



# Harmonisation of Digital Markets in the EaP

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# The cost of non-Europe

*European Parliament Research Study, March 2014*

- Fully realising the Digital Single Market: potential efficiency gains **up to 260 billion** Euro per year
- Higher productivity, faster flow of information
- Structural changes in economy, shift toward knowledge services
- Efficiency improvements, reduced transaction costs

# The EU response: the DSM strategy

- On 6 May 2015, the EU will announce an ambitious **Digital Single Market (DSM) strategy**
- aiming to provide **better access to goods and services, fair conditions for all** market participants and a solid basis for the evolution of digital economies and societies.
- The DSM strategy will **exploit the untapped potential of digitalisation**
- and will **tackle key barriers**, including: regulatory fragmentation, discriminatory practices and outdated legislation.

# Background on HDM in EaP

- **July 2013**, Poland, Estonia, Finland, Lithuania, Sweden, Georgia and Moldova presented a **non-paper** to the Council's Working Party on Eastern Europe and Central Asia (COEST) on ICT development with EaP Countries'. They stressed the need for a "*comprehensive approach in exploring the role of ICT for creating a **common room for interoperable pan-European services***".
- **November 2013**, EaP Summit in Vilnius. **Summit declaration** called for "*promotion of information society policies and continued **capacity building in the EaP, related to the creation of interoperable cross-border services***".
- **May 2014**, EaP Platform 2 plenary meeting, Belarus presented a concept note for a new draft initiative: *promoting **Harmonisation of Digital Markets (HDM)** of the eastern European partner countries and with the EU.*

# Workshops

- In order to reflect on the best way of transforming this initiative into concrete actions, two **HDM workshops** in Brussels, in **July** and **October 2014**.
- Each workshop gathered some **60 delegates** from **12 EU MSs, all 6 partner** countries and officials from EU Institutions.
- Participants discussed the objectives, scope and ambition of the initiative, feasibility, impact, implementation modalities and sources of financing.
- An **HDM study** was deemed necessary to provide the basis for the next steps, focusing on few jointly identified priority topics.

# HDM Study - topics

In December 2014, DG CONNECT launched the **HDM study** on "Harmonisation of Digital Markets in the EaP", which aims to **assess the readiness of digital markets in the 6 eastern European partner countries for harmonisation with the EU's Digital Single Market.**

Financed via the European Neighbourhood Instrument (ENI)

Focuses on a small number of **jointly identified priority topics:**

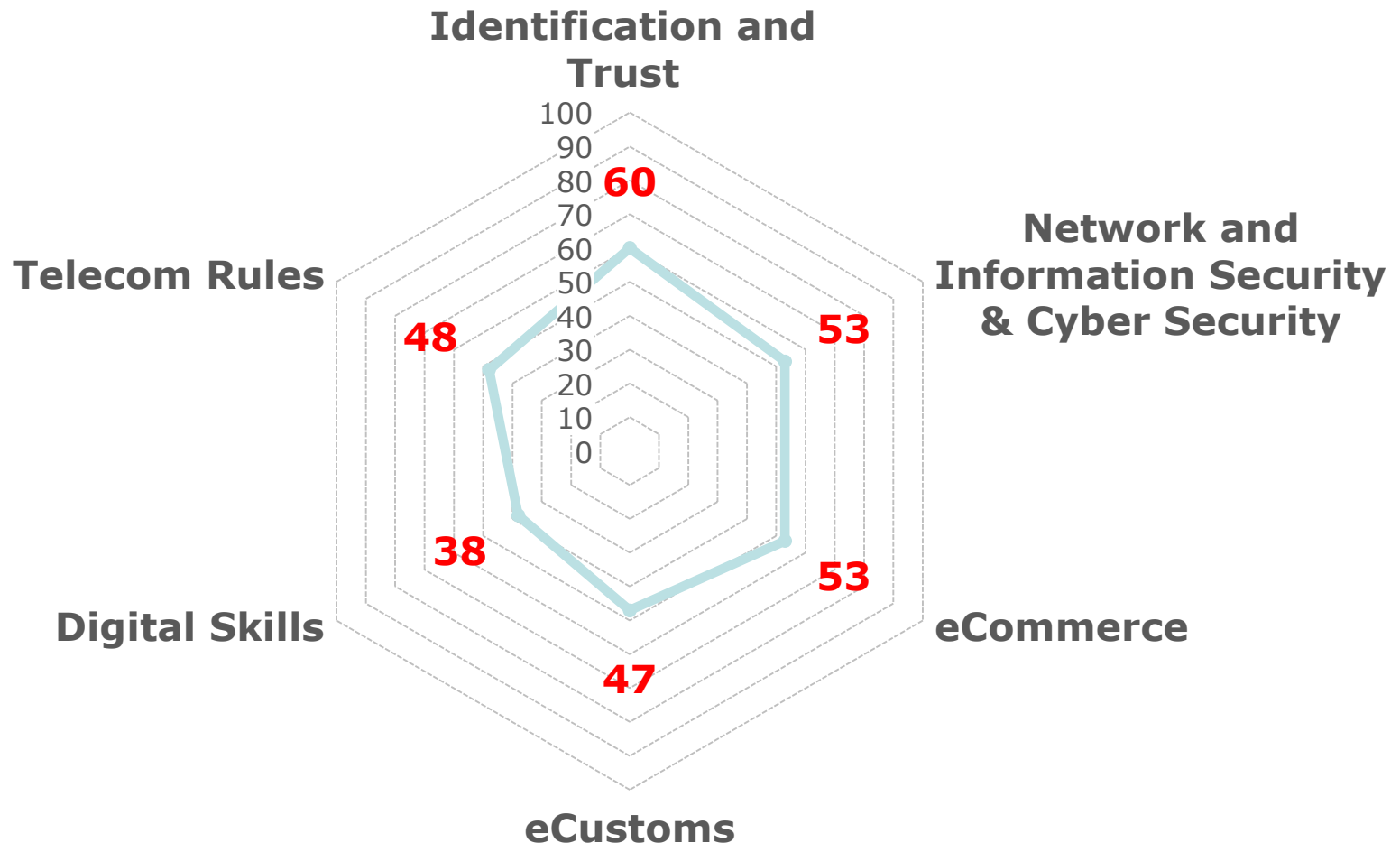
1. **Network & Information Security and Cyber-security**
2. **Electronic Identification and Trust Services**
3. **eCustoms**
4. **eCommerce with focus on SMEs**
5. **Digital Skills and**
6. **Telecom Rules**

# HDM Study - tasks

For each of these topics and **for each partner country**, the study will provide the following:

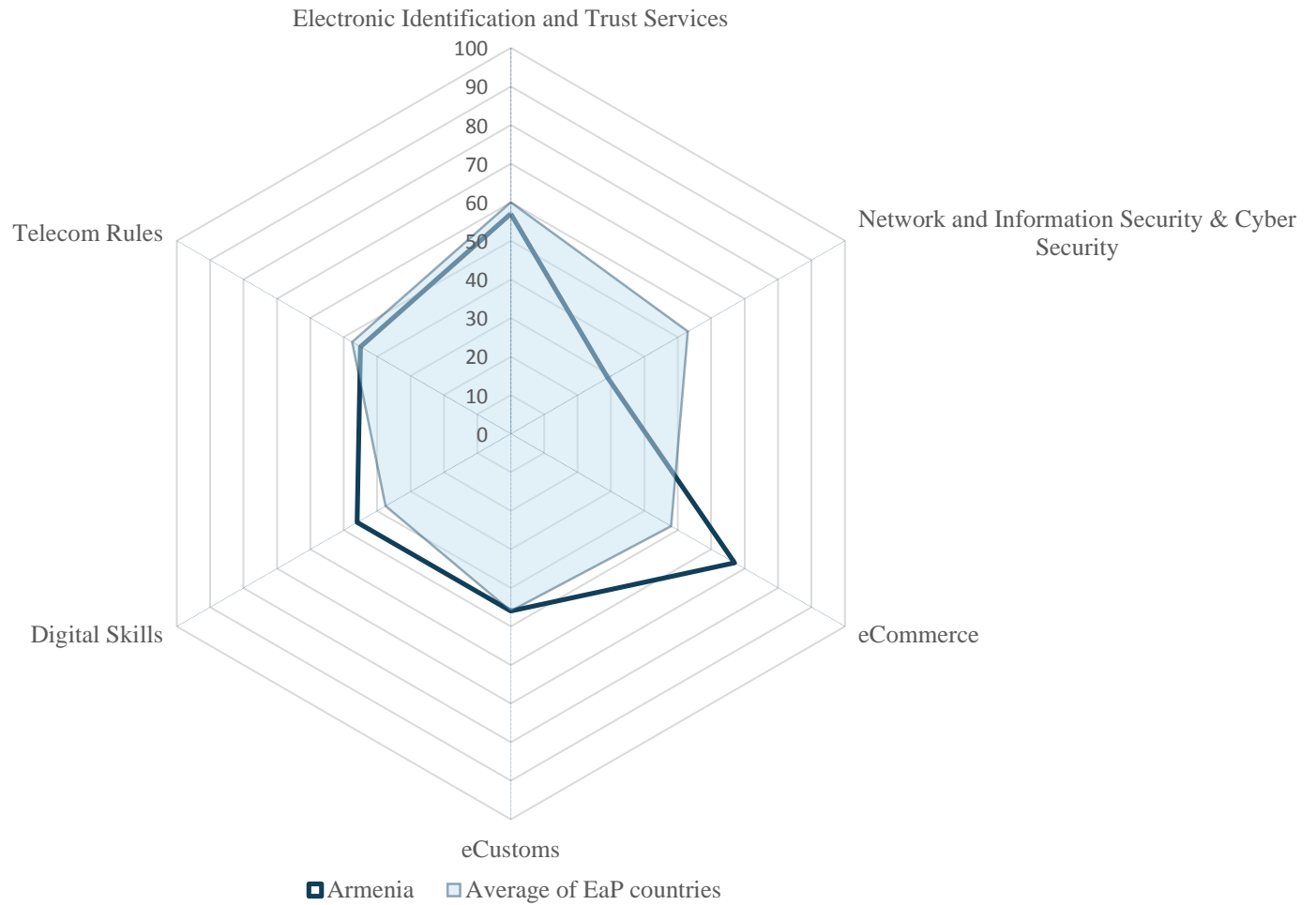
- analysis of the current situation, **compared to EU norms** and best practices
- estimation of the political and economic **benefit** of harmonisation
- identification of the main **obstacles and enablers** for harmonisation and
- national harmonisation **action plans** for the short- and medium-term (2-5 years)

# Gaps analysis - 6 countries average

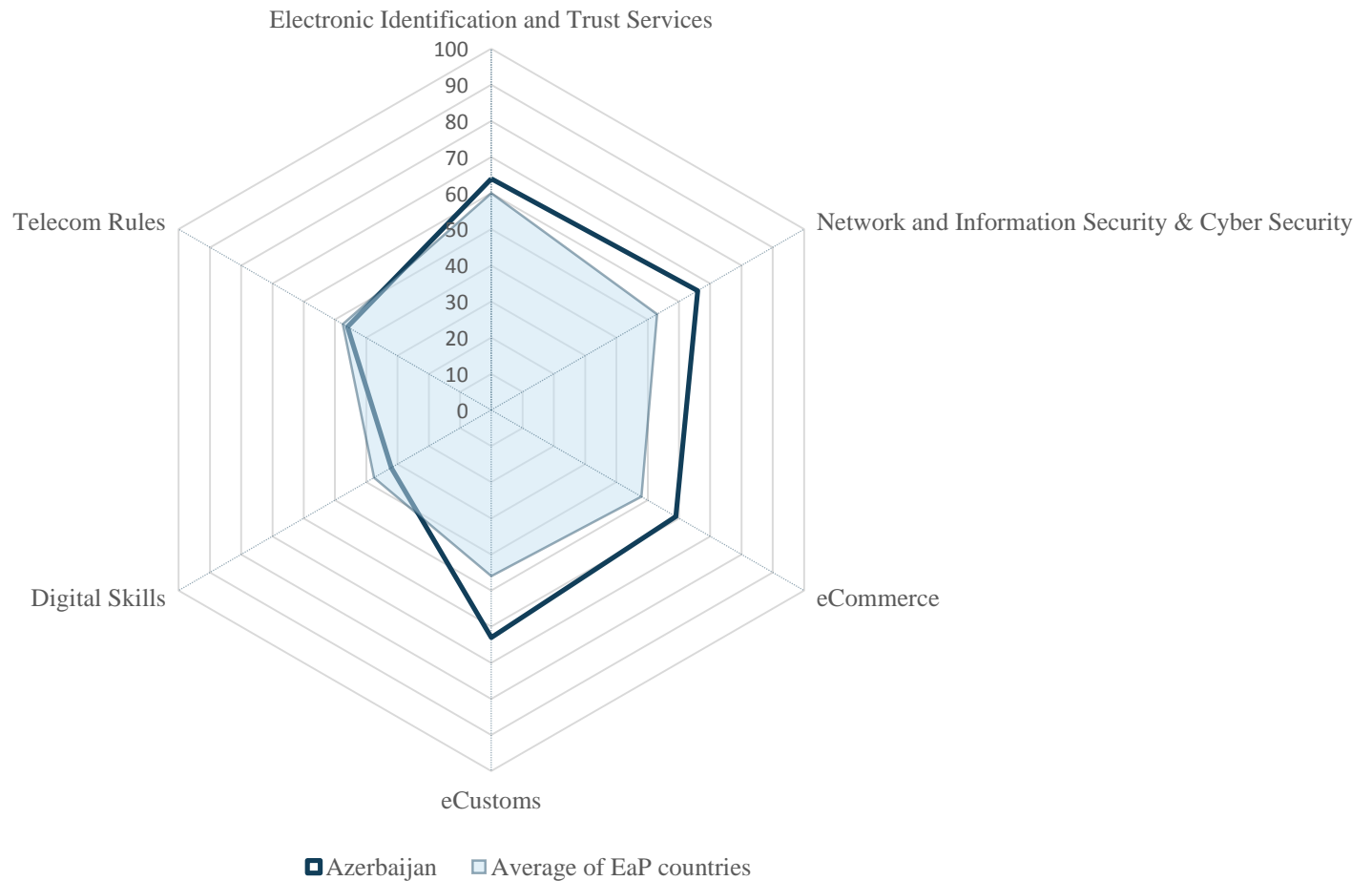




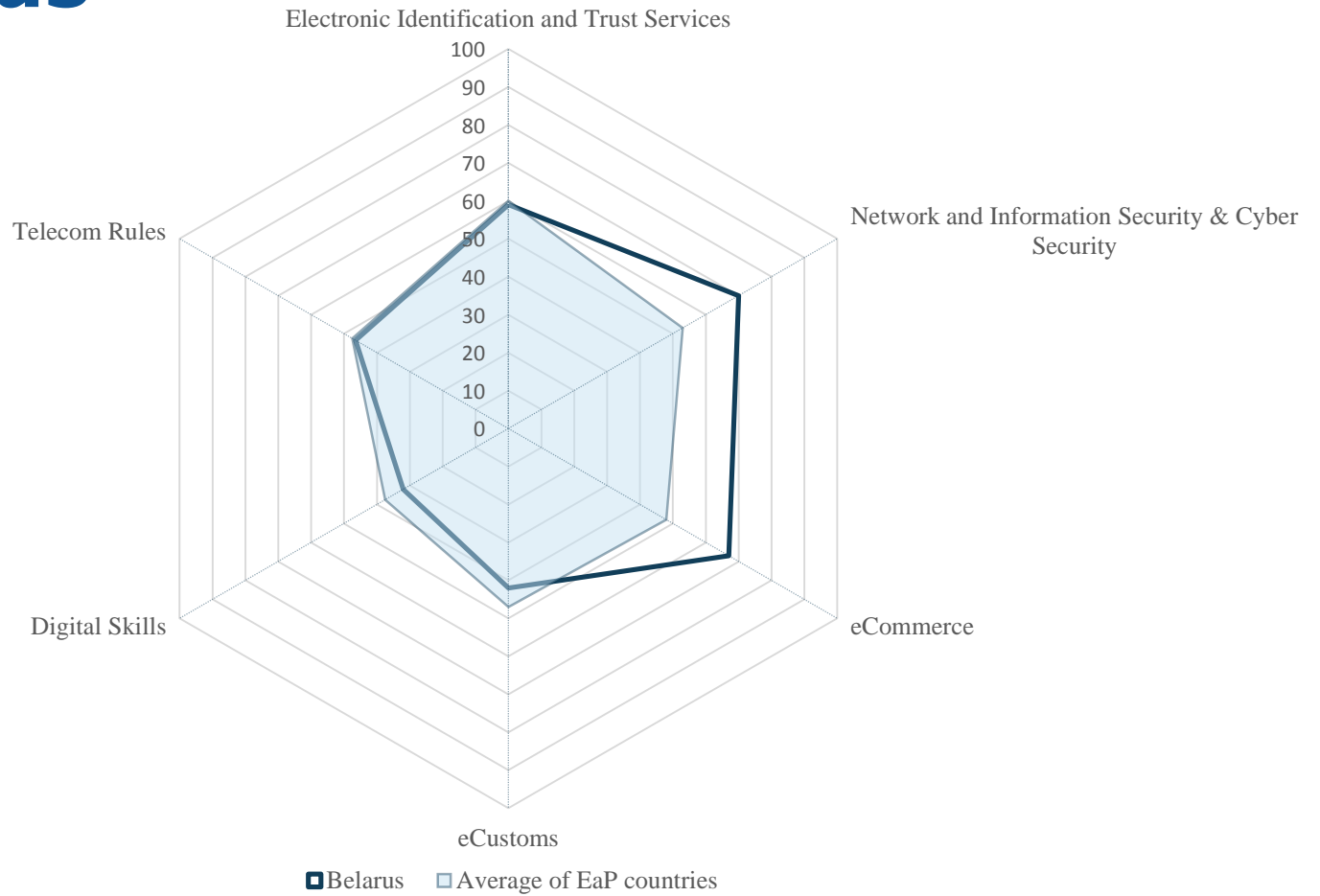
# Armenia



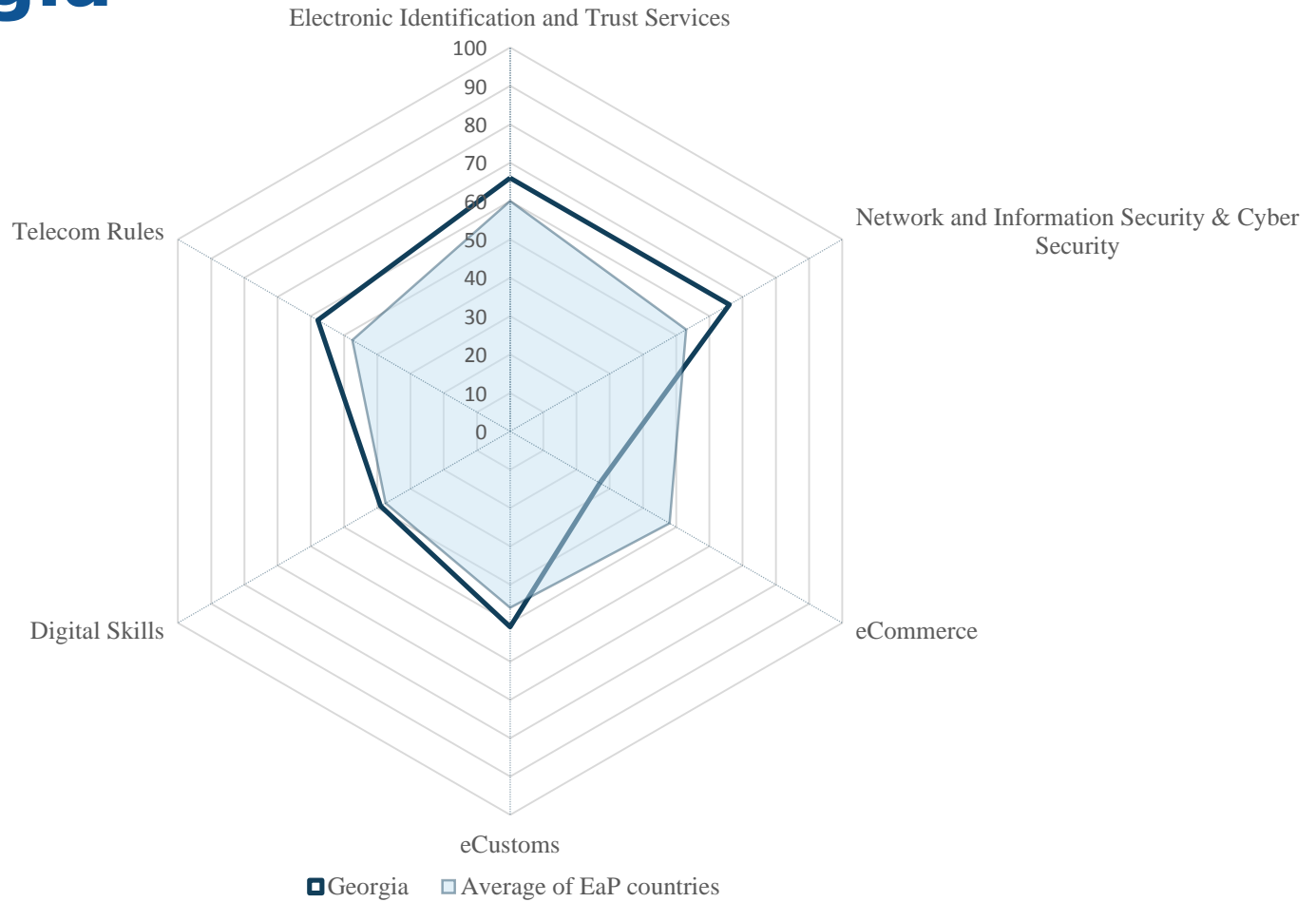
# Azerbaijan



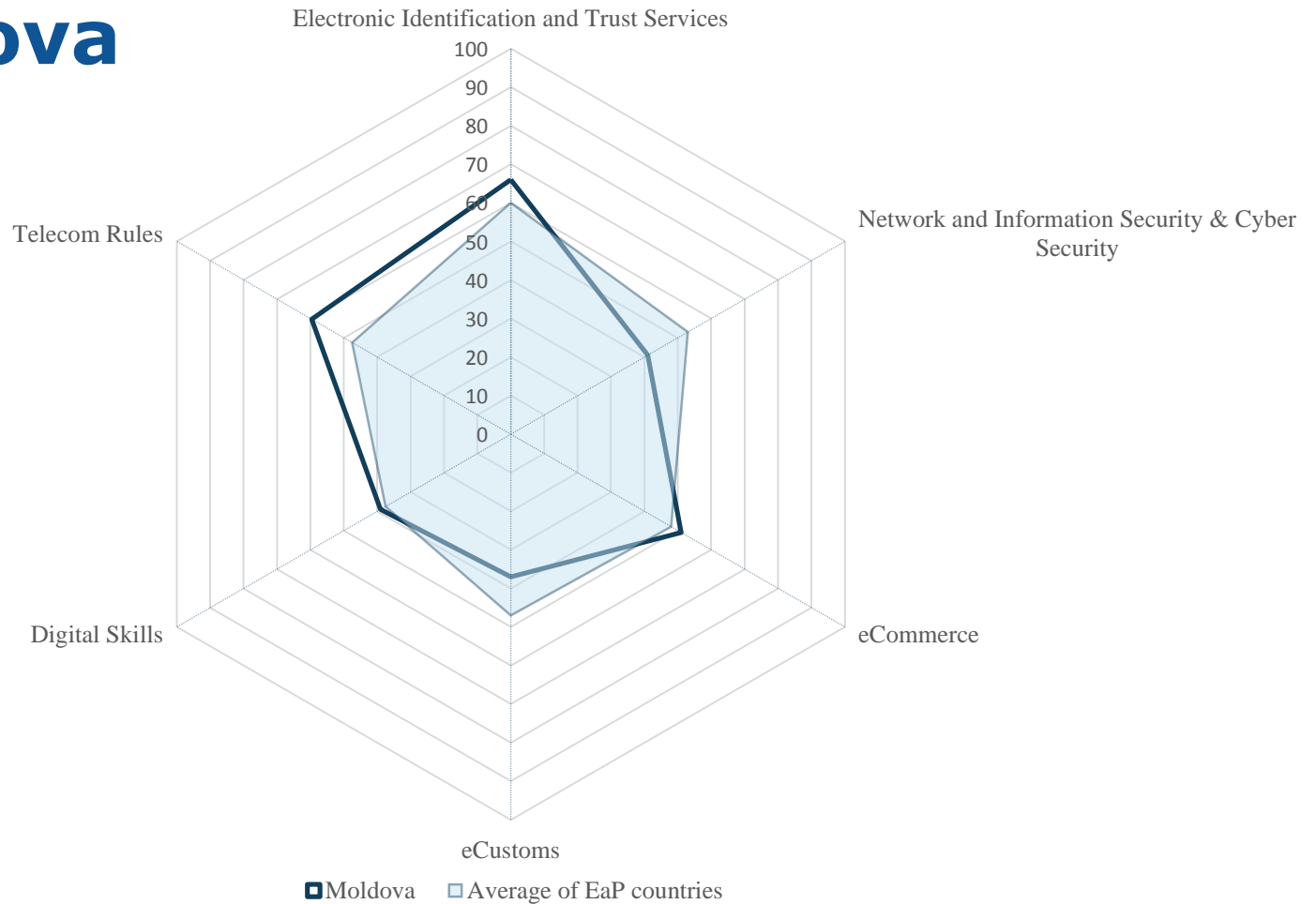
# Belarus



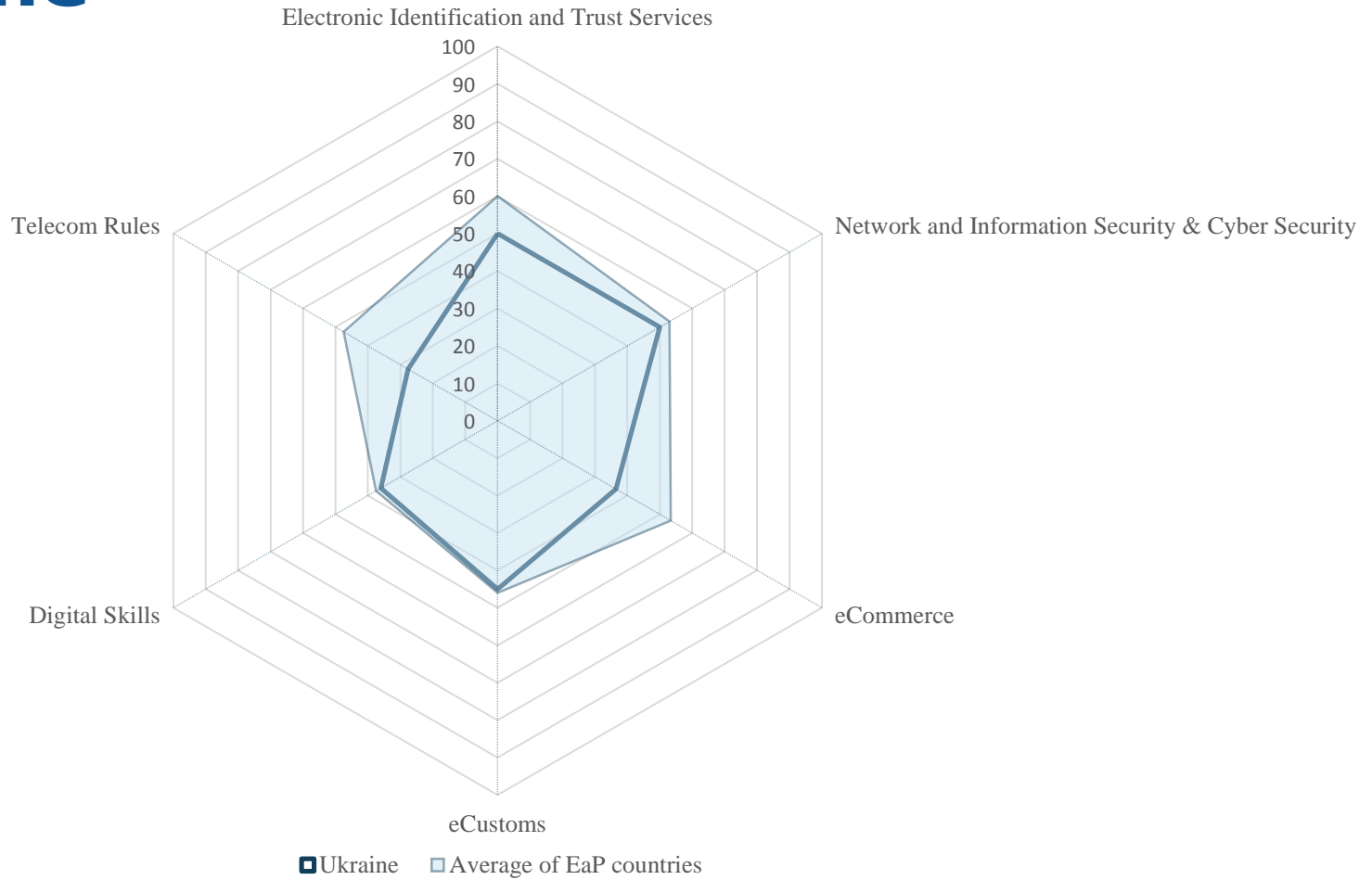
# Georgia



# Moldova



# Ukraine



# HDM Study - Results

- The results of the study, expected to be finalised for **end-May 2015**, after discussion in a **workshop on 6 May** in Brussels.
- Useful intelligence for designing future **policy actions and assistance programmes** for EaP's Digital Economy.
- Will be reflected in the Declaration of the **2015 EaP Summit** (Riga, 22 May 2015)
- Basis for the Declaration of the **EaP ministerial meeting on digital economy**.
  - ✓ Latvian Presidency of the Council, **Luxembourg, 11 June 2015**.
  - ✓ **Declaration**: 28+6 ministers to confirm the role of ICTs for creating growth and jobs in Europe's economy and endorse ongoing and future initiatives
  - ✓ **Success stories** : EaPeReg, E@P.Connect, DCFTAs

# EaP Summit Declaration (draft)

"The Summit participants recognize **digital economy as an area with yet untapped potential** for both the EU and partner countries.

They welcome the launch of **E@P.Connect** linking the research and academic communities in the Partner countries to the pan-European research and education network GÉANT.

They also welcome the setting up and establishment of **EaPeReg**, the EaP network of regulators for electronic communications and the completion of the **Study on Harmonisation of Digital Markets in EaP**.

They look forward to holding of the first Eastern Partnership **Ministerial meeting on digital economy** next month and the planned establishment of a **Panel on Harmonising Digital Markets** in the 2<sup>nd</sup> half of this year."



# Action plan - eGovernment

- ✓ **eGovernment** wider deployment of eGovernment services and further simplification of transactions between citizens, businesses and public authorities
- ✓ **Open data.** Charter on Open Data as guidance for opening up public sector information
- ✓ **eHealth.** Long-term eHealth strategy in the EaP, focusing on: telemedicine, remote illness monitoring, electronic patient files and m-Health.
- ✓ **eCustoms.** electronic customs procedures; mutual recognition of authorised economic operators; common risk assessment framework; interoperability of customs information systems.

# Action plan – other eServices

## **eCommerce for SMEs**

- ✓ Harmonise eCommerce legislation and address the fragmentation of market practices,
- ✓ Harmonise legislation for Internet security & privacy of eCommerce services, online business environment, digital contracting, intermediary liability, protection of consumer rights

## **eLogistics and Digital Transport Corridors**

- ✓ cross-border links of transport infrastructures and transport corridor connections.
- ✓ multimodal eLogistics platforms for the main players of the supply chain - customs and tax authorities, trading companies, railway and cargo operators.

# Action plan – Key enablers

## **Electronic identification and trust services**

- ✓ Share EU best practices eGovernment interoperability and cross-border electronic signatures.
- ✓ Improve legislation and its enforcement , for online privacy and personal data.

## **Network and information security, cybersecurity**

- ✓ critical information infrastructure protection part of national, social and economic policy.
- ✓ Exchange best practices engaging the EU's CERTs and the European Network and Information Security Agency (ENISA).

## Further actions

- ✓ ICT-based infrastructures for **eTrade**, trade process reengineering and the proper legal framework.
- ✓ Deployment of the **E@P.Connect infrastructure**, improved collaborations of the research and education communities
- ✓ Reduce **digital skills shortage**, benefiting from the experiences of EU's 'Grand Coalition for Digital Jobs'.
- ✓ **Harmonise telecoms rules**, clear broadband policies and targets and implement the regulatory frameworks that will guarantee investment and growth.
- ✓ On **internet governance**, promote transparency, accountability, inclusiveness and establish appropriate rules, in particular regarding accessibility and use of personal data.



European  
Commission

**Thank you  
for your attention**