



PROGRAMME

Visby Agenda: creating impact for an eUnion 2015

Presidency High Level Conference, 9–10 November 2009
Wisby Strand Congress & Event, Visby Sweden

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Conference Moderator:



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The Swedish Presidency welcomes you to this conference to debate a renewed European policy agenda for ICT.

Several reports on the issues for a new ICT policy agenda are being released this autumn, most notably the Commission's "Digital Competitiveness report", and the report commissioned by the Swedish Presidency, "A Green Knowledge Society".

In addition to these, other reports and statements are being produced by member states, stakeholders and private initiatives. These reports highlight a large number of policy issues, areas and questions to be considered for a new ICT policy agenda for EU to 2015.

In short, the Swedish Presidency has two main objectives for this high level conference: Firstly, it is necessary to establish the link between ICT policy and the broader policy objectives and frameworks under consideration by the Commissions for the coming years. This is essential as ICTs continue to deliver on higher level objectives of economic growth, jobs, social welfare and not least on the targets that are being set for reduced CO₂ emissions.

Secondly, the discussions through the course of the conference should identify and arrive at a rough prioritization of the most prominent policy areas that are necessary to deliver on broader high level objectives. This includes an estimate of relevant and concrete policy actions that the Commission should consider in their initiative for a new ICT policy agenda.

Participants at the conference, as well as those following the conference on the web, are encouraged to contribute to the debate. Questions and observations are welcomed throughout the conference via email to visbyagenda@enterprise.ministry.se, or on Twitter using the tag **#visbyagenda**.

Welcome!

Sunday, 8 November

19.00–22.00 Dinner Buffet at Clarion Wisby Hotel
Hosted by **Mr Leif Zetterberg**, State Secretary

Monday, 9 November

09.00–13.00 i2010 High Level Group meeting (closed session)

12.30–14.30 Lunch

14.30 CONFERENCE OPENING

The conference is opened by representatives of the Swedish presidency and the European Commission

Ms Åsa Torstensson, Minister for Communications, Sweden

Ms Viviane Reding, Commissioner DG Information Society and Media,
European Commission

- 15.00 **POLICY PERSPECTIVES:
STRENGTHENING COMPETITIVENESS AND GOOD GOVERNANCE**
- A basic premise for the creation of a European knowledge-based society is the access to resilient, secure and reliable networks and technologies in well-functioning markets. Telecom regulation is decisive for the continued increase in access to high-capacity broadband in Europe. Ubiquitous access to open and transparent networks enable further innovation and a deepening of a European knowledge society, establishing Europe as one of the world's highly competitive regions.
- Keynote presentation
The Criticality of Communications Capability
Lord Carter of Barnes, CBE, United Kingdom
- Presentation
Mr Daniel Pataki, President, National Communications Authority, Hungary
- 15.50 Coffee break
- 16.20 **USER PERSPECTIVES: FOSTERING USE, INCLUSION AND QUALITY OF LIFE**
- Mere access to networks is only half the story of success - the other half is network take-up by citizens and businesses, and network use for private, public and professional purposes. Efforts will need to be made to plug the gaps between access and use to bridge remaining digital divides. Of particular importance for policy in this context are considerations of the changing values of communications and social interaction, collaboration and participation, identity, trust and privacy in the digital domain.
- Keynote presentation
Change, social values: Towards contestation or consensus
Ms Robin Mansell, Professor, London School of Economics, United Kingdom
- Using ICT for a better life
Mr Jaroslav Chylek, Deputy Interior Minister, Czech Republic
- Presentation
Ms Helen Milner, Managing Director, UK Online Centres
- 17.10 **ENVIRONMENTAL PERSPECTIVES:
-18.00 ENCOURAGING ECO-EFFICIENCY AND SUSTAINABILITY**
- ICT holds great promise for the delivery of greener solutions. Policies should consider how ICT could be broadly used to help meet environmental targets that are set by society at large. A major policy challenge is that the important effects of a more conscious use of ICT's lie outside of the ICT field, e.g. in energy and transportation.
- Keynote presentation
ICT for sustainable growth and policy objectives
Mr Carl Henric Svanberg, President and CEO Ericsson, Sweden
- Presentation
Mr Dennis Pamlin, Senior Associate, Chinese Academy of Social Sciences, and Global Policy Advisor, Opticomm
- Presentation
Mr Mark Spelman, Global head of strategy, Accenture, United Kingdom
- 19.00 Cocktail hosted by Municipality of Gotland
Welcoming note by **Ms Eva Nypelius**, Mayor
- 20.30 Banquet

Tuesday, 10 November

09.00 **CONSULTING THE PUBLIC: ANALYSIS OF THE EUROPEAN COMMISSION CONSULTATIONS AND THE EUROPEAN DEBATE**

The Commission's open consultation on the *European Digital Competitiveness Report* resulted in more than 800 responses. The report *A Green Knowledge Society*, commissioned by the Presidency has triggered the public to collaboratively produce an alternative Visby Agenda. Europe's efforts towards building a new ICT policy framework are generating significant interest. It is therefore vital to ensure that the diversity of voices and opinions being expressed are added to the debate.

Mr Detlef Eckert, Director, DG Information Society and Media, European Commission

Mr Simon Forge, Director, SCF Associates Ltd, United Kingdom

Ms Bridget Cosgrave, Director General, DigitalEurope

09.40 **BUSINESS PERSPECTIVES: FUELLING COMPETITION AND OPENESS IN A DIGITAL SINGLE MARKET**

Information is increasingly the currency of an emerging knowledge-based society. If we manage to remove obstacles to a free flow of information, we can expect innovation, competition and a digital single market where creativity thrives and users and producers confidently meet on an equal footing. Among the challenges for policy are the delivery of solutions for IPR, information and network security, valuing user-generated content, identity management and online payments.

Keynote presentation

Mr Esko Aho, Executive Vice President, Corporate Relations and Responsibility, Nokia, Finland

Catching up with the consumer

Mr Simon Hampton, Director of European Public Policy & Government Affairs, Google

10.30 Break

11.00 **CHANGE PERSPECTIVES: ADDRESSING A RADICAL TRANSFORMATION TOWARDS A EUROPEAN KNOWLEDGE-BASED SOCIETY**

President Barroso has called for a radical transformation towards a European knowledge-based society. Policies should foster knowledge and confidence for users to enable them to fully reap the benefits of the Internet. For governments, public data and public services are areas where much still remains to be done. Challenges for policy-makers include education to meet increased demand and use, transparency of user's rights and obligations on the Internet.

Keynote presentation

Mr Hans Rosling, Professor, Karolinska Institutet, Sweden

Presentation

Mr Nicklas Lundblad, Senior Executive Vice President, Stockholm Chamber of Commerce

11.50 **SETTING A NEW AGENDA: POLICY LEADERSHIP AND IMPLEMENTATION**

One of the most complex aspects of setting a new ICT policy agenda for Europe is to determine which areas are to be given priority and how to implement them. It is a well established fact that the Lion's share of contributions from ICT's mainly reside outside of the ICT sector. Therefore policy-making benefits from being horizontal and high-level. Political leadership needs to connect both specialized and generic regulation in order to meet high-level targets for society, in line with wide-reaching political visions.

Ms Catherine Trautmann, Member of the European Parliament, France

Ms Suvi Lindén, Minister for Communications, Finland

Ms Åsa Torstensson, Minister for Communications, Sweden

Ms Pilar del Castillo Vera, Member of the European Parliament, Spain

12.40 **CLOSING SESSION: SUMMING UP HIGHLIGHTS AND TENTATIVE RESULTS**

The conference is closed by representatives of the Swedish presidency and the European Commission. The Closing Address is given by a representative for the incoming Spanish presidency.

Mr Leif Zetterberg, State Secretary to the Minister for Communications, Sweden

Mr Fabio Colasanti, Director General, DG Information Society and Media, European Commission

Ms Åsa Torstensson, Minister for Communications, Sweden

Mr Francisco Ros Perán, State Secretary for Telecommunications and Information Society, Spain

13.10 Lunch

