

Introduction to the EU Digital Single Market

Legal, Economic and Educational Perspectives

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DIGITAL SINGLE MARKET (DSM)

- It is all about buying and selling, but this time **ONLINE**
- In this new living/business environment, traditional laws should follow new online dimension of purchases and be “Internet Ready”, “Internet Aware”
 - G. Oettinger in 2014 – “We have valid EU legislation but it is not of this time. It simply does not include the digital world”
- DSM - the next wave in economic integration of the Single Market
- DSM includes online provision/movement of services/goods
 - Social aspect – As ever more the daily tasks are carried out online, everyone needs enhanced digital skills to participate fully in society – SOCIAL INCLUSION, FREE AVAILABILITY OF INFORMATION FOR EVERYONE
 - **DSM comprises of three pillars**

DIGITAL SINGLE MARKET

I. PILLAR

BETTER ACCESS TO ONLINE GOODS AND SERVICES

- Reform of online purchase laws
- Enhancement of cross border package delivery
- Annulment of geographical blockades
- Copyright laws reform
- Less VAT bureaucracy

II. PILLAR

BETTER CONDITIONS FOR GROWTH OF DIGITAL NETWORKS AND SERVICES

- Reforms of telecom rules in the EU

(THERE ARE MORE MOBILE SUBSCRIPTIONS IN THE EU THAN PEOPLE!!!)

- Review of Directive on audiovisual media services
- Review of the role of Internet platforms (fight against illicit contents)
- Increase of trust in digital authorities and methods of collecting/use of personal data

III. PILLAR

BOOSTING GROWTH OF EU DIGITAL ECONOMY

- Free movement of data
 - Initiative European Cloud (certificates of cloud services)
 - eHealth. Travels, e-cargo, measurement
 - Inclusive Internet technology
- Action plan for eGovernment 2016 – 2020 (only once principle, business registers, integration of digital browsers)

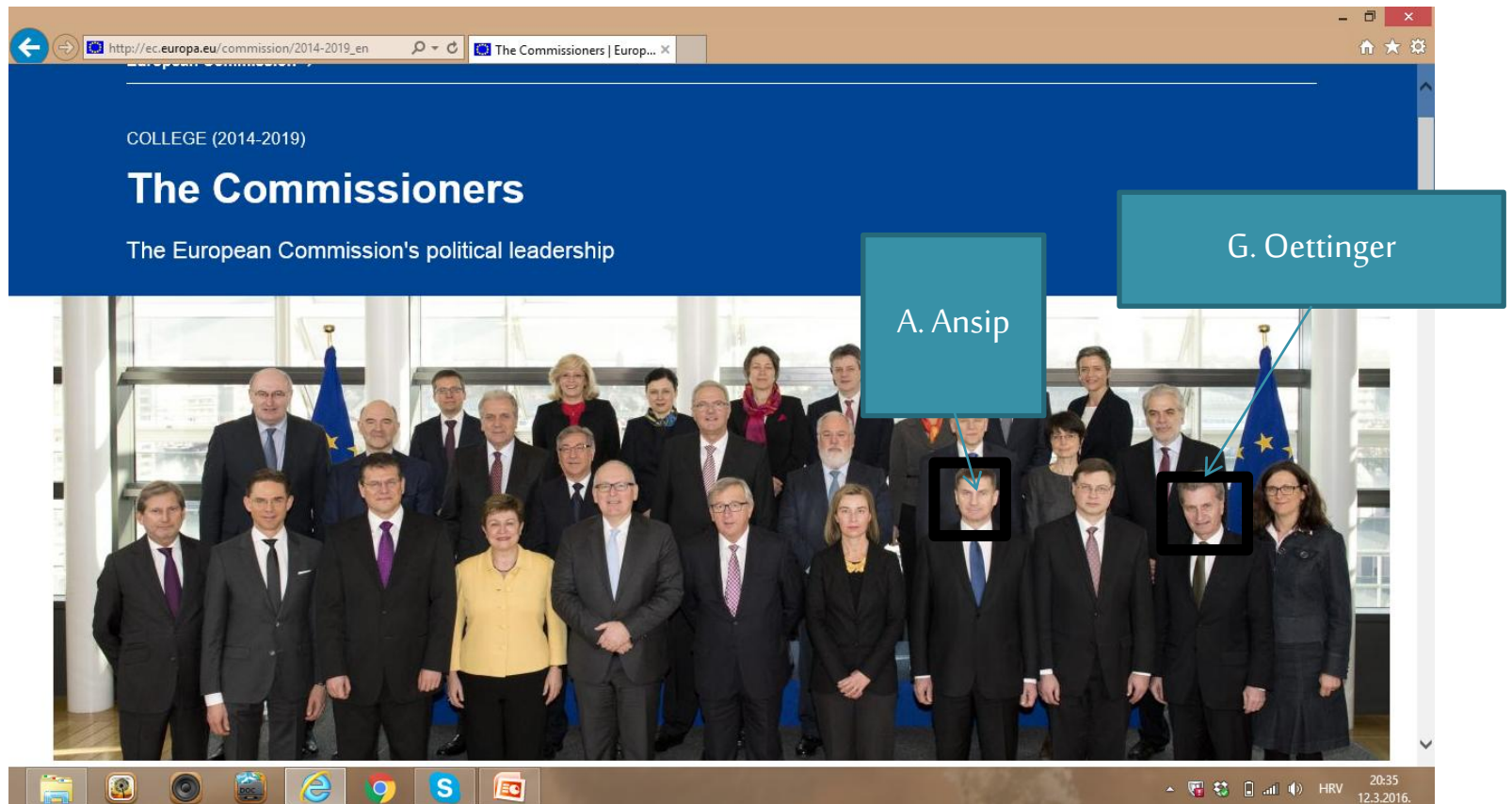
FACTS AND FIGURES



- October 2013 – call by the European Council for establishment of DSM which would be consumer and business friendly
- Key aspect of EU's growth and competitiveness in globalised environment
- June 2014 – completion of DSM in 2015 was proclaimed as one of the priorities
- 18 December 2014 – EU Council's call for ambitious strategy
- 11/12 June 2015 – discussion of ministers for competitiveness
- 15/16 June 2015 – ministers of justice agreed on common approach to Data Protection Regulation
- 25/26 June 2015 – support given to the DSM strategy by the EU Council

“Digitalised” Commission?

- Juncker’s Commission is clearly aware of importance of digital single market and digital agenda for Europe



VICE-PRESIDENT (2014-2019)

Andrus Ansip

Digital Single Market

DSM project has very important place within the structure of the Commission!



Related topics:

A Connected Digital Single Market

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Pictures and videos

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Responsibilities

Team

Announcements

Responsibilities

- Leading the Project Team "Digital Single Market".
- Creating a connected digital single market and making Europe a

←

→

http://ec.europa.eu/commission/2014-2019/oettinger

Günther Oettinger | Europe...


European Commission > The Commissioners >

COMMISSIONER (2014-2019)

Günther H. Oettinger

Digital Economy & Society

And more...



Related departments:

Related topics:

Communications Networks, Content and Technology | Informatics

Digital Agenda for Europe | ICT Research

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Responsibilities

Team

Responsibilities

- Preparing ambitious legislative steps towards a connected Digital Single Market by breaking down national silos in telecoms regulation,

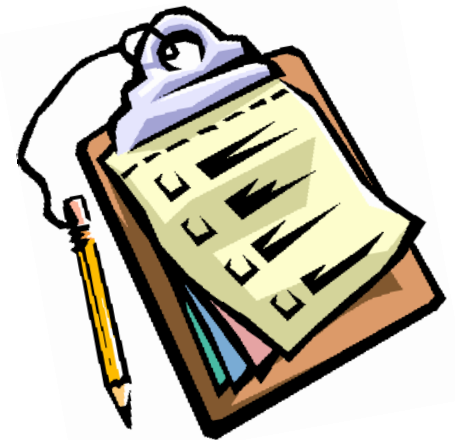


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DIGITAL AGENDA (DA)

- Launched in 2010
- Aims at boosting Europe's economy by delivering sustainable economic and social benefits from a DSM
- DA consists of several challenging tasks:
 - Boosting the spread of high-speed broadband
 - Establishment of "single telecom sector
 - Modernisation of e-commerce



To be more precise, some facts and figures...

- Its aim is not only to get every European online but to help people find their way in the digital world
 - E.g. the introduction of ICT and telemedicine alone is estimated to improve the efficiency of healthcare by 20%
 - Home telemonitoring of heart patients can improve survival rates by 15%, reduce hospital days by 26% and save 10% nursing costs
 - E- prescription can reduce errors in drugs dosage by 15%

DIGITAL MARKET STRATEGY (DSMS) (COM 2015 192)

- EU's plan to create free and secure single digital market
- Key objective – to expand and boost growth of EU digital economy
- Removing barriers to on-line cross border purchases
- 3 main goals:
 - To make it easier for consumers and entrepreneurs to get goods and services via Internet, Europe-wide
 - To create better conditions for boost of digital networks and services
 - To strengthen growth of European digital economy



WHY DSMS?

- EU consumers buy mostly at domestic Internet markets
- Only **15%** of EU citizens buy goods from another MS via Internet
- **Only 7%** of SMEs sell goods in another EU country
- **Due to regulatory barriers**, EU Single Market has become fragmented and such situation causes damage to entrepreneurs
- EU Commission's analysis – full- fledged DSM could raise benefits for the EU economy up to **415 billion EUR per year!**
- There are **7 milion jobs in the ICT sector in Europe**

LEGAL ASPECTS



- May 2015 – ministers in charge of competitiveness stressed importance of:
 - *creation of meaningful copyright laws*
 - *Adapting e-commerce rules*
 - *Increasing consumer trust and protection*
 - *Personal data protection*
 - *Expanding eGovernment*
 - *Impact assessment of fiscal rules on digital tools*
 - **IDEA AROSE THAT ALL NEW FUTURE EU LEGISLATION SHOULD BE IN PRINCIPLE DIGITAL!!!**

ECONOMIC ASPECTS



- Digital economy as a tool for job growth and increase of EU's competitiveness
- The digital economy is growing at seven times the rate of the rest of economy (12% each year)
- The number of jobs that require ICT is expected to rise by 16 million by 2020
- Estimation – $\frac{1}{2}$ of productivity growth derives from investment in ICT
- Internet economy creates 5 jobs for every two offline jobs lost
- Important role in fostering SMEs (e.g. creation of smart cities with broadband internet would enable working at home and thus prevent depopulation of small cities and regions – **Croatian example – Duga Resa**).

EDUCATIONAL ASPECTS



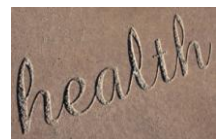
- May 2015 - ministers in charge of competitiveness supported establishment of European Program for Open Science
 - Such initiative would enable open access to publicly financed research publications and similar information
 - They stressed that researches should have more relevant role in DSM Strategy and contribute to digital innovations

THE CONFERENCE TOPICS – OUR CONTRIBUTION TO THE INTERDISCIPLINARY DISCUSSION ON DSM!

- Topics which will be presented today and tomorrow cover wide range of DSM issues
 - eHealth
 - Cloud computing
 - ODR
 - Digital economy
 - Digital contract rules
 - eGovernment
 - E-commerce
 - Online cross border provision of services
 - Protection of personal data
 - Broadband networks
 - Smartphones and consumers
 - Electronic records and single transport area
 - Criminal aspects of DSM



eGovernment
COMPUTING



Further readings

- Digital Agenda for Europe – Rebooting Europe's Economy, The European Union Explained, EC
- Moving Towards Adaptive Governance and Internet – Inclusive Legislation – AGILE for Better Regulation, Final Report by Capgemini Consulting
- Communication from the Commission to the EP, the Council, The EESC and CRegs, A Digital Single Market Strategy for Europe (SWD (2015)100 FINAL)



THANK YOU FOR YOUR ATTENTION!
WE WISH YOU FRUITFUL AND DYNAMIC
CONFERENCE!

