Intelligent Transport and Digital Skills

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2nd Annual Transatlantic Symposium on ICT and Policy
Washington, D.C., USA
Background

Public Private Partnership (PPP)

Association (BDVA)

Support Action (BDVe Project)

i-Spaces (Data Incubators)

www.big-data-value.eu

www.transformingtransport.eu

Improved Operational Efficiency
Better Customer Experience
New Business Models
Intelligent Transport

Data-driven decision making in retailing

Predictive analytics to anticipate passenger flow and preferences

Adapt marketing to expected passenger typology per time slot

Use data insights to exploit market niches
Intelligent Transport

Improved driving and travel experience

- Predictive analytics for improved traffic distribution along road corridor
- Better information and decision tools for road users
- Real-time incident warnings based on distributed acoustic sensing
Intelligent Transport

Predictive analytics for proactive terminal management

- Run-time visualization of operations to increase terminal productivity
- Predictive analytics (deep learning) to generate warnings for proactive management
- Enhanced decision support for terminal operators
Digital Skills

The demand for information and communications technology specialists is growing fast.

In the future, **9 out of 10 jobs** will require digital skills.

At the same time, **169 million Europeans between 16 and 74 years – 44%** – do not have basic digital skills.


Demand for “data professionals” exceeds supply on the labour market

<table>
<thead>
<tr>
<th>Year</th>
<th>Gap (total EU)</th>
<th>Gap (% EU)</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>500,000</td>
<td>8%</td>
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<tr>
<td>2020 (baseline)</td>
<td>530,000</td>
<td>6%</td>
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<tr>
<td>2020 (challenged)</td>
<td>150,000</td>
<td>2%</td>
</tr>
<tr>
<td>2020 (high-growth)</td>
<td>3,500,000</td>
<td>30%</td>
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(Source: IDC)
Digital Skills

(Some) ongoing activities in Europe

“Digital Skills and Jobs” Coalition
- e.g., Digital Opportunity Traineeships
  (cross-border; up to 6,000 students / recent graduates by 2020)

BDVe project’s “Skills” activities
- e.g., Big Data Value Education Hub
  (repository of 170 European Master Programmes)
Projects receive funding from the EU’s Horizon 2020 research and innovation programme under

**Objective ICT-15 ‘Big Data PPP: Large Scale Pilot Actions’**

**Objective ICT-17 ‘Support, industrial skills, benchmarking and evaluation’**