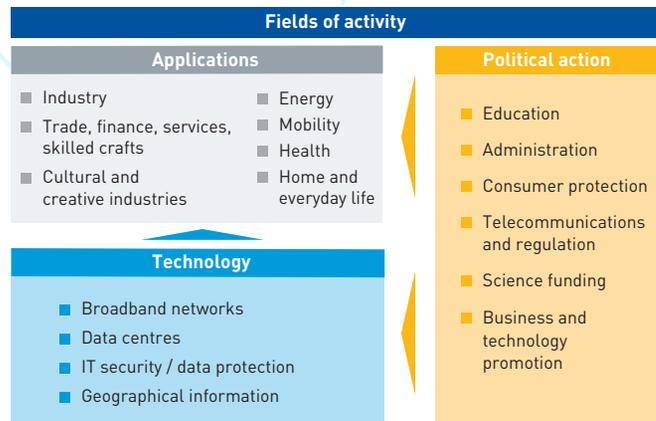Digitisation permeates all areas of the economy and of human life. It accelerates communication flows, makes knowledge available at all times and in all places, networks people and machines, and generates a cosmos of data which, after it has been automatically evaluated, can deliver ideas for completely new applications. It puts companies and national economies under great pressure to change, but it is also an indispensable tool in the search for solutions to social challenges such as the energy turnaround and climate protection.

Hessen recognises this development as a challenge for political action – and as an opportunity. The aim of the **Digital Hessen Strategy** is to exploit the potentials of digitisation with a view to enhancing the quality of life and furthering the sustainable development of the State of Hessen. At the same time, digitisation provides an opportunity to decouple resource consumption and economic development. Digitisation is not an end in itself – it must be to the advantage of society.

The Strategy unites the activities of seven Hessian Ministries which are pushing digitisation forward within their particular areas of competence.

Specific goals and measures were defined for each of the fields of activity. The Strategy makes use of existing funding instruments, adapts them where necessary and reinforces them with new instruments.

From the present day perspective, we can hardly start to form any real idea of the impacts and challenges of digitisation. For this reason, the Digital Hessen Strategy must be kept constantly updated within an organised process which itself is subject to regular monitoring.

Not only the responsible government departments have a role to play here, but also knowledge holders and decision makers from business, science and the society.

Government of the
State of Hessen

HESSEN

The Digital Hessen Strategy

Intelligent. Networked. For everyone

Fields of activity

Applications

■ Industry	■ Energy
■ Trade, finance, services, skilled crafts	■ Mobility
	■ Health
■ Cultural and creative industries	■ Home and everyday life

Technology

- ■ Broadband networks
- ■ Data centres
- ■ IT security / data protection
- ■ Geographical information

Political action

- ■ Education
- ■ Administration
- ■ Consumer protection
- ■ Telecommunications and regulation
- ■ Science funding
- ■ Business and technology promotion

The Digital Hessen Strategy was drawn up in close consultation with 500 representatives from industry and trade, the service sector, research facilities and associations. It addresses not only the classical areas of **political action**, where the State can exercise direct influence, but also the areas of **technology and applications**, where the State of Hessen acts by providing incentives and support.

digitales.hessen

Key objectives for ...

... political action

- Education system: to provide schoolchildren, trainees, students and employees with the best possible preparation for digitisation.

- Administration: to use digitisation to speed up administration and make it more citizen-friendly and efficient.

- Consumer protection: to create framework conditions for the widespread use of online services.

- Telecommunications legislation at national and EU level: to seek a balance between the interests of companies and end users, and to adapt the legislative framework to new developments.

- Science funding: to strengthen universities and research institutes and to make their competence more readily available for small and medium-sized enterprises.

- Business promotion: to strengthen yet further the innovative capacity of medium-sized businesses in particular and to push the establishment of young digital enterprises.

... technology

- To ensure overall internet coverage in Hessen with at least 50 Mbits/s by the end of 2018. By 2020, it is expected that market-driven expansion, backed up by the application of innovative technologies, will be sufficient to provide 60 percent of all households with up to 400 Mbit/s.

- To ensure the provision of ultra-rapid broadband networks as needed. Initially, schools, health facilities and industrial estates will be given priority access to the fibre optic network.

- To make Hessen the location with the world's safest and most energy-efficient data centres.

- To put Hessen's companies and public authorities in a position to guarantee the highest standards of IT safety and data protection.

- To support and enable new services with a wide range of digitally processed geographical information.

... applications

- To provide advice and support for trade and industry, the skilled crafts, and the service and finance sectors during the process of digital transformation and thus safeguard their international competitiveness.

- To set framework conditions for digital innovations enabling the cultural and creative industries to generate fresh impetus for the economy as a whole.

- To harness the potentials of digitisation for the energy turnaround and to increase energy efficiency in companies and private households by means of Smart-Home and Green-IT.

- To make mobility more sustainable by using intelligent and networked traffic systems to reduce the levels of traffic pollution and to safeguard the future of rural areas with adequate transport links.

- To use eHealth as a means of ensuring better care nearer to home and to position Hessen as a leading centre of innovation in the healthcare industry.

- To promote digital assistance systems which allow older persons to lead a longer self-determined life, and to establish more smart platforms in people's homes in Hessen.