



1. EU Digital Single Market Strategy

2. Digital for Development

ITU-Intel Forum on Digital Transformation, Rabat, Morocco 8.11.16

G rard GALLER

International Relations Officer

European Commission, DG CONNECT



European
Commission

1. EU Digital Single Market Strategy



European
Commission

Political Guidelines of the 2014-2019 European Commission

"... we must make ... **better use** of the ... opportunities offered by **digital technologies**...

To do so, we ... need to have the courage to **break down national silos** in telecoms regulation, copyright and data protection legislation, in the management of radio waves and in the application of competition law."

Jean-Claude Juncker, President of the European Commission, 15 July 2014

https://ec.europa.eu/priorities/sites/beta-political/files/juncker-political-guidelines_en.pdf

DSM Strategy

Why we need a Digital Single Market

315 million Europeans use the Internet every day



A Digital Single Market

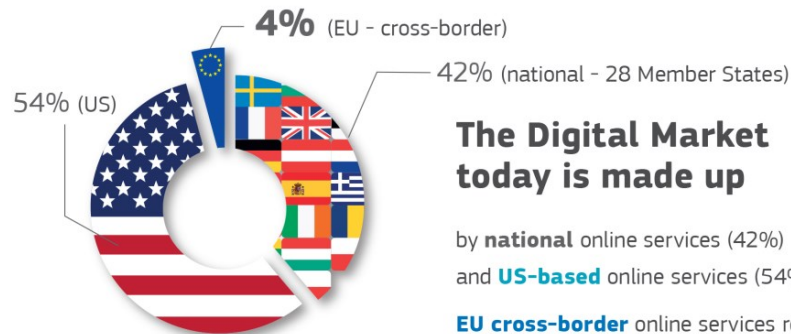
can create up to

€415 billion in additional growth,

hundreds of thousands of new jobs,

and a **vibrant knowledge-based society**

But obstacles remain to unlock this potential...





European
Commission

Why a Digital Single Market Strategy?

Making better use of the opportunities offered by digital technologies

- **Digital has fundamentally changed entire economic sectors**
- **National barriers prevent a true Single Market**
- **Legislation needs to keep up with markets**
- **The EU needs a coordinated response to digital challenges and opportunities**





DIGITAL SINGLE MARKET Strategy

Indicative Timeline

European
Commission

2015

2016 – 1st semester

2016 – 2nd semester

Digital Contracts and Copyright I
Incl. Content Portability Proposal

e-Commerce Initiative
Incl. Geo-blocking, CPC Regulation, Parcel Delivery, UCPD Guidance

Copyright II
Incl. SatCab

VAT review

UHF/700Mhz

Cybersecurity PPP

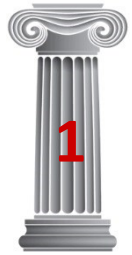
Digital Content Initiative
Incl. AVMSD update & Online Platforms Assessment

Telecom review

e-Privacy

Digitising European Industry Initiative (including Cloud, eGov Action Plan, ICT Standards)

Free Flow of Data Initiative





European
Commission



Key Initiatives:

Unlock the potential of e-commerce by:

- ✓ Ending unjustified **geo-blocking**
- ✓ Facilitating efficient and affordable **parcel delivery**
- ✓ Fostering consumer trust by harmonised rules on **digital contracts** & improved **Consumer Protection enforcement**
- ✓ Conducting an **e-commerce sector inquiry**

Copyright modernisation and better access to digital content by:

- ✓ Enabling cross-border portability of online content services (**Copyright I**)
- ✓ **Copyright II**

Yet to come:

➤ **VAT modernisation**



European
Commission

**Innovative
services and
advanced
digital
networks**

Key Initiatives:

- ✓ Digital Content Initiative
 - ✓ **AVMSD update** in view of technological and market developments
 - ✓ **Comprehensive assessment of online platforms**
- ✓ **Cybersecurity PPP** launched
- ✓ **Telecom review:** encouraging investment in connectivity

Yet to come:

➤ **ePrivacy Review**



European
Commission



Key Initiatives:

- ✓ **Digitising European Industry** initiative by:
 - Facilitating coordination of European, national and regional initiatives
 - **Mobilise €50b of public and private investment** including €500m for a European network of **digital innovation hubs** where businesses can get advice and test digital innovations
- ✓ **European Cloud Initiative** for a data-driven economy
- ✓ **ICT Standards Priorities** to ensure interoperability and facilitate ICT uptake: 5G, Cloud Computing, IoT, Data Technologies, Cybersecurity
- ✓ **eGovernment Action Plan**

Yet to come:

- **Free Flow of Data** initiative



European
Commission

Is this relevant for non EU countries? What are the benefits for them?

- **Uniform rules rather than a patchwork of 28 different regimes is a market opener**
- **The DSM will create a fair economic environment**
 - **EU more attractive for direct investments and for global companies**



European
Commission

2. Digital for Development



European
Commission

New EU doctrine in the making:

- **Mainstreaming Digital for Development (D4D)** in EU assistance to development programmes
- **EU with its 28 Member States:** largest donor
- **Focus:**
Broadband connectivity / Digital skills / Digital entrepreneurship / Cross-sector usage of ICT / ICT to ease migratory flows
- **Mechanisms**
 - Synergies with EU Member States
 - Grants, cooperation with development banks, etc.
 - To translate / implement in financing decisions and projects



European
Commission

Recent and forthcoming Political Documents :

- 1. Revision of the European Neighbourhood Policy**, 18.11.2015 (South Med. / Union for the Mediterranean + Eastern Partnership / Digital Community)
- 2. European Commission Communication on Actions to reach the Sustainable Development Goals 2030**
- 3. EU contributions to the Resolutions of the United Nations' General Assembly 2016**
- 4. Revision of the "Consensus for development"** (between EU Parliament, Council and Commission, 2005)
- 5. Renewal of the Africa-Caribbean-Pacific Partnership Agreement** (ACP, post-Cotonou >2020)



European
Commission

ec.europa.eu/priorities/digital-single-market/index_en.htm



ec.europa.eu/digital-agenda/en/digital-single-market

Follow the latest progress and get involved.



[#DigitalSingleMarket](https://twitter.com/hashtag/DigitalSingleMarket)



[#DigitalSingleMarket Strategy](https://www.facebook.com/hashtag/DigitalSingleMarketStrategy)



[Digital Single Market blog](#)