



## Grasping the digital opportunity - technology, skills and data

Emerging technologies, artificial intelligence (AI) and the data economy create endless opportunities for a more sustainable future. To make the most of these new enablers, we need to embrace the accelerating digital transformation of our economy and society.

Finland is committed to working for a **sustainable and competitive digital economy**. Promoting rapid deployment of digital technologies in public and private sectors is needed, in particular among entrepreneurs and SMEs. To strengthen our digital and data-reliant ecosystems, we need to encourage and incentivize sharing, joint use and pooling of data. Transformation of both industry and services to embrace digitalisation is crucial for innovation and for value creation.

Building a **human-centric data economy** is a key for grasping the opportunities of digitalisation for the well-being of our citizens. In the rapidly progressing digital era, we need constant development of skills. We need to respond to the digital transformation in a way that enhances citizens' trust in digital solutions and data security. Finland is emphasizing the human and ethical aspects of digitalisation, particularly ethical development and the use of AI. To make ethics and trust a competitive edge for businesses, we need incentives and mechanisms to ensure human control and transparency of data.

Digital technologies and solutions are essential in **transition to a climate neutral economy**. Achieving long-term climate policy targets requires substantial investments in innovative technologies. For example, digitalisation in various sectors such as electricity, heating and transport is accelerating the deployment of clean energy solutions across the economy. The transition towards climate-neutrality creates a rapidly growing global market for circular and climate-friendly solutions, based on digital technologies and data.

Digitalisation is a key to success in the global economy. The Finnish government has outlined a socially, economically and ecologically sustainable society as our priority. Embracing the digital transformation is needed for businesses, the environment and the well-being of our citizens.