"Battle for the soul of the digital economy is a battle over democracy" -Professor Anu Bradford, Columbia University

culture, economy, policy, military			
VERTICA over power		HORIZONTAL battle technology supremacy	
STATES	UNITED STATESMarket driven	EUROPEAN UNIONRights driven	CHINAState driven
Big Tech	 "Losing" the free internet Home to technological	8	Winning the verticaSetting standards
Organized Crime	innovation	Structural frictionsFragmented (c.f. NATO)	Slower to innovate
Interest Groups		Weakest in sovereign technologies	
Individuals			

Sources:

1. Cf. Bradford, Anu. How Europe Rules the Digital Economy. Project Syndicate, 2020.

2. Bradford, Anu. Battle for the soul of the digital economy. Key-note, FISA Conference, May 2022.





New considerations for leadership

Changing environment: technology choices are not "innocent" but rather items of National Security

- Impacts the entire supply chain
- We are all part of this "new game"

Increasing scope and complexity of regulation, for example:

- NIS2
- Cyber Resilience Act
- EU Data Regulation

Talent shortages

- Attract and retain talent
- Ensure young people enter the workforce

