AmCham EU

SPEAKING FOR AMERICAN BUSINESS IN EUROPE

Consultation response

2030 Digital Compass

AmCham EU speaks for American companies committed to Europe on trade, investment and competitiveness issues. It aims to ensure a growth-orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and plays a role in creating better understanding of EU and US positions on business matters. Aggregate US investment in Europe totalled more than €3 trillion in 2020, directly supports more than 4.8 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.

Targeted Consultation on the 2030 Digital Compass

Fields marked with * are mandatory.

Introduction

The COVID-19 pandemic has changed the role and perception of digitalisation in our societies and economies, and accelerated its pace. Digital technologies are now imperative for working, learning, entertaining, socialising, shopping and accessing everything from health services to culture. The EU needs to ensure that this transformation is based on digital leadership and technological excellence, guided by our shared European values, and advances in a way that benefits all people and businesses.

What is the Digital Compass?

On 9 March 2021, the European Commission published a Communication on the 2030 Digital Compass to present a clear vision and path towards a human-centred, sustainable and more prosperous digital future. The vision revolves around four cardinal points with specific targets for each: (1) a digitally skilled population and highly skilled digital professionals, (2) secure and performant sustainable digital infrastructures, (3) the digital transformation of businesses, and (4) the digitalisation of public services.

To deliver this vision, the Commission proposes a Digital Compass in the form of a policy programme to be adopted by co-decision of the European Parliament and Council. The Digital Compass will include:

- A set of **common EU digital targets** for 2030, with key performance indicators for each of the four cardinal points.
- A **robust governance structure** including a monitoring mechanism and annual reporting to assess progress towards the targets through a score of 'traffic lights'; a collaborative analysis between the Commission and Member States to address identified gaps through joint commitments and targeted actions at European and/or national level; as well as a stakeholder forum to involve economic and societal actors in the governance process.
- A mechanism to operate and deploy **Multi-Country Projects** for building Europe's strategic capacity in critical areas.

For more information, please consult the Digital Compass webpage.

We also invite you to participate in the ongoing [public consultation on a set of European Digital Principles](#), which will be proposed in the form of a joint interinstitutional solemn declaration as the second major initiative following from the Digital Compass Communication.

What is the purpose of this consultation?

This questionnaire seeks to collect views from citizens, the business community (particularly SMEs); Member States and public authorities; local, economic and social partners; as well as other digital stakeholders from research/academia and civil society. It is divided into four sections to gather feedback and input on the following key elements of the Digital Compass Communication:

1. Overall need and vision for accelerating EU's digital transformation
2. Approaches for reaching the 2030 targets for each cardinal point
3. Design of the governance framework
4. Mechanism to facilitate the development and implementation of Multi-Country Projects

Your contribution to this consultation will be used to prepare a policy programme and pave the ground for a smooth and effective achievement of the Digital Decade objectives.

How can I participate?

The survey is open from 22 June to 3 August. You can save your contribution as a draft to complete and submit at any time before the closing date.

You can answer all 71 questions or select and skip questions according to your knowledge and interest. Use the tabs at the top of the page to navigate between the different pages of the questionnaire.

This section features general questions about the need and vision for accelerating EU's digital transformation in the context of the COVID-19 pandemic. It is targeted at all stakeholder groups.

1) To what extent do you agree with the following statements?

The COVID-19 pandemic has…	Strongly agree	Agree	Neutral	Somewhat disagree	Strongly disagree
…demonstrated a need to accelerate the pace of digital transformation in Europe.	◎	◎	◎	◎	◎
…exposed vulnerabilities of our digital space linked to our dependency on non-European technologies.	◎	◎	◎	◎	◎
…highlighted a need for a substantial increase of investments through all relevant EU funds and national spending to develop critical technologies.	◎	◎	◎	◎	◎
…showed that achieving digital sovereignty by building our own technological capacities is crucial for strengthening the EU's resilience.	◎	◎	◎	◎	◎
…exposed a digital divide between people who can fully benefit from a digital space with a full range of services, and those who cannot.	◎	◎	◎	◎	◎
…exposed a digital divide between those businesses already able to leverage the full potential of the digital environment and those not yet fully digitalised.	◎	◎	◎	◎	◎
...emphasized the importance of ensuring that everyone in Europe fully benefits from the digital transformation.	◎	◎	◎	◎	◎
…highlighted the need to increase the EU's role for coordinating the digitalisation efforts of Member States.	◎	◎	◎	◎	◎

If you would like to present additional comments or views on the impact of the COVID-19 pandemic on digitalisation in the EU, please add:

500 character(s) maximum

> The COVID-19 pandemic presents an opportunity to look at innovation and investment in all areas of growth, in particular across the digital sector. The pandemic has accelerated the trend of digitisation that was already present before the pandemic hit. Hence, citizens, businesses and governments that had digitised before the pandemic began were better able to manage throughout the crisis, compared with those that had not.

3) In your opinion, how important are the following elements for accelerating EU's digital transformation? Please rank on a scale of 1-5 (1 = most important, 5 = least important).

	1	2	3	4	5
A digitally skilled population and highly skilled digital professionals	◎	◎	◎	◎	◎
Secure, performant and sustainable digital infrastructures	◎	◎	◎	◎	◎
Digital transformation of businesses	◎	◎	◎	◎	◎
Digitalisation of public services	◎	◎	◎	◎	◎
An EU governance framework to enable close cooperation and coordination between the Commission and Member States, with the objective of adopting recommended actions including joint commitments	◎	◎	◎	◎	◎
A framework for accelerating the implementation of Multi-Country Projects, i.e., projects that aim to mobilise and combine investments from the EU budget, Member States and the private sector to achieve digital goals	◎	◎	◎	◎	◎

If you would like to include another element or present additional comments, please add:

500 character(s) maximum

> Another important element to accelerate the EU's digital transformation is for the EU to strengthen partnerships with like-minded global partners such as the United States. We welcome the emphasis on the importance of the renewed transatlantic relationship as expressed in the Digital Compass. The newly established EU-US Trade and Technology Council has the possibility to deepen joint trade, investment and cooperation on technology, standards and innovation.

I. Reaching the 2030 Targets

The Digital Compass sets out targets along four cardinal points. The first two cardinal points focus on digital
capacities in the area of skills and infrastructures, and the other two focus on digital transformation of b u s i n e s s e s a n d p u b l i c s e r v i c e s .

The questions in this section are targeted at stakeholders with expertise in any or all of the four areas. You can skip sections and questions according to your specific knowledge and interest. If you are contributing as representative of a start-up or small-to-medium-sized enterprise, please pay special attention to the questions in subsection IIc.

IIa) A digitally skilled population and highly skilled digital professionals

Europe needs digitally empowered and capable citizens, a digitally skilled workforce and way more digital experts than today. Basic digital skills for all citizens and the opportunity to acquire specialised skills in information and communications technology (ICT) for the workforce are a prerequisite to participate actively in the Digital Decade.

9) In your experience, what are the biggest barriers and bottlenecks regarding progress towards a digitally empowered citizenry, a digitally skilled workforce and more digital experts?
500 character(s) maximum

> One of the biggest barriers towards a digitally empowered citizenry is that only one in six ICT specialists and one in three STEM graduates are women. The gap is due to a range of factors such as the lack of education on ICT skills and career paths, societal pressure and stereotypes and a lack of role models and inclusion in the workplace. Solving this requires institutions, civil society and business to work together to change the perception of ICT as a male dominated field.

13) In your opinion, which priority action should the EU undertake to accelerate progress towards the digital skills targets?
500 character(s) maximum

> The EU should support EU Member States in their digital skills initiatives and provide guidance, support and best practices.

14) In your opinion, which priority action should EU Member States undertake to accelerate progress towards the digital skills targets?

500 character(s) maximum

> EU Member States should include digital skills initiatives in a wide range of educational activities, disciplines and levels to create better, smarter resilient products and services. They should also build a solid foundation of digital skills as lifelong learning, and courses need to be designed to increase interest and motivation. EU Member States should also encourage companies to support the reskilling and upskilling of diverse candidates with training programmes in underrepresented fields.

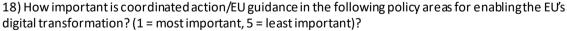# IIb) Secure and performant sustainable digital infrastructures

Europe will only achieve digital leadership by building on sustainable digital infrastructures in the areas of connectivity, microelectronics and the ability to process vast amounts of data, which act as enablers for other technological developments and support our industry's competitive edge.

17e) Please indicate specific areas where the interventions you identified as important are needed and specify how, or present other interventions to achieve the proposed targets in the area of digital infrastructures:

500 character(s) maximum

> AmCham EU believes that to deliver a European vision for the Digital Decade, a common approach is required and this includes the pooling of resources across Member States and the alignment of all actors. Private investments are critical to achieve these goals. Public funds should not crowd out private investments and only be used where there are no viable private options. The creation of multi-country projects is also welcomed and our members look forward to engaging in these.

18) How important is coordinated action/EU guidance in the following policy areas for enabling the EU's digital transformation? (1 = most important, 5 = least important)?

	1	2	3	4	5
Harmonising spectrum management and availability	⊙	⊙	⊙	⊙	⊙
Fostering connectivity infrastructures	⊙	⊙	⊙	⊙	⊙
Investing in EU joint infrastructures and capacities	⊙	⊙	⊙	⊙	⊙

If you would like to present additional comments or include other policy areas where common objectives could be considered, please add:

500 character(s) maximum

> We recommend that Member States adopt and implement 5G roadmaps swiftly and release both licensed and unlicensed spectrum in a timely and coordinated fashion. It is also crucial that all Member States implement the European Electronic Communications Code quickly and consistently and continue to ensure a shared European approach to a trustworthy, resilient, diverse and competitive supply chain for ICT, in particular as the rollout of 5G accelerates.

23) In your opinion, which priority action should the EU undertake to accelerate progress towards the infrastructure targets?

500 character(s) maximum

> The EU should support the timely roll-out and investment in 5G networks and enhanced Wi-Fi capacity, invest in the next generation of cloud and data infrastructures and services and promote the free flow of data across borders while prohibiting unjustified data localisation requirements. The EU should also continue to cooperate with like-minded global partners such as the US, and ensure that enhancing the competitiveness of European industry does not translate to protectionism.

24) In your opinion, which priority action should EU Member States undertake to accelerate progress towards the infrastructure targets?

500 character(s) maximum

> The actions expressed above also apply to EU Member States.

IIc) Digital transformation of businesses

The digital transformation of businesses will depend on their ability to adopt new technologies rapidly and across the board, including in industrial and service ecosystems that are lagging behind. This will enable more efficient resource use, boost material productivity, and reduce vulnerability to supply shocks. SMEs play a central role in this process, not only because they represent the bulk of EU companies, but also because they are a critical source of innovation. A truly functioning single market should create favourable conditions for digital take-up, disruptive innovation, rapid-growth and scale-up.

31) In your opinion, which priority action should the EU undertake to accelerate the digital transformation of businesses?

500 character(s) maximum

> Europe should continue to accelerate investment, innovation and entrepreneurship to help new technologies scale up as we build a more resilient and sustainable economy towards 2030. Europe must also take every possible measure to enable its entrepreneurs and start-ups to scale up in Europe. Here, EU leaders have a role to play to create a stable, predictable and supportive regulatory environment for entrepreneurs and investors.

32) In your opinion, which priority action should EU Member States undertake to accelerate the digital transformation of businesses?

500 character(s) maximum

> EU Member States must also accelerate investment, innovation and entrepreneurship, while enabling their entrepreneurs and start-ups to scale up not only locally, but across the EU. EU Member States also have a role to creating a stable, predictable and supportive regulatory environment for their entrepreneurs and investors, with a view to avoiding inconsistencies and fragmentation with other Member States.

IId) Digitalisation of public services

By 2030, the EU's objective is to ensure that democratic life and public services will be fully accessible for everyone online, including persons with disabilities. European citizens and business should benefit from a best-in-class digital environment providing for easy-to-use, efficient and personalized services and tools with high security and data protection and privacy standards, including electronic medical records and a digital ID solution.

42) In your experience, what are the biggest barriers and bottlenecks regarding the digitalisation of public services?

500 character(s) maximum

> Insufficient digital distribution channels and bureaucratic processes are among the biggest barriers to the digitalization of public services. However, emerging technologies such as robotic process automation and AI-powered technologies, which have been adopted more quickly during the COVID-19 pandemic, have helped to increase internal operations' resilience and reduce these barriers.

How important for you/your organisation would be the following digital public services? Please rank on a scale of 1-5 (1=very important, 5=not important).

	1	2	3	4	5
Adequate digital ID solutions	◎	◎	◎	◎	◎
Enhanced cross-border access to electronic medical records	◎	◎	◎	◎	◎

If you would like to include another service or present additional comments or specifications, please add:
500 character(s) maximum

48) In your opinion, which priority action should the <u>EU</u> undertake to accelerate and improve the digitalisation of public services?
500 character(s) maximum

> The EU should prioritise the creation of strong public-private partnerships to tackle challenges such as cybersecurity or disinformation, and educate citizens about complex value chains and diverse business models. Digital public services and authorities should also make available a broad range of data due to its significant potential for re-use and its general interest benefits. This supports a transition to open data by public services, making them more agile, efficient and transparent.

49) In your opinion, which priority action should EU Member States undertake to accelerate and improve the digitalisation of public services?
500 character(s) maximum

> The actions expressed above also apply to EU Member States.

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Other Comments and Suggestions

Thank you for your answers. If you would like to share additional comments or suggestion, please add:
2000 character(s) maximum

For Europe's digital decade to be successful, it will need to build strong international partnerships, as no single country or region can solve collective problems independently. In the 2030 targets Communication, the EC notes the concern regarding the lack of investments in ICT and skills, especially in the aftermath of COVID-19. In this regard, US companies provide substantial investment into these areas in Europe. Hampering that investment could unintentionally slow down the building of European capabilities in this space. Already, the US and Europe are each other's most important commercial partners when it comes to digitally-enabled services. The US exported $167 billion in digitally-enabled services to the EU in 2019, while the EU exported $130 billion to the US. This partnership must not only be maintained but deepened and strengthened.

AmCham EU welcomed the June 2021 EU-US summit in which both the EU and the US seized the opportunity of the renewed momentum to announce cooperation in a number of areas, including the formal establishment of the Transatlantic Trade and Technology Council. By taking this step, both the EU and the US will ensure they can shape global regulatory standards together around key emerging technologies. Ever closer transatlantic cooperation on digital would bring substantial economic benefits and retain transatlantic technological leadership.

You can also upload your file here (e.g., position paper):

The consultation response was complemented by the upload of AmCham EU's position paper on Europe's digital decade - 2030 targets, finalised in June 2021 and hereby attached.

Europe's digital decade - 2030 targets

Executive summary

The Communication '2030 Digital Compass: the European Way for the Digital Decade' proposes to translate the EU's digital ambitions for 2030 into concrete terms as well as to develop a framework of digital principles and promote the EU's digital agenda internationally. AmCham EU shares the European Commission's ambition to make the 2020s Europe's 'digital decade'. To that end, the European Commission has laid out a 'digital compass' to map the EU's progress towards a truly digitalised economy and society.

AmCham EU's top-line recommendations for the EU's 2030 digital compass
Build and maintain strong international partnerships and reject protectionism: openness and market access are key drivers of prosperity.
Commence collaboration in forums such as the EU-US Trade and Technology Council with broad stakeholder participation that includes industry.
Accelerate investment, innovation and entrepreneurship to create financial and other incentives, and to foster uptake and scale-up of new technologies with high economic and social potential.
Enhance digital skills and inclusion in order to build and preserve trust between society and technology. Skills and inclusion must be central tenets of any public and private digital transformation strategies.

Introduction

The digital compass communication reflects on the role and perception of digitalisation in our economy and society during the COVID-19 pandemic, and reinforces the European Commission's aim to *'pursue digital policies that empower people and businesses to seize a human centred, sustainable and more prosperous digital future'*. We agree the pandemic presents an opportunity to look at innovation and investment in all areas of growth, in particular across the digital sector, for the long-term viability of the European economy, and we support the four cardinal points of the compass, focusing on digital capacities in infrastructures and education and skills, as well as on the transformation of business and public services.

AmCham EU is pleased that the European Commission has underscored that for Europe's Digital Decade to be successful, it will need to build strong international digital partnerships and that Europe's starting point is an open digital economy based on the flow of investment and innovation. Indeed, the EU should strengthen partnerships with like-minded global partners such as the United States, as openness and collaboration are key drivers of prosperity. In this sense, the EU-US Trade and Technology Council is an important initiative which should commence as soon as possible, and ensure the involvement of the private sector, such as through dialogues to assist the Council.

The following pages map further reflections on:

- The digital compass communication and its 2030 targets;

- the digital principles framework; and

- international partnerships including towards a revitalised and resilient transatlantic relationship.

The paper provides recommendations to ensure optimal results in each of these areas.

Digital compass

The establishment of the digital compass in the form of a digital policy programme, with its own set of concrete targets for each cardinal point, a governance structure, monitoring of digital principles and a mechanism to organise multi-country projects, is required for the digital compass to succeed. The European Commission has a solid precedent of setting targets for its digital ambitions and mapping digital progress in the Union, such as through the Digital Economy and Sustainability Index (DESI) and the Gigabit Society goals. It is important that the measures in the digital compass align with these past initiatives, as well as any potential future initiatives. We also support the Commission's intention to consult with relevant stakeholders, as communication and collaboration with economic and social actors throughout this process is required if the digital compass is to succeed.

We also agree that to deliver the European vision for the Digital Decade, a common approach is required and this includes the pooling of resources across Member States and the alignment of all actors. The creation of multi-country projects, including using funding from national recovery and resilience plans, is also welcomed and our members look forward to engaging in these. At the same time, we firmly believe these projects must remain open to participation from third-country entities with considerable European footprint and respect for European values. The exclusion of vital economic contributors from like-minded countries such as the US, Canada or the UK would cause market distortions and ultimately weaken not only the transatlantic and the UK-EU relationships, but also hinder Europe's ability to meet or exceed its 2030 targets. It is also key to avoid the situation where public funds crowd out private investments in these areas; funds should only be used where there are no viable private options.

Cardinal point 1: Digital skills

AmCham EU agrees with the 2030 digital skills targets of at least 80% of adults having basic digital skills and over 20 million employed ICT specialists with convergence between women and men. **Significant investments in education, life-long learning and reskilling are essential** to ensure the workforce is ready for the jobs of tomorrow. Vocational training and apprenticeships will continue to play their role, but the EU also needs to better align education with in-demand skills like science, technology, engineering and mathematics (STEM) skills and competences.

Further to this, **AmCham EU is concerned by the severe gender imbalance, with only one in six ICT specialists and one in three STEM graduates being women**. The gap can be attributed to a range of factors such as the lack of education on ICT skills and career paths (especially among young girls), societal pressure and stereotypes, and a lack of role models and inclusion in the workplace. Solving this requires institutions, civil society and business to work together to change the perception of ICT as a male dominated field.

Recommendations for digital skills
Include digital skills initiatives in a wide range of educational activities, disciplines and across all levels to create better, smarter and more resilient products and services. Advanced digital skills for Europe's entrepreneurs and workers are also very important for increasing the EU's competitiveness and innovation in the digital age. They will be critical for economic recovery after COVID-19.
Build a solid and standardised foundation of digital skills as lifelong learning for all – digital skills should be universal, inclusive and accessible for all learners, irrespective of their backgrounds and career interests. Courses need to be designed in an interactive and visual manner to increase interest and motivation.
Encourage companies to support the reskilling and upskilling of diverse candidates with training programmes in underrepresented fields (ie, encouraging women into STEM, further supporting black and minority ethnic groups into high skilled roles, creating opportunities for low-skilled young people).

AmCham EU has developed these views further in its recent paper: 'Enabling Europe's digital future through education.'[1]

Cardinal point 2: Digital infrastructures

Next generation and secure connectivity for everyone across Europe is required for businesses and citizens to fully participate in and benefit from our digital society. The rollout of 5G, powered by fibre, gigabit-capable networks and enhanced Wi-Fi capacity, is one of the critical building blocks for our economy and society. The connectivity benefits of the uninterrupted availability of high speed, high quality, reliable and secure technological infrastructures will help accelerate the digital transformation, give consumers faster access to information and make business more efficient.

In addition, cloud computing is critical to the successful deployment of artificial intelligence, IoT, blockchain and a myriad of other innovative technologies. Building and nurturing a sustainable cloud ecosystem is paramount to the recovery of the global economy. To accompany the development of a vibrant market for data, massive investments are realised in next generation cloud infrastructures and services. A clear, consistent and future-proof rulebook will be required to support the cloud and edge computing ecosystem and more broadly, the data economy worldwide.

Similarly, data has enormous transformative potential, but significant investment as well as fair and clear rules on data access and use, that comply with European values and advance competitiveness, will be key for Europe to deliver on its strategy to become the most attractive market for the storage, processing and profitable use of

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[1] https://www.amchameu.eu/system/files/position_papers/enabling_europes_digital_future_through_education_final.pdf

data, particularly as Europe looks to recover from the COVID-19 crisis, digitise its industries, and compete globally. This has been further analysed in AmCham EU's recent position paper on the 'Data Governance Act'.[2]

The European Commission has expressed a desire for Europe to be digitally sovereign, and this includes making Member States less dependent on digital infrastructure provided by foreign corporations as well as to promote home-grown firms for data storage rather than alternatives offered by non-EU technology providers. Enhancing the competitiveness of European industry is a fully legitimate objective - however it is important this does not translate into protectionism, as we have previously noted[3].

The EU should continue to cooperate with like-minded global partners such as the US, with the aim of making these critical partnerships stronger and more reliable than ever. This would send a clear signal to foreign investors: the EU is open for business.
- Susan Danger, CEO, AmCham EU

Rather, its perimeter should be defined so that a genuine and prosperous international digital economy can emerge. Digital markets are by definition international, and therefore demand a multilateral approach to solve complex societal issues. The transatlantic relationship is the most important economic relationship in the world and should be used to address issues in the digital economy. As providers of digital services and products across the EU, our members are an integral part of the European fabric and industrial base. We see our role as an enabler and a business partner in this process.

Recommendations on digital infrastructure
Adopt and implement Member States' 5G roadmaps swiftly, release both licensed and unlicensed spectrum in a timely and coordinated fashion, implement the European Electronic Communications Code in Member States quickly and consistently, and continue to ensure a shared European approach to a trustworthy, resilient, diverse and competitive supply chain for ICT, in particular as the rollout of 5G accelerates.
Invest in European data spaces and federated cloud infrastructures, which would be open to technology providers with a strong European footprint and respect for EU rules and values, making Europe one of the most attractive markets for the storage, processing and profitable use of data.
Promote the free flow of data across borders and prohibit unjustified data localisation requirements.
Ensure a clear, consistent and future-proof rulebook to support the cloud and edge computing ecosystem and more broadly, the data economy worldwide.
Define the perimeter of digital sovereignty, oppose protectionist measures and enable AmCham EU members to be trusted digital enablers and business partners in Europe.

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[2] https://www.amchameu.eu/system/files/position_papers/data_governance_act_final.pdf
[3] https://www.euractiv.com/section/global-europe/opinion/open-strategic-autonomy-what-is-in-a-name/

Cardinal point 3: Digital transformation of business

The COVID-19 pandemic has underscored the importance of and accelerated our use of digital technologies in the way we work, communicate and collaborate with colleagues and operate our businesses. This momentum must not be lost but rather, Europe should continue to accelerate investment, innovation and entrepreneurship to help new technologies scale up as we build a more resilient and sustainable economy towards 2030. The most promising technologies (e.g., artificial intelligence, blockchain, 5G, data and cloud infrastructures, IoT, robotic process automation, and cybersecurity strategies) have tremendous economic and social potential, and can change the way we develop and use certain products and services.

Europe must also take every possible measure to enable its entrepreneurs and start-ups to scale up in Europe. Here, EU leaders have a role to play to create a stable, predictable, and supportive regulatory environment for entrepreneurs and investors.

Recommendations on the digital transformation of business
Build trust between businesses and technology. An understanding of the technologies available and their benefits will be necessary for them to be accepted, trusted and used, in particular by SMEs across the EU.
Accelerate investment, innovation and entrepreneurship to create financial and other incentives and to foster uptake and scale-up of new technologies which have tremendous economic and social potential.

Cardinal point 4: Digitalisation of public services

COVID-19 also accelerated the adoption of emerging technologies within the public sector, such as video conferencing, Robotic Process Automation (RPA) and AI-powered technologies, to help provide digital public services, enable remote working, and support employees manage high-volume workloads. Emerging technologies helped with managing increased data processing, medicine reporting, processing of unemployment benefits with speed and accuracy. RPA and AI implementations increased internal operations' resilience by overcoming challenges posed by insufficient digital distribution channels and bureaucratic processes. Increasing the uptake of emerging technologies will be essential for enabling a faster, digital, public administration and a more resilient economic recovery.

Recommendations for the digitalisation of public services
Create strong public-private partnerships to tackle complex challenges such as IoT, cybersecurity or disinformation, and educate citizens in an era of complex value chains and diverse business models, as well as a fast-developing digital environment.
Digital public services and authorities should make available a broader range of data which has significant potential for re-use and can be of benefit to the general interest. This supports a transition to open data by public services, making them more agile, efficient, and transparent.

Digital principles

As the digital compass communication states, digital technologies and services used by European citizens must fully respect EU fundamental rights, comply with applicable legal frameworks and respect the rights and values intrinsic to the European way. In this context, AmCham EU takes note of the European Commission's intention to propose a set of digital principles and rights in an institutional declaration between itself, the European Parliament and Council.

We agree such a declaration can help to inform end users and guide policymakers and businesses on the European way for the digital society, while also helping to ensure Europe can protect and defend its citizens and its values at home and abroad. We look forward to contributing to the consultation process on the digital principles, earmarked for 2021.

International partnerships

The transatlantic space is the heart of the global digital economy. Trusted technological solutions have enabled the European Union and the US to sustain social, economic, healthcare and educational interactions, as well as information flows and research. The 2021 Transatlantic Economy Report[4] presents the most up-to-date facts and figures about the economic relationship between Europe and the United States, including for the digital economy.

Did you know?
The US and Europe are each other's most important commercial partners when it comes to digitally-enabled services. The US exported $167 billion in digitally-enabled services to the EU in 2019, while **the EU exported $130 billion** to the US.
The transatlantic theatre is the fulcrum of global digital connectivity. North America and Europe generate about 75% of global digital content.
Transatlantic cable connections are the densest and highest capacity routes, with the highest traffic, in the world, with an estimated 38% compound annual growth rate until 2025. Submarine cables in the Atlantic carry 55% more data than transpacific routes.

Conclusion: Transatlantic cooperation essential to Europe's digital decade

AmCham EU believes that for Europe's digital decade to be successful, it will need to build strong international partnerships, as no single country or region can solve collective problems independently. In its Communication, the Commission notes the concern regarding the lack of investments in ICT and skills, especially in the aftermath of COVID-19. In this regard, US companies provide substantial investment into these areas in Europe. Hampering that investment could unintentionally slow down the building of European capabilities in this space. We welcome the digital compass communication's emphasis on the importance of the renewed transatlantic relationship, where the EU has proposed to establish a new EU-US Trade and Technology Council, deepen joint trade and investment, strengthen joint technological and industrial leadership, develop compatible standards, deepen research collaboration, promote fair competition and ensure the security of critical supply chains. Ever closer transatlantic cooperation on digital would bring substantial economic benefits, set global standards and retain their technological leadership.

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[4] http://www.amchameu.eu/sites/default/files/publications/files/transatlanticeconomy2021_fullreporthr.pdf

Recommendations for transatlantic cooperation in digital
AI and emerging technologies (quantum computing, Internet of Things, 5G, etc): transatlantic initiatives could help identify governance models and best practices necessary for society to benefit from emerging technologies while responsibly managing their risks.
Cloud: develop common trusted principles to enable a higher adoption rate of cloud technologies, support the cloud and edge computing ecosystem as well as unlock the potential of the next generation of cloud infrastructures.
Cybersecurity: cooperate on cybersecurity, cyber espionage and supply chain security through public-private partnerships to develop interoperable policies and to ensure that networks and systems are resilient against evolving cyberattacks. Greater collaboration specifically on systemic risks to the financial system would encourage mutual understanding and risk identification.
Data transfers: prioritise early solutions to ensure the ability to transfer personal data between the EU and the US as both sides renegotiate the Privacy Shield, with a focus on promoting greater trust. In accordance with the EU-US agreement on e-evidence, cross-border demands for electronic data should follow clear, mutually-agreed rules that help law enforcement authorities fight crime quickly and effectively. Finally, fragmentation of regulation increases risk. The EU and the US should ensure that their respective regulatory environments allow firms to manage risk holistically across borders.
Data collaboration: encourage cross-border and transatlantic data collaboration projects, leveraging free flow of data principles;
Standards: support the development of 5G and 6G international standards as well as innovative deployment approaches and projects such as Open RAN and virtualisation.