

Digitalisation as a Key Priority for Sustainable Growth in the EU 2019-2024; Finnish views

Digitalisation is a key factor in the EU's success in the global economy. The EU's competitiveness will depend on our ability to make the most of the data and platform economy, artificial intelligence (AI) and other new emerging technologies. Digital technologies and solutions are also essential for tackling climate change. Furthermore, we need to build and maintain digital trust and digital skills.

The EU should aim for a sustainable, secure, competitive and socially inclusive digital economy. At EU level, we need to continue ambitious efforts to mainstream and strengthen digitalisation as an **integral element of the Single Market**. Transformation of both industry and services to embrace digitalisation is crucial for innovation and for global value creation.

The European data economy should be built with the aim of increasing growth, employment and innovation in the EU. Digital businesses, various platforms and the development of AI are increasingly dependent on the **availability, interoperability and efficient use of data**. Free flow of data across borders should be ensured respecting individuals' fundamental rights.

AI and automation are pivotal tools for improving the EU's competitiveness as part of the global data economy. The internet of things, AI, and other emerging technologies create new possibilities for growth for European industry, including **e.g. healthcare, trade, insurance, public services and smart mobility**. The EU should continue to build its competitiveness in these domains on successful models of public and private partnerships.

The European data economy needs mechanisms for the exchange of high-quality data, trustworthy digital identities and human-centred personal data management. Europe should create a **framework of data governance** as well as guiding **data principles** for sectoral development to overcome inconsistency and fragmentation.

It will be crucial for the EU to become a significant developer and adopter of AI as well as a forerunner and role model in AI ethics. Developing and applying ethical and transparent AI will provide competitive edge for Europe. It is essential to support European citizens' **trust, inclusion and skills** in the digitalising society. More focus needs to be on practical solutions such as transparency of algorithms and human-centred data management, supported by efficient implementation of the General Data Protection Regulation. In addition, transformation of work will increase the need for continuous, life-long learning.

To summarise, the EU needs a **holistic approach to digitalisation** as an integral part of the EU Single Market. In the rapidly progressing digital era, strengthening the digital economy is crucial for **sustainable growth and security in the EU**. The EU should raise its level of ambition in digitalisation and aim to become a global leader in the digital economy.