

# Single Digital Gateway: how EU could meet expectations of citizens and businesses?

Digital Single Market Working Group  
European Parliament

Keynote speech: Dr Charlotte Duke

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Prepared for Policy Department A on request of IMCO Committee

# Benefits to business, consumers and citizens

- **Need to improve access to information and processes on-line is as an important pillar for the Digital Single Market and e-government**
- **Substantial lost benefits for citizens, consumers and incurred costs for business**

# Magnitude of costs/lost benefits

Barrier	Estimate
Comparing services online	<b>€300 million</b> per year to consumers (2012)
Accessing public services online	<b>€150 - €600 million</b> in total to citizens (2012)
Cross border activities	<b>€5.8 - €57.2 million</b> in total to businesses (2017)

# Awareness and access

- **91.6%** of citizens and businesses unaware of any European level online services
- **25%** of businesses unable to find required information for cross border activities

# Information and access issues remain

- Fragmented
- Missing or inaccurate
- Low awareness
- Processes often not available (or more difficult) to foreign users

# Study on a Single Point of Contact (2013) – Recommendations

- **Umbrella, single entry point**, that guides and streams users to the most appropriate service based on user needs, not supplier side models
- **Groups existing services into ‘families’** based on complementary remits
- **Interlinking** complementary services, and **routing** users between services.

# Study on a Single Point of Contact (2013) – Recommendations

- Utilises key solutions (e.g. online enquiry forms)
- Information about **national level issues** and access to relevant **national organisations**



# Single Digital Gateway proposal 2017



- **Reduce additional administrative burdens for cross-border activities**
- **€748 billion cost of slow Europe in e-commerce alone**



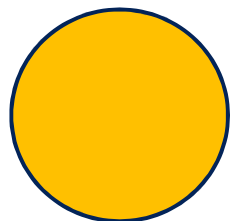
# Assessment of the proposal

- Preferred option 2: **An EU coordinated approach**
- Assessment in regard to **deficiencies** identified and **recommendations** made in **2013 *A European Single Point of Contact Study***

***Potential for proposal to address these***



# Assessment: recommendation 1

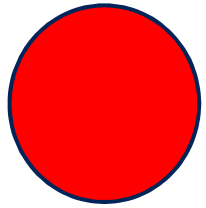


**Recommendation: Umbrella single entry point: user needs**

**Proposal: Your Europe: Business and consumers**

**Assessment: *Supporting research not representative of EU business and citizens***

## Assessment: recommendation 2

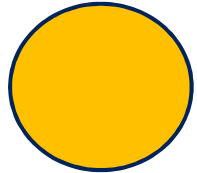


**Recommendation: Group existing services into ‘families’ based on complementary remits**

**Proposal: Links from Your Europe to other EU initiatives**

**Assessment: overlaps between existing services remain; no *interlinkages* between families of services; no **streamlining** of services**

## Assessment: recommendation 3

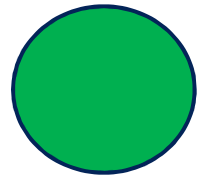


**Recommendation**: Service interlinking and routing

**Proposal**: Links to Your Europe on EU and national websites, **common search facility**, EU level enquiry form

***Assessment: Improvement but remains one-directional***

## Assessment: recommendation 4

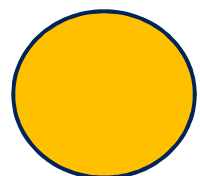


**Recommendation:** Utilise key solutions

**Proposal:** Common search facility and service finder, information in at least one other foreign language at national level, co-ordination group

**Assessment:** Key solutions, but one directional: search functions and online enquiry forms

# Assessment: recommendation 5



**Recommendation:** Information about **national level issues** and access to relevant **national organisations**

**Proposal:** 10+10 procedures, common information, common feedback tool

**Assessment:** how to provide **information left up to Member States *will not* improve findability and accessibility** problems for users



# Possible solutions

- **All EC services for business, citizens and consumers are captured in the SDG linkages**
- **Streamlining feasible between services (is there overlap based on supplier focus not a user approach)**



# Possible solutions

- **Multi-directional** search function and enquiry form
- Movement toward **common presentation and organisation of information** between Your Europe and national portals

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