

Statement on the Development of Cloud in Europe

European Cloud Alliance

Cloud computing is a cornerstone of Europe's digital transformation and an indispensable technology to reach Europe's ambitious Digital Decade targets for 2030. It is a transformative force behind ground-breaking technologies such as Artificial Intelligence, the Internet of Things (IoT), blockchain, quantum computing, and data analytics. Cloud-based solutions are a cornerstone of European competitiveness, driving growth and providing benefits to European companies, governments, and citizens.

Europe and its cloud community must continue to support a European cloud strategy that will foster adoption of the cloud. To be successful, this strategy should focus on driving innovation, protecting citizens' and governments' data, and respecting the environment.

The upcoming European Parliament Election presents an opportunity to frame discussions regarding the need for a European cloud strategy in the broader context of the policy priorities for the upcoming electoral mandate. For this reason, the European Cloud Alliance is promoting its priorities regarding the future of cloud development in Europe.

With this statement, we, the undersigned, unite in our commitment to further the responsible development of cloud technologies in Europe, with the aim of fostering European competitiveness and positioning Europe at the forefront of the digital revolution. We also commit in the years to come to in developing and advancing pro-cloud and pro-innovation policies in Europe.

1. Drive innovation and competitiveness

- We will promote the use of cloud-based technologies to drive innovation and competitiveness in Europe.
- We will work together to ensure that every European region, government, and organization adopts cloud-based technologies, supporting economic growth across Europe.
- We will ensure that the development of cloud meets Europe's needs and supports Europe's values.

2. Prioritize data protection of European citizens

- We will promote the highest levels of data privacy and security for European citizens' data.
- We will ensure that people and organizations can control their data choices and how their data is used in the cloud.

3. Guarantee robust security measures

- We will implement the most robust security measures to protect against data breaches and cyberattacks.
- We will strengthen collaboration among academia, industry, and governments to build strong cyber security in the cloud.

4. Promote fair competition

- We will promote a fair competition environment in the cloud market, encouraging healthy competition and a level playing field.
- We will work to facilitate interoperability of cloud services.

- We will ensure the freedom of technological choice in Europe, making sure that customers can choose the cloud service provider which best fits their needs.

5. Foster green cloud solutions and infrastructure

- We will reduce the environmental impact of cloud technologies in Europe.
- We will promote the adoption of energy-efficient and climate-neutral data centres and cloud infrastructure.
- We will collaborate with academia, industry, and governments to foster the development of green cloud solutions and infrastructures.

6. Facilitate research on cloud technologies

- We will facilitate collaboration among academia, industry, and governments to advance research on cloud technologies.
- We will work with academia, industry, and governments to better understand the challenges of cloud technologies and the potential interaction with other technologies such as Artificial Intelligence, quantum, or the Internet of Things (IoT).

7. Support European SMEs to adopt cloud technologies

- We will help small and medium-sized enterprises (SMEs) adopt cloud technologies in Europe.
- We will facilitate SMEs' accessibility to cloud technologies to guarantee long-term success in a digitally enabled economy.

8. Reduce the cloud skills gap in Europe

- We will focus on the development of cloud skills in Europe, with the aim of reducing the shortage of skilled professionals with expertise in cloud technologies.
- We will ensure that cloud trainings and upskilling opportunities are widespread among European countries to tackle the cloud skills gap.

9. Build an inclusive cloud

- We will increase inclusion and expand empowerment to people who still lack access to cloud technology and its opportunities.
- We will partner with governments, civil society organizations and industry on projects that make cloud computing benefits available to all.
- We will ensure our work is guided by the principle of transparency, allowing cloud users in Europe to make informed decisions when selecting cloud services. We will promote clear, fair, and transparent rules in the cloud market.