DIGITALEUROPE

Masters of Digital 2023

8 & 9 MARCH / BRUSSELS & ONLINE

Event Report

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OPENING WELCOME REMARKS

by Cecilia Bonefeld-Dahl – Director General, DIGITALEUROPE and Hilary Mine – President of the Executive Board, DIGITALEUROPE, Vice President Strategy & Technology, Nokia

The DE Director-General Cecilia Bonefeld-Dahl underlined crucial aspects related to digital resilience in her opening speech:

WAR IN UKRAINE: During the war, the private sector was called upon to aid preserving and improving Ukraine's digital infrastructure. The war has taught us we must protect our data, for example, by exploring the option of data embassies. This would enable governments to move vital data around between different countries when under attack.

DIGITAL INFRASTRUCTURE: Public/private partnerships are vital in the digital sector – there is no digital resilience without collaboration between these two spheres of society.

ENERGY CRISIS: We must get behind the digitalisation of buildings and urban spaces, which contribute 40% of Europe's CO2. If we had managed to do this 10 years ago, we would not have been hit so hard by the recent crisis.

SKILLS: According to President of the DE board Hilary Mine: digital skills are the baseline of everything Europe will go through in the next decade. If Europe and Europe's young people are not in the game, someone else will be.

Over 700 attendees joined us in Brussels over the two days and were lead along the discussions by event host Mette Walsted Vestergaard

Cecilia Bonefeld-Dahl opened the event outlining the main themes that would be discussed at the flagship event

DIGITALISING ENERGY — THE EU AS ONE TEAM, DEDICATED TO GREEN ENERGY

Digital's Role in Solving the Energy Crisis

(with **Pernille Weiss** - Member, European Parliament , **Annemarie Große Frie** - Senior Vice President, Head of Research & Predevelopment, Siemens, **Daniel Mes** - Cabinet Member, Executive Vice President Frans Timmermans, European Commission and **Marc Vancoppenolle** - Vice President, Government Affairs International, Nokia , moderated by Mette Walsted Vestergaard)

KEY TAKEAWAYS FROM THE PANELISTS

DANIEL MES - The European Green Deal desperately needs a digital injection. We will not be able to meet our renewable energy objectives by 2030 if we do not invest in smart, digital solutions, such as blockchain technologies.

• Natural energy and climate plans should be harmonized between member states: governments should make sure their digital plans do not hinder our climate objectives.

PERNILLE WEISS - National politicians are also missing from the fold. Energy ministers from the 27 member states do not see beyond their own borders, they do not view the EU as one team on energy.

ANNEMARIE GROße FRIE - We seem to like big words: hydrolysers, windmills; however, building hardware is costly and time-consuming. Instead, when we use digital tools smartly, we can meet our goals much faster.

•Our regulatory environment is inhibiting innovation, stopping us from becoming commercially successful. We need to de-regulate using market-based models.

MARC VANCOPPENOLLE - Twinning of energy with digital is critical. At the same time, we have to make sure we understand what may be hurdles for digitalising energy and how can we incentivise investment in new digital grids.

•It is crucial that a radio spectrum is allocated in order to access the entire electricity grid and put all the new energy initiatives together.

The opening panel discussed digital's role in solving the energy crisis

THE CYBER RESILIENCE ACT: LET'S SHARPEN THE SCOPE

Cyber Security Everywhere: Deciphering the Cyber Resilience Act

(with Head of Unit at EU Commission **Christiane Kirketerp de Viron**, Executive Director of ENISA **Juhan Lepassaar**, **Morten Løkkegaard** MEP, Member of the Executive Board at Bitkom **Susanne Dehmel**, moderated by **Alberto di Felice**, Director for Infrastructure, Privacy & Security Policy, DIGITALEUROPE)

KEY TAKEAWAYS FROM THE PANELISTS

MORTEN LØKKEGAARD – There is huge gap among members states and their capacities for implementation. It is thus a huge task to get the Cyber Resilience Act right, but it must be done. (Sandboxing is a good way forward to address many of the challenges).

• We have so many pieces of legislation, all interacting with each other, that it becomes complicated for the industry to follow. We should stop coming up with new legislations and implement the existing ones first.

JUHAN LEPASSAAR – You cannot have a high level of cybersecurity if you do not have a minimum level of cybersecurity. ENISA is there to help build the Union's cyber resilience. ENISA can help coordinate with member states, develop guidelines as well as frameworks to tackle existing challenges at the Union level.

• The current system works very well for malicious attackers, so our question becomes: how much more time do we give them? The more time we take for implementation the more these attackers will have an advantage.

CHRISTIANE KIRKETERP DE VIRON – There is an existing framework: we have the Network and Information Systems directive (NIS), but one important part is missing: products.

• The European Commission is focused on understanding how to make compliance for SMEs easy.

SUSANNE DEHMEL – We need to sharpen the scope of CRA to ensure certainty for those that have to implement the rules, especially when it comes to Software.

• Our lack of resources makes it critical to allow for sufficient time to develop the right compliance framework for both the public and private sector. 24 months is an unrealistic timeframe for this.

Our visual scribe Zsofi listened into the sessions and turned the discussions into illustrations

CULTURAL AND EDUCATIONAL FACTORS DISCOURAGE WOMEN FROM TAKING RISKS AND PURSUING STEM FIELDS.

AS THE WORKFORCE MIGRATES INTO THE TECH INDUSTRY, WOMEN MUST FOLLOW

Female Founders in Tech: How to Close the Gap

(with **Alia El-Yassir** – UN Women Regional Director for Europe and Central Asia , **Floriane de Kerchove** – Vice President, DIGITALEUROPE, and Business Group Leader & Senior Advisor Advocacy Digital, **Agoria Laura Urquizu** – CEO, Red Points **Lubomila Jordanova** – CEO and Co Founder, Plan A, moderated by **Katarzyna Udała** – Project Manager, DIGITALEUROPE)

KEY TAKEAWAYS FROM THE PANELISTS

ALIA EL-YASSIR: We know that women face significant disparities in the tech industry, especially in the field of experiencing workplace harassment and discrimination. We need to recognize the power each of us has, to drive change and avoid placing the responsibility solely on women's shoulders.

- Women in tech experience a gender pay gap of 21%, with 50% experiencing workplace harassment and 70% experiencing discrimination based on gender.

- Women need to enter the tech industry because the majority of today's workforce will soon migrate to the tech industry or require at least some level of digital skills.

LUBOMILA JORDANOVA: Celebrating and promoting women is crucial for their growth in careers and breaking systemic barriers.

- Women often work more than their male colleagues but are not recognized for it, highlighting the need for gender equality in the workplace.

FLORIANE DE KERCHOVE: We need measures such as coaching and role models to help women succeed as entrepreneurs and in STEM. Universities need to attract women to the tech sector, and mentorship from female role models can help students. We must focus on supporting ambitious women in STEM and provide coaching to overcome educational barriers.

- Cultural and educational factors discourage women from taking risks and pursuing STEM fields.

LAURA URQUIZU: AI is quickly becoming prevalent across all segments of society. We need to bring more women into the tech fold to ensure the technology that is going to govern our lives in the next decade, is not only developed by men.

DIGITAL TRANSFORMATION FOR CLIMATE ACTION AND ECONOMIC RESILIENCE: BUILDING A RESILIENT GLOBAL ECONOMY WITH ICTS

by Deputy Secretary-General, International Telecommunications Union (ITU) , Tomas Lamanauskas

NOTES FROM THE KEYNOTE SPEECH

- The EU should remain committed to digital resilience for all and contribute to making this a reality.

- The concept of digital resilience has been at the centre of discussions many times. Due to this, a feeling of fatigue has taken over, but at the same time, there is an increased demand for resilience.

- To build a digitally resilient future we need to:

  o Work on developing digital standards, helping countries to make digital technologies accessible to everyone, leveraging on satellite tech, gig initiatives etc.

  o Prepare countries so that they are able to answer to cyber threats and climate disasters, investing in preventive technology

  o Partner with different types of stakeholders, which can help us achieve a digitally resilient future.

Mr Lamanauskas touched on the impact of the COVID-19 pandemic, but also the potential of the power of digital

IT'S TIME TO ELIMINATE THE ARTIFICIAL DIVIDE BETWEEN THE PUBLIC AND PRIVATE SECTOR

European Cyber Governance: Bolstering Cyber Security Cooperation Across the Union

(with Assistant Director of NATO **David van Weel**, Vice President, European Government Affairs, Microsoft **Nanna-Louise Linde**, **Marina Kaljurand** MEP, Global Head of Cyber GRC, Santander **Hazel Diez**, moderated by Cecilia Bonefeld-Dahl, Director General, DIGITALEUROPE)

KEY TAKEAWAYS FROM THE PANELISTS

NANNA-LOUISE LINDE - The role of the private sector is to collaborate with governments to achieve the outcome we all want. We can achieve much more working together, companies like Microsoft can help with intelligence that governments don't always have (for example, Microsoft monitors cyber-attacks and criminal activity).

• The US has a very efficient collaboration with the private sector in place that Europe can learn from.

MARINA KALJURAND - We must put a stop to the artificial divide between the private and public sphere. Governments alone can't meet the need for cybersecurity, they need to meet with other stakeholders. This is what we have learned from the Ukrainian war.

• Governments and public organisations are lagging behind as the corporate sector is seeking cooperation and the governments are not responding. We need to treat the private sector as a reliable partner and share information.

DAVID VAN WEEL - Lesson to be learned from the Ukrainian war: we need the private sector more than ever, and we do not only need them once the crisis has arrived. Instead, cementing ties with governments beforehand is crucial.

• The average procurement period for NATO is 16.5 years. For start-ups and software companies, it is very difficult to get involved from scratch. The aim of the DIANA initiative

is not to create one-track companies that only work with defence, NATO is aware innovation starts in the commercial sector.

HAZEL DIEZ - The biggest cybersecurity challenge within companies is not only training people to face challenges but also retaining them, providing them with excellent career prospects.

GENERAL: We must learn how to be competitive and not overregulate, in order for start-ups to stay in the EU. The objective is to regulate, not overregulate. DIGITALEUROPE is constantly pushing for a more established structure regarding cybersecurity. We have put real focus into establishing strong private and public partnerships.

The expert panel discussed lessons learned from the Ukraine war, cybersecurity challenges and regulations

The panel was a continuation of a roundtable discussion held by DIGITALEUROPE on public-private cooperation for a more ambitious EU Cyber defence policy
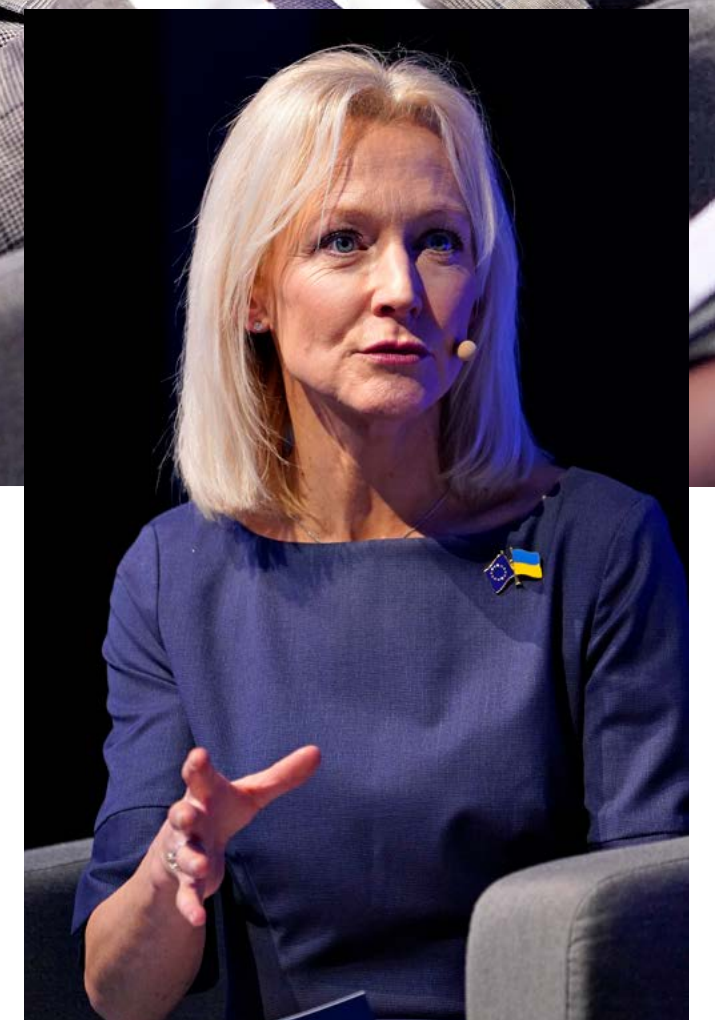
DIGITAL RESILIENCE AND THE ROLE OF THE PRIVATE SECTOR

with Vice-President of the European Commission Margaritis Schinas, moderated by Cecilia Bonefeld-Dahl, Director General, DIGITALEUROPE

NOTES FROM THE SPEECH

- The Commission is planning to launch a new security union, something which was once just a futuristic idea and has now become a tangible reality.

- Ukraine has taught us a lot about digital resilience. We have acted on ad hoc basis in Ukraine and must now move a step further.

- Building upon the lessons learnt from Ukraine, we are now preparing for a common Solidarity Initiative to deter and defend and for that we need the private sector.

- There is real demand for setting up a new framework for digital resilience, one which could activate a framework of solidarity, employing it whenever we need it.

- The best way to make a difference is to create an ecosystem that allows Member States to harvest innovation.

- The lack of EU investment in skills is hurting us when it comes to the green transition and digital resilience – two important topics in need of solutions for a better future. We need a new skills initiative but one which should be light and not just another version of Brussels bureaucracy.

The Vice-President discussed the European Commission's new security union, the Ukraine war and innovation

NEW BUSINESSES CAN ONLY THRIVE WHEN THEY ARE INTEGRATED INTO A SIMPLE YET INNOVATIVE ECOSYSTEM.

Commissioner Gabriel presented the Future Unicorn Award for the fourth consecutive year

OPENING KEYNOTE FOR FUTURE UNICORN AWARD CEREMONY

by Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth

NOTES FROM THE SPEECH

- The annual Masters of Digital conference is an ideal venue to discuss the interlinkedness of deep tech and digital innovation.

- New businesses can only thrive when they are integrated into a simple yet innovative ecosystem.
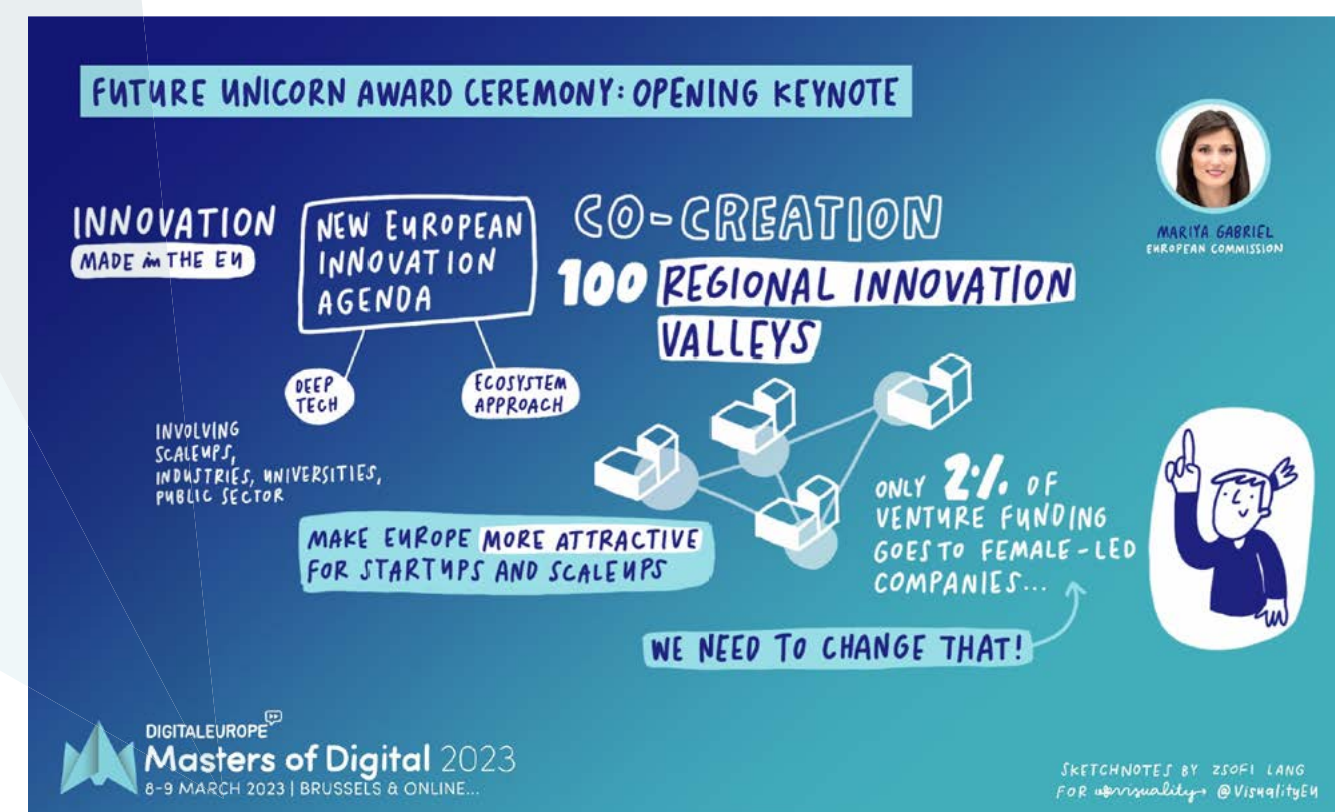
5 flagship initiatives for the innovation agenda:

- Improve access to finance for European start-ups and scale-ups.

- Improve the regulatory conditions for innovators to experiment with new ideas.

- Pay attention to all our member states, tackling regionalisation by creating regional innovation valleys.

- Preserve our talents in Europe and recruit talents from outside the union, the 1 million tech talents in Europe initiative.

- Develop policy frameworks and specify key vocabulary and language.

PLUS:

What are the biggest challenges for our Future Unicorns when they're thinking about scaling up their companies? According to Hilary Mine:

1) Regulation between different markets in EU is extremely fragmented

2) Language is a barrier in Europe, all the paperwork and documentation needs to be duplicated in multiple languages

3) Your business cases are tougher because of these two challenges, acquiring financing is tougher

FUTURE UNICORN AWARD CEREMONY: OPENING KEYNOTE

INNOVATION MADE in THE EU

NEW EUROPEAN INNOVATION AGENDA

DEEP TECH

ECOSYSTEM APPROACH

INVOLVING SCALEUPS, INDUSTRIES, UNIVERSITIES, PUBLIC SECTOR

MAKE EUROPE MORE ATTRACTIVE FOR STARTUPS AND SCALEUPS

CO-CREATION

100 REGIONAL INNOVATION VALLEYS

ONLY 2% OF VENTURE FUNDING GOES TO FEMALE-LED COMPANIES...

WE NEED TO CHANGE THAT!

MARIYA GABRIEL EUROPEAN COMMISSION

DIGITALEUROPE Masters of Digital 2023 8-9 MARCH 2023 | BRUSSELS & ONLINE...

SKETCHNOTES BY ZSOFI LANG FOR visuality+ @VisualityEU

THE EU SHOULD TURN TO EUROPEAN COMPANIES FOR SOLUTIONS

Discussion with Future Unicorn Nominees
(with **Mariya Gabriel** – European Commissioner for Innovation, Research, Culture, Education and Youth, **Cecilia Bonefeld-Dahl** – Director General, DIGITALEUROPE, **Lubomila Jordanova** – CEO and Co-Founder, Plan A , **Laura Urquizu** - CEO, Red Points and **Alfred Kuijer** – Country Director Benelux, Easee , moderated by Mette Walsted Vestergaard)
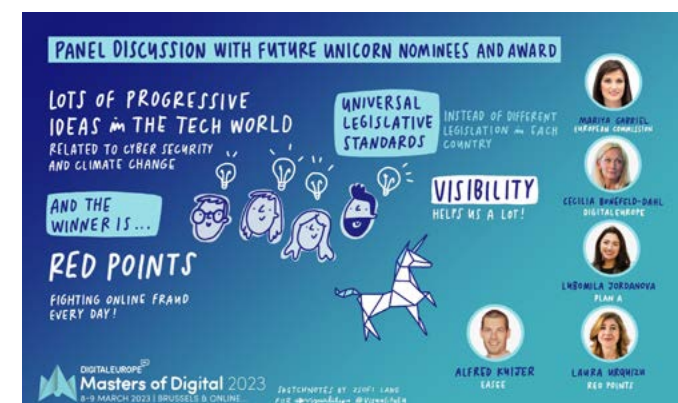
KEY TAKEAWAYS FROM THE PANELISTS

LAURA URQUIZU – The EU should further encourage European solutions to tech problems we are facing as there are many cases where European companies are already providing solutions, however, these firms often go undiscovered.

LUBOMILA JORDANOVA – We should welcome policy as a guiding light in the tech industry for issues that we do not have a lot of time to solve, for example, climate change. This is what PlanA is trying to do.

ALFRED KUIJER – Launching a product in different EU countries is difficult due to overregulation. There is no way to come up with a single product that could be used as a standard for each market. This is why we should aim for the unification of certain undated market laws.

From Laura's acceptance speech of the Future Unicorn award: Proud to be considered a potential future European tech giant. Tackling online fraud every day is both a challenge and something that brings us immense joy. We see our company, Red Points, as a secret weapon against the growing disinformation and online fraudsters.

Red Points, Winner of the Future Unicorn Award 2023 were represented at the event by their CEO Laura Urquizi (pictured above)

VALERIYA IONAN AWARDED DIGITALEUROPE THE UKRAINE PEACE PRICE AWARD.

Attendees heard more about DIGITALEUROPE's Laptops for Ukraine initative, which supplied ICT Equipment to the country for those in need

A LOOK AT THE LAPTOPS FOR UKRAINE CAMPAIGN

by Ukrainian Deputy Minister for Eurointegration Valeriya Ionan

KEY TAKEAWAYS

DIGITALEUROPE, together with our members, pushed for the expansion of the Civil Protection Mechanism so that we could donate ICT equipment to Ukraine and help them win this hybrid war. Since the beginning of our #LaptopsForUkraine campaign, 12,000 devices have already been shipped and 13,000 are waiting to be delivered.

CECILIA BONEFELD–DAHL : We are standing behind Ukraine to help people in distress. We have made a commitment and will send Ukraine equipment as long as the war continues.

• We need to include each other in peacetime, and not only during wartime. Private–public partnerships like the Laptops for Ukraine campaign show the importance of inclusion and solidarity.

VALERIYA IONAN : The demand for devices is huge and with the new attacks, it is only growing. Gadgets are important for occupied territories and for public services, education, and healthcare. It is very important to give the opportunity to everyone to use the devices, including people in very vulnerable situations such as orphans.

• The Ministry of Digital Transformation was inaugurated in 2019 as a response to a presidential promise, to build a digital network without bureaucracy and corruption.

• Ukraine is the first country in the world that allows citizens to use a digital passport instead of a physical one through its DIIA application, with all the documents such as ID or driver's license now in one place. 18.5+ million Ukrainians already use Diia. 20 services were available on the application before the war, and 20 more have been added after February 2022. Among the services launched during the war, was a chatbot, which people can use to inform the military about the location of Russian troops.

KAMILA KLOC – The collection for devices is ongoing and it will carry on in the future. The #LaptopsforUkraine campaign is an initiative that has already delivered concrete results and we want to continue it for as long as possible and more importantly, as long as Ukrainians need it.

AWARDS: During the keynote speech, Cecilia Bonefeld–Dahl awarded the Masters of Digital Award 2023 to to President Zelenskyy and the people of Ukraine for their courage, boldness and inspiring leadership. Valeriya Ionan awarded DIGITALEUROPE the Ukraine Peace Price award, signed by President Zelenskyy which is given to people, initiatives, and associations for outstanding support to Ukraine during the war.

KEYNOTE SPEECH
BY MINISTRY OF RESEARCH, ROMANIA,
SEBASTIAN IOAN BURDUJA

NOTES FROM THE KEYNOTE SPEECH

SEBASTIAN IOAN BURDUJA: Europe can and should take the lead on cybersecurity while keeping in mind that there is a fine equilibrium between safety, security, and privacy.

- Romania has introduced the first ever AI government advisor, called ION.

- Romania has big digital goals for the future. By 2026, the government aims to be connected via a secure and seamless interoperability platform.

- The Romanian Parliament also recently passed a law on defence and cybersecurity, the law specifies new threats to security, such as disinformation.

- Staying ahead of the curve, the Romanian government has also acquired its first AI government advisor who collects the opinions of citizens who can communicate with it via social media and the government's online platforms.

- A new cybersecurity competence facility, one of the most prevalent in Europe, will be launched in Bucharest on 9 May, this centre will help speed up digital transformation even further.

The Minister opened the second day of discussions at Masters of Digital 2023

DISINFORMATION AND DIGITAL RESILIENCE

(with Co-Chair of the Oversight Board Helle Thorning-Schmidt, moderated by Cecilia Bonefeld-Dahl - Director General, DIGITALEUROPE)

KEY TAKEAWAYS FROM THE PANELISTS

- Content moderation must be grounded in transparency.

- The Oversight Board oversees the most difficult content moderation decisions of Meta. Three years in, we can see how Meta is changing as a result of the content moderation decisions taken by the Board.

- There are two vital considerations, which must be accounted for regarding European regulation:

- 1) we must avoid regulation at the national level, e.g., concerns over the Digital Services Act

- 2) the Brussels Effect means that the EU has a duty of care to introduce legislation that works on a global scale.

- The Oversight Board is a great example of a middle ground where tech companies do not self-moderate, but governments also treat content moderation from a distance.

- Direct assistance from big corporations during wartime shows that we cannot achieve things without collaboration between governments and tech corporations.

- At the same time, international organisations such as the UN should be more actively involved in content moderation

- There is immense potential for an international oversight body that would increase transparency of content moderation.

Cecilia Bonefeld-Dahl sat down with Helle Thorning-Schmidt for a fireside chat on disinformation

The moderation of big tech companies and firms is crucial and must be transparent, says Helle Thorning Schmidt

TRUST COMES THROUGH ACTION: WHY WE NEED AN AI ACT THAT SPARKS INNOVATION

by Bavarian Minister for Digital Affairs, Judith Gerlach

NOTES FROM THE KEYNOTE SPEECH

- The current state of the AI Act puts us at high risk of stagnating economic innovation.

- Whilst we explore what tech can do for us, we must also establish the necessary boundaries.

- All actors should be open about the development of tech and the policy being built to regulate it from the very beginning.

- It is up to politicians to guide the AI development in the right direction. We need to make sure that regulation enhances progress and keeps us safe at the same time. We can achieve this by making the most important decisions here in Europe.

- A significant proportion of AI technologies analysed by German researchers were marked down as high-risk tech just recently. (58% of the ones assessed) In the wrong hands, tools such as ChatGPT could be used to create fake news on steroids.

- We need to focus on constant, open dialogue between corporations, policy-makers and the general public to ensure we are protecting citizen's rights but not overregulating at the same time.

THE CURRENT STATE OF THE AI ACT PUTS US AT HIGH RISK OF STAGNATING ECONOMIC INNOVATION.

A TOOL, NOT A THREAT: THE IMPORTANCE OF LOOKING AT AI FROM A HUMAN-CENTRIC PERSPECTIVE

Trustworthy AI for Societal Resilience

(with **Cecilia Bonefeld-Dahl -** Director General, DIGITALEUROPE, Portugal State Secretary, **Pedro Tavares**, **Dragoș Tudorache** MEP, Global Lead for Responsible AI, Accenture **Ray Eitel-Porter**, Austria State Secretary, **Florian Tursky**, moderated by Alberto di Felice)

KEY TAKEAWAYS FROM THE PANELISTS

PEDRO TAVARES - In Portugal, we have launched a new govtech strategy for the justice department, we put a lot of emphasis on making sure we are not replacing people, but rather automating processes for efficiency.

FLORIAN TURSKY - The national implementation of the AI Act remains a crucial question: we need to provide legal certainty to businesses. In order for AI not to provoke populistic discussions in the future, we must start viewing AI as an innovation tool and approach the AI Act from a human-centric perspective, rather than a risk-based one.

DRAGOȘ TUDORACHE - Converging with like-minded stakeholders on definition and standards is vital to ensure that AI regulation will not stifle innovation. We need to define responsibilities and increase transparency, as foundational models will soon be embedded in many products.

• The most difficult legislative questions relate to AI's high-risk classification (Article 6). The ultimate objective should be a balanced AI Act where only truly high-risk applications are captured.

RAY EITEL-PORTER - For companies operating in the EU, operating under the AI Act regime will be a competitive advantage and promote customer trust.

• In terms of compliance with the AI Act, companies should look at the processes they currently have in place and see what can be integrated through AI focused controls. Most companies already have lifecycle management processes in place and these should be leveraged to avoid introducing brand new compliance processes.

• The EU needs legislation that is flexible enough to cope with upcoming changes. We do not want to be caught off guard when the next ChatGPT is launched.

CECILIA BONEFELD-DAHL - Regulation should not overshadow our ultimate goal, which is to be more innovative and bring technology to the market.

• The overwhelming majority of companies wants to be compliant: they should be part of the solution. A good way forward would be to implement pre-regulatory sandboxes.

• A lot more time should be dedicated to educating citizens on AI instead of trying to shelter and protect them.
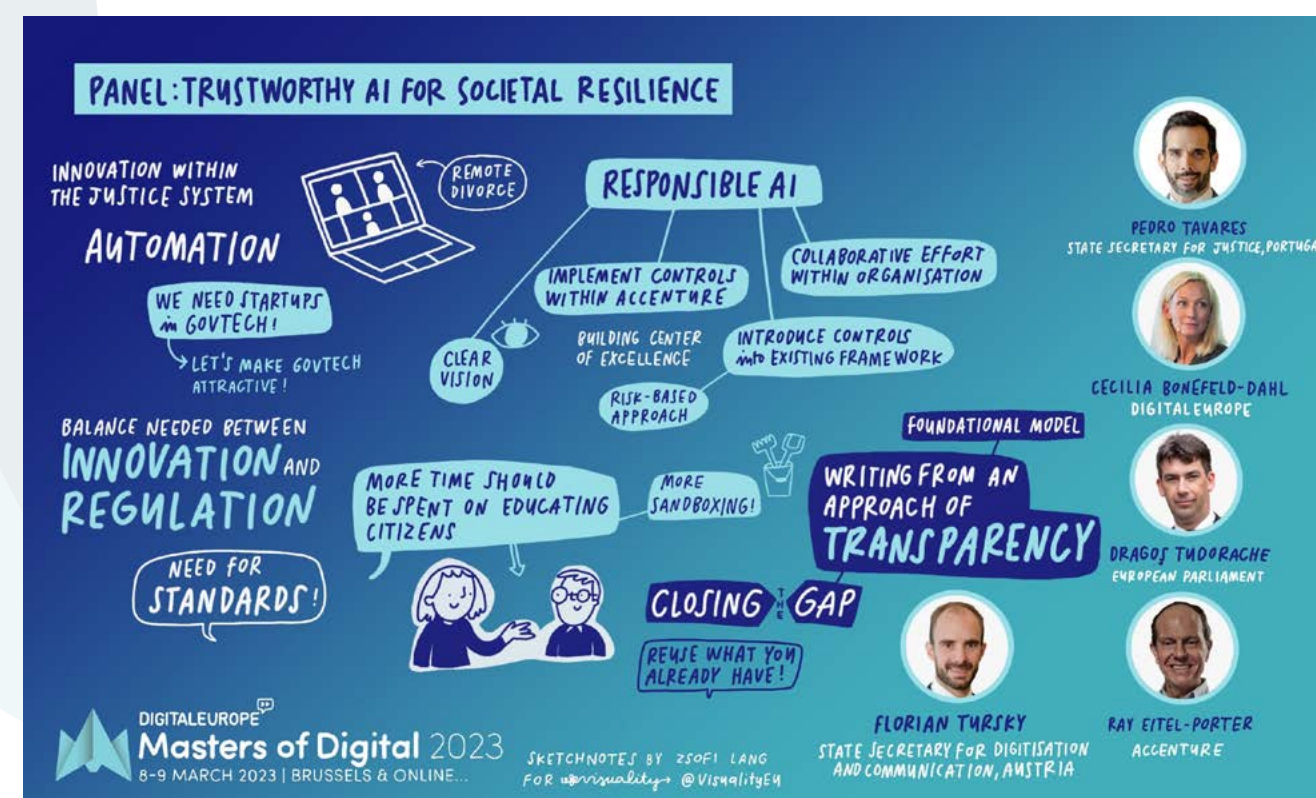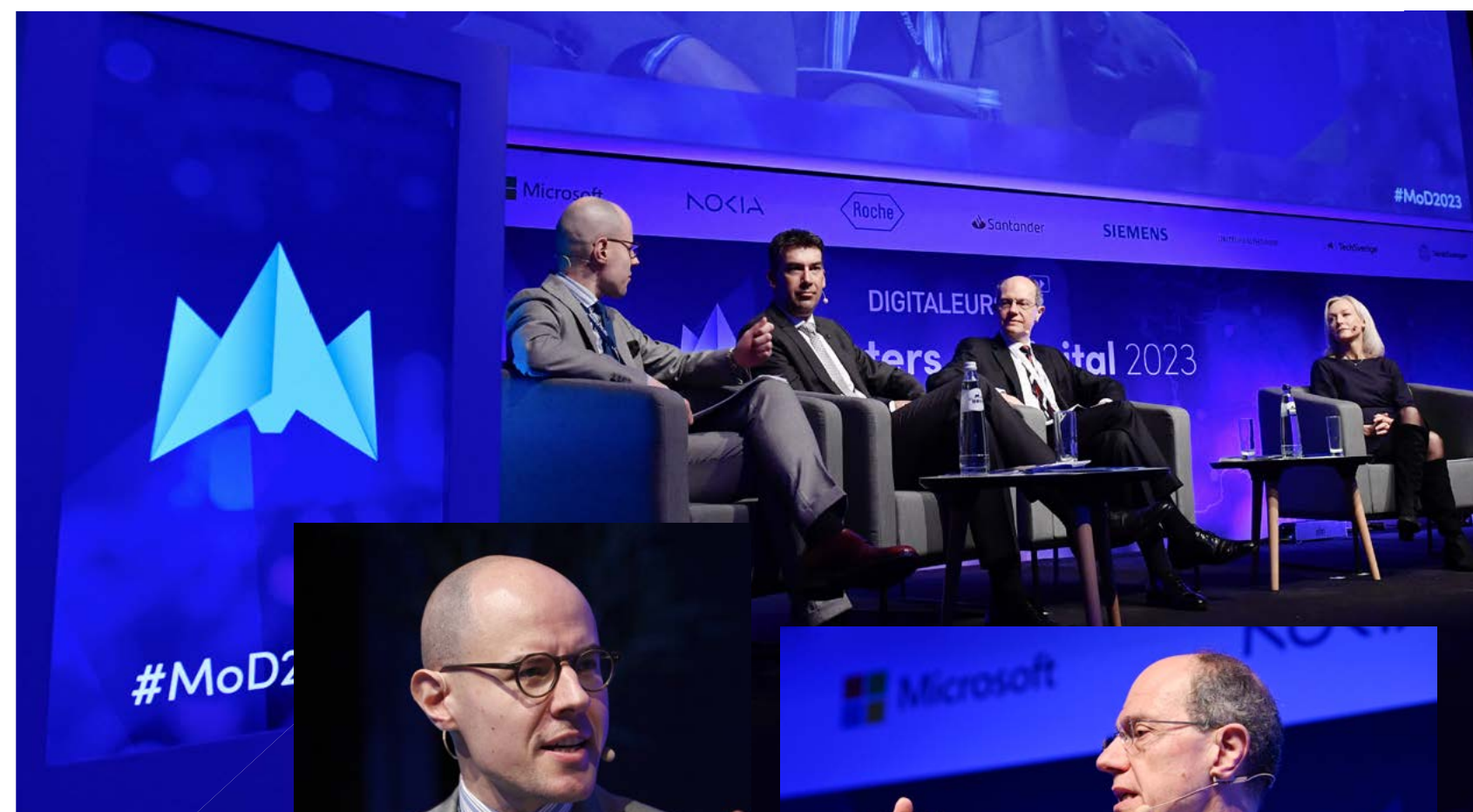
KEYNOTE SPEECH
BY JAPANESE DIGITAL MINISTER TARO KONO

Cecilia Bonefeld-Dahl welcomes Minister Kono to the event,event, who joined us virtually

NOTES FROM SPEECH

- Japan and the EU share a vision of interoperability and acknowledge the necessity of trust. We live in a world where countries' power is determined by the way they harness digital technology.

- The Digital Agency was created in Japan in 2021, to oversee the digital transformation of the country. Japan aims to use technology to bring people together and support human relationships as well as get data flowing for the good of the public. For that to happen, there is a need to build trust in Japan's digital spaces. These spaces are currently not secure enough to enable the data to flow as freely as it should.

The biggest challenges currently facing our highly digitalised society:

- Reliability of information (fake news, disinformation campaigns)

- Concerns of privacy

- Risk of overconcentration (the internet is becoming the playing field of a small number of big tech players, a lot of information remains inaccessible)

> "DIGITALEUROPE has worked closely with Japan for almost a decade now, they have been one of our most important partners in data regulation and cybersecurity."
>
> Cecilia Bonefeld-Dahl

DATA AND DOCTORS — BOOSTING UPTAKE AND PREVENTING ILLNESS

by Dr Martin McShane – Chief Medical Officer, United Health Group

NOTES FROM SPEECH

- Using data in the right way could be transformative for healthcare. Currently, only a fraction of health data is being used. Most of it sits in silos and it is not linked. The value that data could create, is not being realised.

- We must link health data sets to deliver better systems of care. It is within our collective strength to make this happen.

- Linked health data can create new understanding of what is happening to an individual, family or society. It could allow clinicians to develop better understanding of people who are at high risk of being hospitalised, for example.

- The impact of the European Health Data System could be phenomenal, it could be a way to reinvigorate how we plan and deliver healthcare.
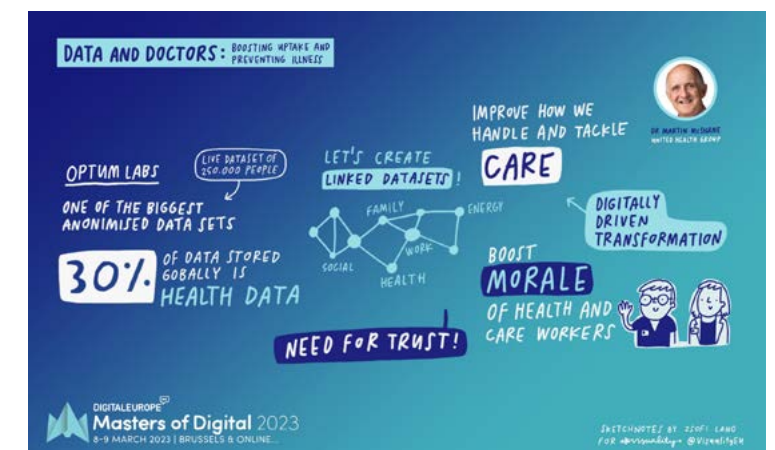
Dr Martin McShane outlined how data can be used to transform healthcare

THE OPT-OUT SYSTEM WILL BE OUR BIGGEST CHALLENGE MOVING FORWARD

Building the European Health Data Space: Fixing Fragmentation in Healthcare

(with **Tomislav Sokol** MEP, Chief Information Officer Johnson & Johnson **Francesco Buonarotti**, Director General, DG Sante, EU Commission **Sandra Gallina,** Executive Director, European Patients Forum **Anca Toma**, Head of Commercial Operations, Roche, **Padraic Ward**, moderated by Ray Pinto)

KEY TAKEAWAYS FROM THE PANELISTS

TOMISLAV SOKOL - The EHDS must have an opt-out system, necessary for privacy and safety. Without an opt-out system, the EHDS will not work and we will not get the amount of data that we need.

- The opt-out system will be our biggest challenge moving forward. However, it is the best way to gather as much data as possible while providing people who feel strongly about this issue with an opportunity to not share anything on our platforms and apps. If we would tackle this issue on a consent, case-by-case basis, the system would not have enough people sharing their data.

FRANCESCO BUONAROTTI - The EU, member states, civil society and private corporations all need to work together to implement the EHDS.

- We need a harmonised framework, and we must keep our promise of making secondary data available for research.

SANDRA GALLINA - The final goal is the treatment of the patient through innovation. The game-changer aspect of the EHDS is the fact that patients will become a centrepiece, they will be the owners of their data.

ANCA TOMA – We must remember that the EHDS is not an abstract concept, it concerns peoples' lives. There is a real need to invest in health literacy, in order to bring people up to speed.

- When patients' data is recycled, patients need to be sure their data is used to improve their own medical conditions and that of other people as well as improve patient outcomes.

PADRAIC WARD - Having access to large amounts of data, can be enormously beneficial. For example, today we know there are at least 20 different types of lung cancer. We have been able to identify this by analysing huge quantities of meaningful data at a vast scale. When that data is available, it is important to prioritise finding out what is causing diseases in the first place.

The expert panel joined us to discuss the European Health Data Space

WHAT BETTER TIME TO RECRUIT CYBERSECURITY SPECIALISTS THAN 2023, THE EUROPEAN YEAR OF SKILLS?

The European Year of Skills

(with Head of Unit, DG EMPL, EU Commission **Chiara Riondino**, President and Co-Founder of Gatewatcher **Jacques de La Rivière**, Director, Technology Ireland **Una Fitzpatrick**, moderated by Helena Lovegrove)


KEY TAKEAWAYS FROM THE PANEL

JACQUES DE LA RIVIERE - The lack of digital skills is a problem as this talent shortage puts immense pressure on protection of assets and on the cost of innovation as experts are scarce.

- A cyber campus is needed for cyber skills, and it can play a key role in protecting our assets. It can be used to share information as well as for innovation. It would also help bring the needed prestige to the field, which would encourage people to get involved. The importance of increasing the attractiveness of cybersecurity jobs and creating more space for them on the European scene cannot be understated

UNA FITZPATRICK - Company accredited programmes and even online courses do not follow any concrete track when it comes to jobs in cybersecurity, which is something that must change.

- Tracking the uptake of cybersecurity programs is key to meet market needs effectively and stay ahead of the curve. year to meet our needs by 2030.

CHIARA RIONDINO - It is important to take advantage of the Year of Skills 2023 to raise awareness of the cybersecurity skills vacuum by putting together job fairs and developing better training methods. Year of Skills can be used to promote the best practices we have. The EU needs to recruit around 1 million specialists by year to meet our needs by 2030.
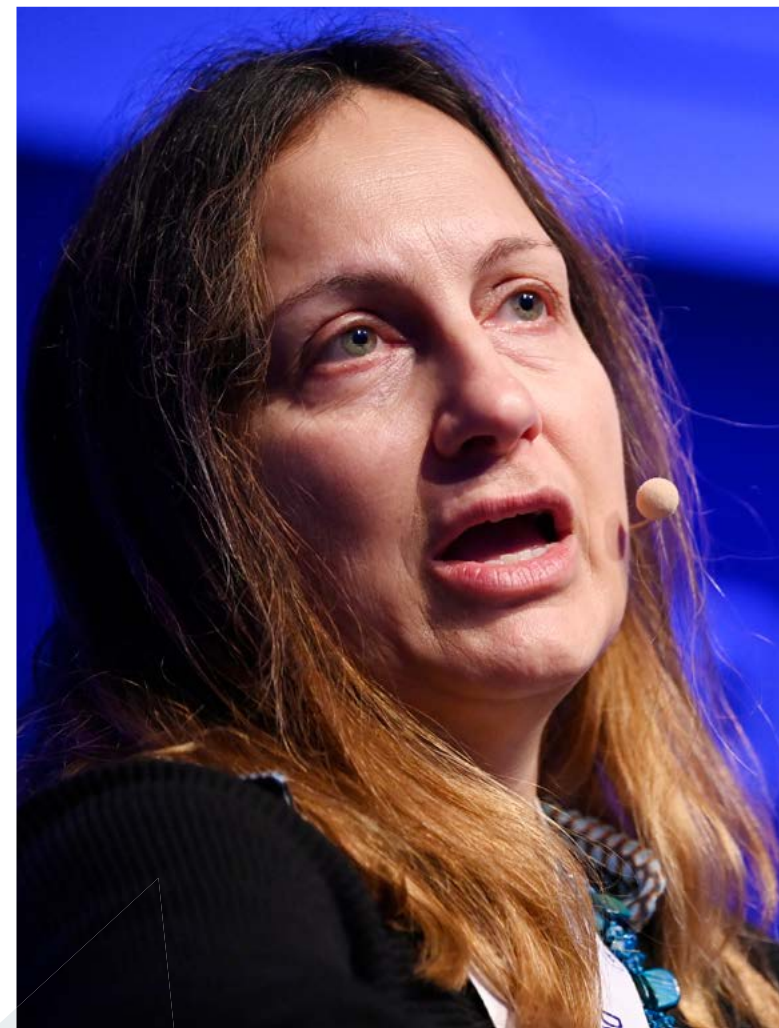
TRACKING THE UPTAKE OF CYBERSECURITY PROGRAMS IS KEY TO MEET MARKET NEEDS EFFECTIVELY AND STAY AHEAD OF THE CURVE. YEAR TO MEET OUR NEEDS BY 2030.

With 2023 being the Year of Skills, it was a theme that was brought up in many sessions. This dedicated panel spoke about the importance of digital skills

BREAKING THE SILOS: USE HEALTH DATA TO EMPOWER THE CONSUMER

The Data Revolution – Health and Finance

(with Head of Research, Santander **Bárbara Navarro**, Vice President Global Digital Health, Janssen **Jot Chahal** and **Karen Melchior** MEP, moderated by Mette Walsted Vestergaard)

KEY TAKEAWAYS FROM THE PANEL

BÁRBARA NAVARRO – Regulation plays an important role. When it comes to data, there is always a trade-off between innovation and privacy, it is important to get that balance right and take the customers into account.

• Europe has all the key ingredients to be successful in data growth: we have the necessary level of development, the skills and talent, the capacity to innovate and the size of the market works in our favour. It is just a matter of finding a way to mix these ingredients together.

JOT CHAHAL – As healthcare data is extremely fragmented, we must find ways to carefully merging this data in a way that does not harm the patient and takes GDPR laws into account.
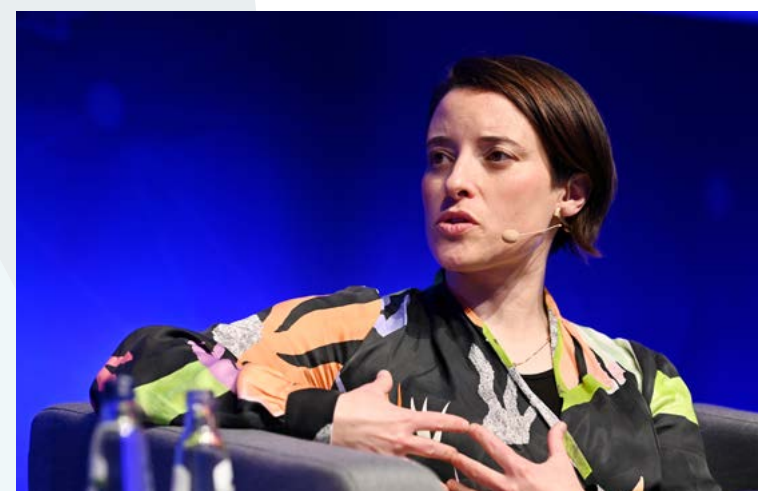
• The issue of data silos plays a huge role: when the data is in silos, doctors are not able to form a cohesive picture of the patient's health in order to give the best advice. However, breaking data silos can only be done in a trusted way, the EDHS has to aim for breaking the mould.

KAREN MELCHIOR – Once silos are broken, the focus must be on empowering the consumer; the data needs to be interoperable and transferable; it should not be considered a trade secret.

• Health data should be transferable if it is so desired by the patient, making the transfer process dependant on personal consent can empower patients in a way we have not seen so far.

The last panel of the event focussed on data growth, innovation, healthcare data and regulation

Speakers joined us from different sectors to explain how crucial data is across everything

Masters of Digital 2023

A resilient digital Europe in times of crisis

#MoD2023

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EVERYTHING THAT IS CURRENTLY AT THE TABLE IN THE EU SEEMS TO BE ABOUT TECH, THIS IS WHY WE NEED TO GET IT RIGHT.

NOTES FROM CLOSING SPEECH

- 30 years ago, people thought of IT as something niche and boring, now it's at the heart of everything: from security to equality, to how we work and how we live our lives. There are no longer areas, which are not related to tech, when we talk about innovation.

- Everything that is currently at the table in the EU seems to be about tech, this is why we need to get it right.

- It is important to consult companies on how we should implement pieces of legislation and how we should handle data.

- Again and again, we must reiterate the importance of sandboxing.

- NATO's DIANA initiative can serve as a positive example of creating security in society by collaborating far more closely with deep tech scale-ups in the EU.

Cecilia Bonefeld-Dahl closes the event by thanking event host Mette Walsted Vestergaard and her colleagues at DIGITALEUROPE who were crucial in the planning of the event

#MoD2023

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