



Only connect: what ICT networks can do for society

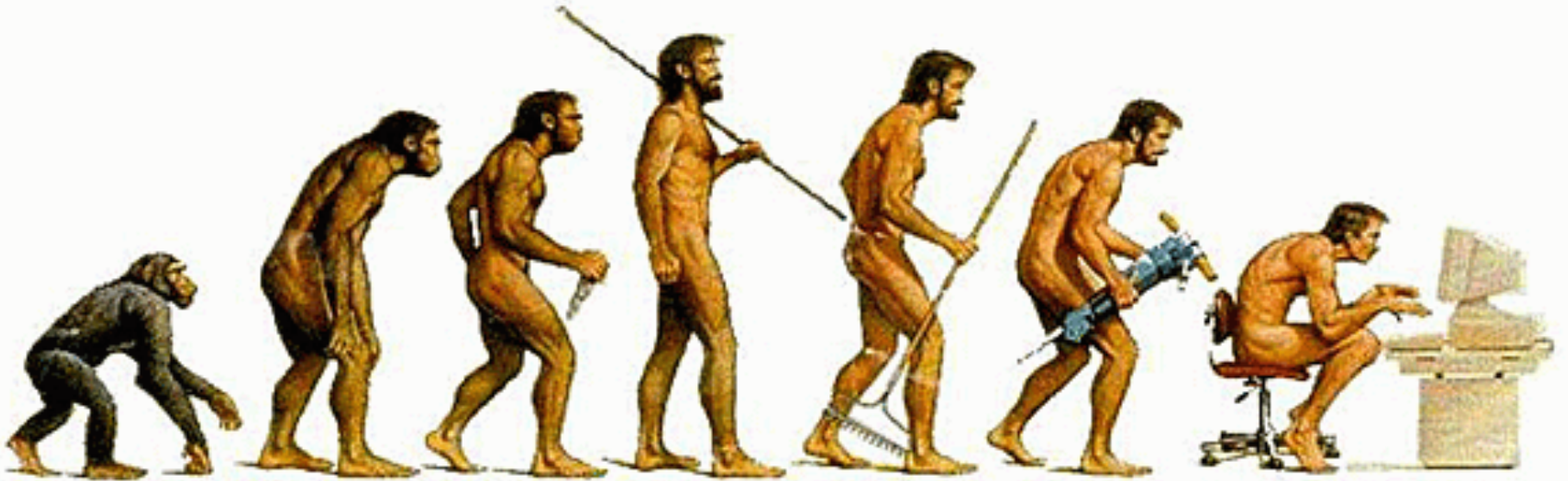
Robert Madelin,
Director General,
DG Communications Networks, Content and
Technology

European Reference Networks
Awareness Conference
Brussels, 23 June 2014



Connect?

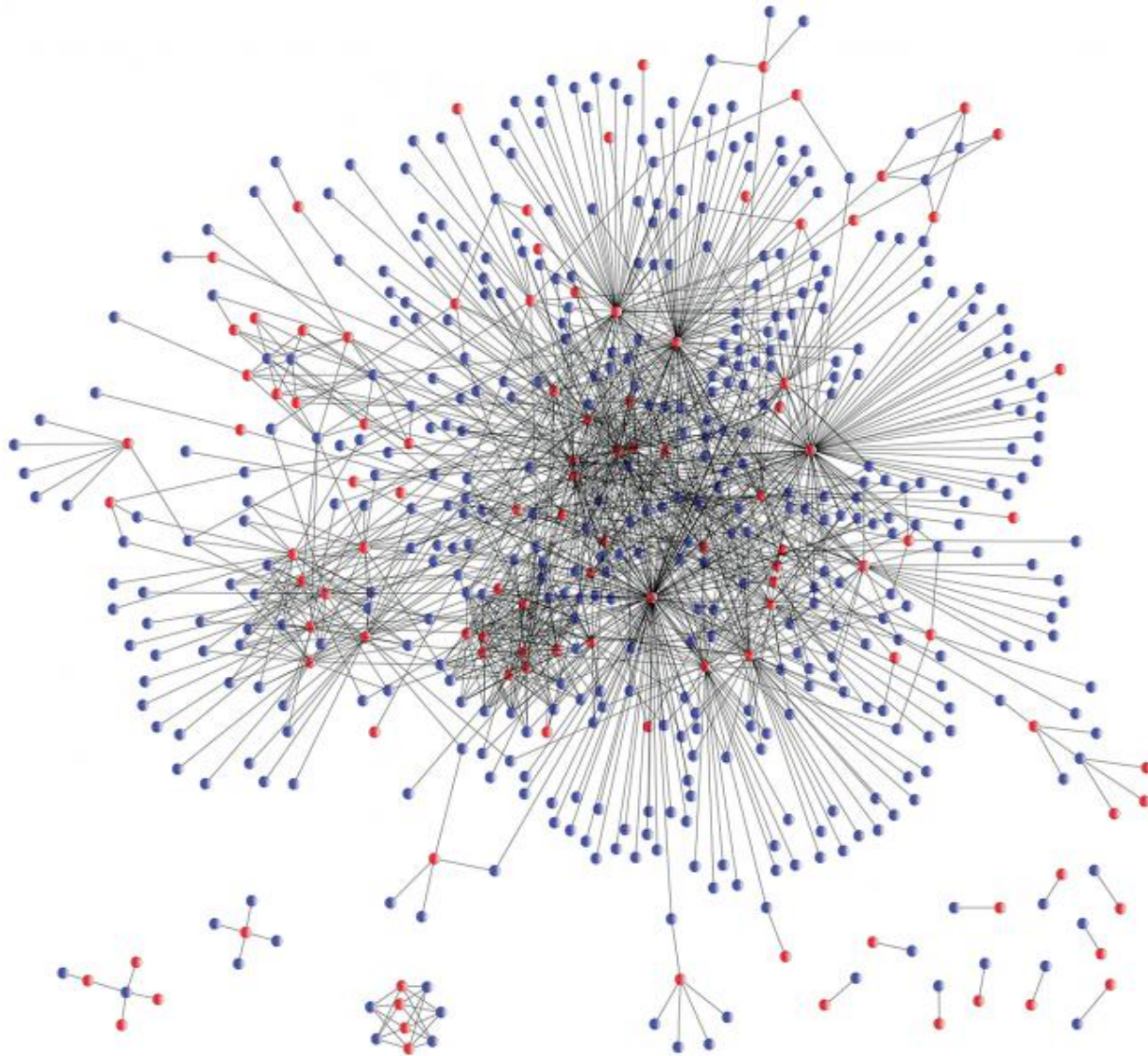
We are changing in a world which is changing





European Commission | Communications Networks,
Content & Technology

Transforming factor 1 - computation



Transforming factor 2 - mobility



Transforming factor 3 – Social media reflex



Transforming factor 3 – Social media reflex



Engaging Online – Who Do I Call?

		Mr & Mrs Web Content
		Mr Social Media
		Ms Research blogs
		Mr Blogs (in general)
		Mr Newsroom
		Mr Feedback, Mr Survey & Mr Comment
		Mr Share
		The Community Brothers

8. Open a "community"

7. **Sharing** on Social media

6. A "**Comment**" Box on a Page/Blog

5. **Surveys**

4. **Feedback** forms on a static page

3. Information **feeds** (RSS & Newsroom)

2. Insert into a **social media** campaign

1. Create good **web** content



...collaborative inside...

CONNECTED Home 20 Other Tools Browse Get Support David RINGROSE Search


Who's Who? Service Units Themes Procedures Communications Networks, Content and Technology

Overview


Activity

- Connections Stream
- Email Watches
- New Stream
- Inbox** 20
- Actions** 1


ANNOUNCEMENT: Training invitation: Connected - how it improved Show Details




Hi I am Connectina




FET seminar: 12 June 15:30-17:00 Room BU33 0/54



16th Staff Assembly, 12 June, 11:00 to 12:00 BU25 0/S1 and EUFO 00/280



Open Innovation 2.0 Conference, 12 June 08:00 - 17:30



EveryAware FET project

[View Archives](#)

Hot places

Cabinet and Management Meeting Records (BTOs)
Formally known as "Neelie's and Senior Management BTOs" Be in the know without leaving your desk, this space gathers all of Cabinet's, Robert's, Roberto's and Zoran's meeting reports (BTO = Back To the Office notes).

Next College
The place where all the preparations for the next college come together. By invitation only

DG Connect Watercooler
Have something to share, but not sure where to post? Use this group to share your general thoughts, links, documents!

H2020 Communications Group
The place for everyone interested in communicating about H2020

HR News

- Training invitation: Connected - how it improved in R1.People
- Share your passion and help others learn: be a "teacher" for an hour! in R1.People

Popular Blog Posts

- Decease of Mr. Frans de Bruijne** by Bernard LONNOY 2 weeks ago
- New Deputy Head of Unit appointment in CNECT.DDG1.C.5 "Administration & Finance" (AD5/AD12)** by Julia GURAU-RAHDERS 1 week ago
- World Cup Sweepstake!** by Sheena GOOROOCHURN 1 week ago
- Info for all the CNECT Contractual Agents (CA) colleagues on the delegation of programmes to the Executive agencies** by Roberto RANALLI 3 weeks ago
- Hello Connected World!** by Connectina Connected 5 hours ago

Featured Management Content

- The Hidden Revolution in Leadership & Change** by Robert MADELIN 3 weeks ago in Director General's Office
- Public Sector Innovation Expert Group Report** by Enric MITJANA 3 months ago in Director General's Office

Get Support

All you need to know about Connected

- Visit the Support Space
- What is new?
- Watch the training videos

Procedures & Guidelines

... transparent outside...

Digital Skills and Jobs, European Semester

[View published](#)[View draft](#)[Edit draft](#)[Moderate](#)[Node export](#)[Draft review](#)

Knowledge Base (Unit F.4)

Lead indicator

% of firms having difficulties in recruiting ICT professionals (**lead indicator**)

Target 2% (2014 - 2015)

Baseline 3.2% (2013)

[Edit indicator](#)

Goal

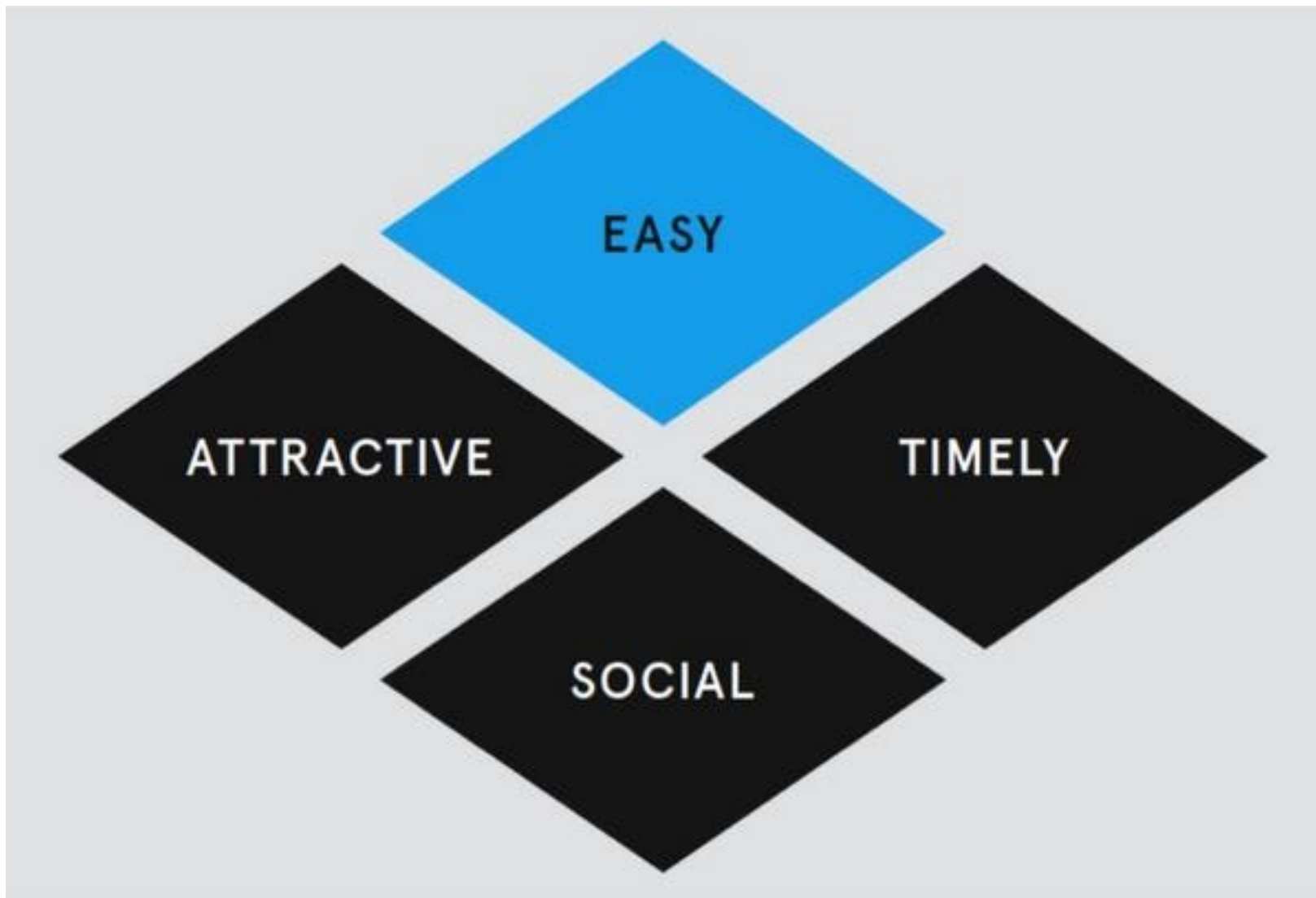
The European economy is facing several economic and societal challenges. ICT is having a transformative effect across the economy and society, leading to new and better jobs in a reinvigorated European economy. ICT is a key driver for economic progress and needs to be reflected in policies relating to the European semester, targeting appropriate recommendations for countries through balanced and evidence-based approaches.

Action

Our Priority is to coordinate EU country intelligence on Information and Communication Technologies (ICT). We prepare CONNECT input for the EU semester, in terms of the Annual Growth Survey, the thematic fiches and the country-specific recommendations. Our unit also coordinates all CONNECT actions related to ICT and jobs, in particular the Grand Coalition for Digital Jobs.

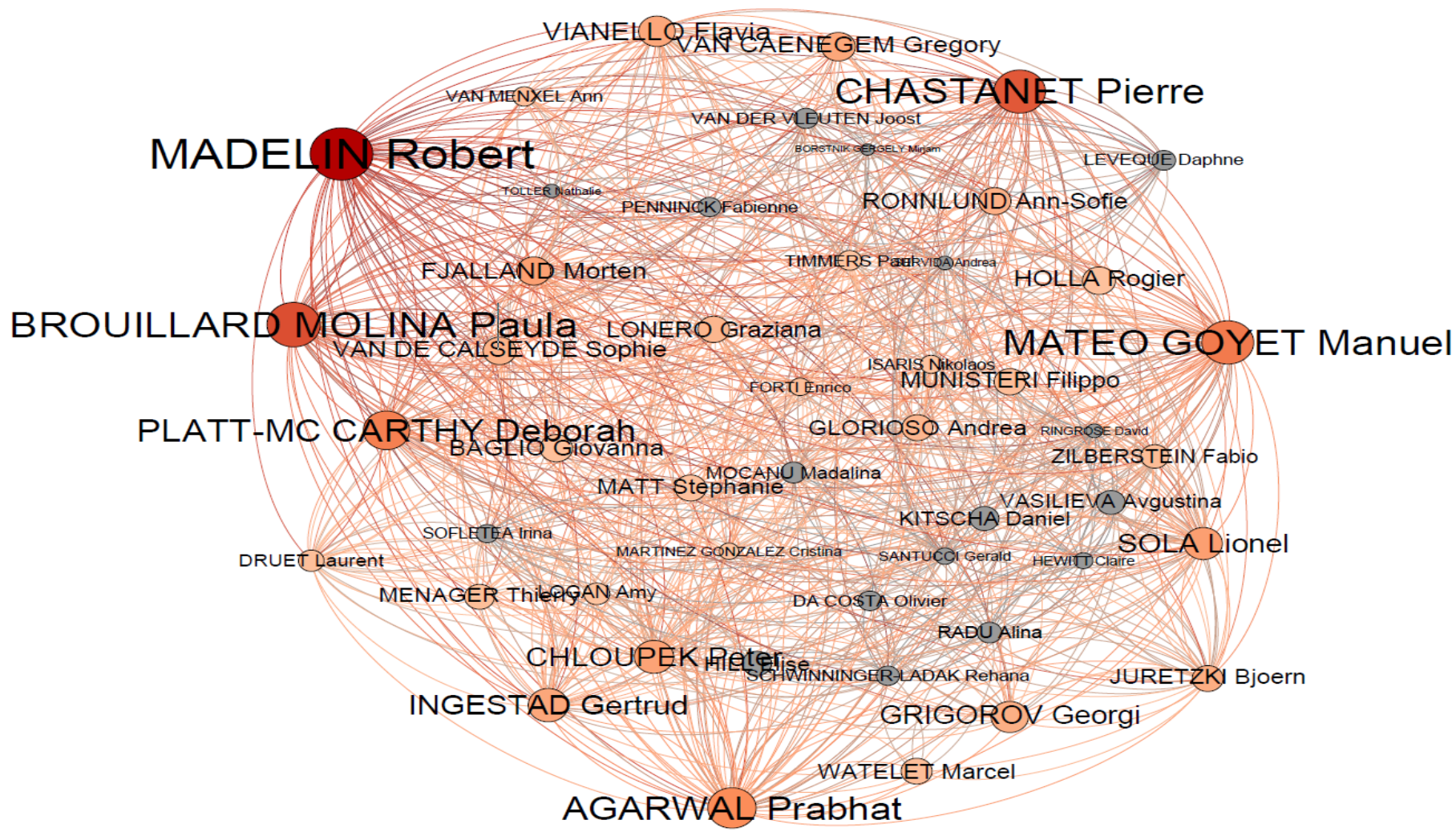
... and collaborative

- Nearly 100 "Going local" visits in 3 years
- [Digital Champions](#)
- [Young Advisors](#)
- [Digital Agenda Assembly](#) & [ICT20xx](#)
- 23 National "Digital Agendas"
- [High level group](#)
- Growing number of [National Grand Coalitions](#)
- What else can we do together?



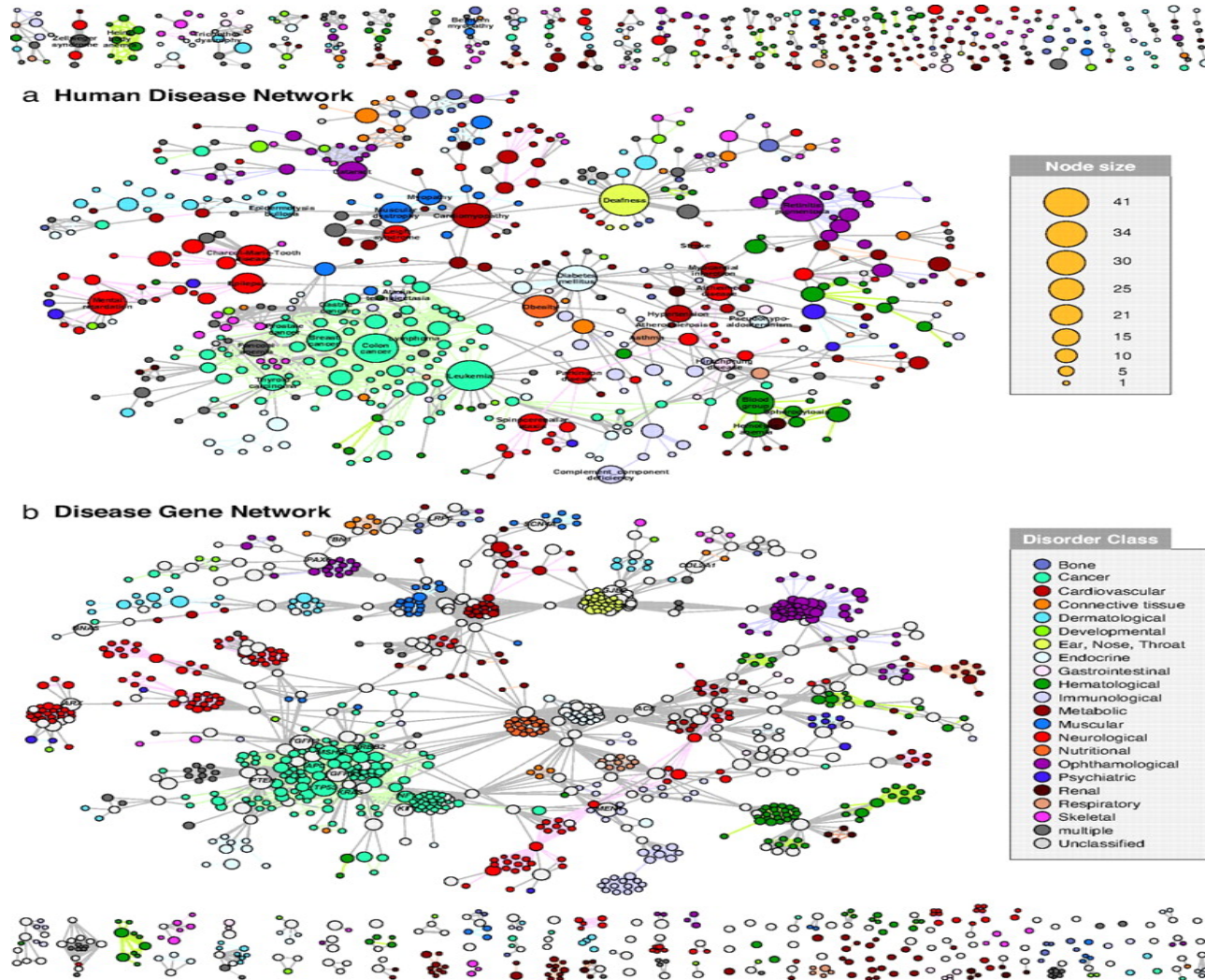


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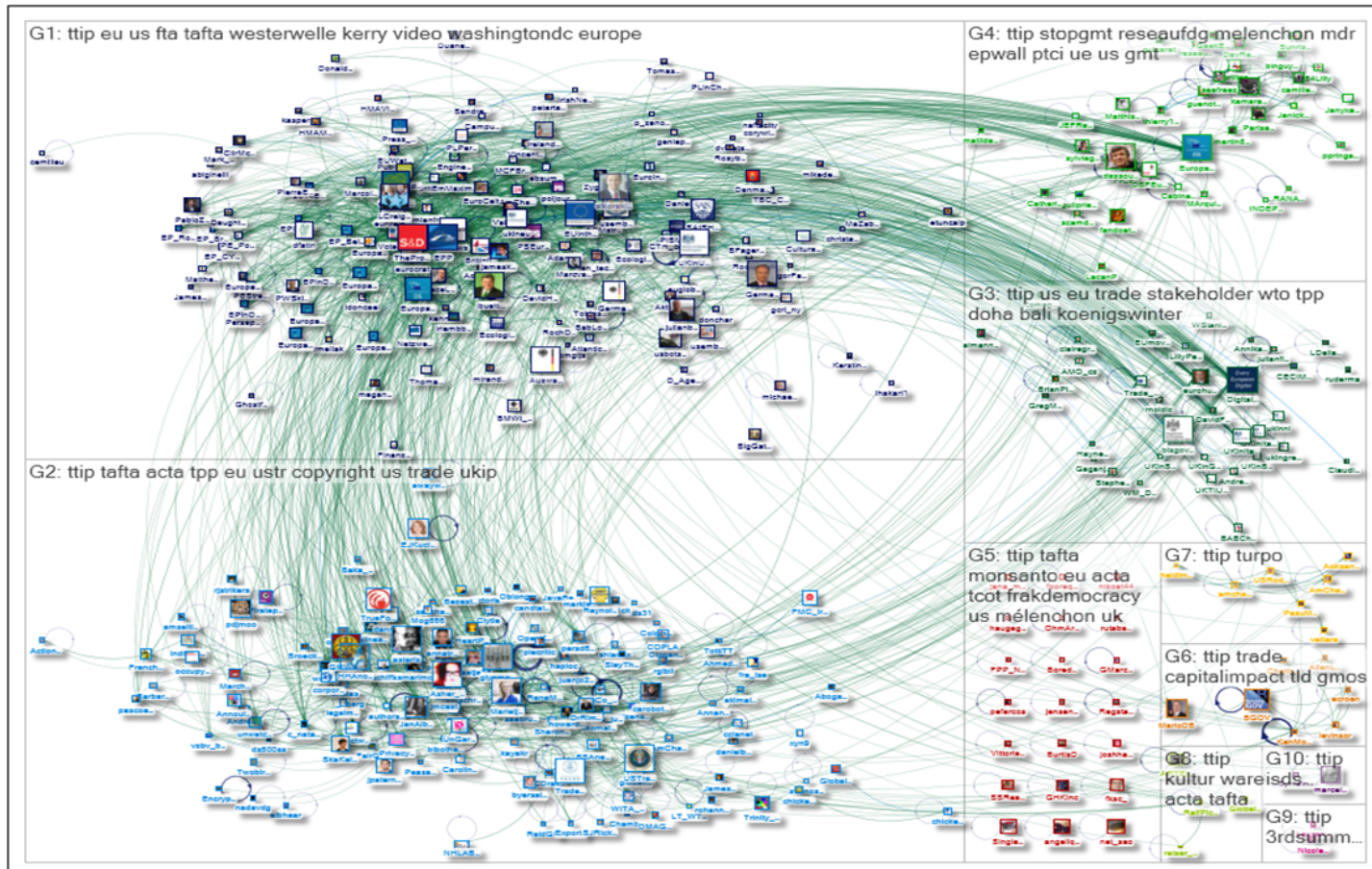


Node size ~ Betweenness
Not corrected for activity

The HDN and the DGN. (a) In the HDN, each node corresponds to a distinct disorder, colour based on the disorder class to which it belongs, the name of the 22 disorder classes being shown on the right.



378 Twitter users who commented on #TTIP early 2013. @Eurohumph & @DigitalAgendaEU are featured



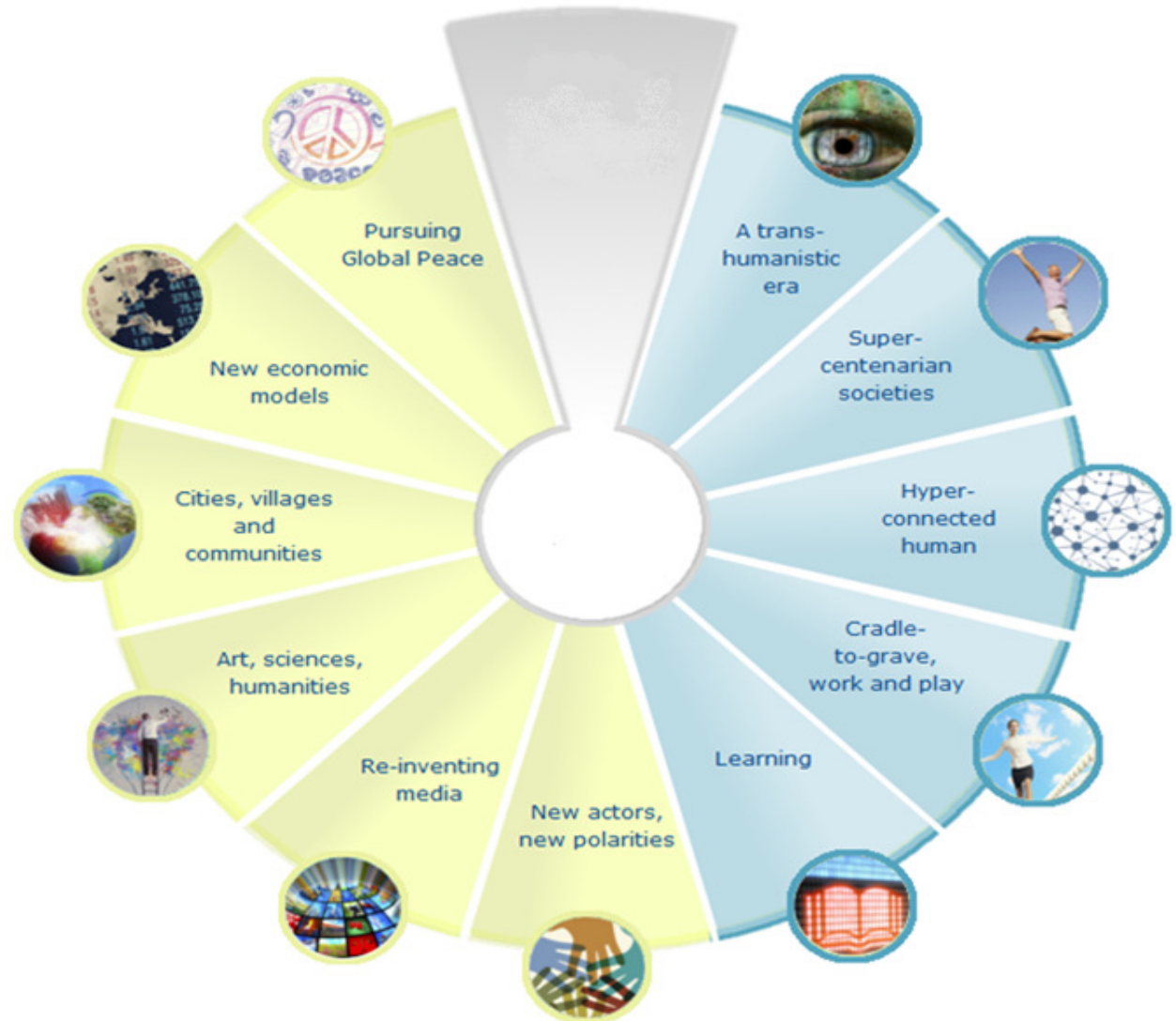






Shape the Future

SHAPE THE FUTURE



Trends

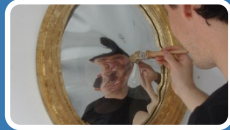
1. New Technologies will both **expand and limit** who has access to information.
2. Online Education will **democratise and disrupt** global learning.
3. The **boundaries of privacy and data protection** will be redefined.
4. **Hyper-connected societies** will listen to and empower new voices and groups.
5. The global **information environment will be transformed** by new technologies.

Full report: <http://trends.ifla.org/>



Proposals to better serve policies

Conceptual Shifts with Policy-relevant consequences for a Good Onlife Governance



From a rational to a relational self



Avoid fooling. **Fairness** and respect!



Attention: economic, ecological and political issue



trust
patient empowerment
digital (health) literacy



ONLY CONNECT!

Robert Madelin

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<http://ec.europa.eu/digital-agenda/>