

A decorative background featuring a grid of thin orange lines. Several squares are highlighted: a solid blue square in the top-left, a white square with an orange border in the top-right, a white square with an orange border in the middle-left, a solid blue square in the middle-right, a white square with an orange border in the bottom-left, and a solid blue square in the bottom-right.

# **Priorities towards a Digital Single Market in the Baltic Sea Region**

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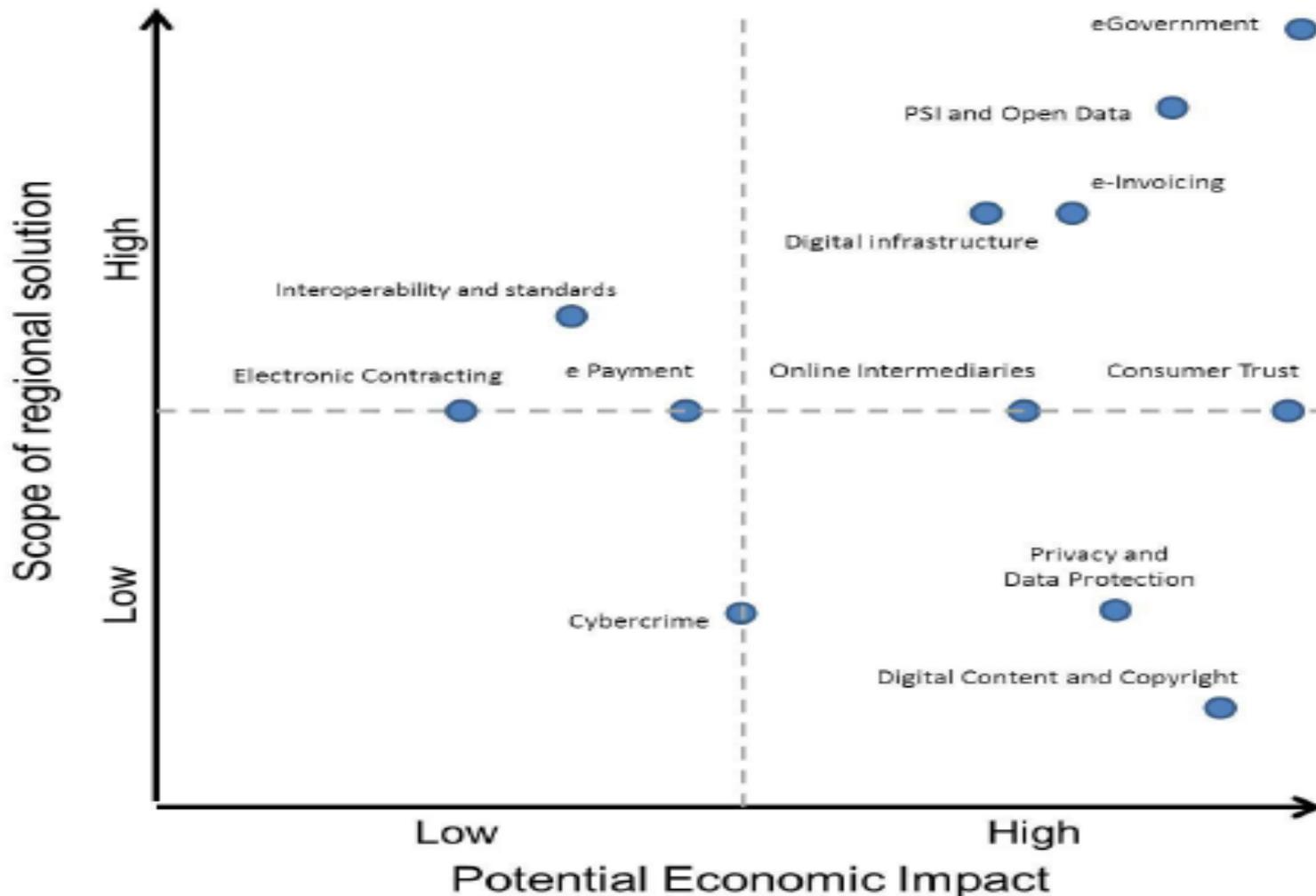
# Policy advisory group

- Lead by Baltic Development Forum (BDF) and the Baltic Chambers of Commerce Association (BCCA).
- Other participants – Microsoft (Denmark), Lattetelekom (Latvia), IBM (Denmark), Erricson (Estonia, Poland), Google (Sweden), Omnitel (Lithuania).

# Background

- Copenhagen competitiveness council (February 2012) for the EU27:
  - Online sales to double by 2015
  - E-procurement to reach 100% in 2016
  - Majority of invoices are electronic by 2020
- Digital single market priorities for the Danish EU Presidency: Roaming, connecting Europe facility, Public Sector Information Directive, and e-signatures.

# Potential economic impact and the scope of regional policy approaches



# Mapping the Barriers

- Trust;
- Privacy and Data Protection;
- Cybercrime and Security;
- Digital Content and Copyright;
- Interoperability and Standards;
- e-Payments;
- Electronic Contracting, Tendering and Invoicing;
- e-Government;
- Digital Infrastructure;

# Key priorities for BSR Digital Single Market- eProcurement

- Potential - 3.85 billion euros for the Baltic Sea region ;
- The Policy Advisory Group calls for a more efficient, cross-border common platform for e-procurement to improve the procurement process and to stimulate business in the Baltic Sea region.

# Key priorities for BSR Digital Single Market- Public Sector Information and Open Data

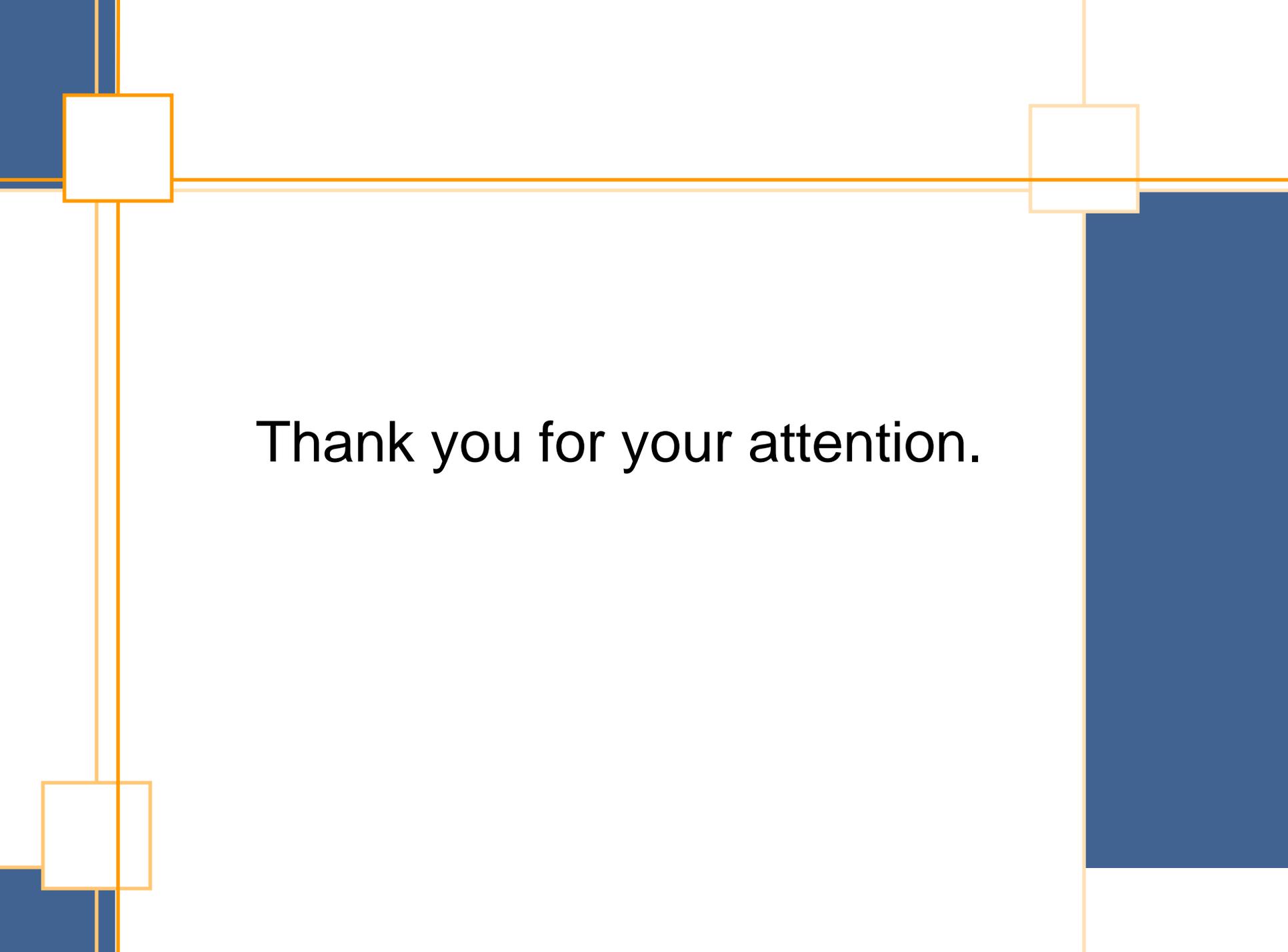
- Estimated the total value of direct and indirect economic impact of PSI and open data re-use to 1.14 percent of the total GDP in the Baltic Sea region, corresponding to 41 billion euros.
- Policy recommendations include benchmark initiatives both regionally, nationally and transnationally to publish public sector information and to work with open data.

# Key priorities for BSR Digital Single Market- Roaming

- Estimated that the total amount of roaming services within the Baltic Sea region corresponds to roughly 30 percent of the total amount of roaming services within the entire EU (6,030 billion euros), totaling 1,819 billion euros.
- The Policy Advisory Group finds that it is desirable to achieve a single market for telecommunication in the Baltic Sea Region, where there is no difference between roaming fees and national tariffs.

# Key priorities for BSR Digital Single Market- Online intermediaries

- GDP contribution in EU from online intermediaries equals roughly 160 billion euro per year. Productivity contribution is estimated to 150 billion euro annually. The contribution beyond what is included in GDP is roughly estimated to 600 billion euro per year.
- Policy recommendations: The Baltic Sea region should provide open networks and internet access so that all its citizens can reach the internet on equal terms. Rules and regulations for the liability of online intermediaries within the region should be harmonized.

The slide features a decorative border composed of thin orange lines. A horizontal line runs across the top, and a vertical line runs down the left side. At the four corners where these lines meet, there are small, empty orange-outlined squares. The background is white, with blue rectangular accents in the top-left and bottom-left corners, and a larger blue rectangular area on the right side.

Thank you for your attention.