



The Single Market Scoreboard

Measuring the performance of the Single
Market



ec.europa.eu/single-market-scoreboard



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Community of practice on composite indicators and Scoreboards
Ispra, 8 & 9 November 2018

The Single Market...



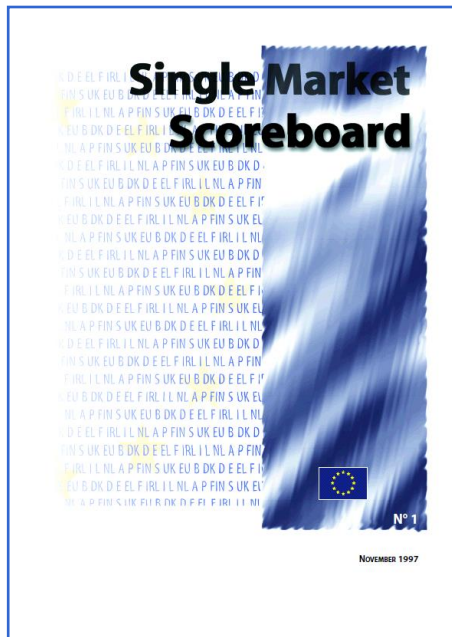
***"You cannot fall
in love with the
single market."***

*Address given by Jacques
Delors to the European
Parliament (Strasbourg, 17
January 1989)*

... Scoreboard



A bit of history: from paper to digital!



1997



2011



2013
onwards

Governance cycle (since 2011)



Working cross-silos



GROW	JUST	SG	EMPL
✓ IMI (R.4)	✓ CPC Network (E.3)	✓ EU Pilot (SG C.3)	✓ EURES (C.3)
✓ Your Europe (R.4)	✓ ECC-Net (E.3)		
✓ Your Europe Advice (R.4)			
✓ SOLVIT (R.4)			
✓ Trade in goods & services (A.2)			
✓ Foreign direct investment (A.2)			
✓ TRIS (B.2)			
✓ Transposition (B.4)			
✓ Infringements (B.4)			
✓ Priority areas (B.4)			
✓ Postal Services (E.2)			
✓ Collaborative Economy (E.3)			
✓ Points of Single Contact (E.3)			
✓ Professional Qualifications (E.5)			
✓ E-Certis (G.4)			
✓ Public Procurement (G.4)			

Contribution by R.4

Contribution by other GROW units

Contribution by other DGs

Newcomers since DG ENTR & MARKT merger





Political & legal purpose?



- ✓ Report for the tools
- ✓ Meeting legal obligations

- ✓ Compare: measure performance
- ✓ Provide information

- ✓ Peer pressure
- ✓ Tool for negotiation
- ✓ State of the Single Market





How does it work in practice for the governance tools?



Do the tools function?

Do the networks do their jobs?

Do the Member States participate?

How can we find this out?



**Look at steps
and tools**

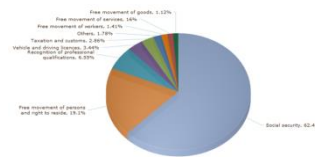


55 indicators
450 charts

**Define
indicators
Set
benchmarks**



**Distribute red-
green-yellow cards
+
Monitor
progress/deteriorat
ion over a period of
time**



***Transform
collected data
into charts and
reports***



**European
Commission**

Traffic light chart



=> Danger!
MS should
make efforts



=> Watch
out!
Something
might go
wrong



=>
Everything
is fine

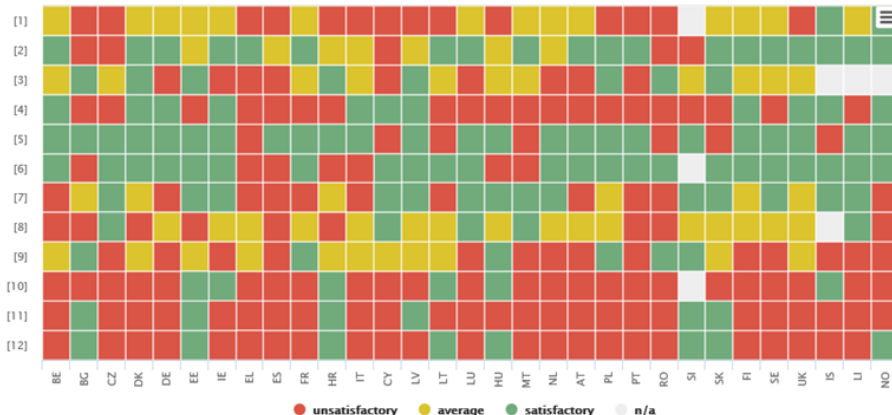
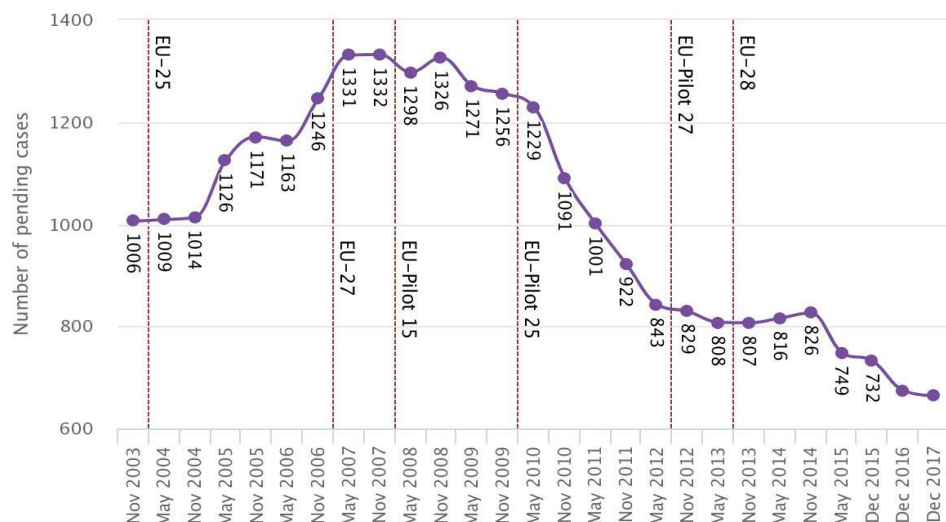


European
Commission

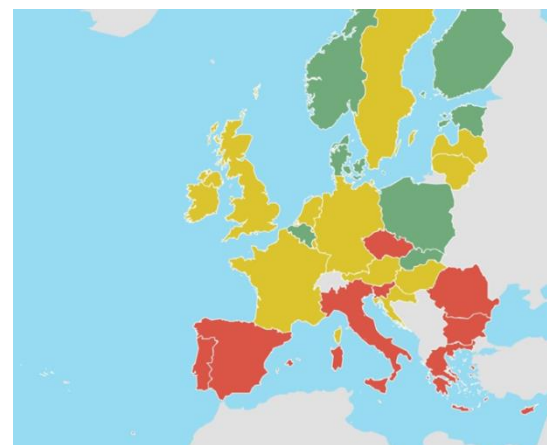


Examples

Trend in number of pending cases



Member States' overall performance for Public Procurement (2018 Scoreboard)– all 12 indicators combined)



Number of infringement cases has been impressively reduced over time



Member States'
governments

Researchers

Academia & Students

Target audience and readers



Anybody interested in
the Single Market

Colleagues

Decision makers



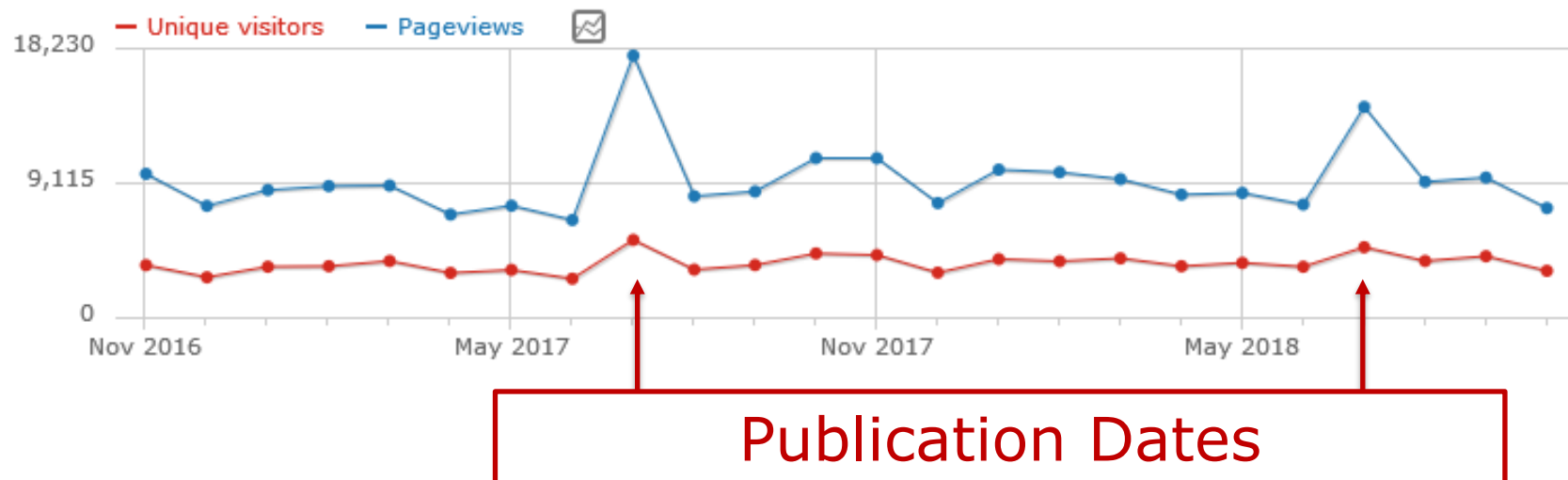
	6 months after publication of 2016 Scoreboard	6 months after publication of 2017 Scoreboard	3 months after publication of 2018 Scoreboard
Users (unique visitors)	18.282	22.306	10.196

	Pop-up user survey (Oct. 2015 - Jan 2016)
Found what they were looking for	69 %
Found the information useful	97 %



Visits to Scoreboard peaks of interest

Unique Visitors vs. Page-views (24 months)



— in total: 3770 visits and 7376 page views —



Visitors: Origin

Top cities:

- Brussels
- London
- Paris
- Dublin
- Budapest
- Athens
- Madrid
- Copenhagen
- Milano
- Warsaw

3.3k visits (87.3%)

7.0%

2.3%

1.6%

1.6%

1.5%

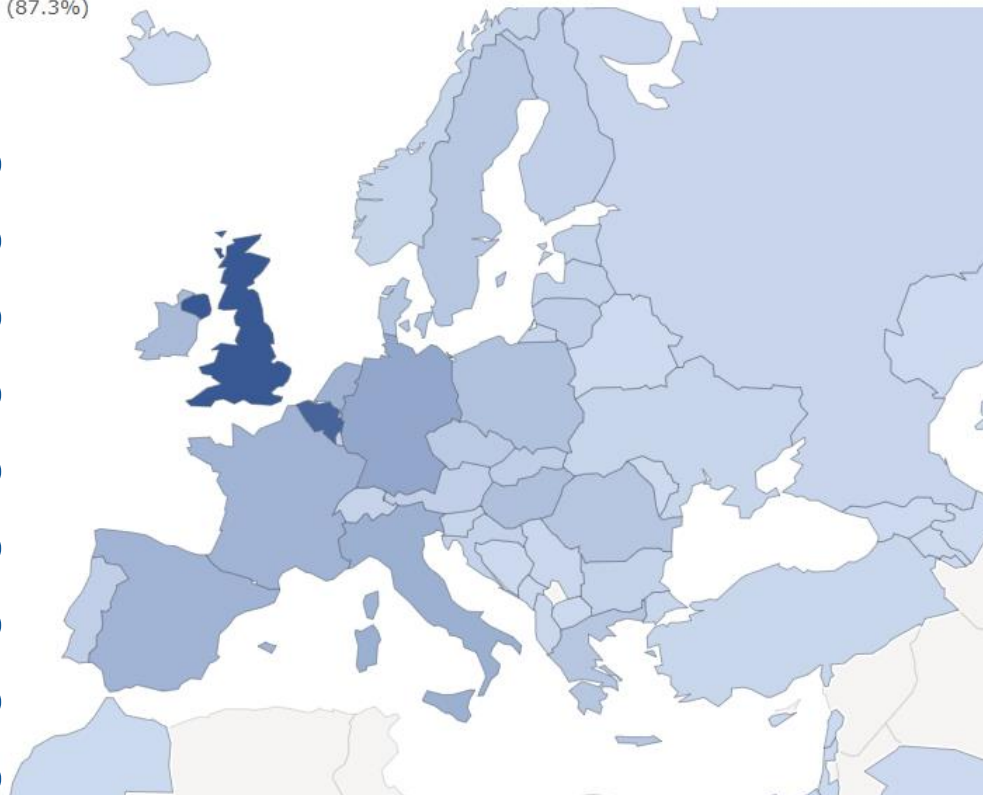
1.4%

1.3%

1.3%

1.0%

1.0%



The biggest challenges ahead?

Promotion

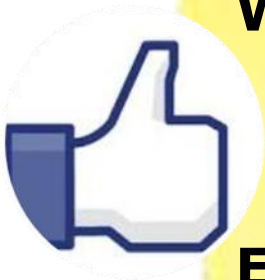
- Bridge the gap between paper based administrations and online reporting
- Step up promotion, targeting the right audiences

Workflow

- Publication date around Summer time
- Ensure respect of timeline by all parties involved

Expansion, synergies & improved results

- Find relevant new policy areas with meaningful indicators
- Integrating other existing scoreboards under one roof
- We sit on a lot of data, normally in different silos: *how to make all this data at our service?*





Thank you!
Questions?



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