



Policy Implications of e-Business

Challenges and Policy Instruments

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Challenges for e-business related policy initiatives

- **Complexity of the underlying issues**
- **Reach of the policy**
- **Additionality risk**
- **Indirect effects**
- **Uncertainty ('fast moving object')**

Objectives of e-business policy initiatives

Direct objectives

- **Promote ICT / e-business adoption (with a focus on SMEs)**
 - or addressing requirements for e-business adoption (e.g. e-skills)
- **Anticipate / counteract undesired effects of e-business developments**

Indirect objectives

- **Innovation**
- **Competitiveness**
- **Market development / growth**

Policy areas relevant for e-business

- **Economic policy**
- **Innovation and technology policy**
- **Education and labour market policy**
- **Infrastructure policy**
 - ◆ **In particular: regulatory environment for telecommunication services**
- **Role model of the public sector**
 - ◆ **e.g. public e-procurement**

Main policy approaches

Awareness raising & information provision

- ◆ Events (workshops, roadshows) & contests
- ◆ Information resources (guides, best practices)

Support schemes focusing on individual enterprises

- ◆ Grants for projects
- ◆ Provision of consulting services

Creating a favourable framework

- ◆ Promote standardisation
- ◆ Address legal issues
- ◆ ICT and e-skills development

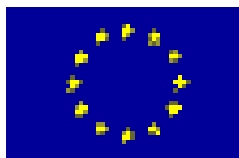
Current focus and trends in e-business policy initiatives

- **Sector specific initiatives**
- **Digital supply-chain integration of SMEs**
- **Addressing standardisation issues**
- **Combination of policy approaches**
 - ◆ **e.g. conduct pilot projects and then disseminate results to peer companies ("best practices")**
- **Leverage multiplier effects**

More information



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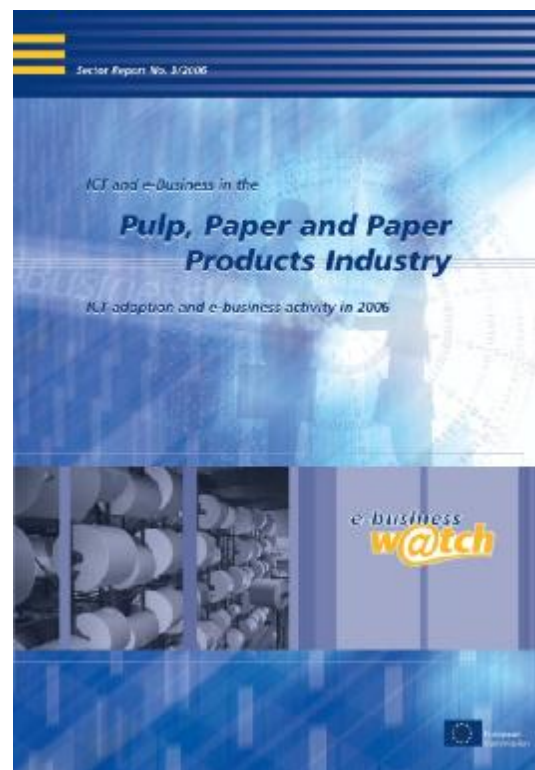


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