



European  
Commission

# WHAT'S IN IT FOR BUSINESSES

SHAPING EUROPE'S  
DIGITAL FUTURE

February 2020  
#DigitalEU

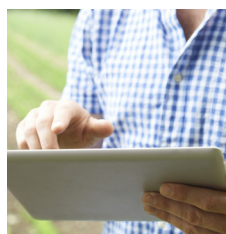
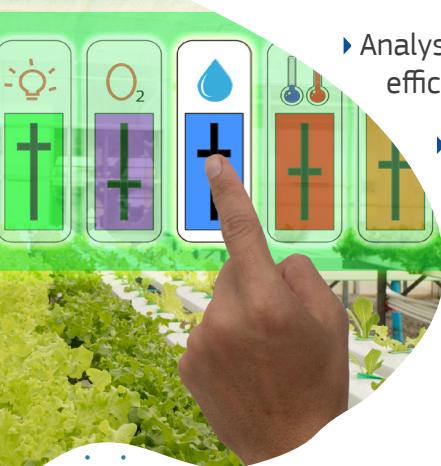
## New opportunities for businesses in a digitalised society

1

### Access to high-quality industrial data

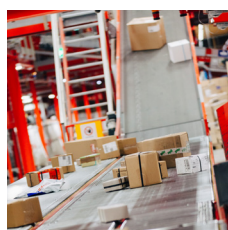
#### ◆ Farmers can produce more food at lower cost

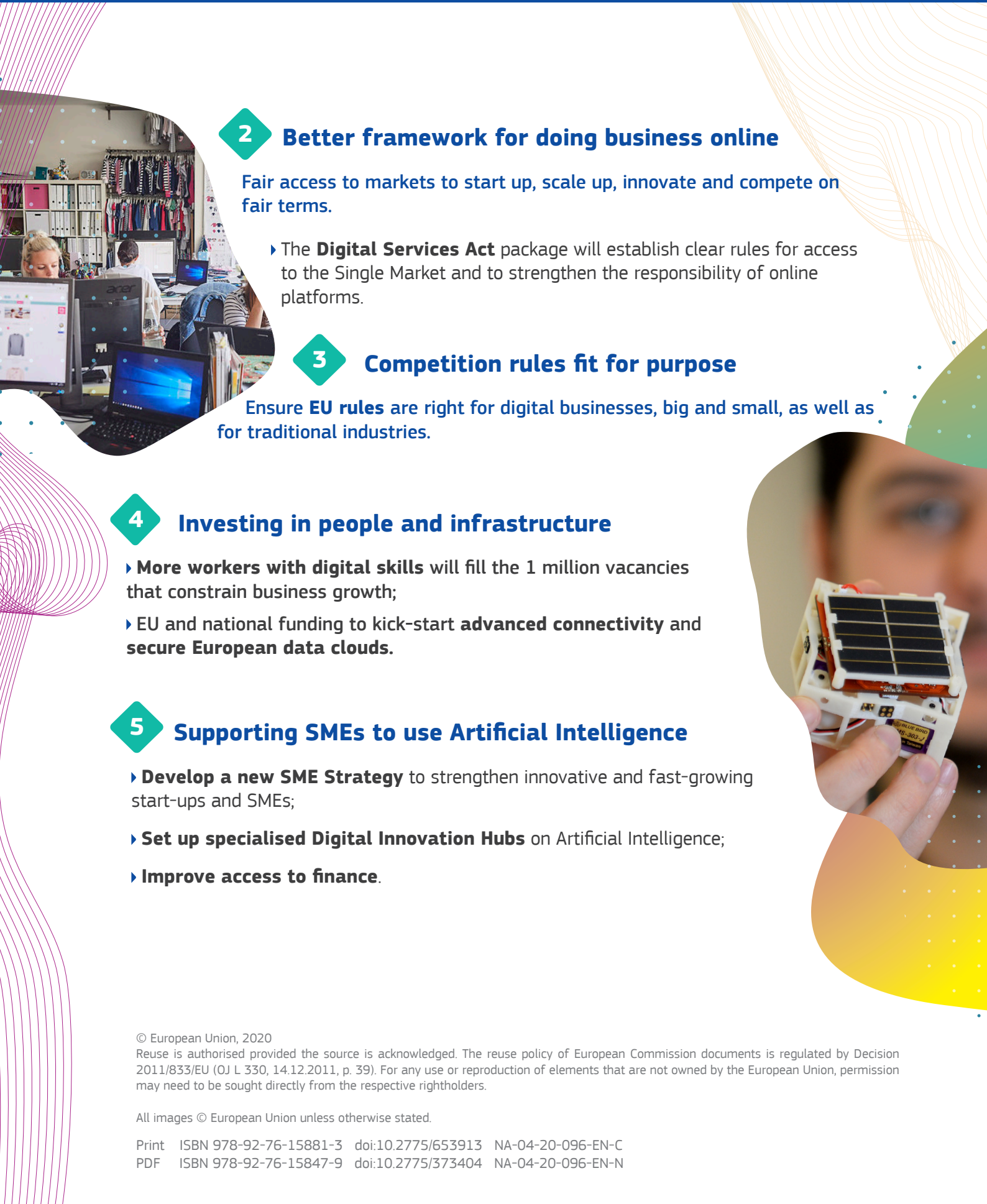
- ▶ Analysing data on harvests, seeds, and use of fertilisers can make farming more efficient. Farmers could earn **€225 more per hectare**.
- ▶ The EU-funded Data Driven Bioeconomy project cut spraying and irrigation costs by **30%**.



#### ◆ Manufacturers can optimise production

- ▶ Data-based optimisation alone can save **€90 billion in the manufacturing sector, worldwide**.





## 2 Better framework for doing business online

Fair access to markets to start up, scale up, innovate and compete on fair terms.

- ▶ The **Digital Services Act** package will establish clear rules for access to the Single Market and to strengthen the responsibility of online platforms.

## 3 Competition rules fit for purpose

Ensure **EU rules** are right for digital businesses, big and small, as well as for traditional industries.

## 4 Investing in people and infrastructure

- ▶ **More workers with digital skills** will fill the 1 million vacancies that constrain business growth;
- ▶ EU and national funding to kick-start **advanced connectivity** and **secure European data clouds**.

## 5 Supporting SMEs to use Artificial Intelligence

- ▶ **Develop a new SME Strategy** to strengthen innovative and fast-growing start-ups and SMEs;
- ▶ **Set up specialised Digital Innovation Hubs** on Artificial Intelligence;
- ▶ **Improve access to finance**.

© European Union, 2020

Reuse is authorised provided the source is acknowledged. The reuse policy of European Commission documents is regulated by Decision 2011/833/EU (OJ L 330, 14.12.2011, p. 39). For any use or reproduction of elements that are not owned by the European Union, permission may need to be sought directly from the respective rightholders.

All images © European Union unless otherwise stated.

Print ISBN 978-92-76-15881-3 doi:10.2775/653913 NA-04-20-096-EN-C  
PDF ISBN 978-92-76-15847-9 doi:10.2775/373404 NA-04-20-096-EN-N