



Europe.connected

Welcome to the second edition of the Europe.Connected newsletter.

There is much to start looking forward to in 2021 – and we have a real opportunity to make sure we build a stronger, more digital, more inclusive Europe. **Europe is on the cusp of change** – and if we are to unleash the full power of Europe's Digital Decade across society, it is vital that we act now to create a buoyant, stronger and more resilient Europe where economic performance is more evenly distributed in order to unlock job opportunities and leave no one behind.

A competitive Europe that can achieve its strategic autonomy on the global stage that promotes values such as respect for our planet, protection of our citizens and their rights and builds partnerships to drive the economic recovery of our societies.

Erzsébet Fitori

Group Head of EU Affairs & Relations, Vodafone



Vodafone Institute Pulse

The European Union's Recovery and Resilience Fund (RRF) will play a vital role in helping Europe rebuild from the pandemic, and it's important that we understand how citizens would like this money to be spent – and whether they trust their governments to spend it wisely!

The latest **Pulse survey from the Vodafone Institute** shows that almost 70% of the 15,000 participants think the RRF is an effective way of helping European countries manage their recovery, yet one in three are concerned their country will divert the money into unagreed areas. They also think that digital must be at the heart of Europe's recovery.

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1 in 3

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[Find out more](#)

Digital for Europe Report

The COVID-19 crisis has well and truly tested the resilience of our societies. What started as a health crisis is now having multiple ramifications for our citizens, societies and economies. We have become ever more reliant on digital, and embracing a truly digital transformation will be essential to Europe's recovery and growth, enabling us to build a more competitive, sustainable and inclusive society in the future.

In our new report, '**Digital for Europe: collaboration, innovation, transformation**' we look at not only at the economic benefits of digital, but also the positive social and environmental impact.

We show how this digital transformation can be put in practice but the most important need is for collaboration to invest in Europe's digital future, and create a digital dividend for current and future generations.



[Read the report](#)

90 for 27

The Institute Pulse survey also showed that 75% of European citizens think that creating a digitally enabled Europe is an important aspect in the EU's recovery.

Achieving a DESI score of 90 out of 100 for all 27 EU Member States would be a clear sign that Europe has unlocked digitalisation's many benefits for all its citizens.

We touched upon those benefits in **our report** mentioned above. And then we went a step further, to find out how increased digitalisation can drive economic growth.

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A new Deloitte report, commissioned by Vodafone, **Digitalisation: An Opportunity for Europe**, highlights the link between improved DESI performance and GDP: a 10% increase in the DESI score is associated with a 0.65% higher GDP per capita.

If every Member State reached 90 on the DESI, GDP per capita across the EU would be 7.2% higher.

[More about the report](#)

Friends of Europe Partnership



For the last four months, we've been working with Friends of Europe on an initiative to foster a successful, green, and resilient digital Europe.

Connected Europe will bring together a broad range of interested stakeholders, from civil society, business and politics to create workable policy recommendations for digital transition, grouped into three themes: **Successful** Europe, **Green** Europe and **Resilient** Europe.

[More about our partnership](#)

COVID-19 and Irish SMEs Supporting recovery and growth

The COVID-19 crisis has also put significant pressure on the vital small-to-medium (SMEs) sector in Ireland with many companies forced to make considerable changes to their business operating models overnight.



We wanted to understand the full impact on SMEs, so Vodafone Ireland worked with economist Stephen Kinsella to look at the opportunities and challenges they are currently facing, digitalisation, the role of technology for future growth and the policies that will support SME recovery post pandemic.

So, how can digitalisation become the key driver for their recovery?

[Find out here](#)



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Together we can.

[Find out more](#)