

"Driving Digital growth by innovation and user empowerment"

Morning session at the Hemicycle room of the European Parliament

8.00-9.00:

Registration and networking breakfast

9.00-9.30:

Opening

9.30-10.00

Feedback on three workshops from Day 1 and related online discussions

10.00-11.00

Panel discussion: *Creating growth and jobs with the digital single market: the way forward*

11.00-11.30

Feedback on three workshops from Day 1 and related online discussions

11.30-12.00

Awards on web-entrepreneurs

12.00-13.00

Panel discussion: *Delivering Internet based innovation as a way out of the crisis: the role of Horizon 2020*

13.00-14.30

Lunch break (Yehudi Menuhin space in the European Parliament)

Awards on Europeana

Afternoon session at the hemicycle room of the European Parliament

14.30-14.45

Key note speaker (tbc)

14.45-15.15

Feedback on two workshops from Day 1 and related online discussions

15.15-15.45

Awards on e-inclusion

15.45-16.45

Panel discussion: *Everybody online and empowered: the impact of online activism and the global netizens*

16.45-17.15

Closing

Plenary concept explained:

Morning session at the hemicycle room of the European Parliament

9.00-9.30

VP Kroes to welcome together with other high level inter-institutional speakers (we are inviting EP President Schulz)

9.30-10.00

Setting the scene for Panel 1: Debriefing of three Workshops from Day 1 and related online activities.

10.00-11.00

- **Panel Session 1: Creating growth and jobs with the Digital Single Market: the way forward**

Concept:

Both the Single Market and the Internet space have grown up over the last 2 decades: *The internet as we know it today (the World Wide Web) is almost as old as the Single market, which is turning 20 in 2020- 17 years ago less than 1% of Europeans used the internet- Today, nearly 75% (over 375 million consumers) use the internet regularly in the EU and more than 2.1 billion use it Worldwide.*

The Digital Single Market creates a level playing field allowing SMEs to compete and have access to these millions of online consumers. Technology allows gaining scale: In fact small businesses using the Internet intensively export and grow twice as much (also creating more jobs) as low web-intensity companies. The digital single market benefits small firms seizing digital opportunities at the micro-level and holds

considerable macroeconomic potential given the large number of small companies in Europe. Yet there are many barriers to truly benefit from the Single market and it becomes very urgent to overcome all the barriers to allow the growth and jobs potentials realised. European Heads of State and Government have concluded that a well functioning Digital single Market should be established by 2015. Policy makers have an important role in setting the regulatory work to support the Internet Economy and the Digital Single Market.

This session will encourage the debate on how to get to this challenge identifying the steps needed to reach this goal, building from the recent Copenhagen Digital Single Market event conclusions and questions targeted to the Assembly.

11.00-11.30

Setting the scene for Panel 1: Debriefing of three Workshops from Day 1 and related online activities.

11.30-12.00

Awards to the best web-entrepreneurs

12.00-13.00

- **Panel Session 2: Delivering Internet-based innovation as a way out of the crisis: the role of Horizon 2020**

Concept:

The internet is central for Europe's economic future because it enables innovation the ultimate source of long-term growth.

The digital economy is increasingly important to European consumers and business alike. The Internet is already a key driver of the European economy, accounting for as much as 7 percent of GDP in some Member States. It has proved to be an engine for job creation with 2.6 new jobs for everyone lost and it is spurring economic growth. However many start up companies and web entrepreneurs prefer to run their business in other countries than the EU ones.

Europe needs to seize this potential to move beyond a situation of economic crisis. How can the next generation of funding instruments within the H2020 framework help to support digital innovation? Which are the right incentives and conditions to spur digital innovation and growth? What recipes have worked for entrepreneurs in countries badly hit by the crisis?: Policy makers have an important role in setting funding instruments to support the Internet Economy. What does it take to fuel digital innovation in Europe?

The panel will focus on boosting digital innovation in Europe featuring participants and good practice from businesses and policy makers, identifying next steps within the Horizon 2020 framework instruments, main barriers and challenges

13.00-14.30

Lunch break at the Yehudi Menuhin space in the European Parliament:

Awards on Europeana award

Afternoon session at the hemicycle room of the European Parliament

14.30-14.45

Key note speaker opening evening session

14.45-15.15

Setting the scene for Panel 3: Debriefing of two Workshops from Day 1 and related online activities.

15.15-15.45

Awards on e-inclusion

15.45-16.45

- **Panel 3: Everybody online and empowered: the impact of online activism and the global netizens**

Concept:

As the Internet becomes even more prevalent in our daily lives, it transforms the way we shop, learn work and communicate. Not only its economic impact continues increasing but also its social impacts driving globalisation and the democratisation processes Worldwide. This session will acknowledge how the Internet is empowering users globally to improve their Freedom of expression, education or job seeking possibilities. The session will touch upon the key benefits the Internet brings to fight the current financial and political crisis for instance to find most affordable products and to network with people sharing common problems, ideas and challenges.

16.45-17.15 Closing