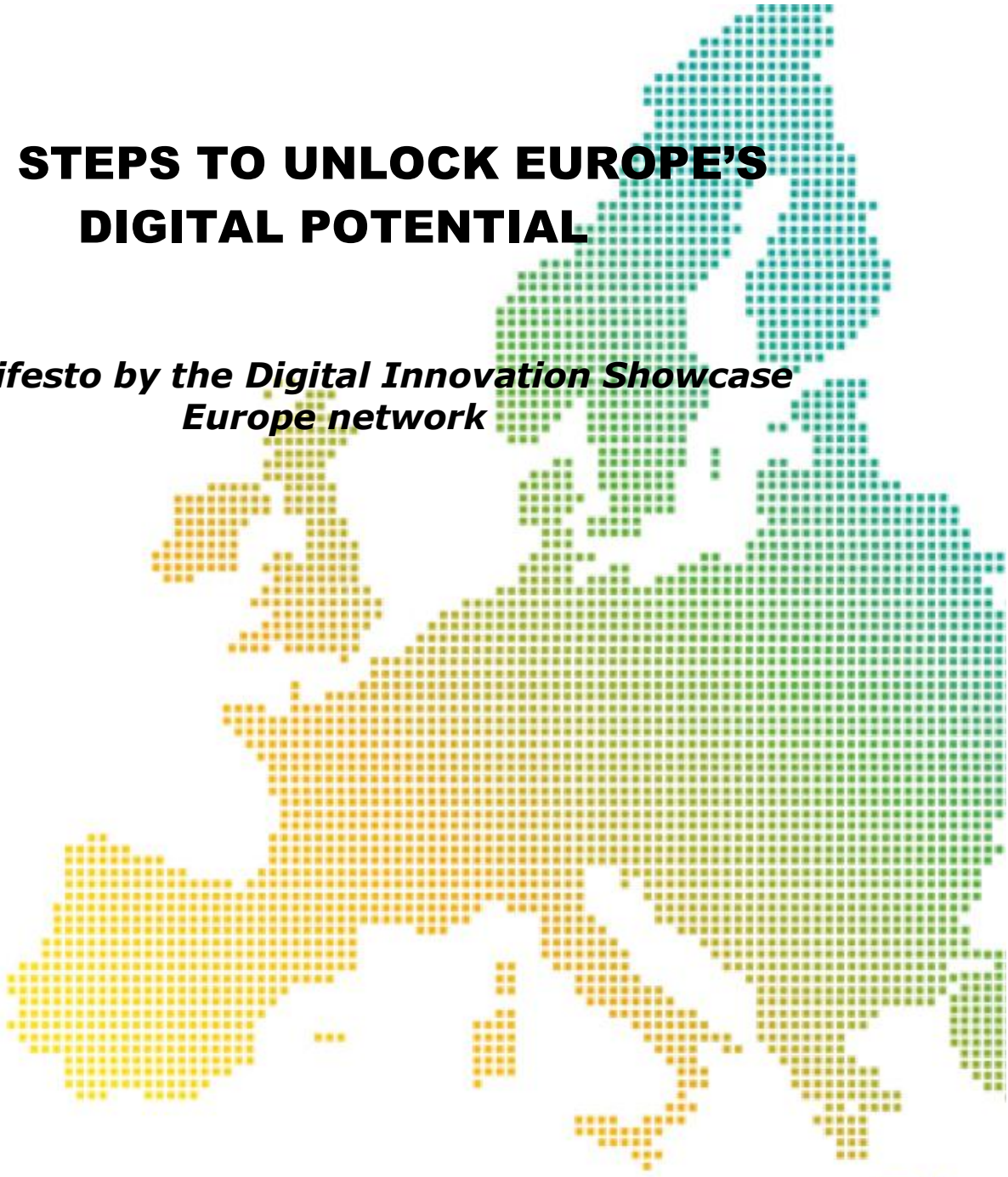
DISE

Digital Innovation Showcase Europe

TEN STEPS TO UNLOCK EUROPE'S DIGITAL POTENTIAL

A manifesto by the Digital Innovation Showcase Europe network



iab europe

In partnership with IAB Europe, the Digital Innovation Showcase Europe (DISE) network, brings together 44 innovative European digital players that are driving the transition to the data-driven economy in Europe.

DISE companies are united in their belief that the Digital Single Market provides the EU with a great opportunity to become a global digital leader. We seek a positive future for digital advertising in Europe - one that realises the full potential of the sector to continue to support the hundreds of thousands of informational, educational and entertainment-related online services that European citizens enjoy daily at little or no cost, whilst driving economic growth and innovation.

Smart policies are key to achieving this ambition. To that end, we call on the European institutions and the EU Member States to help unleash Europe's digital potential by committing to the following 10 priority actions:

1. Establishing a **harmonised regulatory environment** to avoid market fragmentation and safeguard innovation as a key driver for economic growth.

2. Leaving adequate space for **co-regulation and self-regulation** to ensure durable achievement of policy objectives in an environment of rapid technological and business model evolution.

3. Updating **data protection rules** to focus regulatory scrutiny on processing that entails meaningful risks for consumers and supports an ambitious Big Data agenda for Europe, enabling the emergence of a Single European Data Market to allow the Union to compete effectively in a data-driven global economy.

4. Ensuring that **VAT rules** do not create barriers to online cross-border sales by remedying the problems raised by the country of destination principle.

5. Creating the right incentives for companies to innovate by increasing the availability of **public and private funding for digital start-ups**.

6. Embracing a culture of disruption and entrepreneurship in Europe, teaching the value of experiment and innovation, as well as tolerance of and the value of learning from failures through the establishment of modern and efficient **insolvency rules**.

7. Increasing investments in the teaching of computer science, analytical and e-skills in primary, secondary, tertiary and continuing **education**.

8. Encouraging the emergence of a **European innovation culture** by better informing the start-up community of existing EU initiatives, building bridges between businesses and universities and creating a European Innovation Platform.

9. Investing in ICT and Internet **infrastructure**, including broadband and the Single Telecom Market.

10. Encouraging national and local governments to **"think digital first"**, using e-procurement and e-services to drive uptake and implementing Open Data policies.

What is Digital Innovation Showcase Europe?

Digital Innovation Showcase Europe (DISE) is a network of innovative European digital players that are driving the transition to the data-driven economy in Europe.

The goal is to share best-case examples, highlighting new business models the Internet is fostering and giving its European pioneers a voice in the policy debates that will have a critical impact on their future and ours as a region.

On www.digitalinnovationeurope.eu, learn from European digital entrepreneurs, in their own words, what they feel they need in order to continue innovating and providing high-value jobs in Europe.

Members of the DISE network

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About IAB Europe

IAB Europe is the voice of digital business and the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this highly innovative sector by shaping the regulatory environment, investing in research and education, and developing and facilitating the uptake of business standards. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

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