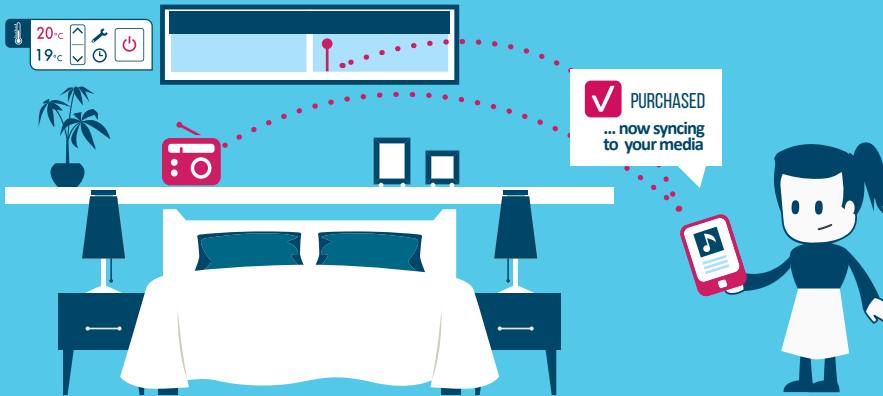


06.00-09.00



An hour before Elisa wakes up, the heating system checks the temperature outside her house, and turns the heating up as it is a cold morning.

While getting ready, she hears a track she likes on the radio. Thanks to a music recognition app, her smartphone identifies the track. With one click Elisa buys the track, which then is immediately accessible on all her devices, at home, at work and in her car.

09.00-13.00



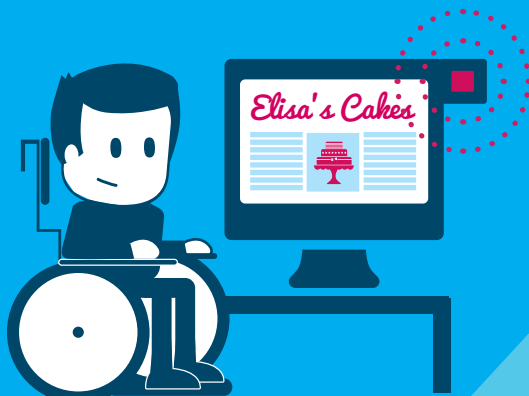
Her fridge has noticed that there's no food for tonight's dinner. It suggests her favourite meal, having calculated the quantities required so there's no waste, and contacted the supermarket to arrange a convenient delivery time. Elisa confirms the secure order with one click. Elisa works from home. She bakes cakes, and in just two years has developed a

successful on-line ordering and delivery service. It incorporates her popular blog, where she shares recipes and lets readers suggest the kind of cakes they'd like. Her smart use of technology and social media has enabled her to attract a large following and to grow her business quickly and profitably. Technology helps Elisa control her costs too. Thanks to

data analytics, Elisa has noticed that her customers eat more cake during the week and less at weekends. She buys the exact quantities of ingredients she needs using an on-line service so she can keep costs down and her prices to her customers as low as possible.

Elisa's blog became so successful that she needed help to manage it. She hired a friend who is paralysed from the shoulders down because of an accident. Thanks to

an eye-tracking device connected to his computer, he can work on the Internet using the movement of his eyes to both surf the web and type.



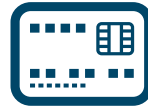
This is a busy day for Elisa as she has lots of cakes to deliver. A part of her mixer breaks down. There's no way she can get the part delivered immediately. She visits the manufacturer's 3D printing website where she finds a certified file of the broken part. She is able to 3D print a new one, which she then installs. With only an hour or two lost, her mixer is up and running again.



ELISA'S ACCOUNTANT

TAX %

CLIENT AND ORDER DETAILS
STORED IN THE CLOUD



EXCESS ELECTRICITY IS FED BACK INTO THE GRID



13.00-18.00

Elisa can now start her cake deliveries. She owns an electric car that is mainly powered by renewable energy. The car charges when too much renewable energy is available in the grid. When she is not using her car and electricity demand is high, the electricity of her car's battery is redistributed and sold via the grid to other households. When she starts the engine of her connected electric car, a built-in display shows her

calendar app, including the address of the next deliveries. As her calendar is stored in the cloud, her car's maps app automatically calculates the best route to get to each delivery point based on traffic information. At each point of delivery, Elisa uses her smartphone as a secure payment terminal tool. Clients sign the bill on her smartphone which scans their credit card details so they are automatically debited.

Her smartphone is also connected to her accountant's bookkeeping software. This way they both gain time and avoid making mistakes. Once the accountant has prepared Elisa's tax declaration and she has checked it, it is automatically sent to the tax administration.

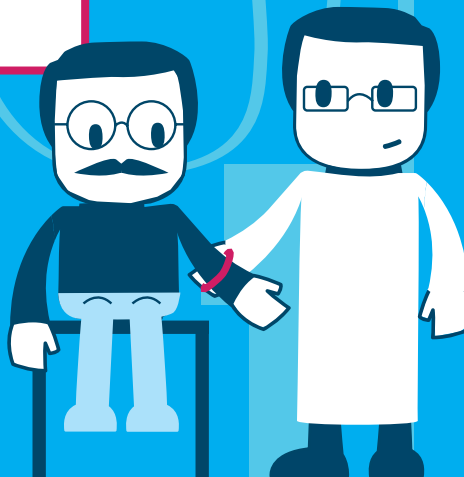
At the end of her working day, Elisa is tired. While driving her son home from school, she starts to feel sleepy. As her eyes start closing, eye-tracking technology detects she is falling asleep and immediately rings an alarm so Elisa wakes up. She stops the car and has a coffee break.



Elisa notices that the road is in such poor condition that it could damage her car. She uses an app on her GPS-enabled smartphone to send the precise location of the problem together with a picture to the town hall so they can fix it.

On their way home, her son watches a video of mountain wildlife on his tablet. He shares it with his aunt, who is a fan of mountain-climbing. She watches the video on her smartphone while climbing to the top of Mont Blanc.

18.00-22.00



Elisa gets a video call from her father. He's not been feeling well recently, and has just returned from the hospital where he has had some tests. The doctor gave him a bracelet to wear. It will monitor his heart rate, blood pressure and other health indicators over the coming days. With data analytics, the doctor can use this information to diagnose and treat any incipient problems her father might have.

This allows her father to remain active. He is a retired school teacher but still enjoys teaching. So he joined an online community which connects him to kids who need homework support. He coaches them for an hour a day via video link.

Elisa ends the day by watching her favourite Italian programme on her connected TV in Ultra High Definition. The show has been running for 20 years, but until recently could only be seen in Italy. Now she's able to watch it thanks to a new service. This allows her to watch foreign shows and films on any of her devices whenever and wherever she wants. So she gets into bed and watches the last part of the show on her tablet.



TO MAKE THIS LIFE A POSSIBILITY FOR ELISA WE NEED...

A policy approach which makes sure that we take full advantage of these technology trends:



CLOUD

0100001
0011001
0100100
0000111

COMPUTING



CONNECTIVITY



DATA ANALYTICS



DEVICES



SOFTWARE & APPS



SOCIAL/SHARING

...focusing especially on the policy areas that will shape citizens' lives in 2019...

DATA

Create a simple, risk-based and harmonised set of data protection rules that will help build trust among citizens as they engage with new technologies.

CYBERSECURITY

Adopt a global approach and introduce the necessary flexibility for companies to innovate and adapt to the rapidly changing cyber threats.

COPYRIGHT

Adapt Europe's copyright framework to the digital era and phase out relics of the analogue age, such as copyright levies.

GLOBAL TRADE

Promote greater international economic cooperation by supporting multilateral trade agreements and comprehensive free trade agreements with Europe's partners around the world.

DIGITAL SKILLS & JOBS

Address the growing demand for digital skills by transforming education, promoting digital training and encouraging mobility.

ACCESSIBILITY

Encourage the development of technologies that inspire the elderly and people with disabilities to participate fully in the digital society.

MATERIAL EFFICIENCY

Encourage the efficient use of resources. Take account of the physical and chemical properties of materials and recycling technologies.

ENERGY EFFICIENCY

Focus on the opportunities for major efficiency improvements. Any regulation should be global, harmonised and not distort markets.

SUBSTANCES RESTRICTIONS

Improve the predictability of the regulatory environment for any further restriction of substances in electronics products.

DIGITAL ENTREPRENEURSHIP

Allow entrepreneurs to flourish by giving them access to the best digital infrastructure possible, minimising red tape and legal uncertainty, encouraging support networks, helping them gain access to finance and improving the quality of digital skills and leadership in the workforce.

...and following these principles for action:

A **digitally-powered Single Market** can be achieved through future-proof **Smart Regulation** prioritising **Innovation**, encouraging **Investment** and **Competition** to boost growth and jobs in the EU.

GDP growth is the set of footprints left by innovation.