

The Economic Promise of FI-PPP

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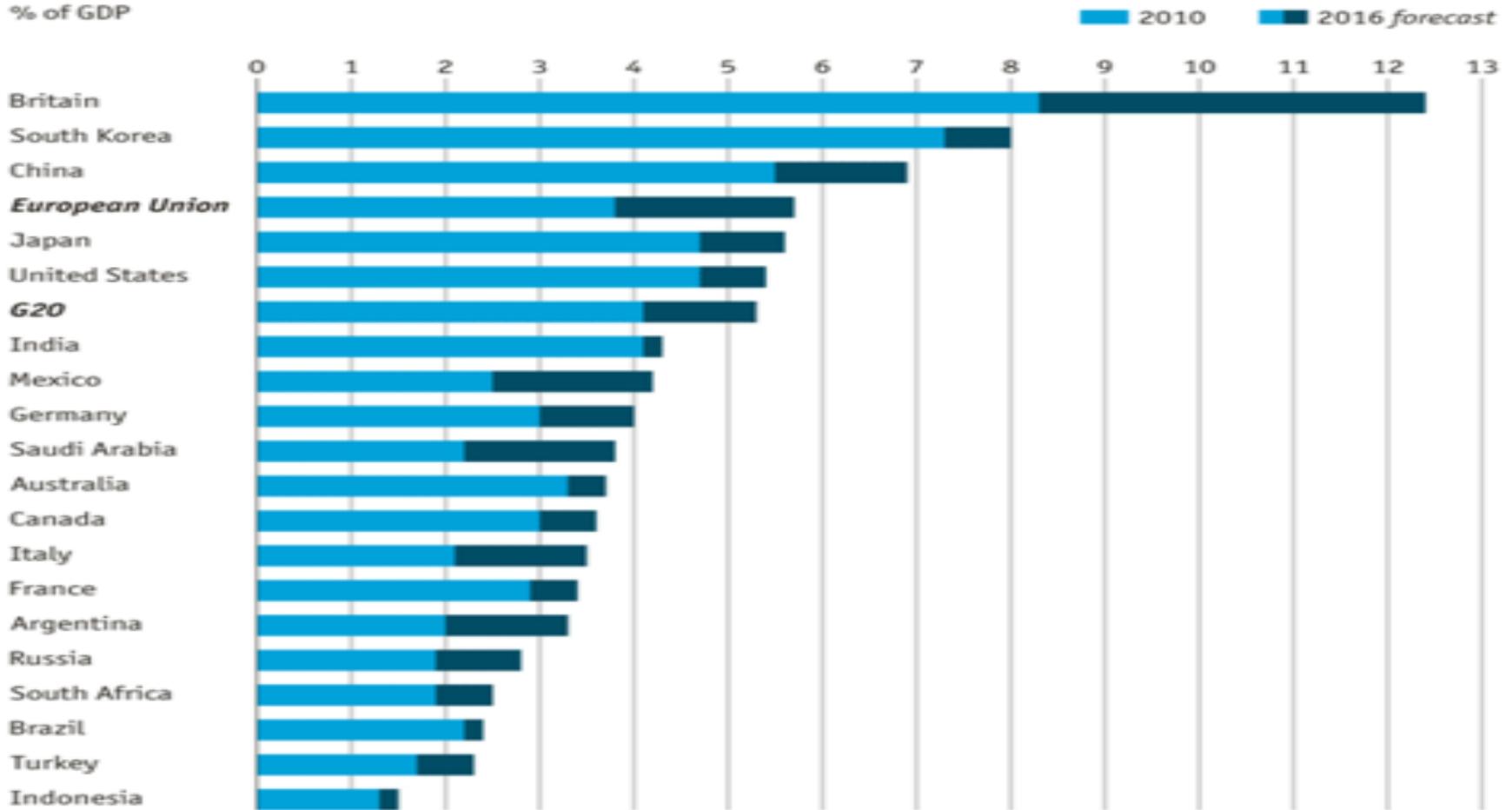
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Several recent studies point to the vast economic impact of the Internet

Internet's contribution to the economy

% of GDP



Source: BCG

Future Internet PPP (2011-2016)

- **High Ambition**

To place European industry at the centre of the Digital Economy

- **High Success - Depends on Phase 3**

"The Future Internet Accelerator"

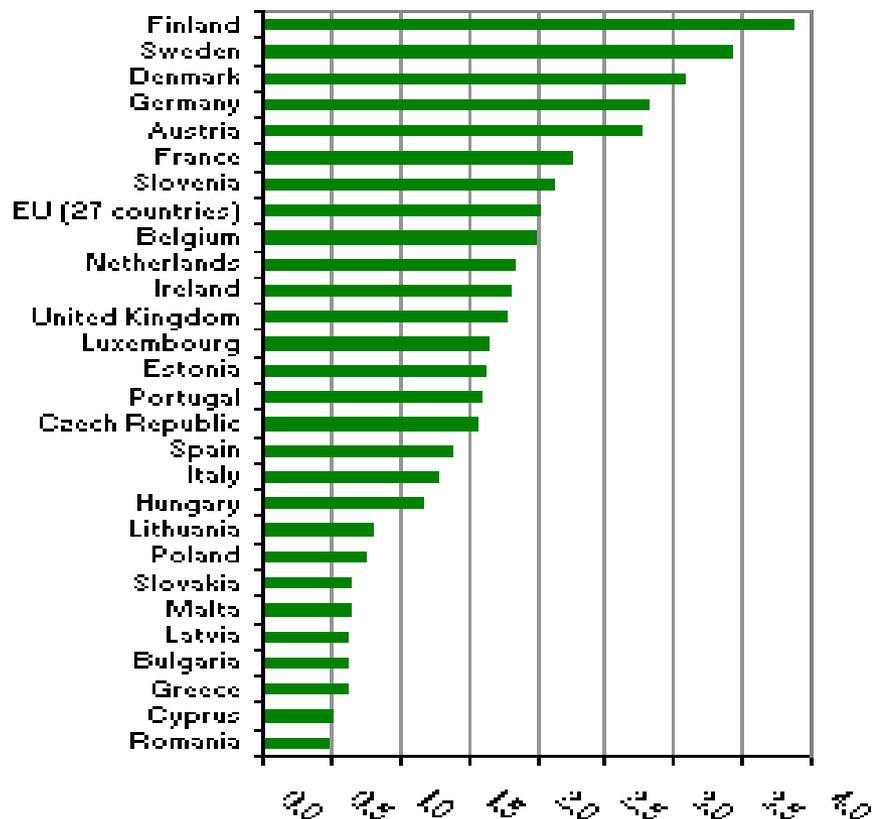
"The launch pad for global success"

The ingredients are ready:

- The technology
- The infrastructure
- The community

If it were only about technology...

Gross domestic expenditure on R&D Percentage of GDP (2012)

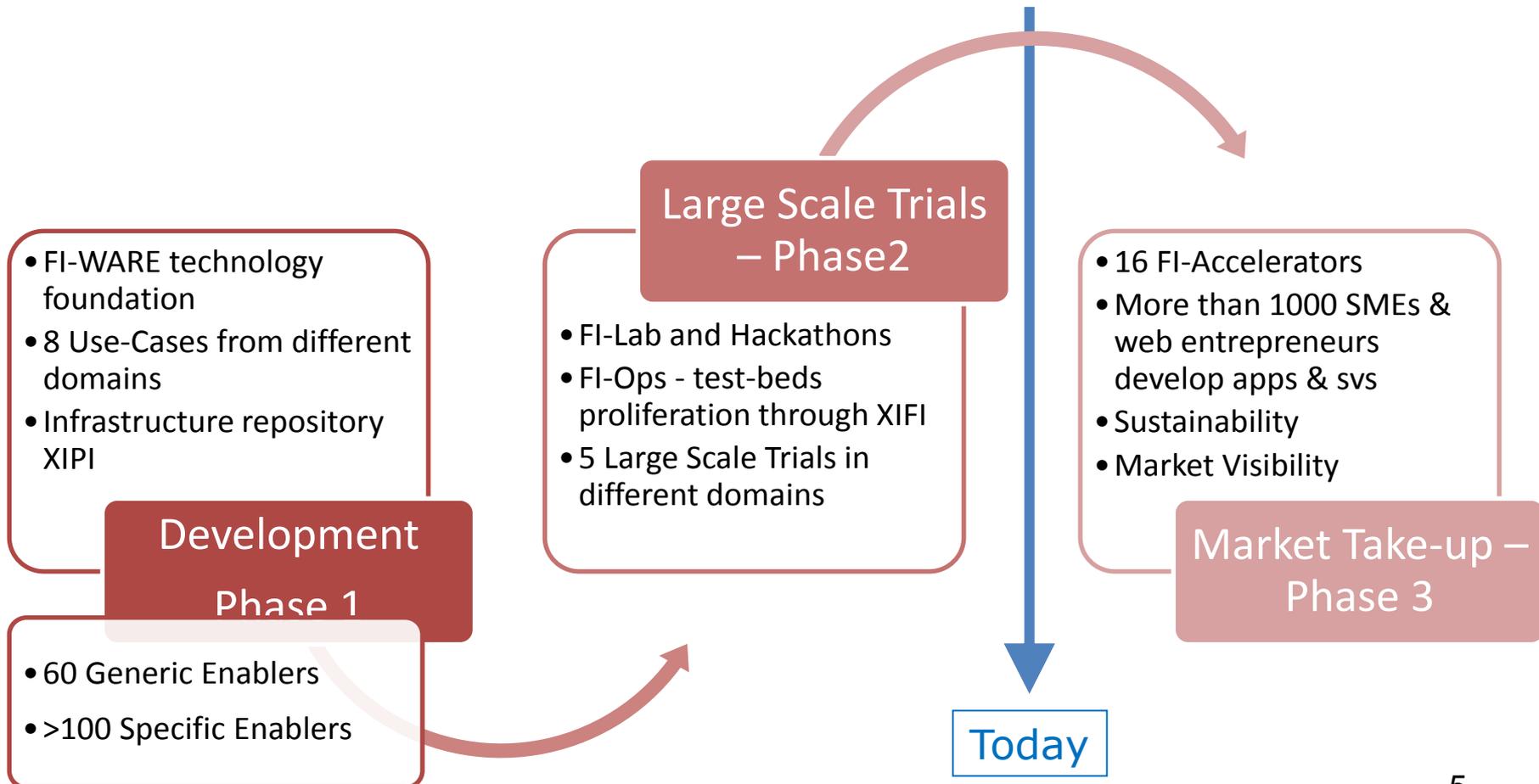


- R&D (technology) matters, but does not automatically equal growth, jobs and new competitiveness.
- FI-PPP aims to shorten the gap between R&D and the commercialization of EU innovations.
- The real economic impact of FI-PPP is about ecosystem creation, business partnerships, new ways of networking and spurring innovation.

Future Internet PPP *life cycle*

Technology Focus

Innovation Focus



Debate: For real economic impact we will need to master...

- Technology's relevance and credibility
- Ease of use for SMEs (technology, business relationships, IPRs...)
- Good storylines and case examples incl. national cases to spur adoption in co-operation with other initiatives and programmes
- Programme's flexibility and capability to change course to achieve max impact

THANK YOU!