



Making (Big) Data work for Europe

Towards a Data Value Chain Partnership in Europe (cPPP)

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What do we mean by Big Data?

Big Data means high-volume, high-velocity and high-variety information assets that demand increased technological capacity to be handled

Big Data can either be created by people or generated by machines/sensors (such as satellites, tablets, smartphones, GPSs, motion sensors, etc.)

Big Data can refer to geographical information, statistics, weather data, research data, transport data, energy consumption data, health data, etc.

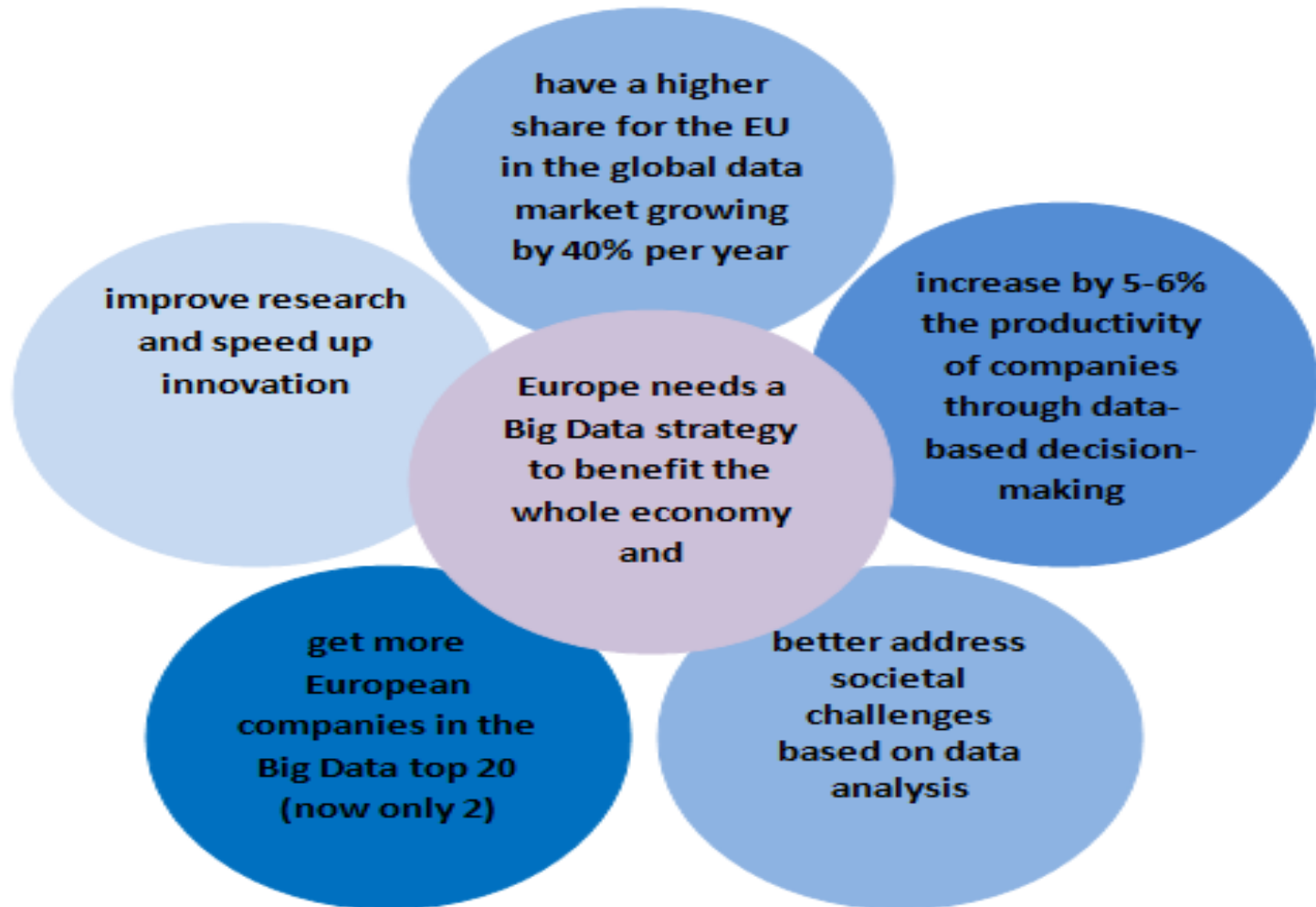
Why is data important?

*Data is a **social asset** with an enormous economic value. The value of data as an **economic asset** has exponentially increased in the last decades.*

Europe needs to develop a **sustainable data economy** by developing and supporting a functioning **data ecosystem**.

Why is Big Data important?

Big Data is fuelling the growth of the knowledge economy



... but structured information represents only a small fraction of the whole picture

15%



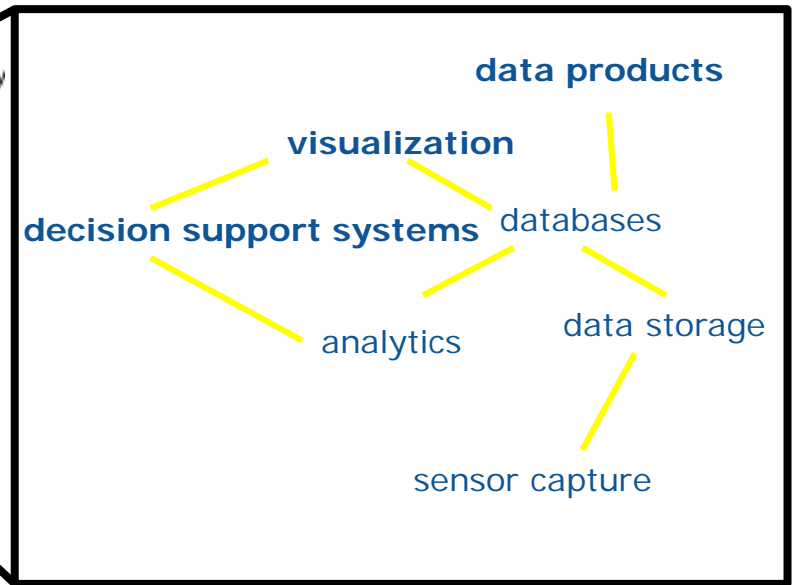
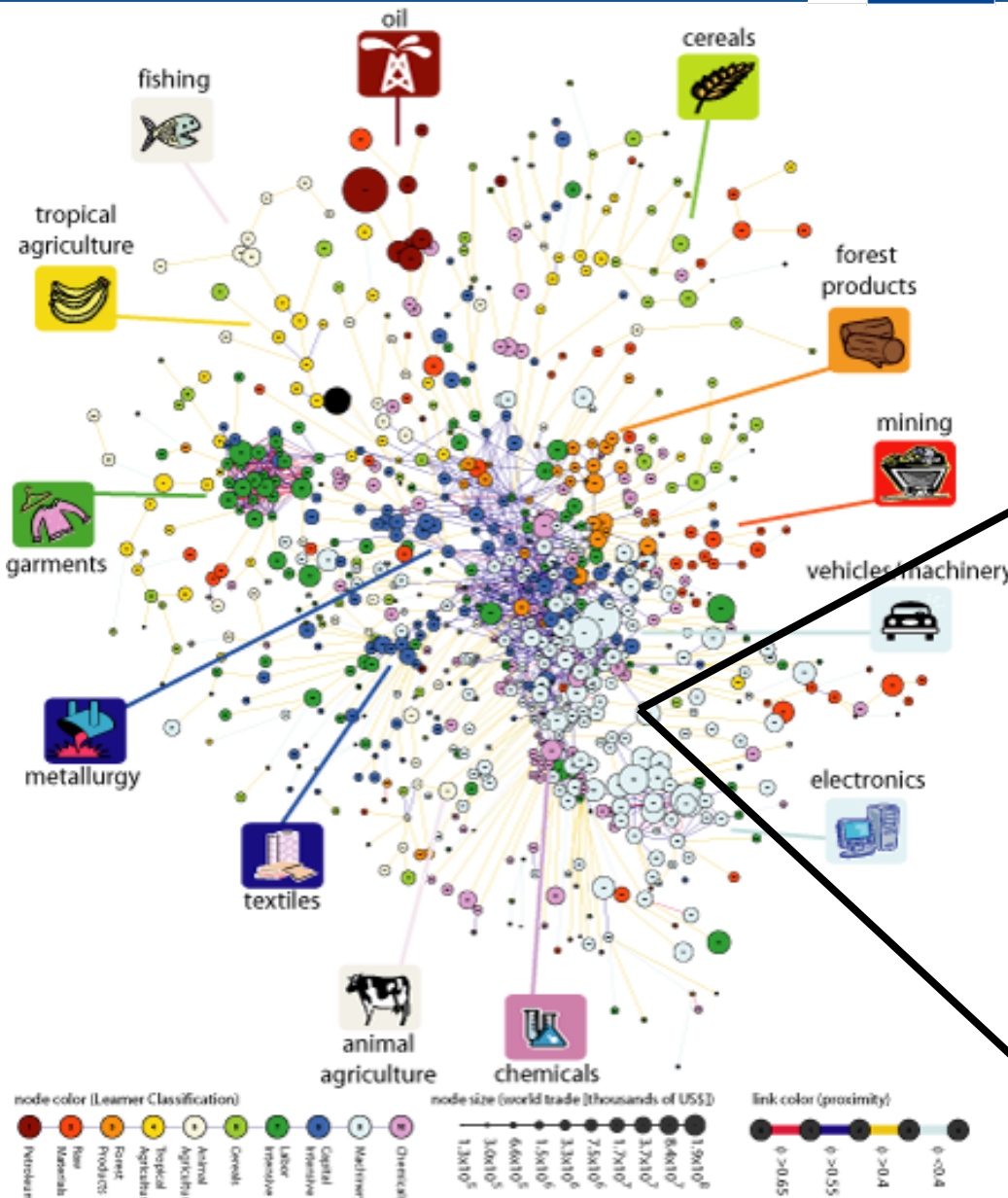
More than **85%** of all business **valuable information** exists in the form of e-mails, memos, notes from call-centres, news, user groups, chats, reports, web-pages, presentations, image-files, video-files, marketing material and news.

Source: Merrill Lynch



Data Supply Chain and Product Spaces

Need a high value added data cluster



Data in the EU policy context



➤ **A strategy for smart, sustainable and inclusive growth**

➤ A vision to achieve **high levels of employment, a low carbon economy, productivity and social cohesion**, to be implemented through concrete actions at EU and national levels.

➤ One of the seven flagship initiatives of Europe 2020, set out to **define the key enabling role that the use of ICTs will have to play** if Europe wants to succeed in its ambitions for 2020.

➤ **The overall aim [...] is to deliver sustainable economic and social benefits from a digital single market [...]**

➤ **Action 3: Open up public data resources for re-use**

"The Commission is invited to **make rapid progress in key areas of the digital economy to ensure the creation of the Digital Single Market by 2015, including [...] the availability of public sector Information.**"

Conclusions of the European Council (4 February 2011)



Conclusions of the European Council of 24/25 October 2013

- **Enhancing the potential** of 'Big Data' and "**data-driven innovation**" (Digital innovation)
- Technologies building on 'Big Data' are "important enablers for **productivity and better services**"
- Need to complete the **Digital Single Market** by 2015
- **Improve public services** through e-government, e-procurement, e-health and e-invoicing services
- Importance of an integrated approach to R&I& market deployment through **better coordination of grants, venture capital and pre-commercial procurement**



Action items the European Council called for:

- ***Broadband:** More investments needed*
- ***Cloud computing:** "European Cloud Partnership" to put Europe at the forefront of cloud adoption*
- *Create a European **network of "national digital coordinators"** for Cloud computing, Big Data and Open Data*
- *Use EU structural funds and other mechanisms to **support education** in the field of ICT so as to address the need for a more IT-savvy labour force*
- *Work on **interoperability of platforms & data** in order to facilitate data portability*



Where are we now?

- **Broad consultation** on a draft European Data Value Chain Strategy in Dec 2012-Jan 2013
- VP Kroes unveiled the **European Data Value Chain Strategy** in the ICT2013 Conference in Nov 2013
- VP Kroes called for a **European Public Partner Partnership** and collaboration
- Data Value **memorandum for stakeholder collaboration** initiated by the ETP NESSI
- Hard work towards a **Strategic Research and Innovation Agenda** for Europe is ongoing
- Broad range of **R+I funding** (national, European), **coordination and collaboration** needed
- **Across H2020** calls address the data challenges

A European strategy and partnership on the data value chain will

- foster a **well-functioning European data ecosystem**
- stimulate **research and innovation** around data as well as the uptake of data services and products
- will put in place a specific set of actions to improve the **framework conditions** for generating value out of data

This will lead to

- **increased business intelligence and efficiency** of private and public sectors
- **world class applications and services**
- **new business opportunities** involving SMEs
- new ways of tackling **societal challenges**

What existing policy initiatives can we build on?

- Open Data Strategy/PSI Directive
- eScience
- eGovernment
- eHealth
- European Cloud Partnership
- High-Performance Computing
- Broadband
- 5G technology
- Backbone networks
- Future Internet
- Grand Coalition for skills
- ...

What are the framework conditions to be addressed at EU level?

- Fostering a data-friendly **policy and regulatory environment** (especially on privacy, IPRs, security, ownership)
- Developing a well-functioning **European data ecosystem** supporting the Digital Single Market
- Supporting **competence** (skills) and **infrastructure**
- Enhancing **interoperability**
- **Multilingualism**



european
data forum

Next steps

- Panel discussion
- Networking session
- Consultation and agreement on the SRIA
- Setting up the partnership process

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Workshop „Pioneers in Data driven innovation – Solutions & Visions from European Member States”
Athens, March 21, 2014



Our Panel

- **Giuseppe Abbamonte**, Director at European Commission
- **Christian Lindemann**, COO at Wolters Kluwer Deutschland
- **Stefan Wrobel**, Institute Director at Fraunhofer IAIS / Board Member at BITKOM
- **Josep Urban**, Manager at Nokia Solutions and Networks
- **Jan Reichelt**, Co-founder and President at Mendeley



Thank you for your attention!

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Conclusions

- Big data creates fantastic **opportunities** for new business but also some **threats** (information overabundance, privacy)
- The business champions of the future will be the most successful companies in **coping with data flood and DVC**
- Yet **technology solutions lags far behind** the complexity of data problems
- Setting the **right Framework conditions will need European and national actions**
- Towards a **better use of publicly funded data** in Europe
- The **EC is committed to force** the improvement of data driven competitiveness