



Unleashing the Potential of Cloud Computing in Europe

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European Cloud Computing Strategy

**Communication adopted on 27
September:**

*enabling and facilitating faster
adoption of Cloud Computing
through all sectors of the
economy*

3 Key main actions:

- **Cutting through the jungle of standards**
- **Safe and fair contract terms and conditions**
- **European Cloud Partnership for public sector**



Introduction and objective

Enabling and facilitating faster adoption of cloud computing

throughout all sectors of the economy

to help cut ICT costs and boost productivity, growth and jobs

General impact on users

Supply side: new opportunities for telcos, equipment, services providers

Demand side: Productivity potential for all; quicker and less risky professional IT for new users (e.g. start-ups)

Relevant activities under way

Digital Single Market

Access to content online

Simplifying transactions (e.g. eID)

Trust and Confidence (e.g. Data Protection)

Cutting through the Jungle of Standards

- ❖ ETSI (European Telecoms Standards Institute) to coordinate stakeholders & identify necessary standards (e.g. for security and interoperability)
- ❖ Recognise ICT technical specifications for data protection
- ❖ ENISA & others to assist development of EU-wide voluntary certification schemes
- ❖ Agree with industry harmonised metrics for energy consumption & carbon emissions of cloud services



Safe and Fair Contract Terms

- ❖ Develop with stakeholders model terms for cloud computing service level agreements for professional cloud users
- ❖ European model contract terms and conditions pursuant to Common European Sales Law
- ❖ Review standard contractual clauses & binding corporate rules for international data transfers by cloud providers
- ❖ Work with industry towards a code of conduct for cloud providers for Article 29 Working Party to endorse

European Cloud Partnership

- ❖ Identify common requirements for public sector cloud use
- ❖ Towards joint public procurement of cloud services
- ❖ Shape the market to benefit private use

How: *Steering Board (industry and MS)*

Pre-Commercial Procurement Action with MS (FP7, EUR 10m call published), with industry input



3. European Cloud Partnership: How

Steering Board: industry and MS

Pre-Commercial Procurement Action with MS (FP7, EUR 10m call published), with industry input

Umbrella for MS cloud activities

Other Actions

Focus Future European Research Funding
Horizon 2020 support

Connecting Europe Facility (including
Commission IT) will use cloud

Cloud in International Dialogue and free-
trade negotiations

European Cloud Communication: Conclusion

- Closed models and vendor lock-in are a danger for Cloud model take-up
- Appropriate standards and certification schemes need to be identified
- The Public sector has an important role for the shaping of the Cloud computing market

Further Information

European Cloud Computing Strategy

http://ec.europa.eu/information_society/activities/cloudcomputing/index_en.htm

Digital Agenda for Europe

<https://ec.europa.eu/digital-agenda/>

Software & Service Architectures and Infrastructures

<http://cordis.europa.eu/software-services>

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