



Towards Sustainable Digital Economy – Renewal of Industry

Executive Summary

As the global competitive landscape is being redrawn, it is important that Europe takes an integrated approach in all relevant EU policy areas to foster European competitiveness and long-term global leadership. Europe's opportunity for renewal of industry lies at the heart of three symbiotic ingredients: technology, innovation and sustainability. Europe is leading the action against climate change, and by focusing in technology and innovation European industries can provide the best technologies and solutions to fight most global challenges.

Exponential technologies fuelled by digitalisation and servicization will drive an unprecedented wave of innovation through all businesses and industries. The future of Europe depends on how our society will be capable of leading the industrial transformation. The total employment impact of European industries is well over 80 million people, more than one third of all jobs in Europe. Fore-runners are the winners of digital age. Digitalisation and servicization of society will bring the more benefits the faster it is carried out. Robotization, automation, data mining and analysis, utilisation of artificial intelligence, sensors, industrial services and other forms of digitalisation will provide most benefits to those companies, people and societies that are the fastest adapters. Transformation means lifelong learning for people. The backbone of European wellbeing is competitive and sustainable export. Industry counts for two thirds of total export from Europe to the rest of the world.

Technology Industries of Finland proposes that the EU leaders should focus on the following objectives to achieve sustainable growth and the climate mitigation targets:

- 📌 **Innovation with impact** is the key to future success of Europe, and the tools are industry led innovation ecosystems that focus on the development of competitive scalable business, as well as attracting the best talent. Innovation funding must be increased, and also other parts of the Commission budget should aim at renewal instead of sustaining the status quo. **Forward-looking industrial policy** should focus inter alia on digital transformation, servicization and competitive business environment.
- 📌 The **single market** should be better integrated by employing digital, real-time business solutions EU-wide. Single Market should place emphasis on services, including industrial services. The EU should prepare a long-term action plan on digitalization and servicization and concrete steps to make it happen.
- 📌 The **EU climate policy** should be ambitious, concrete and have global perspective. Climate change mitigation is based on innovations in low-carbon industries, transportation and energy production. Implementation of the EU 2050 "Green Planet for All" -strategy should comprise technology, funding and innovation solutions.

