitale Wandel in der Gesellschaft.

Wir laden Sie herzlich ein und bitten um Anmeldung unter comm-rep-vie-presse@ec.europa.eu bis spätestens 12. April 2016

Neben der Pressekonferenz wird es auch Gelegenheit geben, einzelne Teilnehmer an der Tagung zu interviewen. Sollten Sie daran Interesse haben, wenden Sie sich bitte an [REDACTED] EU-Kommission in Österreich, Tel: +43 [REDACTED] Email: [REDACTED]@ec.europa.eu

Pressekonferenz mit EU-Kommissar Günther Oettinger anlässlich des "EUROPA FORUM LECH - Wirtschaft und Gesellschaft im digitalen Wandel"

Anlässlich des "EUROPA FORUM LECH - Wirtschaft und Gesellschaft im digitalen Wandel" lädt EU-Kommissar Günther Oettinger, zuständig für Digitale Wirtschaft und Gesellschaft zu einer Pressekonferenz.

Das "EUROPA FORUM LECH - Wirtschaft und Gesellschaft im digitalen Wandel" findet vom 14. bis 15. April 2016 auf Einladung von EU-Kommissar Oettinger und dem Bürgermeister von Lech, Herrn Muxel statt. Vertreter von führenden Europäischen und multinationalen Unternehmen, zivilgesellschaftlichen Organisationen, Universitäten und Startup-Unternehmen aus den Bereichen digitale Wirtschaft, Energie und Verkehr und Mobilität werden anwesend sein.

Anmeldungen bitte unter comm-rep-vie-presse@ec.europa.eu bis spätestens 12. April 2016.

Individuelle Interviews können vereinbart werden. Bitte wenden Sie sich an [REDACTED] EU-Kommission in Österreich [REDACTED] Email: [REDACTED]@ec.europa.eu

Datum: 15.4.2016, um 16:30 Uhr
Ort: Gasthof Post
Dorf 11, 6764 Lech

Url: http://europaforum.lech.eu/draft_pro/Draft_annotated_agenda_de.pdf

Rückfragehinweis:

Vertretung der EU-Kommission in Österreich



ZUM PRESSROOM



MAILBO Einstellungen / abf



PROGRAMME

**EUROPA FORUM LECH: "Digital: Transforming Economy and Society"
13 - 15 April 2016**

Wednesday 13 April

20.00 Opportunity for early arrivals to get together for an informal dinner and exchange of ideas with Commissioner Oettinger. Venue Hûs Nr. 8, Omesberg 8, Lech am Arlberg

Thursday 14 April

12.30 – 13.30 Light buffet at Hotel Gasthof Post, Dorf 11, Lech am Arlberg

13.30 – 14.00

Welcome and opening remarks

Ludwig Muxel (Mayor of Lech), Markus Wallner (State Governor Vorarlberg), Günther Oettinger (European Commissioner for Digital Economy & Society)

14.00 – 16.00 Digitising Industry – the European way

Digital technologies increasingly play a central role in value creation in the entire economy and bring about radical transformation to all aspects of production and related services. The EU's target that industry should account for 20% of GDP can only be achieved if digitisation of products, processes and business models is mainstreamed across all industrial sectors in Europe. Industry in Europe has assets to build on its leadership in industrial robotics and factory automation, in enterprise software or in 3D- and laser-based manufacturing. On the other hand, there is also potential to do more in areas such as internet and web technologies, consumer products and digital services. Areas such as big data, the internet of things and autonomous systems also offer great opportunities. In order to seize them, there is a need to act quickly, at the right scale and jointly at a European level. Areas for action are: accessibility of digital innovation hubs, next generation digital platforms, future workforce and identifying smart regulatory solutions.

This session will discuss these four areas for action with a view to integrating the perspectives of the participants into the European Commission's upcoming strategy on "Digitising European Industry".

Moderator: Roberto Viola, DG Communications Networks, Content and Technology, European Commission

Impulse statements:

*Reiner Anderl, Technische Universität Darmstadt
Werner Theis, SystAG Systemhaus GmbH*

*Gavin Patterson, British Telecom
Hans-Jürgen Bill, Nokia Corporation*

16.00 – 16:30 Coffee break

16.30 – 18.30 The Energy Union and the Digital Single Market: empowering energy consumers

Digital technologies are of great importance to the energy sector offering flexibility, efficiency and consumer empowerment. The rolling out of smart grids and smart metering systems, for example, can help achieve climate targets, increase the penetration of renewables and reach the 2030 targets, accommodate storage in the network, make the system user centric and achieve the digitisation of energy.

Digitisation of the energy sector implies secure data storage and access to it. Huge amounts of data need to be stocked and processed probably in the clouds. Cyber security and data protection were initially seen as areas of concern for consumer associations and investors. However, they can also represent an excellent case for synergies between the Digital Single Market and the Energy Union as well as between the energy and ICT industries, allowing the emergence of a new deal for consumers and consumer-led markets.

This session will particularly look at how best to maximize the positive impact of digital technologies on the five dimensions of the European Energy Union: security of supply, integrated energy market, energy efficiency, emissions reduction, and research and innovation.

Moderator: Klaus-Dieter Borchardt, DG Energy, European Commission

Impulse statements:

Maier Chebbo, SAP

Udo Helmbrecht, ENISA

Matthias Brückmann, EWE

Joao Torres, EDSO for Smart Grids

Tobias Linnenberg, Open Energy Exchange GmbH

20.00 Cocktail at Hotel "Die Krone von Lech", Dorf 13, Lech am Arlberg

20.30 Dinner at Hotel "Die Krone von Lech"

Friday 15 April

10.00 – 12.00 Digitisation of Transport and Mobility – more efficient transport and new business opportunities

Digitisation offers wide opportunities for the transport and mobility sector and for society as a whole. There is potential to provide travellers with new and better services such as personalised journey planners, real time traffic information or easier car sharing. Thanks to digitisation, companies shipping goods have a more accurate view on available transport services and are able to follow their goods in a more transparent manner. Transport operators enjoy greater competitiveness as a result of the optimisation of transport operations in real-time and the reduction of the administrative burden created by multiple reporting to authorities. Moreover, society as a whole can be offered safer, more secure and more efficient transport and mobility options. The advancements in ICT lead to new products such as the connected and automated vehicle, leading to a paradigm shift in our road transport planning, networks and operations.

Companies are already taking up these opportunities. However, some barriers still limit implementation of digital tools in the European transport sphere such as accessibility/availability of data, standards, interoperability, data protection or cybersecurity. Further to looking into possible benefits of digital tools for transport, this session will aim to identify what other support is needed to overcome the remaining barriers.

Moderator: Olivier Onidi, DG Transport and Mobility, European Commission

Impulse statements:

Minna Kivimäki, Finland Transport Ministry

Loek van Seeters, EUCAR Council

Simone Lini, Startup Waynaut

Christian Salbaing, Hutchison Whampoa Europe Limited

12.00 – 14.00 Lunch at Hotel Gasthof Post, Dorf 11, Lech am Arlberg

14.00 – 16.00 **Continuity and disruption: how digital is changing society**

The digital transformation affects society in a pervasive and radical way – altering private and professional life. New work arrangements and forms of services emerge, as well as ways of participation in politics, society and local community, different set of competencies are required, unknown risks appear and reflection is needed on how our societal values can be safeguarded in the digital era.

Convergence of production and interaction, work and communication are also increasingly needed for competitiveness, in particular in the world of services. While flexibility, responsiveness, transparency and self-organisation are felt as opportunities allowing for better conciliation of work and life, fatigue of round-the-clock attention, loss of job security and of the traditional social model as well as automation processes are considered controversial by many. Furthermore, essential values like freedom of speech need to be balanced against such phenomena as online hate speech, security threats on social networks and other abuses.

Between continuity and disruption, how are people adapting to the online world, bringing in their habits, values and behaviours? How is digitisation going to change social policies, employment and social inclusion? What roles for different actors – policy makers, industry, institutions, organizations, individuals? These are some of the issues which this session will address.

Moderator: *Günther Oettinger, European Commissioner for Digital Economy & Society*

Introductory speech: *Wolfgang Schüssel, Former Federal Chancellor, Austria*

Impulse statements:

Carlo D'Asaro Biondo, Google

Elmar Husmann, European Learning Industry Group

Yoomi Renström, Committee of the Regions

Benjamin Snow, Startup Civocracy.org

16.00 – 16.30

Closing remarks

Günther Oettinger (European Commissioner for Digital Economy & Society), Ludwig Muxel (Mayor of Lech)

16.30 Press conference

18.00 Light dinner at Hotel Gasthof Post

Session 1: Digitising Industry – The European Way

Discussion Paper

Making the best out of digital technologies by all sectors in Europe requires both a pro-active and strong digital industry in Europe and wider integration of digital innovations in all industrial sectors. This implies a wider uptake of technology but also a stronger supply industry and closer interactions between users and suppliers across the value chain. The exponential growth of data, networking and computing will continue to drive innovations and productivity gains in the global digital economy, with profound effects on society, science and business. Companies mastering critical technologies such as Internet of Things, Big Data and Cloud will get a competitive edge and faster access of innovation results to markets. Common standards for these key areas are also needed. The European Commission will shortly put forward a set of measures to accommodate the following issues:

Joining up efforts on EU level

Co-ordination and mobilisation of resources and stakeholders at European level is particularly important and should be properly addressed. There are many national and regional initiatives on digitisation of industry but there are also trans-national policy challenges that no Member State can resolve alone. Also the scale of effort needed can only be met through a collective EU-wide effort. Coordination is therefore essential to scale up the impact of national initiatives beyond the national markets and benefit from a truly European Digital Single Market.

Digitising industry: innovation, partnerships, peoples' potential and smart regulation

We need bottom-up innovation, especially by SMEs, midcaps and in sectors where ICT is not much used. Experience of competence centres and digital innovations hubs in several Member States like the UK (Catapult), France (La French Tech), Germany (Industrie 4.0 Competence Centres) and the Netherlands (Smart Industry, Field Labs) - to name just a few - shows how important it is to have facilities which offer expertise and equipment to companies for them to be able to experiment with digital technologies. This includes also a wider access to technology and knowledge for every industry in Europe wherever situated. This is about reinforcing and expanding the digital competence centres all across Europe so that they are able to provide expertise and facilities for any industry to try and test new ideas.

To take full advantage of the digital transformation Europe should also show leadership in digital value chains. More specifically, European industry should play a key role in the development of the next generation of digital platforms and market places for digitisation of products, processes and business models. To achieve this, it is vital for European industry to work in partnerships. Here Public Private Partnerships (PPPs) play an important role to define strategic industrial priorities across sectors and to mobilise the European but also national and regional levels.

We need to help people adapt and benefit from the opportunities of the digital transformation. Fostering digital skills will help fill some 900.000 vacancies coming up in near future. Also, almost 90% of jobs will require some level of digital skills to meet the needs of industry,

service sector and other domains. This challenge is addressed by the multi-stakeholder initiative of Grand Coalition for Digital Skills and Jobs.

Regulation needs to be smart, led by objectives and fit for a smart industry. New digital business models challenge existing regulatory systems worldwide. They require a new way of policy-making. We especially need to explore whether existing regulations make possible the broad deployment of digital innovations around data ownership, health and safety issues in case of collaboration between humans and machines, and liability in case of autonomous systems.

Addressing key technologies, setting common standards

Making digital infrastructure accessible to industry and SMEs will also support experimentation with new technologies and stimulate their uptake. Europe needs leading-edge data and software services for business, public sector and science. This infrastructure will contribute to the digitisation of industry by developing European platforms for new strategic applications (e.g. medical research, aerospace, energy) and by fostering industrial innovation. It will widen the user base of those technologies, providing access, via Cloud, to companies without in-house capabilities but also to researchers and public administrations.

The Internet of Things is an enabler for a new industrial and innovation era in manufacturing – such as the German initiative Industrie 4.0 - reshaping significantly the whole industry structure by way of efficient automated communication and by enabling alternative and more sustainable business models. It will create new level of organizing and collaborating across the whole supply and value chains to manage the full product lifecycle.

The new products and services related to IoT are therefore at the core of the digitisation process and an essential building block of the Digital Single Market. New business models, like for example 'Product-as-a-service' or 'shared-usage', will be based on smart connected devices and objects.

Digital standards ensure that solutions can work together and are well connected along the supply chain or between industry and services sectors. However the current standard setting system lacks focus and cannot keep the pace of fast-moving technologies, preventing European companies from scaling up for global competition. This is why industry and standardisation bodies should focus on standards in five priority areas: 5G, cloud computing, internet of things, data technologies and cybersecurity.

The way ahead

The forthcoming proposal of the Commission for digitisation of European industry strengthens the industrial dimension of the Digital Single Market strategy. The set of measures it will put forward will stimulate the digital transformation of the entire European industry building upon existing initiatives in Member States and providing added value at EU level by efficient coordination, targeted investments and appropriate legislation where needed. There are key domains such as data and Internet of Things where Europe could develop leadership potential.

Finally, reshoring is what many consider as particularly important in light of the opportunities the digitisation of industry will create for companies to become more competitive and for

Europe as a whole in terms of creating new production capacities. Indeed, digital transformation of industry is about innovation in products, processes and business models and this is a particularly important element of the Commission's strategy.

Issues for discussion:

- 1) What are the biggest barriers for European industry regarding broad access to and use of digital technologies and know-how?**
- 2) How to foster the development and implementation of European innovation?**
- 3) Will the measures envisaged by the Commission help to reshore industrial production to Europe?**

SESSION 2: The Energy Union and the Digital Single Market: empowering energy consumers

Discussion Paper

The energy system in Europe is under a profound transformation because of the EU's climate, energy and innovation policies and the innovation in energy and ICT technologies. ICT will play a key role in the transformation of the energy system, in particular in the electricity system. The reduction in the price of sensors, control systems and data-handling capacity make smart grids, homes, buildings and cities a reality within reach. This will increase the ability of the energy system to optimise the use of assets as efficiently as possible at a time when an ever-larger part of the energy system is capital-intensive (grids, wind, PV all have close-to-zero marginal cost).

This optimisation can be used to promote flexibility of the assets to allow higher integration of variable renewables and distributed energy production and deliver more automated and close to real-time demand-response to reduce peak demand. It can also empower the consumer to participate in the energy market, taking control of their energy consumption and providing their flexibility to the system. This is part of the "new deal" for consumers we advocate in the Energy Union. This is not limited to the energy system: it will for example interact with the transport system through electric vehicles and interact with other smart home or 'sharing-economy' services offered to consumers (e-Health, security, crowd-funding, car-sharing). Open standards and interoperability will be the most effective way to support new businesses and energy services. These developments will also need to encourage European industry to play a leading role in the development of the next generation of energy services, digital platforms and internet of things, as well as market places, and prepare our workforce for the digital transformation.

The European Union is presently working on the Market Design Initiative as a further step towards the Internal Energy Market. A new legislative package is foreseen by the end of this year, covering the following key enable synergies between the Energy Union and the Digital Single Market to empowering energy consumers:

Smart grids, as the interface between the energy, IT and telecom sectors, are one of the enablers for realising the Energy Union and the Digital Single Market – both in terms of infrastructure and market. Moreover, smart technologies also part of an innovative and competitive Energy Union, providing an important opportunity for European manufacturers to develop attractive smart solutions and boost their global competitiveness.

Another aspect of the digitization of the energy sector concerns data management. The achievement of a functional energy market will be conditioned by ensuring a free flow of data and by appropriately tackling issues such as data ownership, interoperability, usability and access to data in situations such as business-to-business, business to consumer, machine generated and machine-to-machine data.

Cyber security and data protection, which were initially raised as areas of concern for consumer associations and investors, need appropriate consideration too. All those can represent an excellent case for synergies between the Digital Single Market and the Energy

Union as well as between the energy, the ICTs and the telecoms industries, allowing the emergence of a new deal for consumers and consumer-led markets.

Achieving a Digital Single Market will ensure that Europe maintains its position as a world leader in the digital economy, helping European companies grow globally. The potential contribution to European GDP from achieving such a fully functioning DSM has been estimated at EUR 415 billion. The long-run impact on GDP growth of the already observed digital reform efforts has been estimated at above 1%, while further efforts in line with the Digital Agenda for Europe targets would lead to an additional 2.1% of growth.

Finally, digital technologies give rise to new business models. Big international players in the digital market are about to enter the European energy market in order to provide energy supply services and products such as heating and electricity control appliances for buildings. This raises the question of how traditional European energy companies can adapt to new business models and compete in the new digital environment. This question is crucial for the survival and competitiveness of the European economy.

Issues for discussion:

- 1) What are the preconditions, good practices and incentives for traditional energy consumers to opt for innovative ICT solutions and benefit from more dynamic energy market?**
- 2) How to foster the digitalisation of the electricity system operators toward smart grids? What are the additional DSO roles and responsibilities as key regulated actors in the energy system?**
- 3) How can we ensure the implementation of an appropriate data management, while considering also security, privacy and data protection issues, independently of the adopted data management model in each Member State?**
- 4) How can we maximise the impact of ICTs for new energy trading and system services?**
- 5) How do you see the development and future spread of 5G mobile technology contributing to the successful 'digitisation' of Europe's energy system?**

SESSION 3: Digitisation of Transport and Mobility – more efficient transport and new business opportunities

Discussion Paper

Opportunities of digitalisation for the transport sector

Digitalisation offers wide opportunities for the transport sector and for the society as a whole. The accelerated rise of technologies (e.g. Internet of Things, big data analytics, 5G, etc.) is rapidly bringing a new generation of ITS services and business models. Services will be increasingly data-driven, software-based and on-demand/tailored/user-centric. This is not only a technical transition: a paradigm change in transportation is expected to take place thanks to digitalisation.

Digitalisation is changing the way mobility services are offered to people and the way they move. At the same time, travellers' needs and expectations in such a digitalized world are also changing. Hence, digitalisation can help towards driving individual behavioural change towards shared and sustainable mobility based on the shared economy and the related change of mind around car ownership, going to "car usership". One observes in that context the emergence of new mobility services, where the service providers could offer travellers easy, flexible, reliable, price-worthy and environmentally sustainable everyday travel, including for example public transport, bike-sharing, ride-sharing, car-sharing, car leasing and road use, as well as more efficient shipping of goods and last-mile delivery possibilities.

Thanks to digitalisation, companies shipping goods will have a more accurate view on available transport services and be able to follow their goods with more transparency during transport. Transport operators will enjoy better competitiveness thanks to an optimisation of transport operations in real-time and to a reduction of the administrative burden created by multiple reporting to authorities.

The automotive sector is an example of how far digitalisation can be disruptive. The automation of vehicles is changing the automotive landscape towards connected and automated driving. Indeed, vehicles are becoming more and more intelligent, providing new on-board services as well as higher levels of safety and efficiency. Moreover, cooperative Intelligent Transport Systems (C-ITS) will allow road vehicles to communicate with other vehicles, with traffic signals and roadside infrastructure as well as with other transport users. With alerts generated from the increased information available, these systems have a strong potential to improve road safety and the efficiency of the road transport, in particular when these alerts are transposed into automatic actions once connected automated driving becomes widely available.

And the society as a whole will be offered safer, more secure and more efficient transport options.

Barriers and expectations towards public authorities

Companies are already taking up these opportunities. However, some barriers still seem to limit implementation of digital tools in the European transport sphere, such as questions related with accessibility/availability of data, standards, data protection or cybersecurity.

Accessibility / availability of data

A huge quantity of data is available, be it data on traffic conditions owned by public authorities, data on available transport services or on freight location and condition owned by transport companies, data on goods owned by shippers, etc. However, these stakeholders are not always sharing this data to the extent that would be needed to develop new transport services. This can be related to questions of data protection, competition questions for trade data, price of data collection and the lack of schemes for agreeing on the repartition of the costs, or simply the unawareness of the usefulness of this data for other stakeholders. This session could be the opportunity to exchange on these various barriers and to identify possible answers, e.g. in terms of guidance documents for cost sharing, for standards or for awareness raising.

Standards

When data is shared amongst transport stakeholders, it remains often difficult to reuse it for other purposes than initially foreseen since standards used for transport data vary from a stakeholder's system to another or from a mode of transport to another. Up to what level could standards be developed in the transport sector that would enable to make the most of the huge quantity of data sources that are available today? And what is needed to make connected automated driving becoming reality?

Data protection and cybersecurity

The EU has already put in place extensive legislation on data protection and cybersecurity, and is still improving it. However, these questions remain amongst the key topics that stakeholders raise when asked why they are not further digitalisation their processes or exchanging data. Is this only a matter of awareness of the existing schemes for data protection and cybersecurity, or, are other questions still to be addressed when it comes to concrete implementation?

Issues for discussion:

- 1) Which impact can be expected for Europe's industries (transport, automotive, telecommunication and others) from connected and automated driving?**
- 2) What opportunities can digital tools offer for transport services?**
- 3) What barriers are companies meeting when trying to develop such new services?**
- 4) What support can public authorities bring in that respect?**

SESSION 4: Digital transformation of society: continuity versus disruption

Discussion Paper

A Code of Conduct in the digital era: are our fundamental values affected?

The question of how we want to live in the digital age is essential. We want to keep our common values - freedom of speech, solidarity, privacy, justice, fair competition - at the heart of the digital shift and for our coexistence in the future. While we are embracing the opportunities, we are not losing sight of the concerns and fears that a digital revolution is posing. We need to respect and listen to concerns of those who are sceptical to the technical progress and innovation, and help them get better understanding and skills, rather than to ignore and exclude them from the digital progress.

Individual users can take advantage of digital services in their private and professional lives: everybody can provide content and information or express opinions. However, freedom of expression is not a right in itself. It must co-exist with other principles such as safety, dignity and respect, right to privacy etc. We must ensure that also in the digital world these basic values remain valid.

Connected Citizens, transparent and accountable Public Administration

Traditional ways of politics are questioned, especially among new young voters – at the same time we see a rise in social participation thanks to new ways of communicating. The interconnectedness provided by new technologies play a great part in enabling citizens to have their say in political initiatives, community work, in various forms of activism. Direct exchanges are possible today in an unprecedented way – from grass-root to high office, from periphery to centre. Collaborative and participatory governance is not only possible today but is also an alternative to the existing models of policy making and governance.

Opening up public sector information in electronic format is also a powerful tool to foster growth. There is also a great potential in open and modular digital public services that can be re-used by different administrations, but potentially also by third parties, to make a personalised, user-friendly and innovative offer.

Digital Skills as a key competence for life and work

The rapid development of technology has changed the way we learn and how we deal with the acquired knowledge. It enables educational opportunities for all and lifelong learning becomes a basis for a successful professional life and personal fulfilment. New forms of communication, cooperation and networking foster new and effective ways of sharing, learning and teaching content.

Growing up in a technologically driven world does not automatically lead to competent users: the entire education chain must therefore open the way to strengthen self-determination and autonomy of Internet users and to secure the specialists of tomorrow. Digital education, skills and training are becoming critical to boosting Europe's economic growth and competition, and the EU needs to urgently address the short- to middle term shortage in this area. All the more important is the early teaching of interdisciplinary thinking and action, of IT and media skills and an understanding of the highly complex digital processes. While and because the digital divide exacerbates inequalities

between the highly skilled and low skilled, social integration will in future be heavily dependent on digital inclusion.

Social and employment policy versus business models for 21st century

Digital innovation in industry generates also changes in social and employment policy. At the same time, lifestyles have become more varied and individualized. The expectation for social security and permanent/safe employment is still shared by majority of workforce though this model is no longer evident. New forms of employment, where digital is an important element of making them possible, can be seen both as an opportunity (flexible contracts, teleworking, co-working, global outreach through internet) or as a threat (precarious work, little social security, social dumping etc).

A clear case of emerging business models enabled by the digital transformation is "collaborative/shared economy". New forms of monetization and social sharing are also emerging. The sharing economy is not the end of the classic consumer society but an increasingly important part of it. In particular, young people are more flexible and mobile and have other demands and needs with respect to work, consumption and property. It can also help influence positively the social and economic development by contributing to solve precarious living, traffic or parking situation in major cities or improving services in rural areas. It is however often incompatible with classic business and regulatory models with their established beneficiaries and their influence over the policy makers. Adding to this, there is often a real or perceived threats of unfair competition to the existing service providers (e.g. the case of platforms such as Uber, Airbnb ,Blablacar). While the trends and platforms can be global, the actual impact and regulations are done at local level, often that of a city and responding to needs of a local community.

Issues for discussion:

- 1) Continuity versus digital disruption: what is the main challenge for citizens who adapt to the digital world?**
- 2) Where is the impact of digitisation most enabling for society and where are the biggest risks ?**
- 3) How should we address these processes, compromising neither our values nor the benefits of digital transformation?**