



e-Commerce

Trust Mark [.eu]





e-commerce Trust Mark [.eu]

e-Commerce
in Europe

Trust Mark
[.eu]

Targets and
benefits

Why now?

Action Plan

CURRENT stage of e-Commerce in Europe

- Obsolete and dispersed legislation
- Lack of control agencies
- There are no incentives for business
- Perception of insecurity
- Commercial barriers
- Technical barriers
- Lack of information and education
- There is no transparency
- Lack of consumer confidence

DESIRED stage of e-Commerce in Europe

- Regulatory clarity
- Agencies to ensure best practices
- Incentives and promotion of e-Commerce
- Securing cross border trading
- Uniformity in VAT and accounting rules
- Improve and simplify delivery services
- High quality connection
- Commercial transparency
- Security and confidence

Insufficient development
and lack of competitiveness

RESET

Competitiveness in a market
of 500 million users



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TRUST MARK [.eu] is a brand that provides CLARITY, TRANSPARENCY and SECURITY to consumers in cross border commercial transactions

Domain [.eu] is an
European company

Under the Consumer
Rights Directive

Single VAT rate

Same price in all EU
countries

Warranty and shipping
information

Sale of products
certified by the EU

Secure ways of
payment

Information on the
sellers provenance

Uses an accounting
standard

Data Protection
Guarantee

Detailed product
information

Accurate information
and legal certainty



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Benefits

- Security and trust
- Under a single policy of consumer rights
- Full comprehensive information on product and seller
- Secure payment formulas
- Possibility of more competitive prices
- Under the Data Protection Act

OBJECTIONS

Consumers

Retailers and
Stakeholders

Institutions

Objections

- Consumers want to buy online, but there are no conditions to enable them to do so safely



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Benefits

- Security and trust
- More cross border online sales transactions
- Simplification and unification of the legal framework
- Ease of management with a single VAT and uniform accounting rules
- Improved monitoring of the online market, ensuring fair competition
- Larger potential market, with greater transparency and security
- Improved delivery services

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- Lack of confidence in the political will to implement these measures. Today, it seems impossible that the 27 reach unanimous agreement of this nature



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Benefits

- Consolidating the internal market
- Activating a potential market of 500 million users
- Improve the fight against piracy and the sale of products that threaten the public health
- Increase competitiveness of the European market compared to more mature markets
- More competitive prices

OBJECTIONS

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- It is necessary to unify the will of all actors involved in this project and it requires to involve them



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- Opportunity to make the Single Market a reality, with more than 500 million consumers
- Strong political will of the EU for the digital marketplace:
- The crisis is a great opportunity to set the stage for the European digital commerce to compete when the market recovers

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- Monti Report
 - Digital Agenda for Europe
 - European Parliament Report
*Completing the Internal Market
for E-commerce*
 - Single Market Act



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Objective	Action	Responsible	Period
INNOVATE	Development of the Trust Mark [.eu]	Multidisciplinary team (*)	February 2011 1 meeting
SIMPLIFY	Flesh out the Trust Mark [.eu] through accurate information	Multidisciplinary team (*)	March 2011 1 meeting
COMMUNICATE	Building trust in audiences	Multidisciplinary team (*)	April 2011 1 meeting
GUARANTEE	Design strategy and operational agenda to match the online market	Leader Team for "European e-Commerce"	June 2011

(*) Representatives of the European Parliament, Commission, Business and Consumer Associations.





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