

Learning More With Digital

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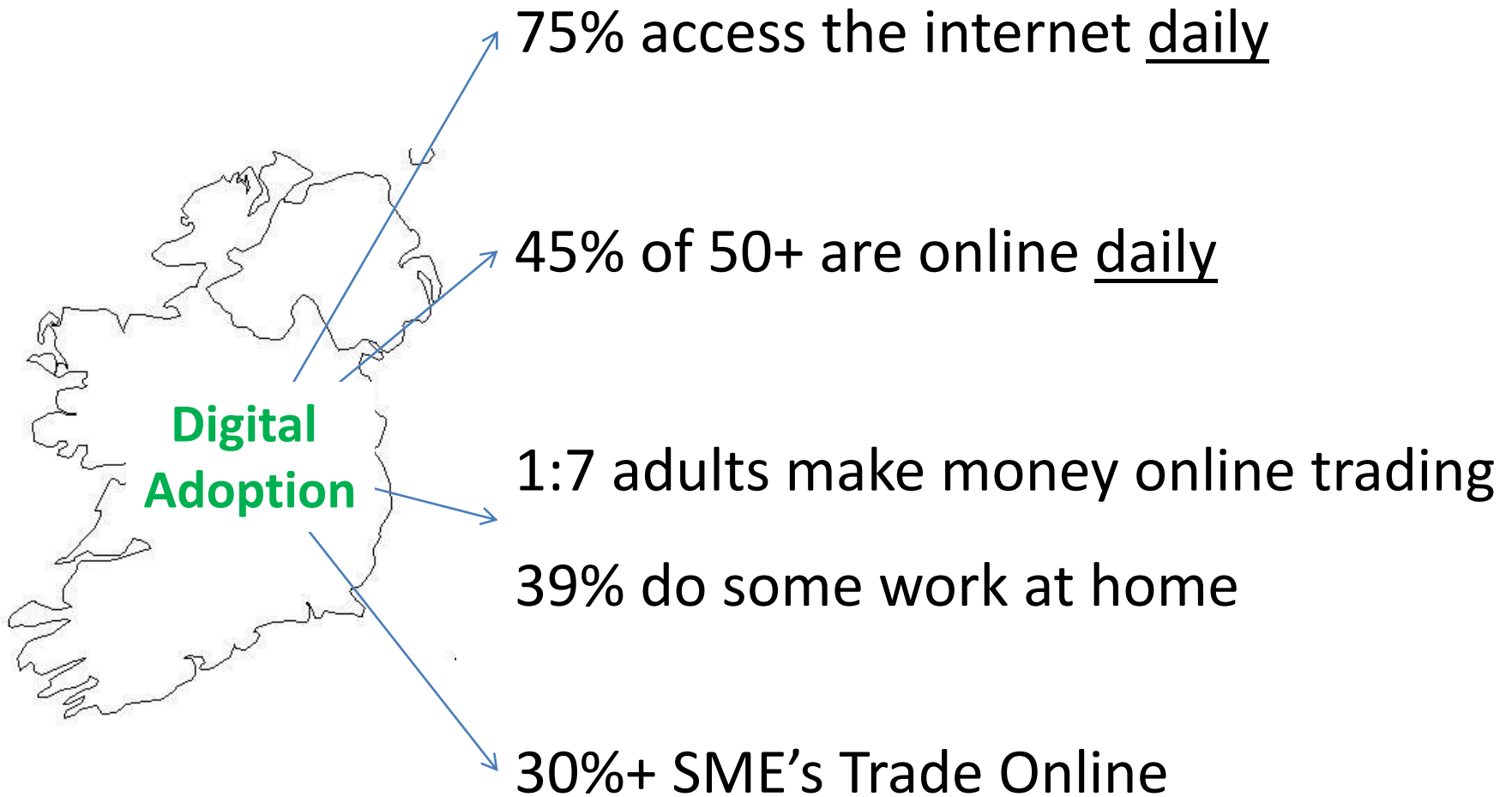
Global Context

- **3.9 bn** internet users worldwide¹
 - 51.7% penetration
- Digital = **7%** of EU economy²
- **33%** of GDP growth
- 4 out of top 5 most valuable brands are digital³
- In 10 years: social media and apps have come from nowhere

1. Internet world stats, June 2017
2. EU Commission Digital Economy
3. Forbes

The next 1bn consumers will be mobile first





A New Reality ...

Discover

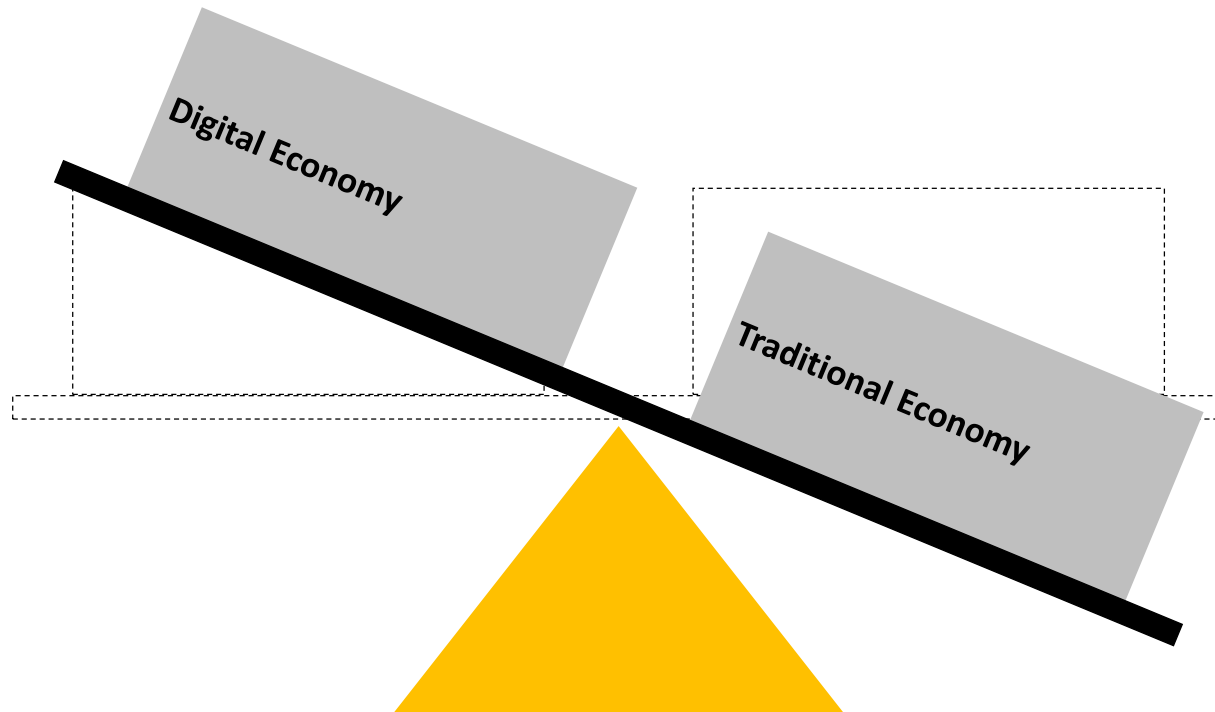
Inform



People are 'Networked'

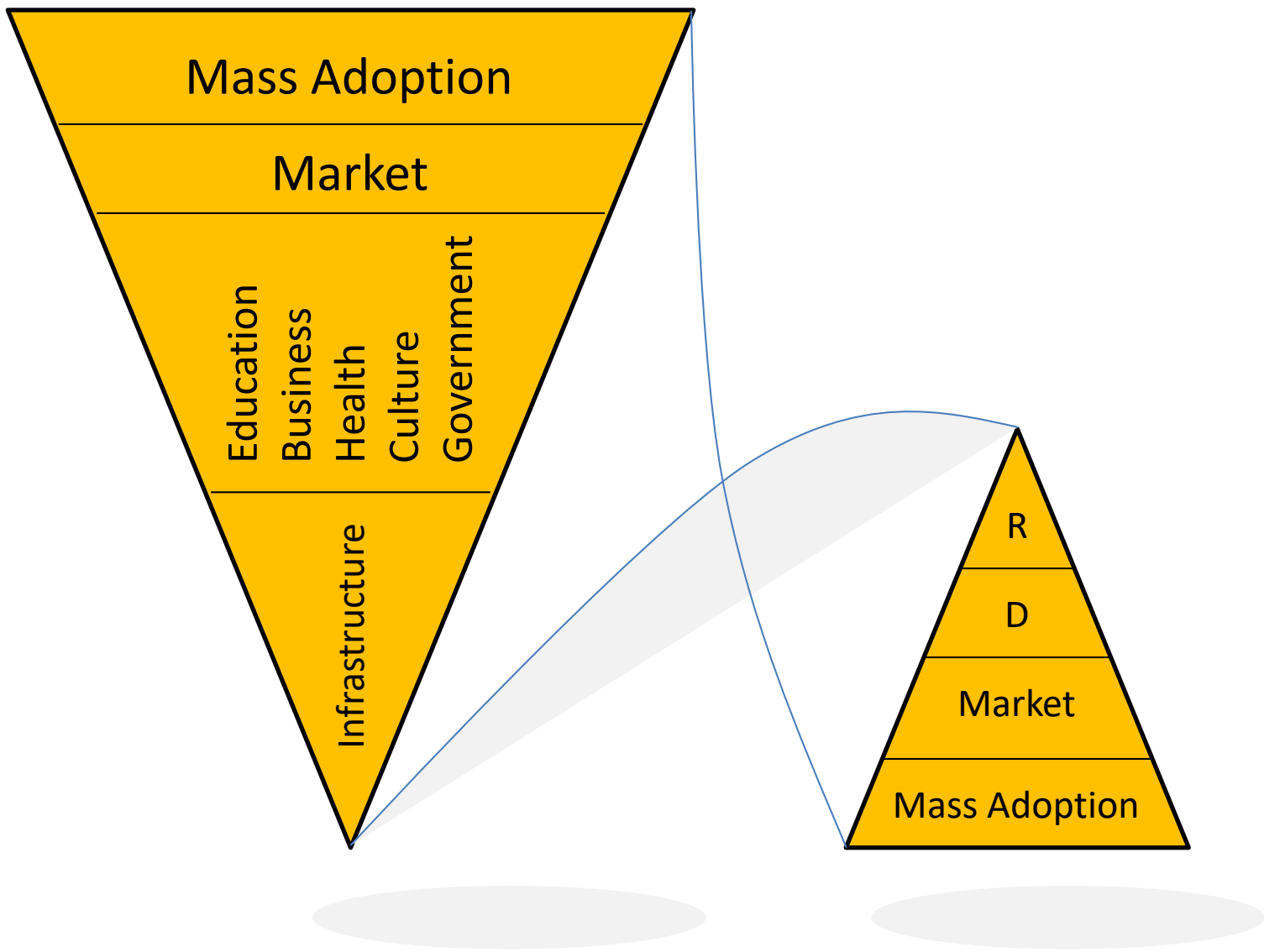
Influence

Trust

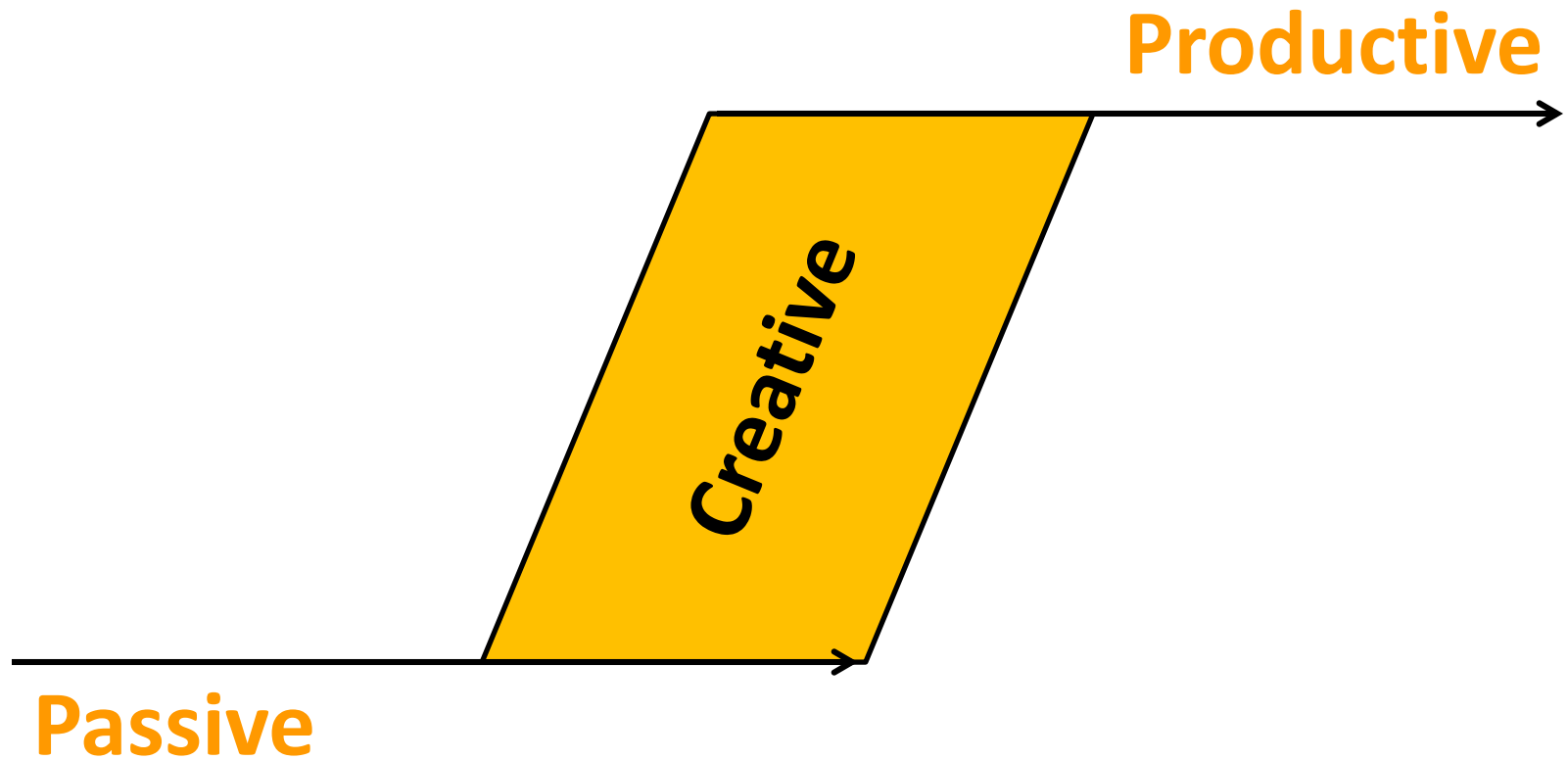


The **majority** of impact of Digital is in the **traditional** economy

Turn convention on its head



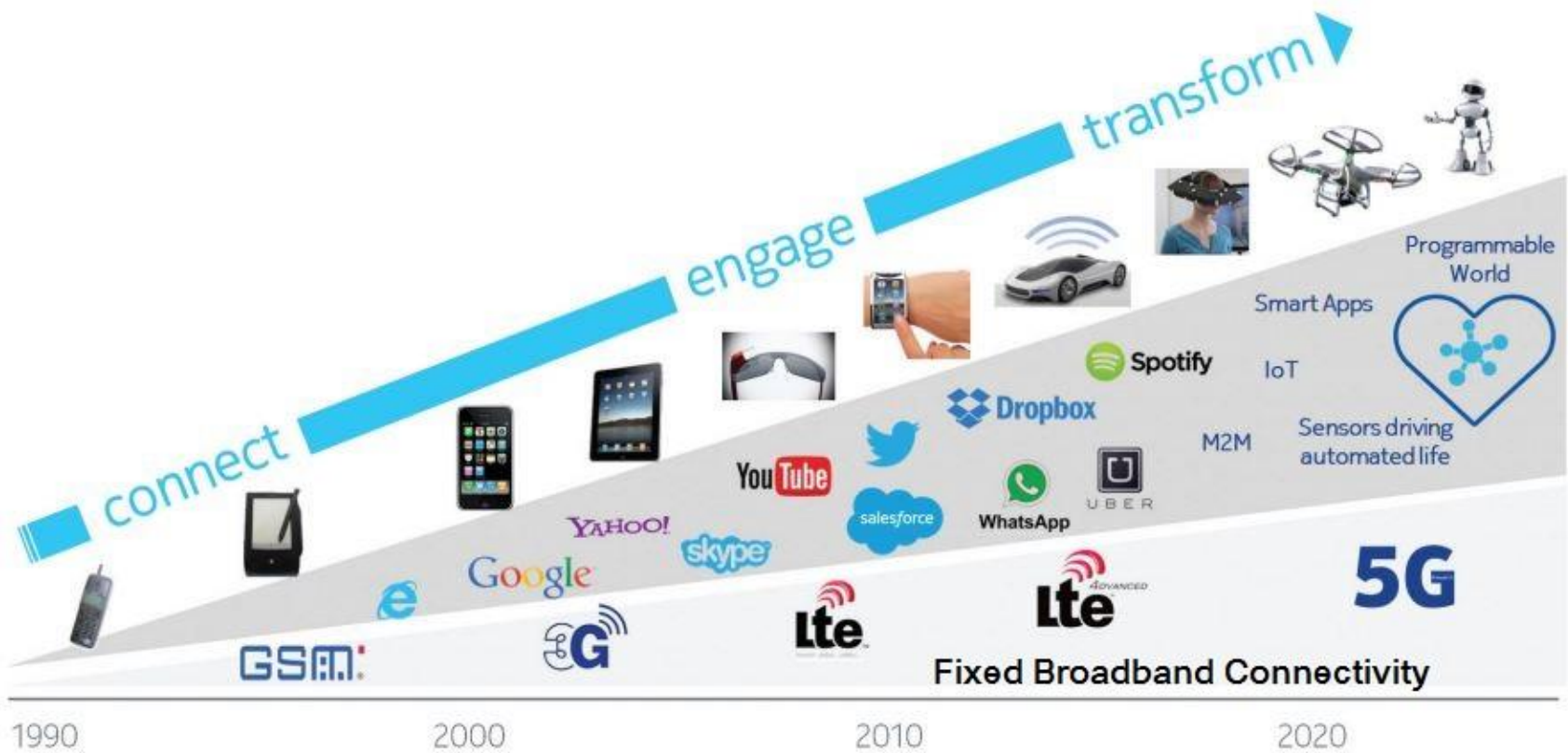
How constructive is our digital world ?



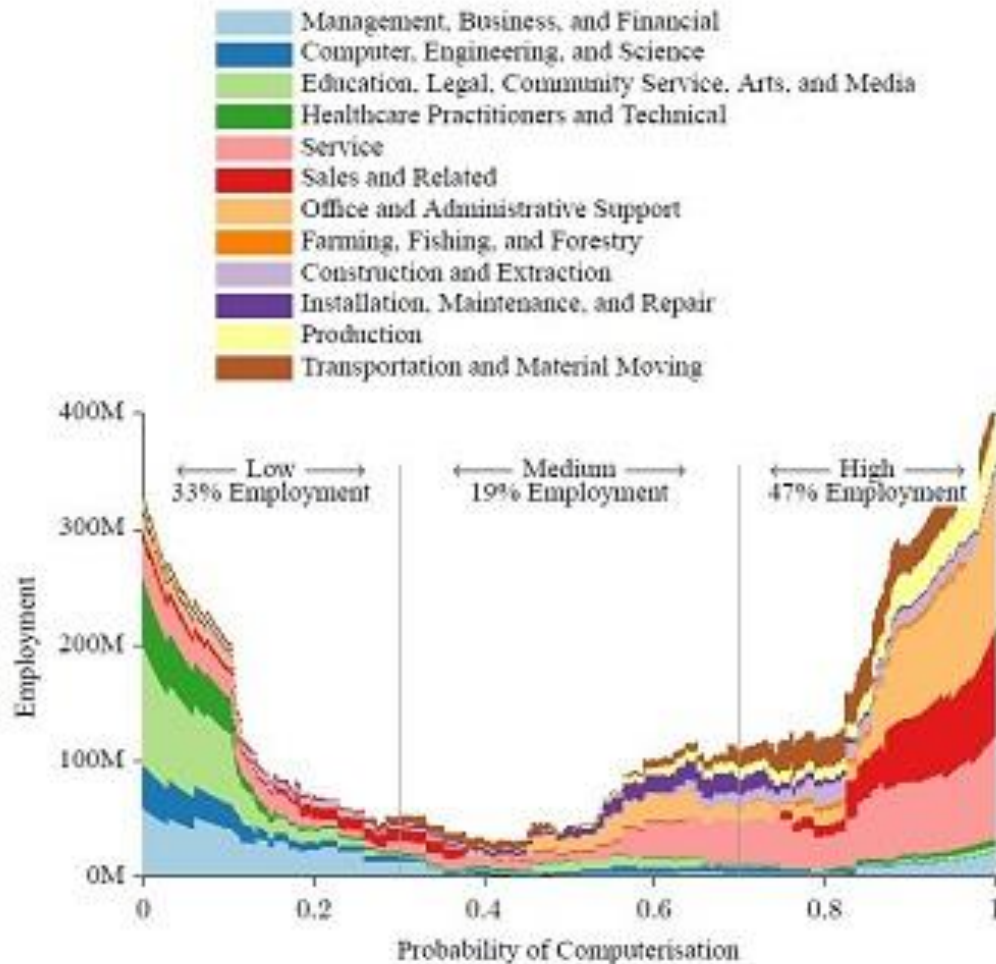
Major opportunities

to transform the economy and society...





Is Creative Destruction* still valid?



“Opportunity for the application
of digital to enable
basic standards of living.”

Productive Digital an Adaptive Problem

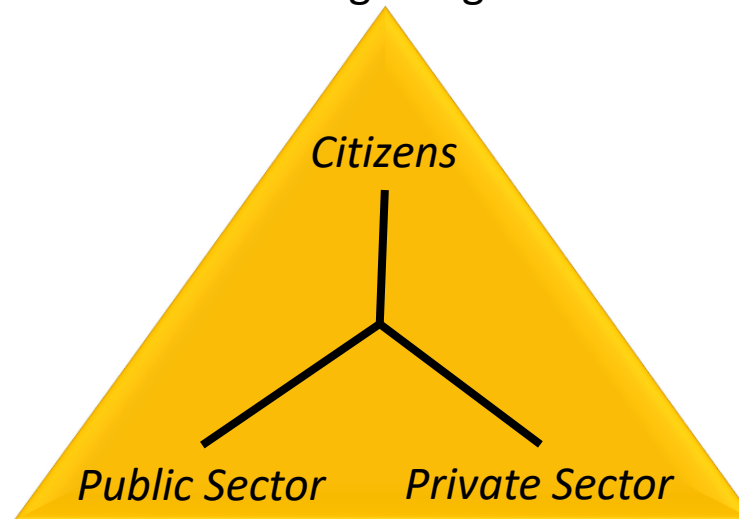


Challenges = Skills, Quality Data, Openness to Collaborate

National Ambition

The **Speed** and **Magnitude** of digital adoption are the key measures of success.

Support productive use of digital
non-liners getting online



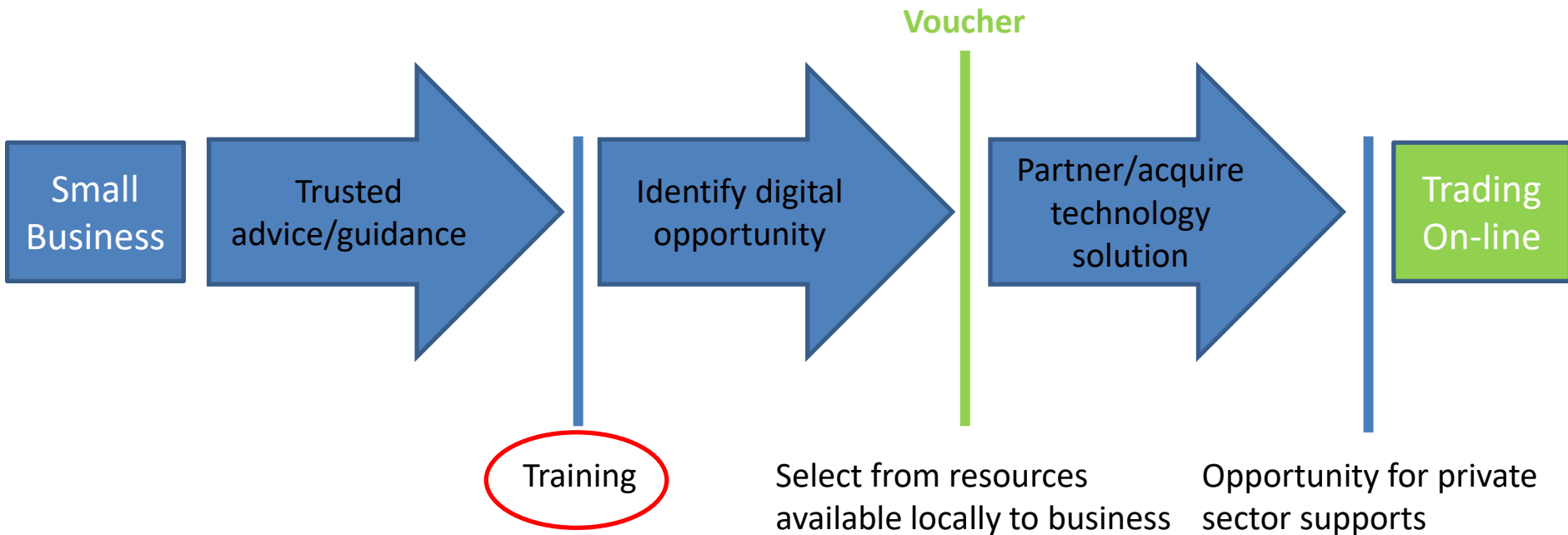
Coordination of digital
local public services

Access to local digital expertise enabling
local businesses to trade online

Section 4

CASE STUDY: SMALL BUSINESS TRADING ONLINE

Trading Online Voucher Scheme



Section 4

CASE STUDY: DIGITAL SKILLS FOR CITIZENS

- Over **25,000** training interventions per year
 - 55% under 64 years of age
 - Around $\frac{2}{3}$ use smartphones
- 14% unemployed
- **1:4** improve job prospects
- 1:2 able to use eGovernment services

www.dccae.gov.ie/digitalskills



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Digital Skills for Citizens Scheme

Digital Skills

Training Classes



Thank You

END



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NDS strategy, video case studies & digital economy research

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