Intelligent Transport and Digital Skills

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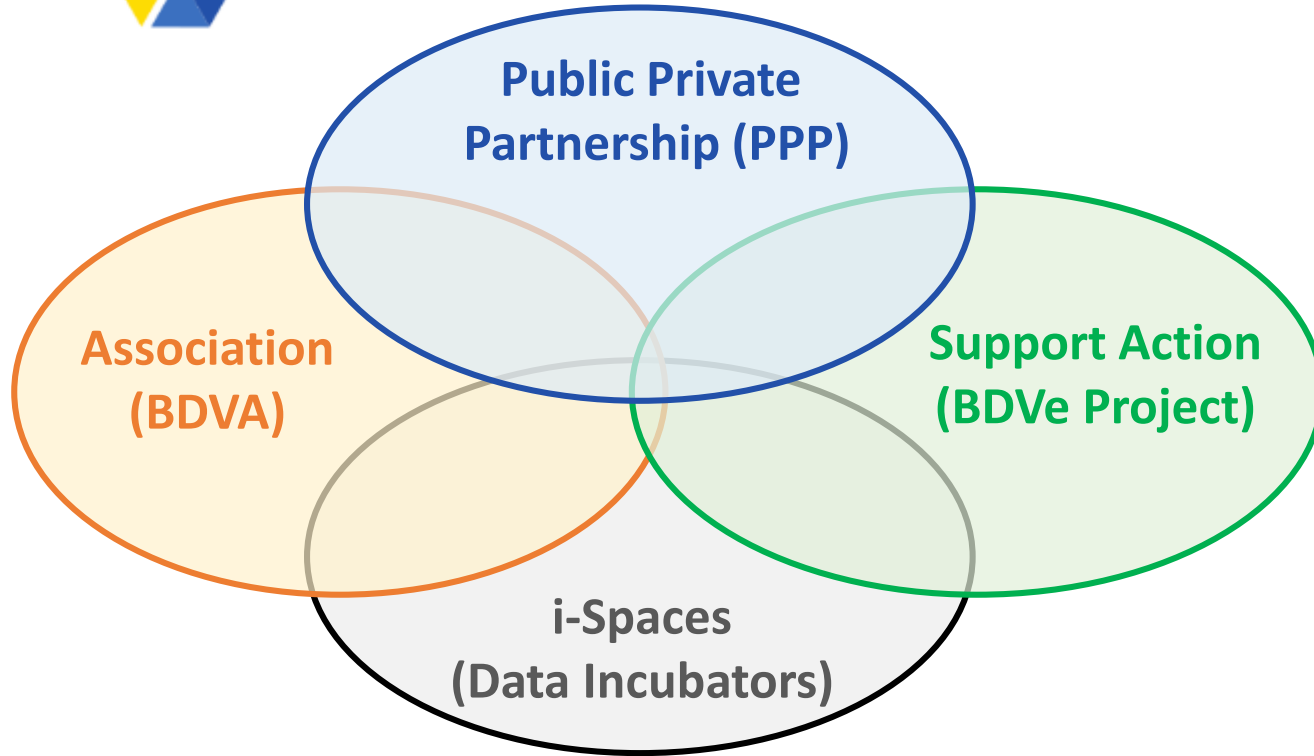Depty. Secr. General, Big Data Value Association (BDVA)
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2nd Annual Transatlantic Symposium on ICT and Policy

Washington, D.C., USA

Background

BIG DATA VALUE

- **Public Private Partnership (PPP)**
- **Association (BDVA)**
- **Support Action (BDVe Project)**
- **i-Spaces (Data Incubators)**

www.big-data-value.eu

TRANSFORMING TRANSPORT

Improved Operational Efficiency   **Better Customer Experience**   **New Business Models**

www.transformingtransport.eu

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

TRANSFORMING TRANSPORT

ATHENS
INTERNATIONAL AIRPORT
ELEFTHERIOS VENIZELOS

AEGEAN
A STAR ALLIANCE MEMBER

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

BIG DATA VALUE

TRANSFORMING TRANSPORT

cintra

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

BIG DATA VALUE

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.

Source: https://ec.europa.eu/commission/sites/beta-political/files/budget-proposals-digital-transformation-may2018_en.pdf

Demand for "data professionals" exceeds supply on the labour market

Year	Gap (total EU)	Gap (% EU)
2014	500,000	8%
2020 (baseline)	530,000	6%
2020 (challenged)	150,000	2%
2020 (high-growth)	3,500,000	30%

(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)

http://pledgeviewer.eu/

http://bigdataprofessional.eu

BDVe project's "Skills" activities

- e.g., Big Data Value
  Education Hub
  (repository of 170 European
  Master Programmes)

BECOME
A BIG DATA PROFESSIONAL

Discover the European Master Programmes on Big Data

Select University or Country   SEARCH

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'**