

Europe.connected

Europe.Connected newsletter. In my last newsletter before the summer break, I want to look ahead to 2022 and beyond. It is encouraging to see our priorities so clearly

Welcome to the latest edition of the

mirrored in those of the Slovenian EU Council Presidency starting this month and among the upcoming priorities of the Commission, as well as in the Parliament. Slovenian Minister Anze Logar stressed the need for the EU to 'actively build on the lessons learned

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during the pandemic as we strive for a recovery that will cover all sectors of the economy and all parts of society as quickly as possible.' There is such an enormous opportunity for the European Union in terms of a digital, green transformation, and we stand ready to enable this and work in partnership with Governments to achieve

the 2030 Digital Decade goals. We want to get everyone in Europe connected, and make sure that Europe can fully realise its digital potential. If you think this newsletter would be of interest to anyone else in your network, please send them this

Erzsébet Fitori Group Head of EU Affairs & Relations

We need to switch

I joined Vodafone last Spring, at the start of the pandemic, and connectivity was my lifeline. Working from home concentrated my mind on

gears on connectivity

what really matters for Vodafone in Europe. What's clear is that digital connectivity not only made my job possible, it will drive Europe's

recovery and help shape Europe's future. And at

Vodafone, we can help enable this. In this blog, I share my personal perspective on the opportunities open to citizens, businesses and administrations, and why we need to enable

a faster transformation. Read the blog



Europe must fill significant gaps if the Digital

Our latest research paper produced in collaboration with Deloitte, analysed 20 Member States' National Recovery and Resilience Plans against Digital Decade 2030 targets. While we welcome the ambition of the national recovery plans, it's clear there are significant gaps in terms of delivering the targets. The

Decade 2030 ambitions are to be achieved

gaps appear greatest for digital infrastructure, ICT specialists, the digitalisation of SMEs and cloud adoption. Infrastructure **Public Services** Businesses € 47bn funding for





€ 30bn funding linked



€ 40bn funding for

SMEs spend € 57- 65bn



Find out what else can be done to help reach these critical targets: Read the summary

I am excited and proud to say that as of 1 July This is a significant step towards our goal of 2021, 100% of Vodafone's European operations' reducing our carbon emissions to 'net zero' by electricity requirements are from renewable 2030 and across the company's entire value sources. This includes mobile and fixed chain by 2040. Building an inclusive and

Green network: 100% renewable energy for

from renewable sources.

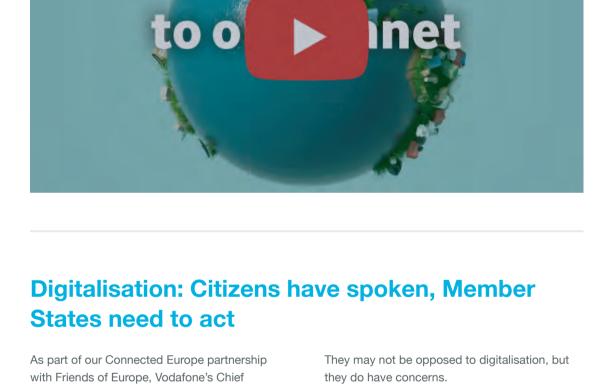
everything will be 100% powered by electricity

networks, data centres, retail and offices -

Vodafone Europe

sustainable digital society is a key part of our

purpose, so it's fantastic to see it in action.



Find out more about the citizen suggestions for e-government services may be accepted as a a successful green and digital future. positive, but many citizens do not view it the same way.

Enhancing rural

Rural and remote areas are home to one third of

say high-speed connectivity is a key requirement to making the move.

Interestingly nine out of ten think improving

broadband in rural areas is an important task for

Economist Ben Wreschner has written this

the heart of a successful green and digital

In EU circles, digitalisation such as

transition.

excellent article on why listening to citizens is at

Read the full article

The changing opinions of urbanites on rural living

Listening to and addressing

citizens' concerns must be part

of our work enabling everyone to access

the benefits of digitalisation.

EU citizens. According to new research from the Overall. Vodafone Institute 56% of European urbanites rural living could imagine moving the countryside but 93%

Access to fast, reliable connectivity in rural towns and villages is crucial for the development and well-being of the citizens of Europe, but currently,

the European Union.

recovery

and Europe's recovery.

connectivity

broadband connections.

still do not have access to fast

40% of people in rural areas

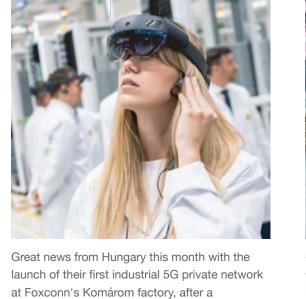
moving to the countryside For more information, read our new report, produced by Deloitte and commissioned by Vodafone 'Enhancing Rural Connectivity'. The report provides a useful tool for governments and policymakers to assess the socio-economic benefits of enhanced rural connectivity, and the policy options and reforms needed to improve digital connectivity, with useful examples of how this can be achieved. Read the report

A recent Vodafone-hosted event focused on how digital solutions can help address air pollution in cities and soil pollution in farming. In her blog, Vodafone's Agnieszka Skorupinska, shared the top takeaways. What's interesting is that many of the conclusions highlight the role of people - listening to their needs and building their digital skills - as we drive digital transformations to help us meet the EU Green Deal ambitions

Sparking Europe's green



5G MPN arrives in Hungary



step into Europe's digital future.





Together we can.