

## A European Information Society for growth and employment

**i2010 is a joint effort of the EC, Member States and economic actors aiming to accelerate the take-up of knowledge society in Europe**

It proposes **three principal lines for action:**

- **A single European Information Space**
  - I. The completion of a **Single European Information Space** which promotes an open and competitive internal market for information society and media
- **Innovation and investment in research**
  - II. Strengthening **Innovation and Investment** in ICT research to promote growth and more and better jobs
- **Inclusion, better public services and quality of life**
  - III. Achieving an **Inclusive European Information Society** that promotes growth and jobs in a manner that is consistent with sustainable development and that prioritises better public services and quality of life

## Flagship ICT Initiative on Intelligent Car

To raise the visibility of the vital contribution of ICT to the quality of life, the Commission proposes to launch flagship ICT initiatives on key social challenges.

One of the initial priorities is the

### “Intelligent Car flagship initiative”

a powerful tool

- to contribute to overcome the transport sector problems
  - to boost Information and Communication technologies' take up
  - to improve the quality of life
  - to improve the European industry competitiveness.
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- It is mainly target to **the citizen**, who cannot be expected to invest in technology unless its benefits and use are clear.
  - The **EU Member States** will provide their political support for technology take-up and dissemination and deployment campaigns.
  - ICT are seen as the most important set of tools enabling the **industrial players** to improve their competitiveness.



# Flagship ICT Initiative on Intelligent Car

The objective is to improve the quality of the living environment by supporting ICT solutions for **safer, smarter and cleaner mobility of people and good**.

In this context, the Commission proposes to launch a “quality of life” flagship ICT initiative on ...

