



МІНІСТЕРСТВО
ЕКОНОМІЧНОГО РОЗВИТКУ
І ТОРГІВЛІ УКРАЇНИ

DIGITAL AGENDA FOR UKRAINE

THE WAY DEPENDS ON WHERE WE ARE

Factor-driven economy

BASIC REQUIREMENTS

- Institutions
- Infrastructure
- Macroeconomic environment
- Health and primary education

DIRECT IMPACT

- Availability and quality of ICT infrastructure
- Digital Readiness

Efficiency-driven economy

EFFICIENCY ENHANCERS

- Higher education and training
- Goods market efficiency
- Labor market efficiency
- Financial market development
- Technological readiness
- Market size

INDIRECT

- Improving development of human capital, e-education
- Increased access to knowledge
- Increasing market efficiency/ reach e-commerce
- Increase efficiency in existing process / value change

Innovation-driven economy

EFFICIENCY ENHANCERS

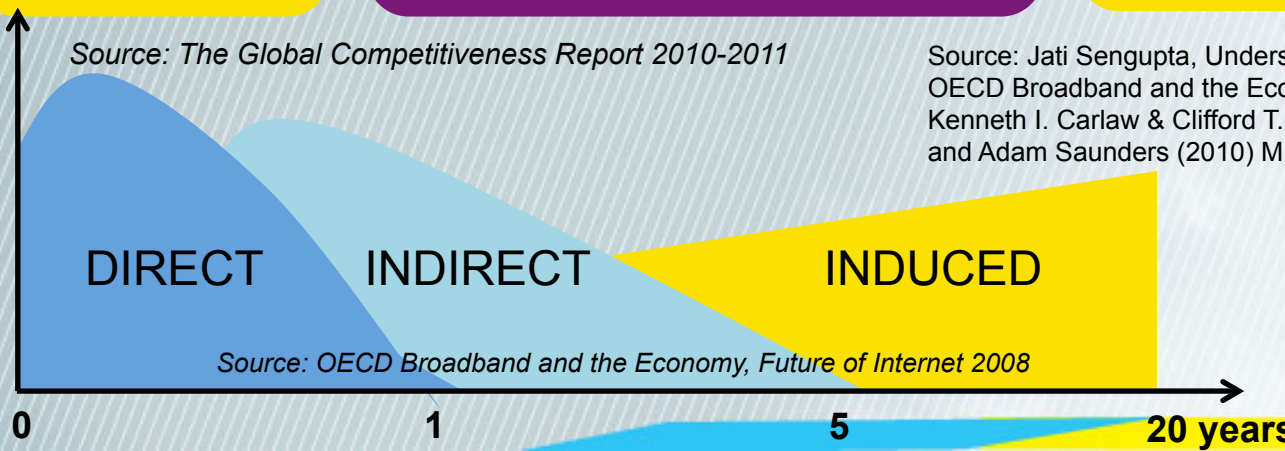
- Business sophistication
- Innovation

INDUCED

- Decreasing barriers to creating of new knowledge (inventions)
- Decreasing barriers to innovation in new products, services, processes and markets

Source: *The Global Competitiveness Report 2010-2011*

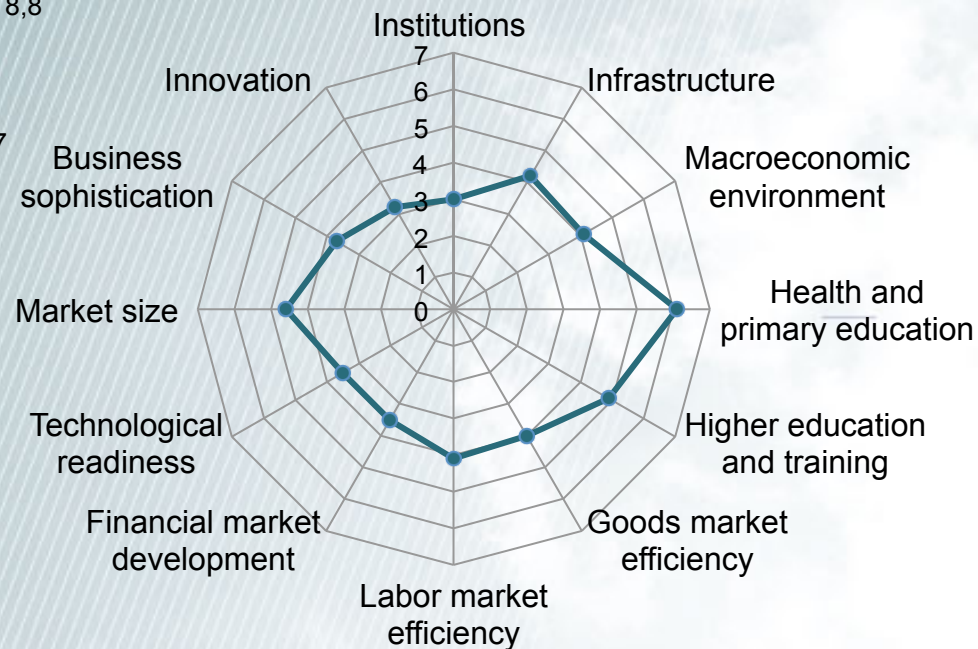
Source: Jati Sengupta, *Understanding Economic Growth*, Springer 2011, OECD *Broadband and the Economy*, Future of Internet 2008; Lipsey, Richard; Kenneth I. Carlaw & Clifford T. Bekhar, Oxford Press 2005; Brynjolfsson, Erik, and Adam Saunders (2010) MIT Press and Ericsson Analysis



Source: *OECD Broadband and the Economy, Future of Internet 2008*

UKRAINIAN ECONOMY

The most problematic factors for doing business



Source: *The Global Competitiveness Report 2014-2015*, WEF, 2014

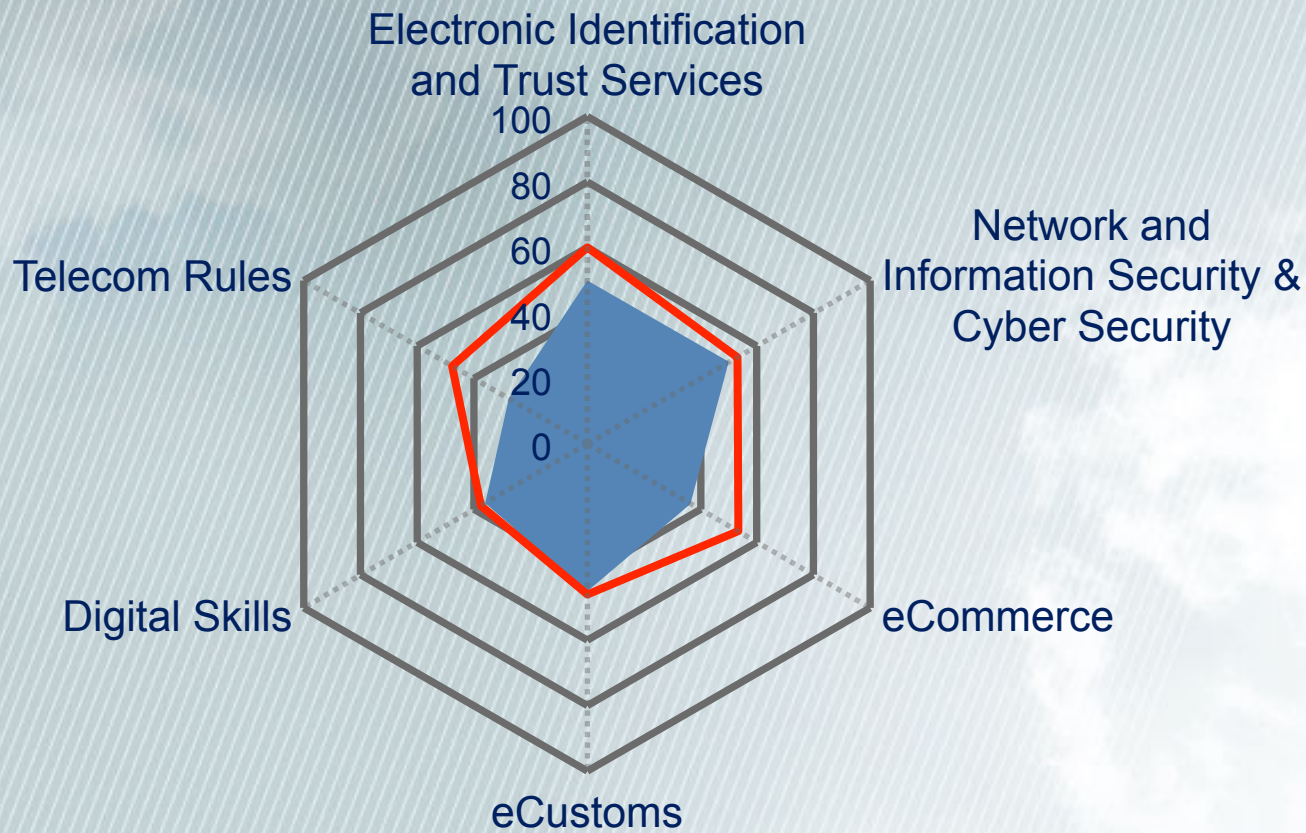
ECONOMIC IMPACT of ICT

- ❖ +1000 Broadband users +80 JOBS
- ❖ +10% penetration +1,5-2% increase in GDP
- ❖ +2 x BB speed +0,3% increase in GDP
- ❖ +1% Up in BB penetration +3,5% of NEW BUSINESS

Source: Chalmers Institute of Technology, Arthur D Little, Stockholm School of Economic

UKRAINE CURRENT STATUS

HDM Study



■ Ukraine ■ Average of EaP countries



DIGITAL AGENDA FOR EU

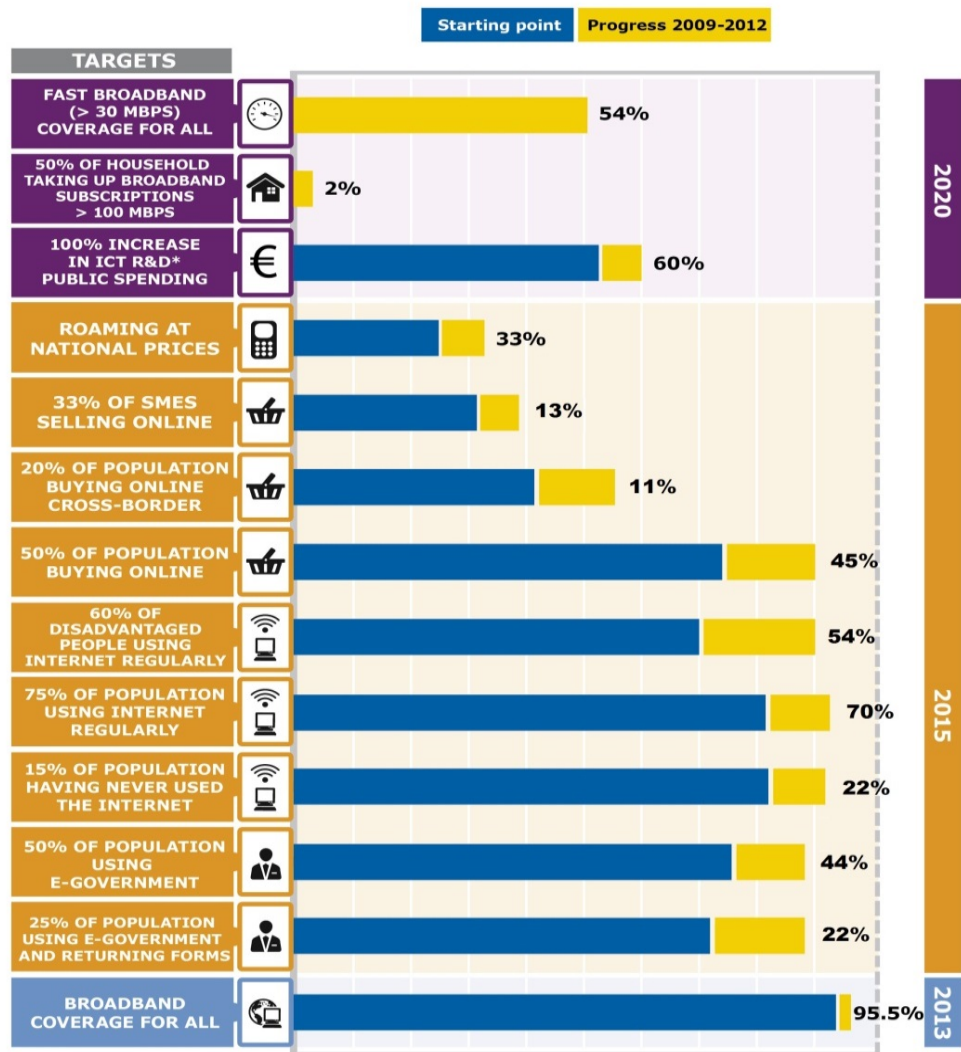
To **reboot the EU economy;**
To **enable** Europe's citizens and businesses to **get the most** out of digital technologies.

Seven Pillars

1. Digital Single Market
2. Interoperability & Standards
3. Trust & Security
4. Fast and ultra-fast Internet access
5. Research and Innovation
6. Enhancing digital literacy, skills
7. ICT-enabled benefits for EU society

- the entire EU to be covered by broadband above 30 Mbps by 2020, 50 % of the EU to subscribe to broadband above 100 Mbps by 2020
- **50 % of the population to buy online by 2015**
- to halve the proportion of the population that has never used the internet from 30 % to 15 % by 2015
- **to double public investment in ICT R&D to € 11 bn by 2020**

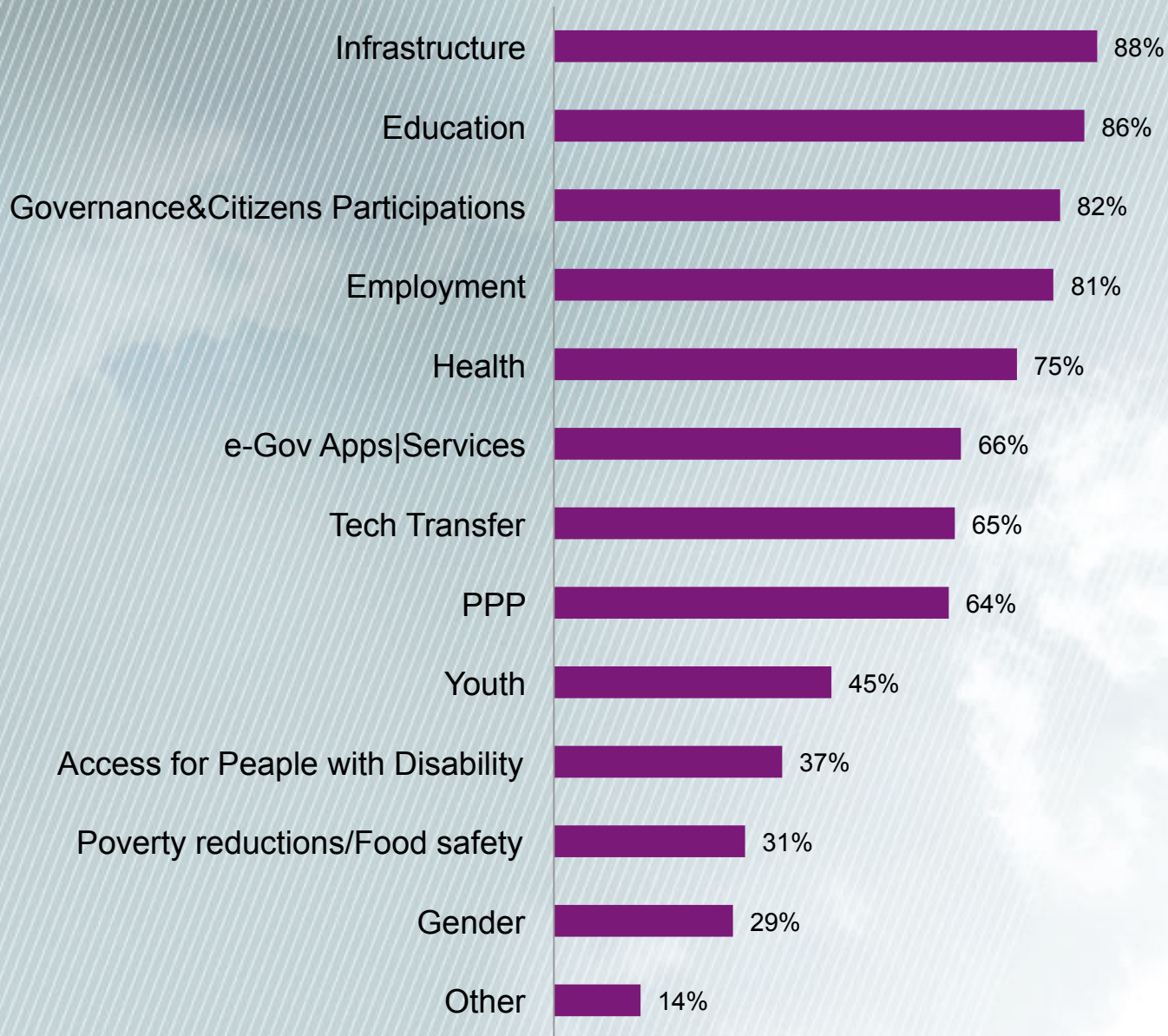
DIGITAL AGENDA FOR EUROPE



*R&D: Research & Development

Source: European Commission, Digital Agenda Scoreboard 2012

KEY TARGETS OF WORLD DIGITAL AGENDA



Source: ITU/UNESCO Broadband Commission for Digital Development

ECONOMIC ENABLERS

HUMAN CAPITAL	INFRASTR UCTURE	FINANCE	ENERGY	LAW Enforcement	
✗	✓	✓	✓	✓	doesn't work
✓	✗	✓	✓	✓	no efficiency
✓	✓	✗	✓	✓	frustration
✓	✓	✓	✗	✓	non competitive
✓	✓	✓	✓	✗	corruption
✓	✓	✓	✓	✓	SUCCESS

MAIN PILLARS OF UKRAINE DIGITAL AGENDA

**TELECOM & ICT
INFRASTRUCTURE**

DIGITAL SKILLS

E-MARKET

DIGITAL GOVERNANCE

INNOVATIONS and R&D

TRUST AND CYBERSECURITY

**BENEFITS FROM ICT FOR
SOCIETY AND ECONOMY**

**BRING
NEW LIFE
TO ECONOMY
AND TO
SOCIETY**

TELECOM & ICT INFRASTRUCTURE

No Broadband Plan

Lack of Fast BB penetration (no 4G)

Lack of Cloud infra

Digital Divide Zones

NATIONAL BROADBAND PLAN

- Targets and KPIs
- List of white spaces
- National and regional programs
- Financing models
- Legislative

INCREASE BB PENETRATION

- Law about access to passive infrastructure
- Decrease discount for providers on state infrastructure
- Deregulation
- Simplify certification for telecom equipment

NEXT G TECHNOLOGY

- Technology neutrality till end of 2015
- G-Cloud for state services

HARMONIZATION WITH EU

- Harmonization the scope of laws and directives

KPI 2020:

- 1. Broadband for all**
- 2. 50% of all BB connection >30 Mbps**
- 3. 20% of all BB connection >100 Mbps**

DIGITAL SKILLS

Low e-skills

REEDUCATION PROGRAM

- “Evening school” project
- IT oriented learning
- “Coworking spaces” project

No e-health

OPEN DIGITAL UNIVERSITY

- For everyone and for anywhere
- New actual content
- Accreditation

Low trust to e-services

DIGITALIZE SCHOOL

- Content Modernisation
- Access to online content
- Teacher staff reeducation

No smart living

PILOT SMART LIVING

- Smart metering
- Public online services
- Online medical care

POPULARIZATION “E - style”

- Publications
- TV/radio/online lectures and seminars

E-MARKET

Technological lag

Undeveloped e-commerce

Low innovation involved

Low trust to e-services

Legislation barriers

IPR

- Restructurization of Ukrpatent
- IPR enforcement body

E-COMMERCE

- Marketplace formation and trustmark implementation
- Incentives for e-users
- Popularization of e-commerce
- Law “e-commerce”
- Law “e-money”
- e-procurement

DATA PROTECTION

- Law enforcement body

DIGITAL GOVERNANCE

Low trust to Gov't services

Hard Paper Gov't machine

Lack of interoperability

No Transparency

Obsolete Legislation

STATE E-SERVICES

- Law “Administrative Services”
- Portal of state e-services

EFFICIENCY OF STATE GOVERNANCE

- Architecture of ministries functions;
- Data architecture;
- Application architecture;
- Technological architecture;
- Information security architecture;
- Common business processes, unified document templates, standards, and standard solutions

INNOVATION and R&D

Raw and industry oriented science

Brain drain

Low financing

Lack of venture investments

BUSINESS CLIMATE FOR R&D

- Data and IPR protection environment
- No monopoly
- Government efficiency

SCIENCE OFFICE

- “INNO hub”
- Modernization National Academy of Science

VENTURE FINANCING

- “INNO fund” for startups and innovations

IPR

- Restructuration of UkrPatent
- IPR rules enforcement body

TRUST AND CYBERSECURITY

Law and rules enforcement

Lack of specialists

Leak of information

No IPR protection

Corruption

NATIONAL CYBER SECURITY

- National Cyber Security Strategy
- Cyber security enforcement body
- Professional emergency response teams

NETWORK AND INFORMATION SECURITY

- In financing sector
- In critical services and applications

AWARENESS

- Information about risks
- “First aid” in case of cyber attack

ONLINE SAFETY FOR EVERYBODY

- Safety for children
- Safety of personal data

BENEFITS FROM ICT FOR SOCIETY AND ECONOMY

Non energy
efficiency economy

SMART CITY

- Smart metering
- eTicket
- Smart grids/networks
- Online city services
- Smart living

Poor health care

eHEALTH

- Monitoring of RISK GROUP
- Online medical consultation

Safety

SAFE GUARD

- Online monitoring of borders
- IT and Telco military applications

**THANK YOU
for
ATTENTION!**

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