

12/22/2023

## **Guidelines for the EU's Digital Agenda 2024–2029**

### **Implementation first**

European companies, especially SMEs, are inundated by the wave of new EU legislation on digital services, data sharing and key technologies. During the next European term, the focus of policymakers and Member States must be on ensuring a successful roll-out of these rules, including industry-driven standardisation. New legislative proposals should be introduced only in exceptional cases and after careful consideration and thorough impact assessment.

### **Digitalised green transition**

Support the green transition by promoting the digitalisation of industries and digital circular economy, particularly through data spaces and digital product passports. Enhance energy and resource efficiency throughout sectors by data-driven solutions and foster related expertise. We need comprehensive understanding of the environmental impacts of digitalisation at the EU level and solutions that help to cut ICT sector's own energy consumption. Locate EU-funded supercomputers in cool Nordic climates where the environmental footprint of computing is the smallest and residual heat can be used.

### **Rebalanced data and privacy policies**

During the upcoming review of the GDPR, reassess the merits of the current European data protection regime particularly vis-à-vis the growing need to reinvigorate Europe's industrial base and the EU's ties with its allies. Consider adopting a more risk-based approach to the processing of data and international data transfers. Also, take a critical look at the Regulation's consent mechanism.

### **Cybersecurity through cooperation**

Cybersecurity development in the EU should not be militarized but developed from sound private-public cooperation. In practical terms, focus on improving the Union's cybersecurity architecture and address illegitimate influence, espionage, illicit knowledge leakage, and sabotage within the digital domain. Success requires concordant implementation of risk management policies via regulations such as CRA and NIS2 as well as support for Member States in capacity-building of cybersecurity workforce. To succeed, the EU needs to embrace cooperation with like-minded democracies instead of data imperialism.

### **Real-time economy**

Expand the underlying soft infrastructure of the Digital Single Market by commencing a comprehensive work on the interoperable building blocks (eInvoices, eReceipts, eProcurement, eReports, eID etc.) of the real-time European economy with the aim of easing and automating business-to-business transactions and business-to-government reporting, e.g., in taxation, across Member States.

**Investments in strategic technologies**

Increase the support of research, development and deployment of key digital technologies, e.g., artificial intelligence, quantum computing, decentralized data processing, including with a view to their industrial applications, through Horizon Europe and Digital Europe programmes.

**Smart sandboxing**

When preparing new regulation on digital markets and technologies, use dynamic and collaborative ex ante impact assessment mechanisms such as regulatory sandboxes to ensure legislation is fit for purpose, innovation friendly and future proof. Also, utilize sandboxes to assist companies in complying with new requirements.

**Chips from Europe**

Increase the EU's strategic competitiveness in semiconductors as well as microelectronics by doubling down on Europe's competitive advantages in the relevant parts of the supply chain and bolstering the production and design capabilities in the select critical segments of chips.

**Next-generation networks**

European industries are best reformed by European solutions. Cutting-edge cellular communication networks provide means to add agility to manufacturing and attain remarkable productivity gains in terms of better material and energy efficiency. Therefore, the EU must speed up the deployment of 5G networks, while at the same time maintaining the lead in the development of 6G mobile technologies.

**XR – the new digital frontier**

Produce standards and soft law instruments to promote the market-driven interoperability of virtual and augmented worlds, i.e., extended reality (XR) or metaverse. Implement the existing EU regulatory framework of the digital space in a flexible and adaptive fashion to adjust to the fast pace of technological changes in XR platforms and related services.

**International cooperation**

Foster the EU's ties with likeminded international partners such as the United States in the fields of cyber security, data flows and emerging digital technologies. In the changing geopolitical landscape, it is essential to work more closely with key allies in setting the norms and standards for the digital age.

---

**Inquiries:**

Jussi Mäkinen (Director, EU Regulation)  
+358 40 900 3066 / [jussi.makinen@techind.fi](mailto:jussi.makinen@techind.fi)

Joonas Mikkilä (Senior Advisor, Industry of the Future)  
+ 358 45 129 6791 / [joonas.mikkila@techind.fi](mailto:joonas.mikkila@techind.fi)

Transparency Registry ID: 39705603497-38

---

*Technology Industries of Finland (TIF) represents Finnish technology industries and counts over 1,800 member companies, ranging from SMEs and start-ups to world leading MNEs. The technology industry is comprised of five subsectors: electronics and the electrotechnical industry, mechanical engineering, the metals industry, consulting engineering, and information technology. Technology industry is the most important export industry of Finland, with operations constituting over 50 % of all Finnish exports and accounting for 70 % of all private investments.*