

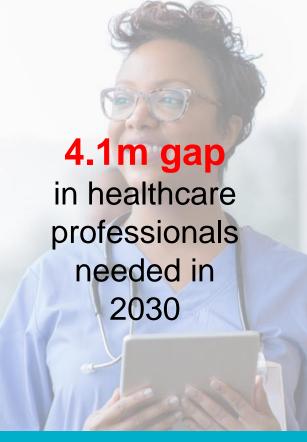


The Barriers

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 Iskillsructure



Lack of resilience









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 cities



7.2% increase in GDP per capita 90 for 27



Together we can



Lisa Felton
Head of Global Policy
Programmes at
Vodafone

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