

**From:** Derek Godfrey

Thank you very much for sending me the draft document - I would agree with you that this is an important direction setting piece of work. In particular, I believe that the central paradigm of a world driven by mass communication is a key insight.

A few thoughts

Economic power of emerging economies - for Europe, there may be new 'industries' fuelled by the digitally-enabled society that provide Europe with a 'thought leaders/early adopter' advantage - Europe will become increasingly dependent on the quality of its ideas rather than traditional economic strengths

Smart systems - by 2025 we'll be using systems with real knowledge, analysis and intelligence capabilities - Europe will have the infrastructure and the demand to drive the use of these capabilities

Human Resources, education and training - our Universities need to be the best - we need to understand what we mean by best - the content and approach of Universities must change to meet the new dynamic - global partnership between Universities and provision of life-long learning/distance learning will be key

New risks - I agree with the points made, a further risk is social and economic exclusion for those who do not, or are not able to participate in the digital world

What digital world do we want? I'm not sure how much we are in control - it will happen and we have to make sure Europe responds positively to the opportunity

Technologies section - provides an excellent overview - I guess my view is that the key for Europe is ensuring we have access to the best technology - it's interesting that already Europe struggles to deliver a leadership position in the development of new technologies - given the increasing capabilities of emerging countries, I'd be surprised if this position is reversed. We can concentrate on the use and application of new technologies - we won't be dealing with data, we'll be dealing with knowledge and insight.

Towards the digital economy of 2025 - a major difficulty with continuing to achieve Moore's law is power dissipation - so we may not have so much trouble with power consumption as technology will need to be more energy efficient.

I think the ideas of 'the web-enabled enterprise' and 'the virtual enterprise' are key in understanding the digital world 2025

Skills and education - I believe that this is a critical area for debate and policy development - what will be the way in which people will learn, how do we encourage self-motivated, life long learning, how do we make sure people within our schools and Universities have the skills and approaches needed for learners in the digital world?

IP is an interesting area - it will become increasingly difficult to protect, will become outmoded more quickly and be dependent upon much underlying IP - the current development of open source software is an interesting case in point - the real benefit of unique IP will be being able to keep ahead of competitors - this also links to your Social Production point

Monetizing models - more and more, people expect the internet and associated digital products to be free (eg music downloads) - how much longer will people be prepared to pay Microsoft for base applications? The need for personalised services, which people will be prepared to pay for is key - but this has a tension with the Identity and Privacy point.

Social & Political - not really my area

I support the points made, but I'm not sure how interested people are with open access to Government - the usual point made is that people are primarily interested in the economy and their personal well-being - providing easy access doesn't necessarily ensure interest or engagement.

I wonder how much people become acclimatised to technology - particularly younger people

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Best regards

Derek

Prof Derek Godfrey  
Deputy Vice Chancellor  
Buckinghamshire New University

The new university in Buckinghamshire