



European  
Commission

# THE EUROPEAN DATA STRATEGY

SHAPING EUROPE'S  
DIGITAL FUTURE

February 2020  
#DigitalEU

Creating a single market for data will make the EU more competitive globally and will enable innovative processes, products and services.

Industrial and commercial data are key drivers of the digital economy. The European Data Strategy will make more data available for use in the economy and society, while keeping those who generate the data in control.

## Examples of industrial and commercial data use



Jet engines filled with **thousands of sensors** collect and transmit data back to ensure **efficient operation**.



Wind farms use industrial data to **reduce visual impact and optimise wind power**.



Real-time traffic avoidance navigation can save up to **730 million hours**. This represents up to **€20 billion** in labour costs.



Real-time notification of delayed trains can save **27 million working hours**. This amounts to **€740 million** in labour costs.



Better allocation of resources to fight malaria could save up to **€5 billion in healthcare costs globally**.

## The EU will create a single market for data where:

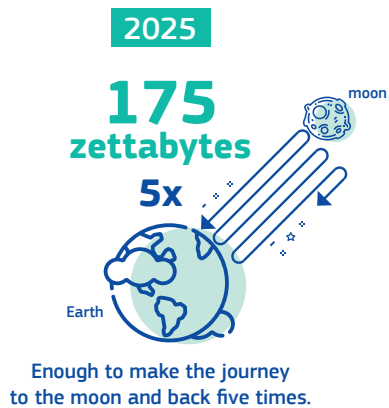
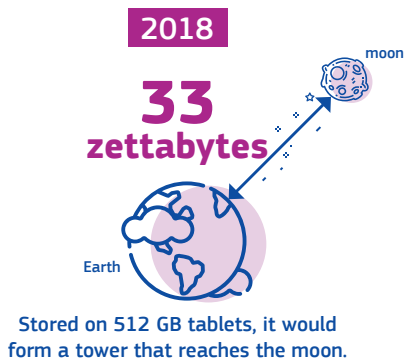
- ◆ Data can flow within the EU and across sectors, for the benefit of all;
- ◆ European rules, in particular privacy and data protection, as well as competition law, are fully respected;
- ◆ The rules for access and use of data are fair, practical and clear.



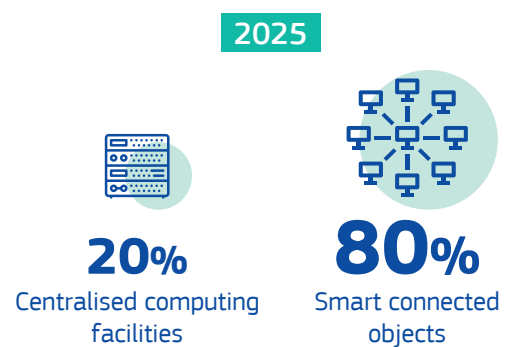
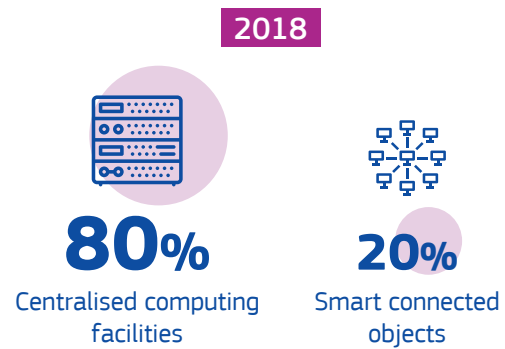
## The EU will become an attractive, secure and dynamic data economy by:

- ◆ Setting clear and fair rules on access and re-use of data;
- ◆ Investing in next generation standards, tools and infrastructures to store and process data;
- ◆ Joining forces in European cloud capacity;
- ◆ Pooling European data in key sectors, with EU-wide common and interoperable data spaces;
- ◆ Giving users rights, tools and skills to stay in full control of their data.

### Global data volume will grow:



### Data processing will change:



With the right policies and adequate investment from the Commission, Member States and businesses, Europe can seize the opportunities associated with this paradigm shift and become a leader in data:

**€4-6 billion to be invested in total**  
in common European data spaces and a European federation of cloud infrastructure and services

## The value of the data economy (EU27)



## The number of data professionals (EU27)



## Percentage of EU population with basic digital skills



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