



Digital Single Market, eGovernment & Co- production

IECISA

Madrid October 13th, 2015

F. García Morán

Why we need a Digital Single Market

315 million
Europeans
use the
Internet
every day



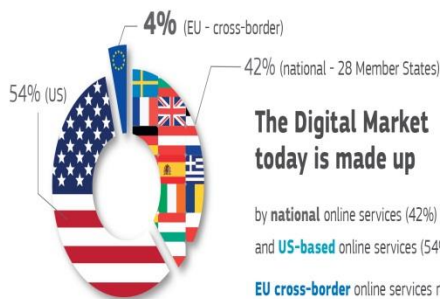
A Digital Single Market
can create up to

€415 billion in additional growth,

hundreds of thousands of new jobs,

and a vibrant knowledge-based society

But obstacles remain to unlock this potential...



SOLUTIONS NEEDED: THREE PRIORITY AREAS

1

Better access for consumers and businesses to digital goods and services across Europe

Unlocking e-commerce potential



15% of consumers bought online from other EU countries in 2014, while **44%** did so **domestically**

→ EU consumers could **save €11.7 billion** each year if they could choose from a full range of EU goods and services when shopping online



Only **7% of SMEs** in the EU sell cross-border

Small online businesses wishing to trade in another EU country face around **€9,000 extra costs** for having to adapt to national laws

→ If the same rules for e-commerce were applied in all EU Member States, **57% of companies** would either start or increase their online sales to other EU countries

Affordable parcel delivery costs



More than **90% of e-shoppers** consider **low delivery prices** and **convenient return options** as important when buying online

62% of companies that are willing to sell online say that too high delivery costs are a problem

Tackling geo-blocking

In **52% of all attempts** at cross-border orders the seller does not serve the country of the consumer

→ less clients, less revenues for companies



Simplifying VAT arrangements

Small online businesses wishing to trade in another EU country face a VAT compliance cost of at least **€5,000** annually for each Member State where it wishes to supply

Modernising copyright



1 in 3 Europeans is interested in watching or listening to content from their home country **when abroad**



1 in 5 Europeans is interested in watching or listening to content from **other EU countries**

→ An opportunity not to be missed: **Images, films or music and games** are the most popular online activities and digital spending on entertainment and media has double digit growth rates (around **12%**) for the next five years

2

Shaping the right environment for digital networks and services to flourish

Strong European data protection rules to boost the digital economy



72% of Internet users in Europe still worry that they are being asked for too much **personal data online**

Rolling out fast broadband for all

Take-up of fast broadband is low: only **22.5% of all subscriptions** are fast ones (above 30Mbps) and Europe has witnessed significant time lags in the roll-out of the latest 4G technology due to the non-availability of suitable spectrum

Spectrum reforms can decrease prices of mobile services and boost productivity over time (estimated EU-wide GDP increase **between 0.11% and 0.16% over 5 years**)

59%



15%



Only **59%** of Europeans can access **4G**, dropping to **15%** in **rural areas**

3

Creating a European Digital Economy and society with growth potential

Big data and cloud



Digital data stored in cloud:
2013: 20% - 2020: 40%

The use of big data by the top 100 EU manufacturers could lead to **savings worth €425 billion**

Studies estimate that, by 2020, big data analytics could boost EU economic growth by an additional **1.9%**, equalling a **GDP increase of €206 billion**

An inclusive e-society

Almost half the EU population (**47%**) is not properly digitally skilled, yet in the near future, **90% of jobs** will require some level of digital skills

A strategy of 'digital by default' in the public sector could result in around **€10 billion of annual savings**



Digital Single Market

3 pillars

16 actions

18 months



2015

2016

Better access for consumers and businesses to digital goods and services across Europe

Legislative proposals for simple and effective cross-border **contract rules** for consumers and businesses



A wide ranging review to prepare legislative proposals to tackle unjustified **geo-blocking**

Competition sector inquiry into **e-commerce**, relating to the online trade of goods and the online provision of services

Legislative proposals for a reform of the **copyright** regime

Review of the **Satellite and Cable Directive**

Review of the **Regulation on Consumer Protection Cooperation**

Measures in the area of **parcel delivery**

Legislative proposals to reduce the administrative burden on businesses arising from different **VAT** regimes



Creating the right conditions for digital networks and services to flourish

Comprehensive analysis of the role of **platforms** in the market including **illegal content** on the Internet



Legislative proposals to reform the current **telecoms rules** and the **Audiovisual Media Services Directive**

Review of the **e-Privacy Directive**

Establishment of a **Cybersecurity contractual Public-Private Partnership**



Maximising the growth potential of the Digital Economy



Adoption of a **Priority ICT Standards Plan** and extending the European Interoperability Framework for public services

Initiatives on data ownership, **free flow of data** (e.g. between cloud providers) and on a **European Cloud**

New **e-Government Action Plan** including an initiative on the 'Once-Only' principle and an initiative on mandatory interconnection of business registers

Updating the e-Commerce framework?

Is the e-commerce Directive functioning well in practice? Is it capable of dealing with new technological developments? Should it be updated?

Geo-
blocking

Platforms

Sharing
economy

Liability

1

Better access for consumers and businesses to goods and services across Europe

Unlocking the e-commerce potential



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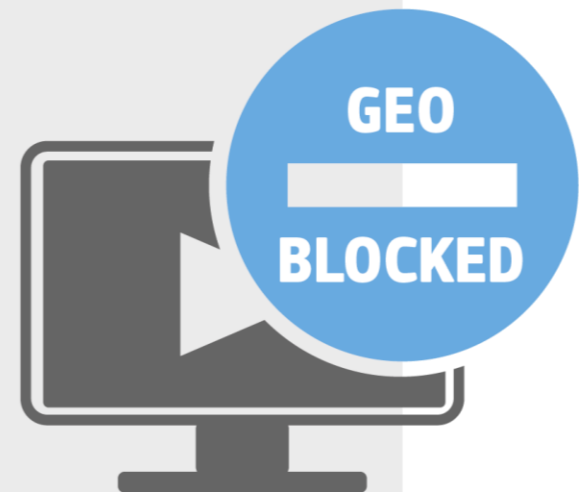
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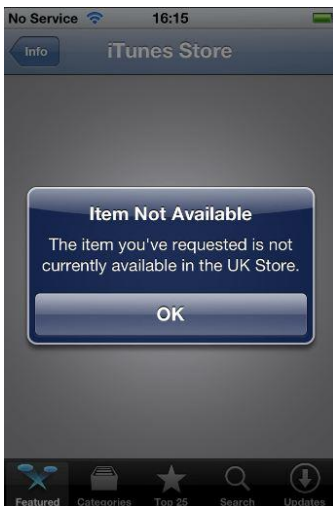
 less clients, less revenues for companies



Geo-blocking

Can geo-blocking be justified by content personalization (based on language, overall national market trends, etc.)?

Should geo-blocking be banned completely for other reasons than copyright and legal prohibitions?



Canon EOS
Companion

Canon Europa N.V.

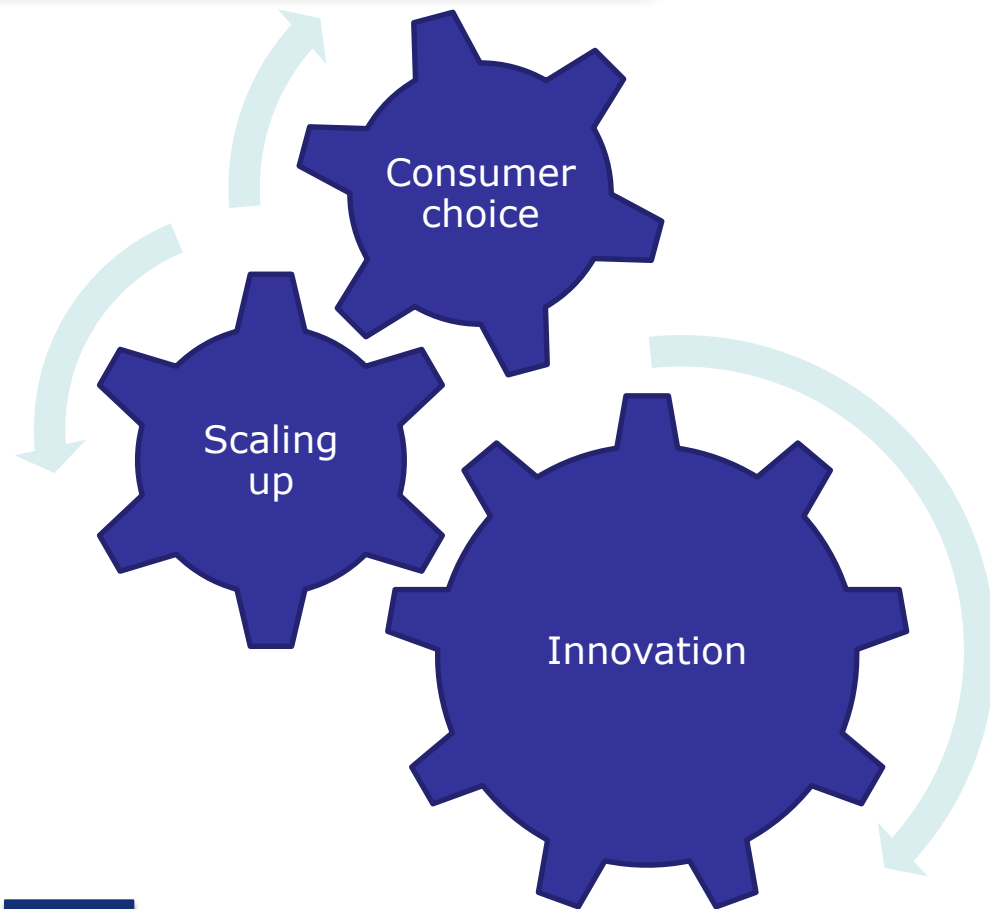


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2

Shaping the right environment for
digital networks and services to flourish

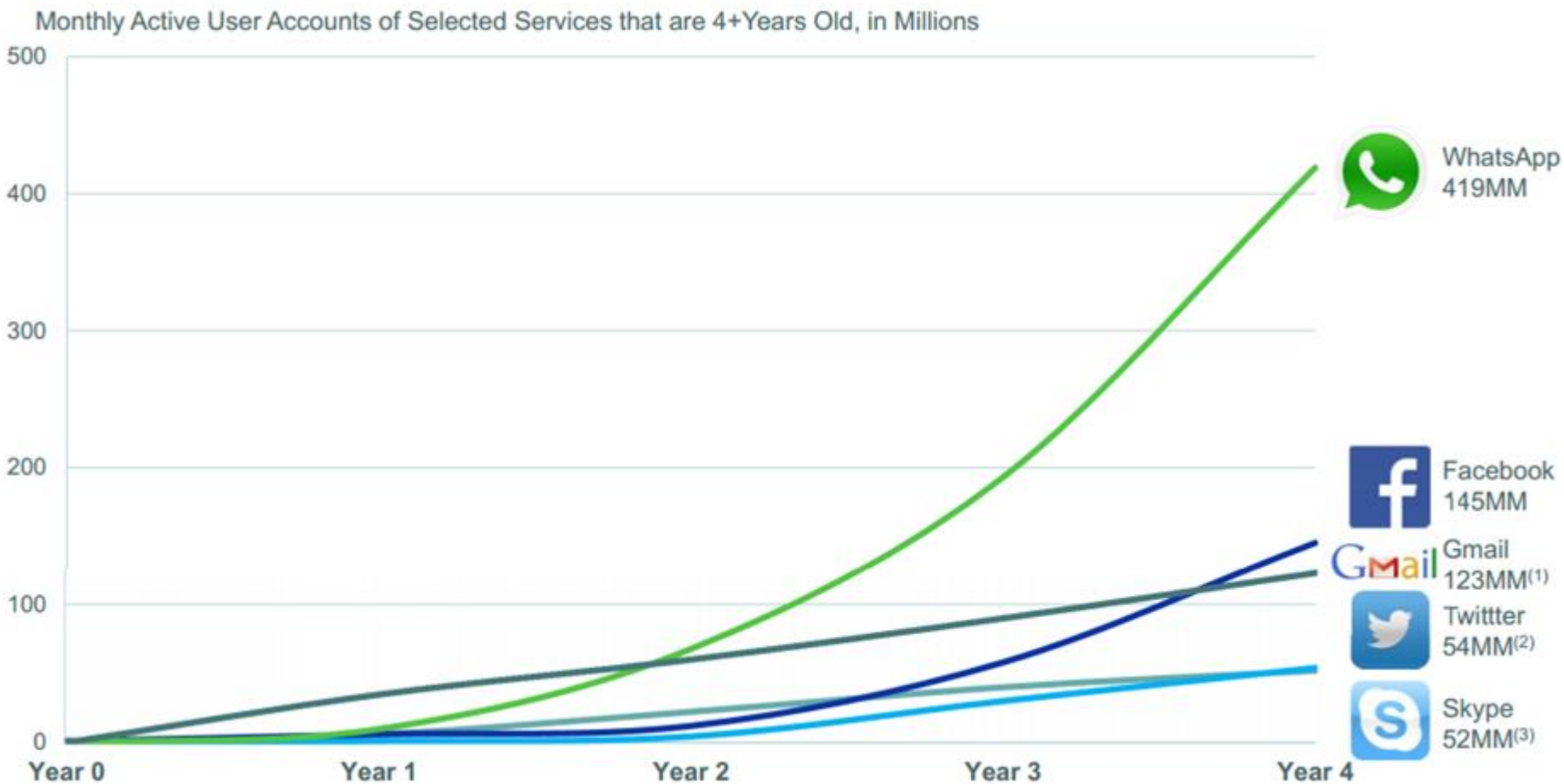
**Platforms are the
engines of the
digital revolution**



... they come in flavours ...



... with a scale and speed never seen...

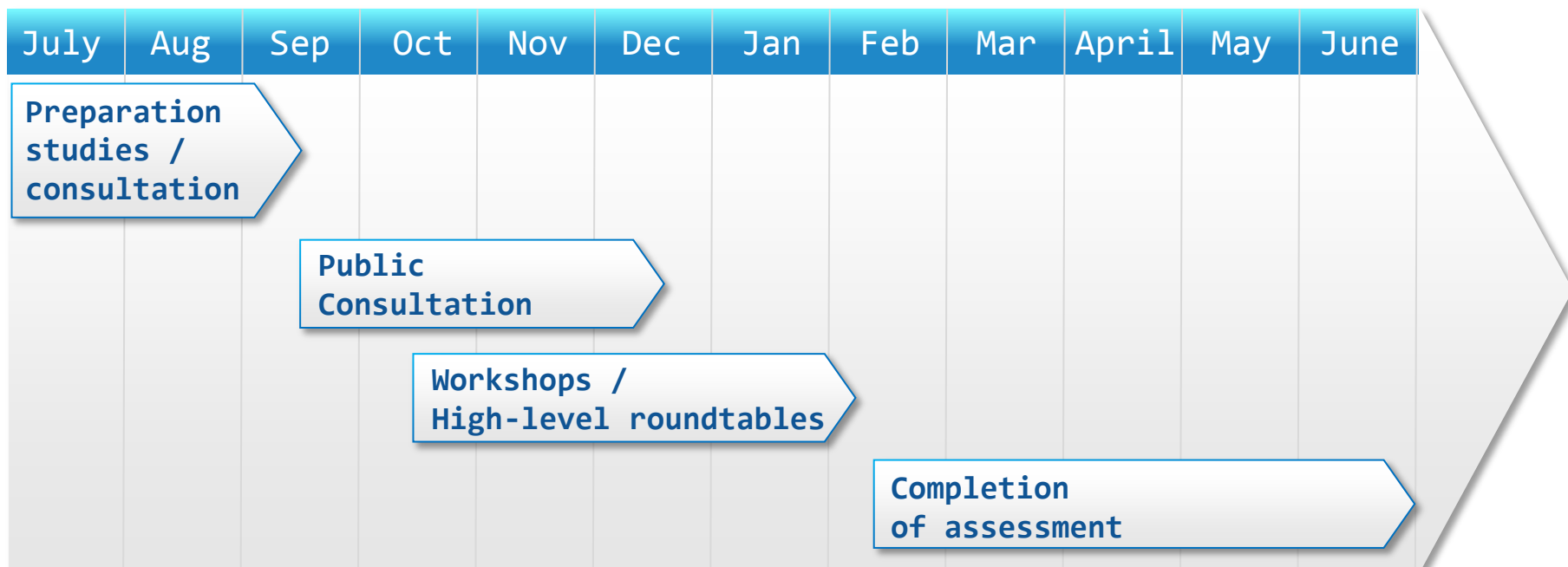


Timetable



2015

2016



Report - Assessment of platforms (+ sharing economy)

Transparency, data usage, B2b, switching, illegal content

Issues related to platforms

- ✓ Transparency
- ✓ Use of data
- ✓ Access
- ✓ Portability
- ✓ Illegal content

Collaborative economy

...Or C2C? And in that case...
...need to protect consumers from themselves?



Are these platforms liable for their content?

Is it a B2C service...?

Or just pure black economy...?

Timing of the e-Commerce sector inquiry

- **First round of requests for information in June 2015**
- **Preliminary Report followed by Public Consultation mid-2016**
- **Final Report in the 1Q 2017**

Planned Public Consultations (September)

Ongoing

A "fit for purpose" regulatory environment for digital eco-systems

Review of the Satellite and Cable Directive

ICT Standards

Revision of the Audiovisual Media Services Directive

Unjustified Geo-Blocking

Contract rules for online purchases of digital content and tangible goods

New eGovernment action plan 2016-2020

Closed

Review of the framework for electronic communications networks & services

Cross-border parcel delivery

eGovernment in the Digital Single Market Strategy for Europe



Teaming up for the eUnion

5th Ministerial eGovernment Conference
Malmö, 19–20 November 2009

Empowering Citizens and Businesses

User Centric services
Collaborative production
Re-use of information
Transparency
Involvement of Citizens

Efficiency & Effectiveness

Organisation process
Administrative burden
Green Government

Strengthening the Internal Market

Seamless Services
Personal Mobility
Cross Border Services

Pre-conditions

Open Specifications and Interoperability
Key enablers
Innovative eGovernment

eGovernment Action Plan

Digital Agenda

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for Europe



Open governance framework

Citizens

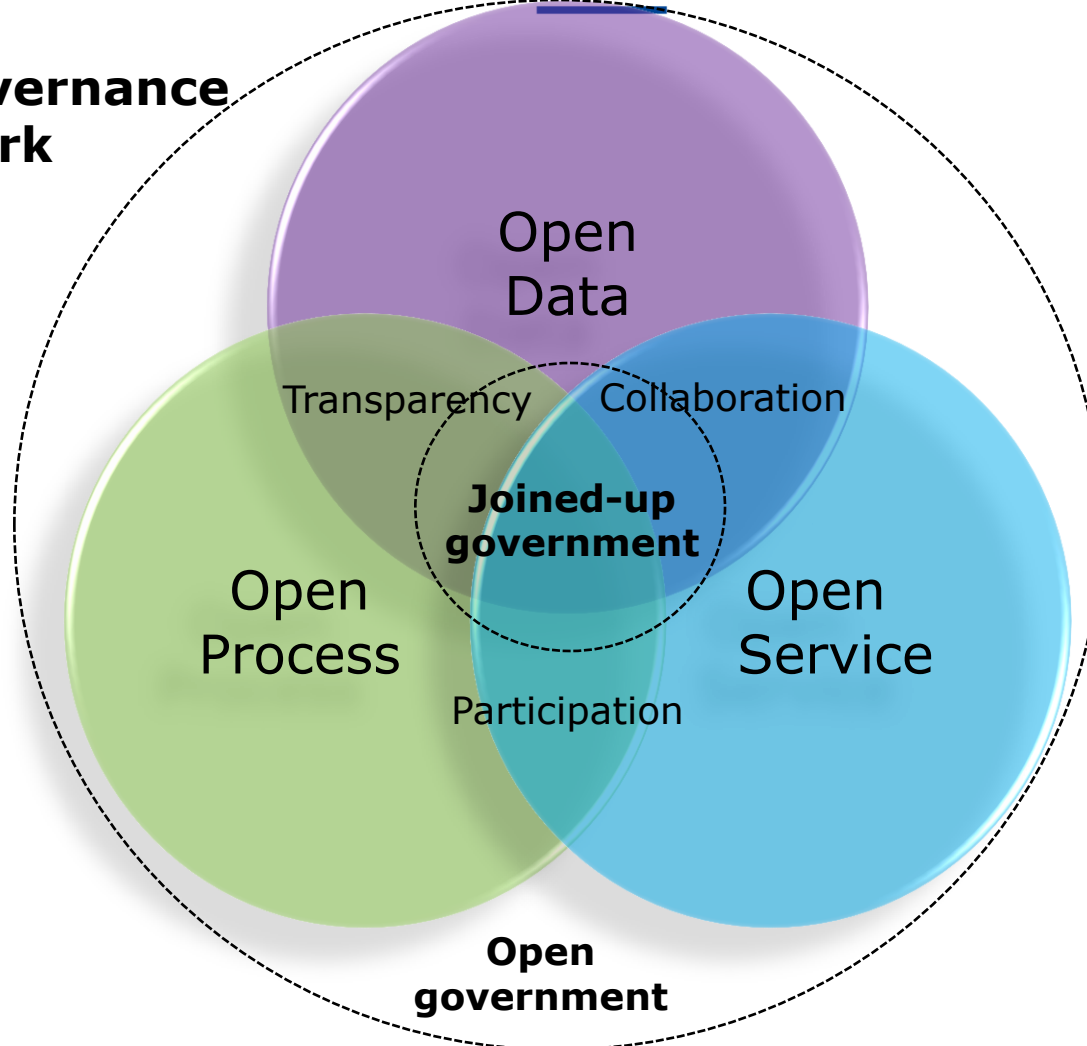
Users

Businesses

Civil society

Social partners

Private sector



Open government

Source of diagram: <http://www.govloop.com/profiles/blogs/three-dimensions-of-open-government>

'Vision for Public Services':

<https://ec.europa.eu/digital-agenda/en/ict-enabled-public-sector-innovation-through-open-government>



- **User-friendly, digital service delivery** to reduce administrative burden;
- **Connecting public administrations across Europe** to facilitate seamless cross-border service delivery and reuse of successful technologies;
- **Opening government data, services and processes** to engage third-parties to create better or new services and help improve policies.

Mid-term evaluation of the current eGovernment Action Plan



- Recognising that the importance of the adoption of the **CEF and ongoing deployment of DSIs**
- Focus on a number of **priority areas** for future action (e.g. **open data, collaborative services, interoperability** and re-use of Public Sector Information and the once-only principle)
- Pointing to a paradigm shift towards **open government**
- Suggesting a **holistic approach** with **all the relevant Commission services** working on related issues involved, including other related monitoring and community-building activities
- Move **away from a five-year, static** initiative to a **more dynamic, flexible and iterative approach**

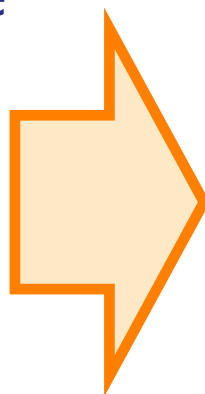
Source:

<http://ec.europa.eu/digital-agenda/en/news/mid-term-evaluation-e-government-action-plan-2011-2015-implementation-smart-2012-006020>

The means for Xborder services: Connecting Europe Facility (CEF)



A common infrastructure fund to deploy smart networks in the area of transport, energy and **telecommunications** in support of an interconnected Europe.



1 billion € available for supporting the **development** and smooth functioning of the **Digital Single Market** by supporting the **deployment** of Broadband and **Digital Service Infrastructures (DSIs)**

CEF-DSI (Digital Services Infrastructures)

Building block DSIs provide basic functionality and are reusable by sector-specific DSIs

Examples are: Interoperability of eIDs, e-Signature, e-Delivery, automated translation, ...



Sector-specific DSIs provide trans-European interoperable online services for citizens, business and public administrations

Examples are: eProcurement, eHealth, Open Data, Business Mobility, Cultural Heritage, Safer internet for Children...



Re-using LSP solutions

- ☉ SPOCS "Simple Procedures Online for Cross-Services"
- ☉ epSOS "European Patients Smart Open Services"
- ☉ STORK "Secure idenTity acrOss boRders linKed"
- ☉ PEPPOL "Pan European Public Procurement OnLine"
- ☉ e-CODEX "e-Justice Communication via Online Data EXchange"

→ All projects run with existing national back office systems



Consolidate, improve, extend

e-SENS

- **Consolidates** the results of LSP projects
- **Improves** solutions and develops generic modules
- **Extends** their usage to more domains



Public services in Europe have embraced new technologies to varying degrees but more can be done to **modernise public administration, achieve cross-border interoperability and facilitate easy interaction with citizens.**



The Commission will present a
new e-Government Action Plan 2016-2020

The Commission will present a new e-Government Action Plan 2016-2020 which will include

- (i) making the interconnection of business registers a reality by 2017
- (ii) launching in 2016 an initiative with the Member States to pilot the 'Once-Only' principle
- (iii) extending and integrating European and national portals to work towards a 'Single Digital Gateway' to create a user friendly information system for citizens and business and
- (iv) accelerating Member States' transition towards full eProcurement and interoperable eSignatures

**Q2
2015**

eGov AP
Midterm Review
DSM
DA 2015

**Q3
2015**

Joinup
workshops
Public
consultation

**Q4
2015**

Joinup
workshops
Public
consultation

**Q1
2016**

Multi-
Stakeholder
Forum

**Q2
2016**

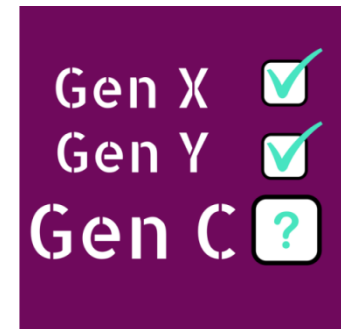
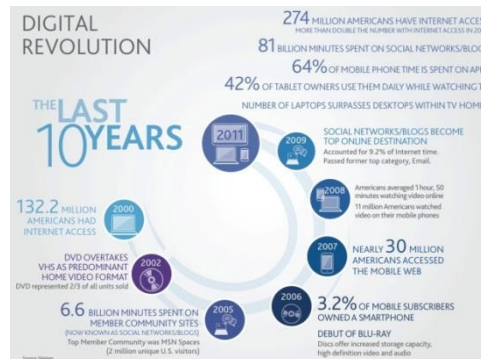
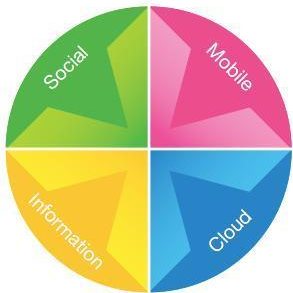
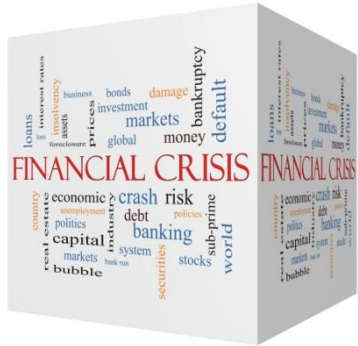
Communication
on Action Plan

The Future of Public Services

Digital
&
Co-produced



Context



Context

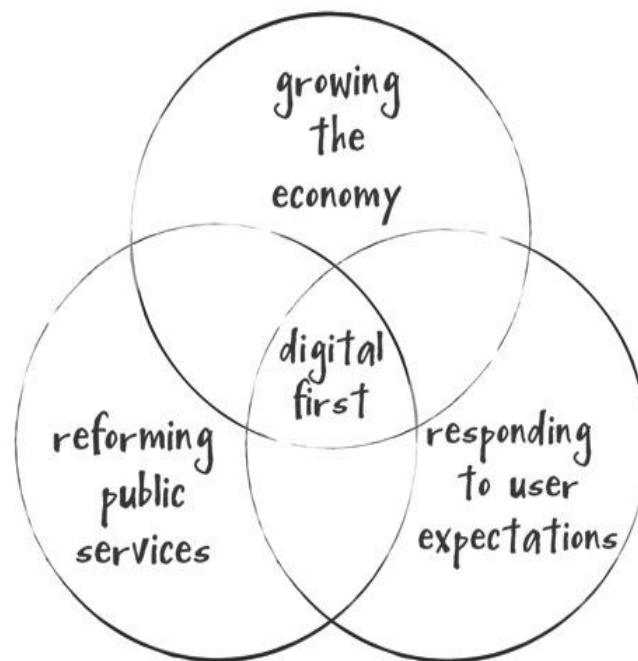


Need for efficiency and effectiveness

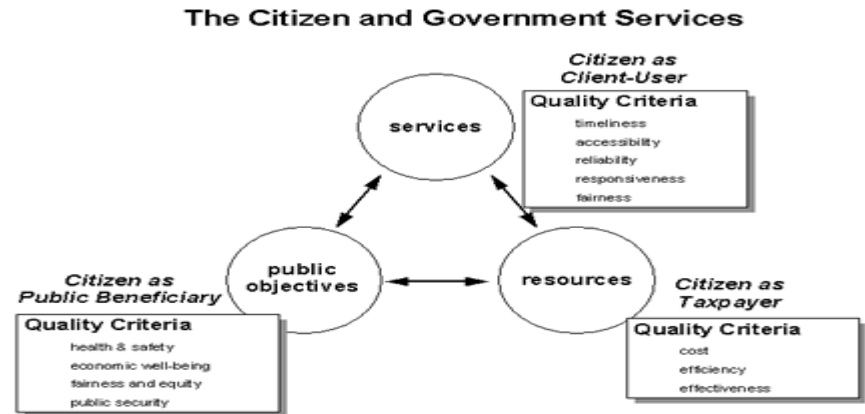


Public sector in the EU: 50% of EU GDP, 17% of Employment, 20% of Purchasing Power, Largest Purchaser of IT, Great Influence on Market Dynamics

Citizen Centric & Digitally Enabled



Government = Vending Machine?

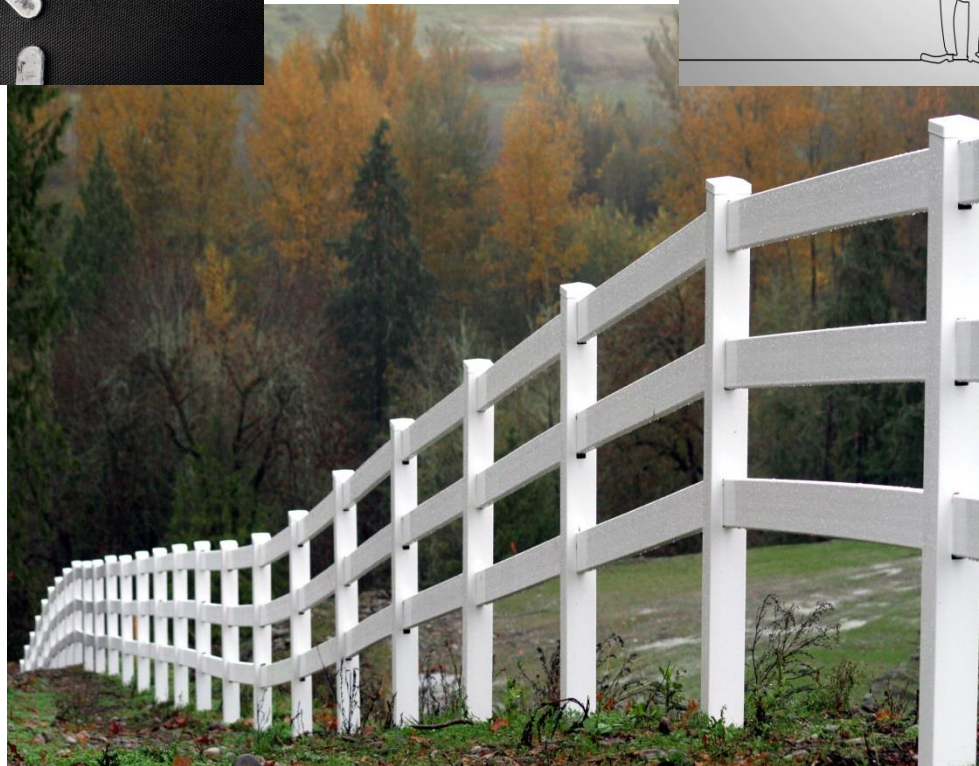
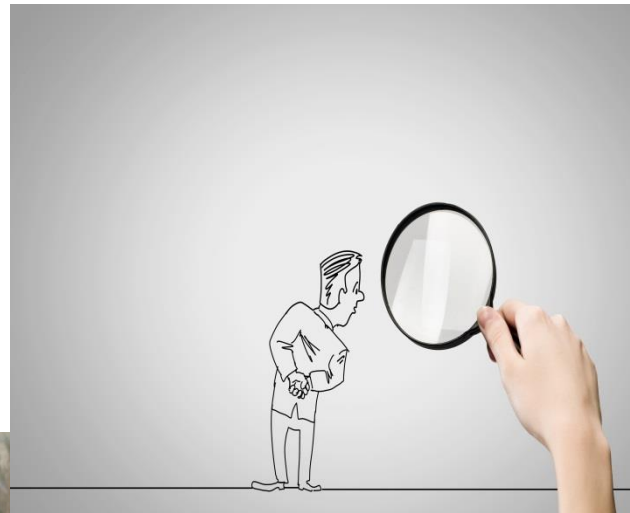


Gouvernement, Citizens & Civil Society



I created Code for America to get the rock stars of design and coding in America “to work in an environment that represents everything that we are supposed to HATE....., to work in Government” ...





EC Fellowship @ UC Berkeley



Objectives

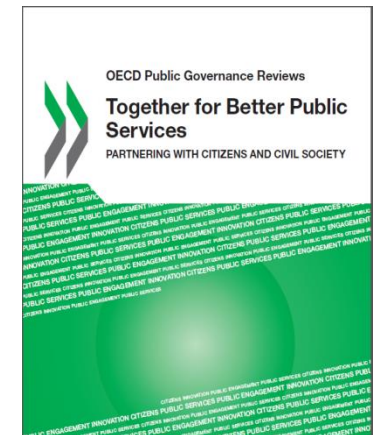
- *Feasibility of collaborative digital services ?*
- *What governance? Role of Civil Servants?*
- *Platforms?*
- *ICT Management for collaborative services?*

Public Services for Public and Social Value

- *Public Services: Services offered to the general public and/or in the public interest with the main purpose of developing "public value"*
http://ec.europa.eu/services_general_interest/docs/comm_quality_framework_en.pdf
- *Public Value: The total societal value that cannot be monopolized by individuals, but is shared by all actors in society and is the outcome of all resource allocation decision* (Vision Study - Impact of Information Society options on the Development of pan-European Public e-Services, 2008)
- *Social Value: The creation of benefits or reduction of costs for society –through efforts to address societal needs and problems- in ways that go beyond the private gains and general benefits (Happiness, Wellbeing, Health, Inclusion and Empowerment)*

Co-production (OECD)

“ A way of **planning, designing, delivering and evaluating public services** which **draws on direct input from citizens, service users and civil society organizations** ”

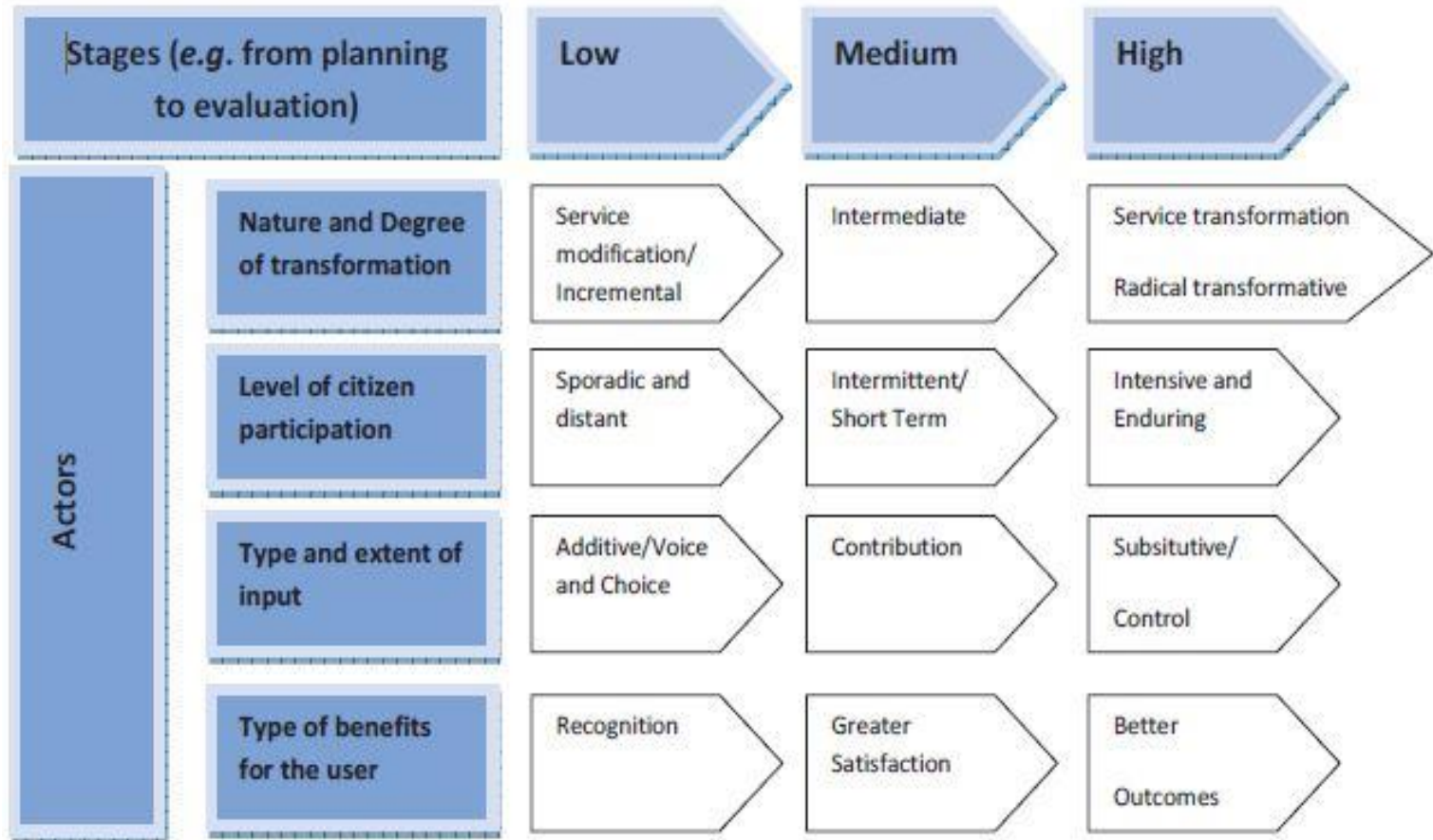


Co-production ≠ Contracting/Outsourcing

Co-production (FGM)

“Coproductio*n* is a way of *planning, designing, delivering, monitoring and evaluating* digital public services which, with the *help of technology*, draws on direct *input and domain skills* and *experiences from citizens, service users, civil society organizations and social enterprises* to produce agreed outcomes and increase *public and/or social value*”

Summary of play and players



Source: OECD

Co-production stages



Co-Commissioning

www.govint.org



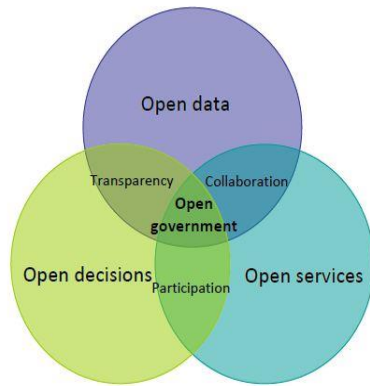
Co-Delivery



Co-production needs : Open and Collaborative Government

Open government

Open Governance



EUROPEAN COMMISSION

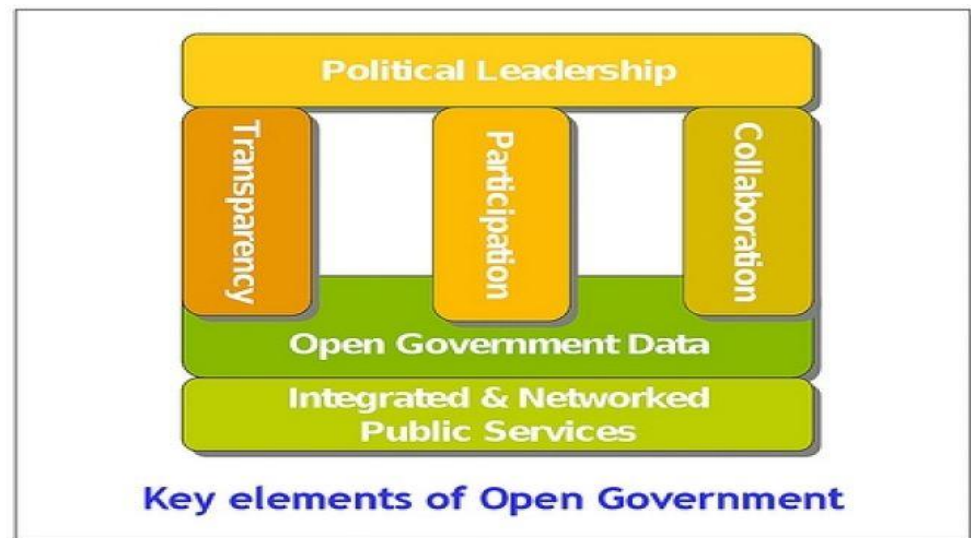
Directorate-General for Communications Networks, Content and Technology

Sustainable and Secure Society

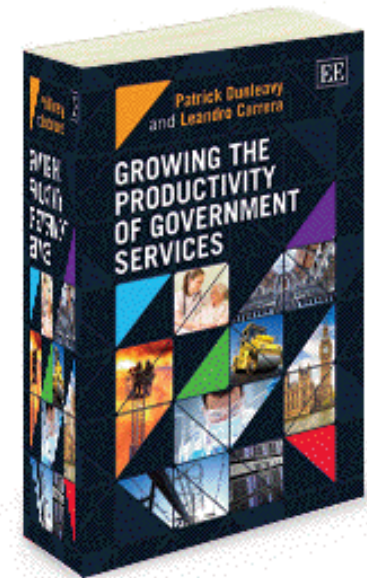
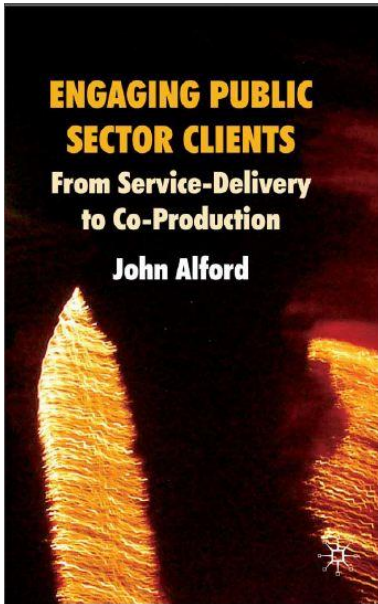
Public Services

A vision for public services

Draft version dated 13/06/2013



Background Information....



Australia



- *"Ahead of the Game: Blueprint for the Reform of the Australian Government"*
- *Need to develop better models for partnering with the community and the private sector to provide high-performing services that meet citizens' needs*
- *Australian Declaration of Open Government, enshrines the principle of collaboration with citizens on policy and service delivery (July 2010)*

Japan



- *"New Public Commons"*
- *Government, citizens, CSOs, private businesses, and other parties will work collaboratively to play an active role in providing services for everyday life*
- *Targets: education and childcare, community development, nursing care and welfare services*

UK



- *"Big Society"*
- *Building a new relationship between citizens and the state, based on promoting social and personal responsibility over state control*
- *Increased role of citizens and civil society organisations in public service delivery*

Towards a new generation of Digital Public Services based on Co-production¹

"The penchant for neat, orderly hierarchical systems needs to be replaced with a recognition that complex, polycentric systems are needed to cope effectively with complex problems of modern life and to give all citizens a more effective role in the governance of democratic societies....."

E. Ostrom

Author: F. García Morán

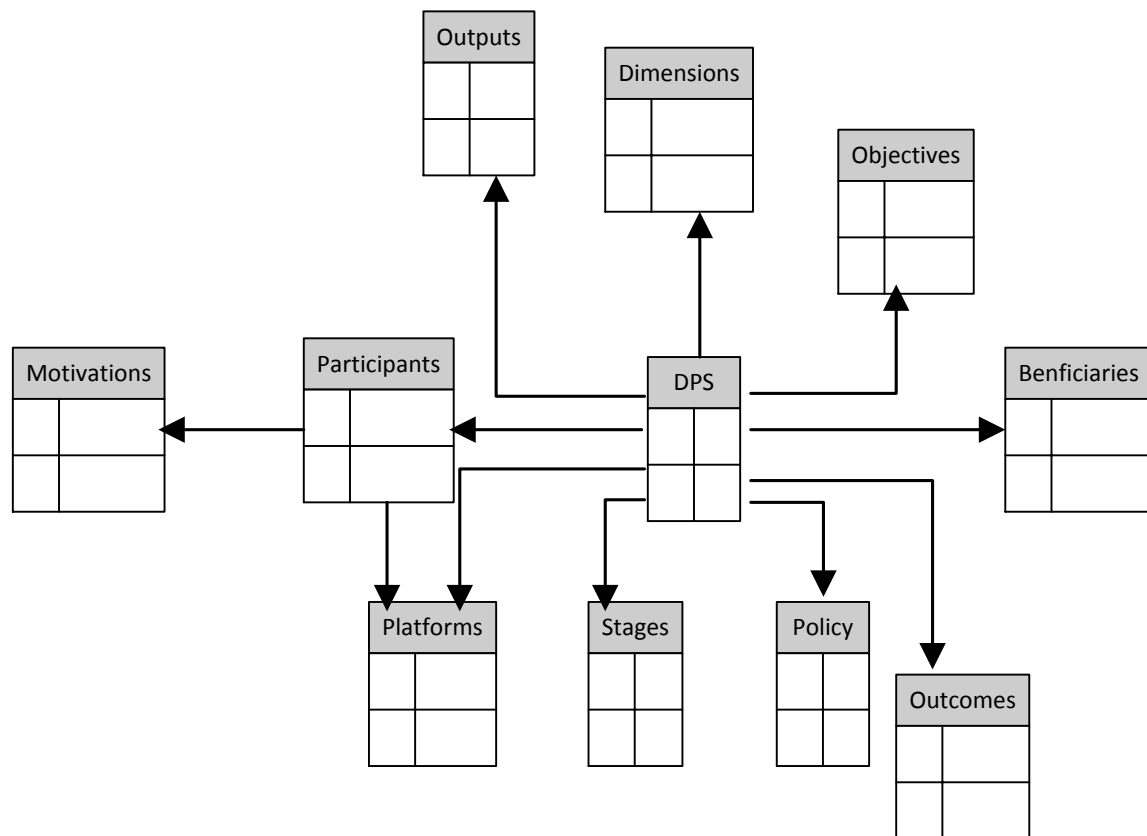
Hors Class IT Advisor

European Commission

¹ The views expressed in this paper are the sole responsibility of the author and do not necessarily reflect the views of the European Commission. This paper is Version 1.0



Use Case Database



Barriers : Open Data & Co-production

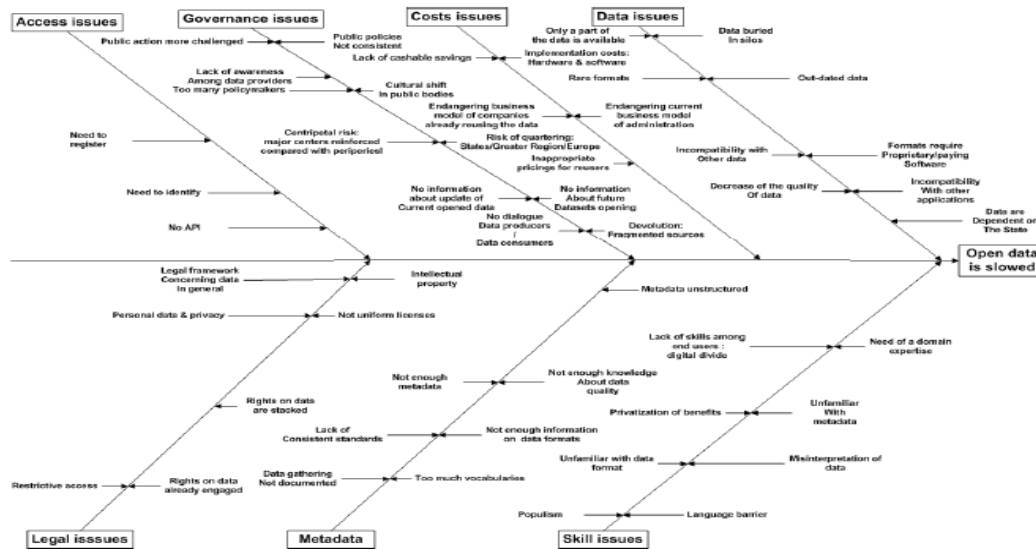
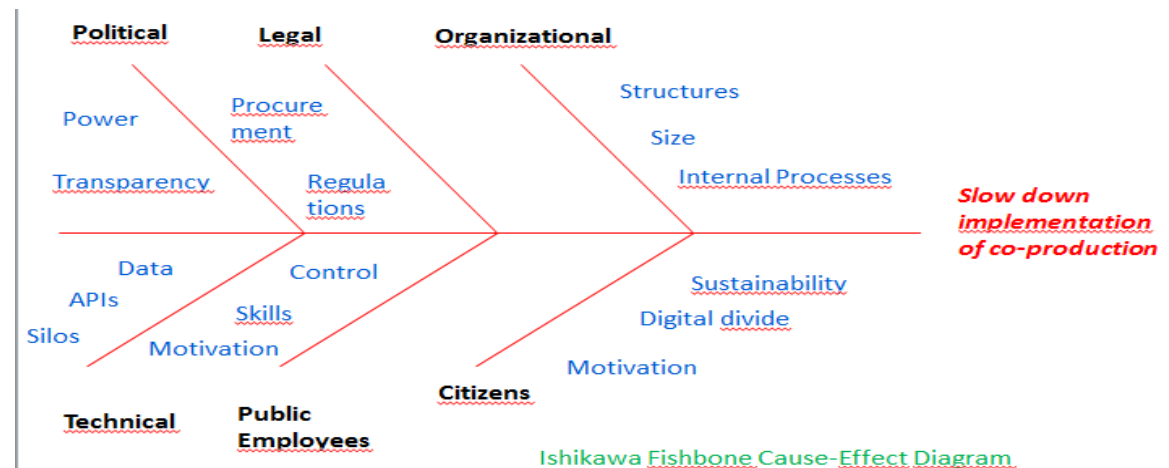


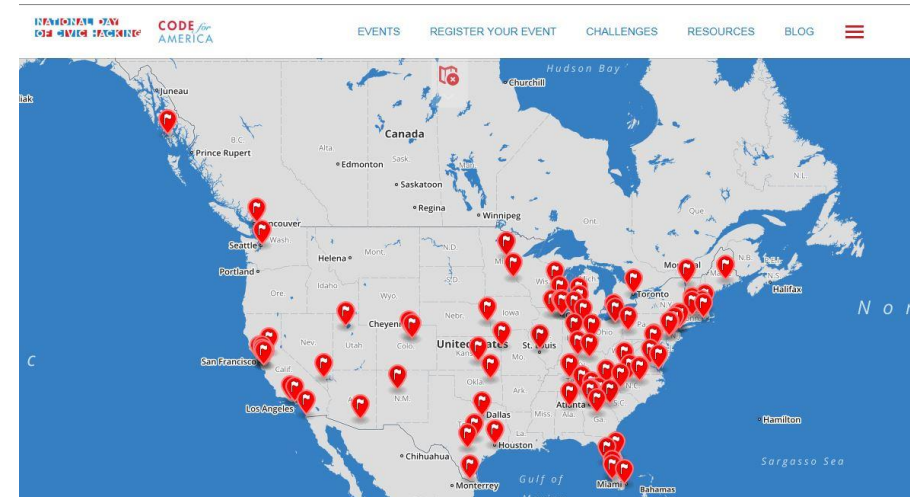
Figure 1: Ishikawa diagram summarising risks and barriers related to data opening



See : Risk Analysis to Overcome Barriers to Open Data by S. Martin, M. Foulonneau, S. Turki, and M. Ihadjadene1



CODE *for* AMERICA



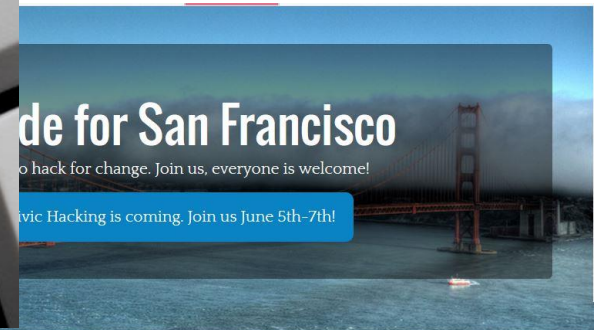
I created Code for America to get the rock stars of design and coding in America “to work in an environment that represents everything that we are supposed to HATE....., to work in Government” ...



Code for

CODE *for*

AN

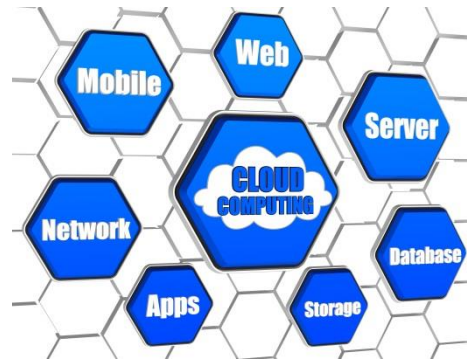
The logo for openoak, featuring the word "openoak" in a sans-serif font. The "open" part is green and the "oak" part is black. Above the "open" part, there are stylized green leaves or branches.

Platforms

Composable

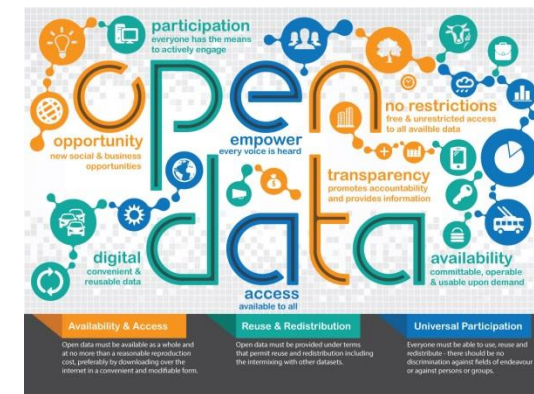
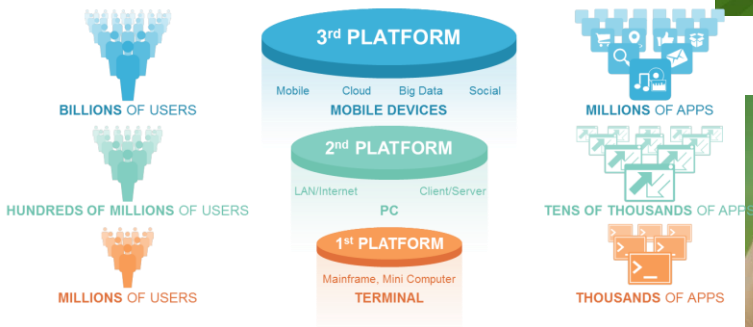
\kəm-'pōz-ə-bəl\

Of being constructed from parts

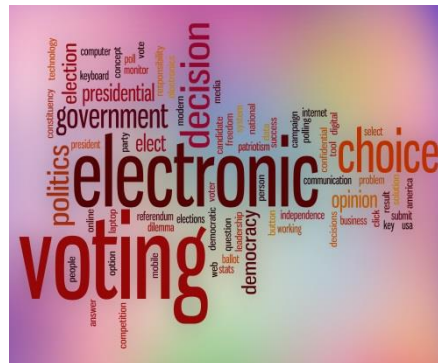


ACCELERATING PACE OF CHANGE

INCREASING DEMANDS ON IT AND INFRASTRUCTURE

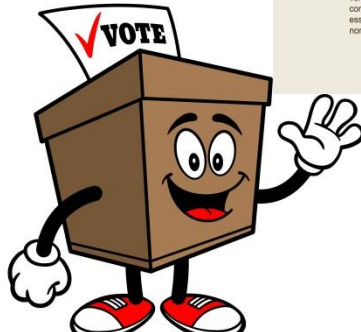
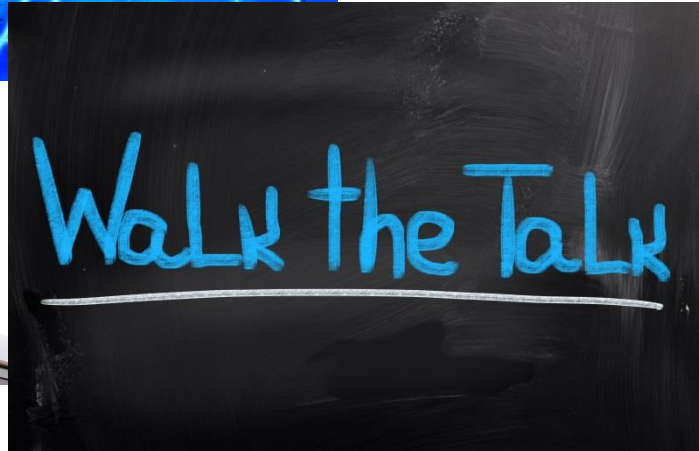


European Citizens Initiative (ECI)



European
Commission







**“If you want to go fast, walk alone.
If you want to go far, walk together”**

**Citizens and the co-production
of public services**