

# DIGITAL INNOVATION AND DIGITAL TRANSFORMATION IN EUROPE



Beirat Junge Digitale Wirtschaft  
beim Bundesministerium für Wirtschaft und Energie



Conseil National du Numérique



## 01 EDUCATION AND PROMOTION OF DIGITAL COMPETENCIES

Europe requires digital competencies as a basis for the society and economy of tomorrow!

Introduction of core educational programs at schools on mastering digital technologies and associated entrepreneurship.

Introduction of an investment program to promote the establishment of digital competence via education and advanced training at all levels as a social priority in Europe.

Introduction of an open network of universities, institutes and research centers in Europe, together with a corresponding promotion of a comprehensive transdisciplinary research program for digitalization.

## 02 ESTABLISHMENT OF A EUROPEAN ECOSYSTEM FOR DIGITAL STARTUPS

Europe needs to enable young ventures to be European at birth!

Establishment of off and online exchanges for transboundary cooperation of startups, investors, SMEs and large industrial companies for the digital economy.

Establishment of European exchange programs between incubators, economic clusters and hubs for founders of digital startups in several European cities.

Development of harmonized fiscal and social regimes to facilitate rapid and simple development of startups in Europe.

## 03 EUROPEAN VENTURE CAPITAL FOR DIGITAL INNOVATIONS

Europe needs to provide sustainable financing for digital innovations!

Development of an attractive environment for investments of business angels in digital innovations in Europe.

Improvement of access to the financing market for startups and creation of an associated stock exchange segment in Europe.

Support of movement from a debt-based financing to an equity-based financing of private and public investors.

## 04 ESTABLISHMENT OF A EUROPEAN DIGITAL MARKET

Europe needs a harmonized framework for the development of digital innovations!

Creation of a rating agency for digital platforms at the European level as a basis for more transparency

Ensuring the principle that profit must be taxed where it is generated and the further development of the approach of 'Digital Presence'.

Ensuring a Franco-German position on ongoing international trade agreements with a particular focus on the formation of a European sovereignty on the internet.

## 05 DIGITAL TRANSFORMATION OF THE EUROPEAN ECONOMY

Europe needs to bring its strong mid-sized companies and its strong industries into the digital age!

Development of the internet of things and big data by establishing open norms and standards in Europe.

Building of a European open innovation strategy for digital developments through tax incentives and the creation of associated cooperation platforms.

Development of a network of local and open production hubs (fablabs, makerspaces) for digital products and business models in Europe.