

# Post-i2010: priorities for new strategy for European information society (2010-2015)

## Introduction

0.1. Are you replying:	On behalf of an organisation
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0.1.1. Please provide the name of your Organisation and, if applicable, your Interest Representative Register ID number
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Stichting Nederland Kennisland (78964012479-25)
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0.1.2. Please indicate which type of stakeholder you are:	NGO
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0.2. Please provide your Name and Surname:
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0.4. Your country of residence:
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the Netherlands
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## 1) ICT for a growth and jobs agenda

### Overall priorities

1.1. Should ICT be a key area in the next European strategy for growth and employment?	Yes
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1.2. What could be the overall visionary focus for the post-i2010 strategy?	or rather a vision inspired by a stronger focus on user rights or user empowerment on the internet
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1.3. What do you consider to be the 3 most important ICT policy priorities for the next 5 to 10 years?	ICT for growth and jobs High-speed and open internet for all Users' creativity
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1.4. How should Europe's ICT and media policies be formulated in relation to other policy challenges facing Europe, such as ageing, energy efficiency and climate change?
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ICT and media policies must provide a supportive framework that enables us to efficiently address policy challenges in other fields. For ICT infrastructure to be able to contribute to solving these and other issues it must be designed as an open ended tool-set. This includes as little restrictions on the use of this infrastructure as well as the support for open standards and transparent protocols.
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1.5. Which instruments do you consider most useful for building up a knowledge base on ICT policies and their effectiveness? (choose maximum 3)	Benchmarking Exchange of best practices Others
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please specify:
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Open Access publishing of research results and other knowledge
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## 2) ICT for a sustainable 'low carbon' economy

## A - Identifying the barriers

2.1. What are the main barriers to making the transition to an "ICT enabled" low carbon economy? (choose maximum 3)

2.1.1. Please explain why you consider your choices to be the main barriers:

2.2. In order to move to a low carbon economy, the sustainable outcome needs to be the profitable outcome, for both businesses and consumers. What can help new, sustainable business models emerge?

2.3. What factors today cause people to continue with unsustainable consumption patterns?

## B - Immediate actions - quick improvements

2.4. As regards the ICT sector, what are the most important measures through which policymakers can help speed up the transition to low carbon economy in the next 2-3 years? (choose maximum 3)

2.4.1. Please explain your choices:

2.5. ICT companies lead the rankings of the most energy-efficient industrial sectors. How can the ICT sector best lead by example? (choose maximum 3)

2.6. In which areas can the ICT industry contribute most rapidly and usefully to reduction in energy use in the short term, i.e. next 2-5 years? (choose maximum 3)

## C - Long term paths to low carbon economy

2.7. What regulatory changes would promote transition to a low carbon economy most effectively?

2.8. How can investments in infrastructure for the low carbon economy be best stimulated? (choose maximum 3)

2.9. "Smart city" strategies: in which areas can ICT help most to reduce energy use in cities? (choose maximum 3)

2.10. Where can ICT best contribute to reducing transport emissions?

## D - Best practice

2.11. The potential downside of greater efficiency is that it may encourage more of the unsustainable activity (e.g. more efficient/cheaper laundry may mean that you do more of it), eventually cancelling out the overall saving ('rebound effect'). Can you point to any evidence of measurable ICT enabled gains in energy efficiency that have managed to avoid this kind of rebound effect (i.e. increase in unsustainable patterns) and have produced net reductions in energy/resource use?

2.12. Can you point at any relevant projects at regional/city/local level which are examples of successful transition to low carbon economy?

2.13. What are the broader transformations needed to decouple economic growth from the use of material resources? What practical steps can we take to move in that direction?

### **3) Improving Europe's performance in ICT research and innovation**

#### **A. Channel more resources into ICT research and innovation**

3.1. Among the following sources of this increased funding, which are the 3 you consider most important?

3.2. What would be the most important measures to reduce the fragmentation of ICT research and innovation efforts in Europe? (choose maximum 3)

3.3. What measures would be most important for promoting more innovation? (choose maximum 3)

#### **B - Make Europe the home for a number of ICT world-class poles of excellence**

3.4. Of the current ICT research priorities, what are the 3 areas in which you think Europe excels most today?

3.5. Of the current ICT research priorities, what are the 3 most important areas that Europe is in risk of losing its comparative advantage?

3.6. Of the current ICT research priorities, what are the 3 most important strategic areas of ICT research for Europe's future?

3.7. What is the main barrier to world class clusters emerging in Europe?

3.8. What are the 3 key policy steps to create the conditions for new poles of excellence to emerge?

3.9. Do you see the need for more actively supporting open and disruptive research structures and models in Europe? How can bottom-up innovation be better encouraged?

## C - Trigger the take-off of new markets for innovative ICT products and services

3.10. Among the factors below, which 3 (maximum) are most needed before such take-off can take place?

## 4) Creating a 100% connected society and economy through a high-speed and open internet for all

### A - Upgrading to future-proof infrastructures:

4.1. How can the EU best maintain incentives to invest in fixed and wireless networks? (choose maximum 3)	By emphasizing the opening of markets to competition By fostering a change in business models (e.g. safeguards against anti-competitive behaviour following vertically integrated business models) By allocating spectrum differently, e.g. how much bandwidth is needed for effective wireless web or what is the cost of non-harmonised spectrum
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4.2. Building high-speed broadband infrastructure ('Next Generation Access'): should public authorities routinely invest in passive infrastructure in synergy with other facility deployment (transport, energy, water etc.) when deploying new infrastructures?	Yes
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4.3. Which other European policy measures could promote the deployment of high speed broadband infrastructure?

By establishing a European Right of access to the internet

4.4. As regards a potential need for a European right of access to the internet, which type of targets would you consider most useful? (choose maximum 3) Targets on:	Non-discrimination of services
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4.5. Should targets rather be on desired end-results which may appear less concrete such as promoting usage, innovation, new business models, productivity in companies etc?	No
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4.6. Should targets be differentiated between Member States?	No
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### B - The future of the sustained internet services growth - internet to drive innovation

4.7. Should the principle of openness be the key policy priority for the EU in the field of internet?	Yes
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4.8. Which areas should policy makers emphasise most to promote growth of internet services? (choose maximum 3):	Net neutrality Interoperability/portability of services Open standards
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4.9. European industry should gain more momentum in innovation in products and services	Yes
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for future networks and internet, when competing with other regions of the world (see section 7 on the international dimension): can stronger harmonisation at the EU level promote this goal?	
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4.10. To promote their take-up and active usage of internet based services, which is the most important group of stakeholders?	Consumers
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### C - Promoting an internet for users

4.11. As regards a potential adaptation of user rights as a means of safeguarding the end-user, should the EU provide the citizens with rights regarding (choose most important 3):	Net neutrality Managing online privacy Universal access to the internet
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4.12. What is the most important way to enforce user rights, in general?	EU regulation
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4.13. Today, some services are offered for "free" but subject to consent to process personal data for profiling and advertising purposes. Should consumers be provided with options other than simply to "take it or leave it"?	Others
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please specify:

"Take it or leave it" offerings should be made conditional on standardized, easy to understand disclosures regarding the use of personal data a provider of a service is requesting.

4.14. Should the principle of "users' informed consent" to disclosure and use of personal data:	Meet higher requirements (more transparency, simpler and more understandable privacy notice)
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4.15. Should the EU develop differentiated policies based on the different needs of users (e.g.: SMEs, large businesses, individual users etc.)?	
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## 5) Consolidating the online Single Market

### A - Creating a level playing field in the European online market

5.1. Do you think further harmonisation of national regulations would be a way towards an easier access of consumers and businesses to a barrier-free European digital single market?	Yes, in the field of consumer protection
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5.2. Do you think businesses, in particular SMEs, should be provided with more practical support to take advantage of the European digital single market?	
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### B - Improving consumers' trust and confidence in online services

5.3. How do you think transparency for consumers can be increased?	Further standardisation of terms and conditions Easily understandable information summing-up legal information
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5.3.1. Please give examples of how transparency for consumers can be increased.

One well established example of providing standardized summaries of complicated legal matter can be found in the online copyright licenses provided by Creative Commons (see: [www.creativecommons.org](http://www.creativecommons.org)). Creative Commons provides license summaries (called common deeds) that convey the key characteristics of the licenses through short summaries including specially developed icons. Similar systems could be developed in order to summarize terms and conditions with regards to ownership of personal data and copyrights.

5.4. How do you think consumer trust and confidence in the digital single market can be increased?

5.5. If you believe trustmarks would increase consumers' trust and confidence, do you think they should:

5.6. Do you see other ways to increase consumers' trust and confidence?

5.7. What are the main other challenges faced by online service providers to develop a digital single market?

## 6) Promoting access to creativity at all levels

### A - Affirming users' rights in the participative web

6.1. How can users be empowered through transparent information?

Warrant new forms of transparency obligations for standard terms and conditions imposed by web 2.0 services to ensure that end-users are aware and understand their rights and obligations

6.2. How can creativity be stimulated by building EU-wide easily accessible mechanism to allow users to clear rights and be free to work on existing content for non-commercial purposes?

Ease the complexity of copyright management  
Establish a rights clearance database to facilitate creation and distribution of content online  
Make copyright law more flexible as regards non-commercial uses

6.2.1. Please give examples:

The first two mechanisms identified above should primarily be geared towards commercial uses of copyright protected work. The last option should take into account the changed role of citizens and other non-commercial (cultural, educations) users of copyright protected works. The exiting exceptions and limitations within the copyright legislation need to be reshaped so that they allow these users not only to consume but also to re-use and re-publish copyright protected works as long as this takes place without commercial motivations.

6.3. A "fair" non-commercial use of licensed content should be free of technological restrictions in terms of interoperability. Should interoperability of content be left to the market or should users have a clear statutory right to play the content they paid for anytime, anywhere and on any platform?

Statutory right

### B - Ensuring sustainable copyright

6.4. How could the EU assist the creative industries in shifting towards more sustainable business models?

There needs to be a mechanism that ensures access to so called orphan works without mandating individual rights-clearance or diligent search on a per-work basis while providing a mechanism that compensates rights holders. Users must not be burdened with the results of the short-sightedness of policy making in the past.

### C - Making digital content overcome borders across the EU

6.5. What would facilitate the emergence of business models not based on territorial copyrights?

The introduction of mandatory pan-European copyright licensing and copyright rights clearance databases.

### D - Development of ICT sector and of European content industry to reinforce each other

6.6. How can we contribute to ensuring that the European content industry is able to meet the demands of audiences for a diverse digital content offering?

By easing the complexity of copyright management (through pan-European copyright licensing) combined with mechanisms that ensure that customers have legal access to all cultural content that is available online, such as alternative compensation systems based on a flat fee levied on consumer internet connections or collected through mechanisms that are similar to the financing of public broadcasting bodies in several members states.

6.7. Considering that a growing number of countries worldwide share Europe' approach regarding the need to actively promote online creative content and digital creative industries, how can we initiate or reinforce synergies with these like-minded countries in order to improve our competitiveness in this sector?

By better coordinating with these countries within the relevant international frameworks and by ensuring that consumer interests and the interests of cultural heritage and educational organizations are sufficiently represented at these levels.

### E - Digitisation of cultural resources

6.8. Which of the following issues are the most important to improve the digitisation of cultural resources and their enjoyment by users? (choose maximum 3)

Adapting copyright legislation  
Others

please specify:

Increasing funding to cultural heritage institutions and other parties under the condition that content digitized with this support is provided through open access mechanisms to the general public.

### F - Steps to open access to content to people with disabilities

6.9. For persons with disabilities, accessing cultural resources is not always possible as their right of access is often in conflict with copyrights. What can be done to ensure equal access to content for persons with disabilities?

The exception foreseen in the Copyright Directive for ensuring access by persons with disabilities should be stronger

## 7) Strengthening EU's role in the international ICT arena

### A - Openness as a global issue

7.1. Which are the most important issues for future European policy on the global scene? (choose maximum 3)

Internet free of traffic restrictions  
Internet free of censorship  
Standards

### B - European dimension in international research

7.2. What are the most important areas where Europe's international role should be strengthened? (choose maximum 3)

### **C - European voice in international fora**

7.3. How can Europe's voice and presence be best strengthened?

### **D - New models for internet governance**

7.4. What could be the most important initiative Europe should take to modernise the international governance of the internet?

### **E - Other global challenges**

7.5. Should the EU be a leader in developing ICT solutions for global challenges such as: (choose up to 3 most important areas)

7.6. How should the international dimension and global challenges be addressed in a future information society strategy?

## **8) Making modern and efficient public services available and accessible to all**

### **A - Avoiding new digital divides**

8.1. What are the key ways to increase take up of eGovernment services by citizens? (choose maximum 3)

Strengthen accessibility and usability

8.2. Do you think there is a need for a common European understanding on quality delivery of ICT-enabled public services, in view to improve access and participation for everyone?

Common minimum standards

### **B - Challenges of participatory web**

8.3. In the delivery of public services, including education and health, do you think that web 2.0 presents:

More opportunities than threats

8.4. What should Europe's role be in the transition to Gov 2.0?

Catalyst

8.5. In what aspects can web 2.0 improve public service delivery and governance? (choose maximum 3 most important)

By increasing transparency  
By increasing accountability  
By developing new services

8.6. What are the main possible risks of web 2.0 in the delivery of public services (if any)? (choose maximum 3)

Concerns over ownership of personal data

8.7. What kind of ICT- enabled solutions are needed to engage citizens in the policy formulation and decision making processes, and how can governments stimulate their use?

ICT services that provide more accountability and transparency. Governments (and other public sector bodies) can stimulate their use by releasing Public Sector Information and Data without use restrictions and through standardized interfaces (application programming interfaces and/or in open data formats). This will enable third parties not only to access this information but also to build value added services and create economic growth out of such data.

### **C - Electronic procurement and electronic identity management**

8.8. In addition to the large scale pilots already launched in this area, what other challenges relating to the single market should be addressed?

### **D - eHealth**

8.9. In your opinion, what would be the most useful action to overcome privacy and security concerns in the field of eHealth?

8.10. As a potential user, what ICT-enabled medical service would you be most willing to use? (choose 1)

8.11. In your opinion, what should be the focus of efforts on interoperability and standardisation in the field of eHealth? (choose 1)

### **E - Impact of ICT on teaching and learning**

8.12. In your opinion, what are the barriers faced by education systems to complete the transition from pure ICT skills development to the use of ICT across different learning disciplines?

8.13. In your opinion, which actions and instruments would be most useful for achieving this goal? (choose maximum 3)

## **9) Using ICT to improve the quality of life of EU citizens**

### **A - Bridging the gaps**

9.1. What are the three most effective ways to meet the Riga targets?

### **B - Improving digital skills**

9.2. How could formal training and certification schemes (e.g. training on-the-job) take into account new ways of learning and get a greater recognition in the labour market?

9.3. What actions should be pursued at European level to encourage recognition and validation of informal learning? Please choose the most important one

### C - Enhancing the economic dimension of eInclusion

9.4. What is the most effective way to get more investments in inclusive ICT services and goods?

### D - Enforcing rights of people to go online

9.5. What is the most important way to guarantee rights of people to go online?

### E - Coping with an ageing society

9.6. How can ICT better address the challenges associated with ageing and how can ageing populations be enabled, through ICT and e-accessibility solutions, to benefit from independent living and personalised care, and continue to participate actively in the society and to generate wealth?

### F - Promoting a holistic approach

9.7. What would be the most important steps to guarantee a better integration of digital inclusion into social inclusion policies and a clearer division of responsibilities? (choose maximum 3)

### Meta Informations

Creation date

09-10-2009

Last update date

User name

null

Case Number

868783142571128209

Invitation Ref.

Status

N