



# Unlocking Europe's Digital Decade

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# Imagine 2030



# The Barriers

Connectivity investment gap of **over €42bn a year.**

Lack of digital adoption

Only **17% of SMEs** have successfully integrated digital technologies and **42%** of European citizens lack basic digital

Digital infrastructure skills

**4.1m gap** in healthcare professionals needed in 2030

Lack of resilience



# The Enablers



Improving digital skills



Investment in fast connectivity



Policy reforms



# The opportunity



26%  
higher  
revenues  
for  
**digitised  
SMEs**



€48bn  
saved  
**165,000**  
deaths  
prevented  
annually with  
**telemedicine**



**Energy**  
**savings** equivalent  
to the total annual use of  
electricity of Latvia through  
**smart city  
platforms**  
in the top 80 European  
5 cities



7.2%  
increase in  
**GDP per  
capita**  
**90 for 27**



# Together we can



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