

ROADMAP

Title of the initiative: **Communication on Retail Market Monitoring**
Type of initiative (CWP/Catalogue/Comitology): **CWP (Strategic)**
Lead DG/contact person/details: **DG MARKT**
Expected date of adoption of the initiative (month/year): **May 2010**

Initial IA screening & planning of further work

A. Context and problem definition

(i) What is the political context of the initiative? (ii) How does this initiative relate to past and possible future initiatives, and to other EU policies?

Monitoring of markets represents a new way of policy making. The approach originally stems from the 2007 Single Market Review. Its goal is to monitor the functioning of markets through a systematic and integrated approach in order to identify key single market bottlenecks on the basis of more evidence and to set out policy responses that can be monitored in view of achieving the Europe 2020 goals. The retail sector was selected as a pilot for this new approach because of its potential impact on sustainable growth, employment creation, consumption and adjustment within the single market and because it showed signs of bottlenecks. It also has many interconnections with other markets both upstream and downstream. Thus, the Communication on retail market monitoring will analyse the functioning of the entire retail chain from suppliers to consumers by accounting for all the relevant policy objectives (be it competitiveness, social, environmental, consumers) and their interplay.

What are the main problems identified?

The monitoring report will identify single market bottlenecks in this key sector. One set of issues has been identified following the Commission's work on food prices and in particular the food supply chain, notably the issue of unfair commercial practices between businesses. It will look at the question of accessibility, variety of services as well as the role of the retail services as a key user of different inputs such as labour and ICT.

Who is affected?

The Communication will analyse the functioning of the entire retail chain from suppliers to consumers, i.e. suppliers, retailers and citizens will be covered by the analysis.

(i) Is EU action justified on grounds of subsidiarity? (ii) Why can the objectives of the proposed action not be achieved sufficiently by Member States (necessity test)? (iii) As a result of this, can objectives be better achieved by action by the Community (test of EU Value Added)?

The Communication will fully account for the principle of subsidiarity when concluding on policy priorities by suggesting whether the relevant responses fall to Member states to undertake through national reforms or whether EU action is required.

B. Objectives of EU initiative

What are the main policy objectives?

To achieve a sustainable single market in retail services that encourages qualitative competition and meets the requirements of EU 2020 objectives in so far as they involve suppliers and EU consumers.

Do the objectives imply developing EU policy in new areas or in areas of strategic importance?

The Communication's conclusions will be able to answer this question.

C. Options

**(i) What are the policy options? (ii) What legislative or 'soft law' instruments could be considered?
(iii) Would any legislative initiatives go beyond routine up-date of existing legislation?**

At this stage no legislative proposals are foreseen. The Communication will assess whether such proposals are required.

Does the action proposed in the options cut across several policy areas or impact on action taken/planned by other Commission departments?

Yes. Eleven DGs are working on this project. DG MARKT is co-ordinating the work.

Explain how the options respect the proportionality principle.

Not applicable since this is not a legislative proposal.

D. Initial assessment of impacts

What are the significant impacts likely to result from each policy option (cf. list of impacts in the Impact Assessment Guidelines pages 32-37), even if these impacts would materialise only after subsequent Commission initiatives?

Not applicable since this is not a legislative proposal.

Could the options have impacts on the EU-Budget (above 5 Mio €) and/or should the IA also serve as the ex-ante evaluation, required by the Financial Regulation?

NA

Could the options have significant impacts on (i) simplification, (ii) administrative burden or on (iii) relations with third countries?

NA

E. Planning of further impact assessment work

When will the impact assessment work start?

Not applicable at this stage.

**(i) What information and data are already available? (ii) Will this impact assessment build on already existing impact assessment work or evaluations carried out? (iii) What further information needs to be gathered? (iv) How will this be done (e.g. internally or by an external contractor) and by when?
(v) What type and level of analysis will be carried out (cf. principle of proportionate analysis)?**

Not applicable at this stage.

Which stakeholders & experts have been/will be consulted, how and at what stage?

Not applicable at this stage.