

Single Market Scoreboard

Performance per governance tool

Your Europe

(Reporting period: 01/2016 - 12/2016)



About

The [Your Europe](#) portal seeks to help people and companies move and/or do business in the EU by providing clear **information on their single market rights** and **signposting them to assistance services** when needed.

Putting user needs first, the multilingual portal has 2 separate sections: [Citizens](#) and [Business](#).

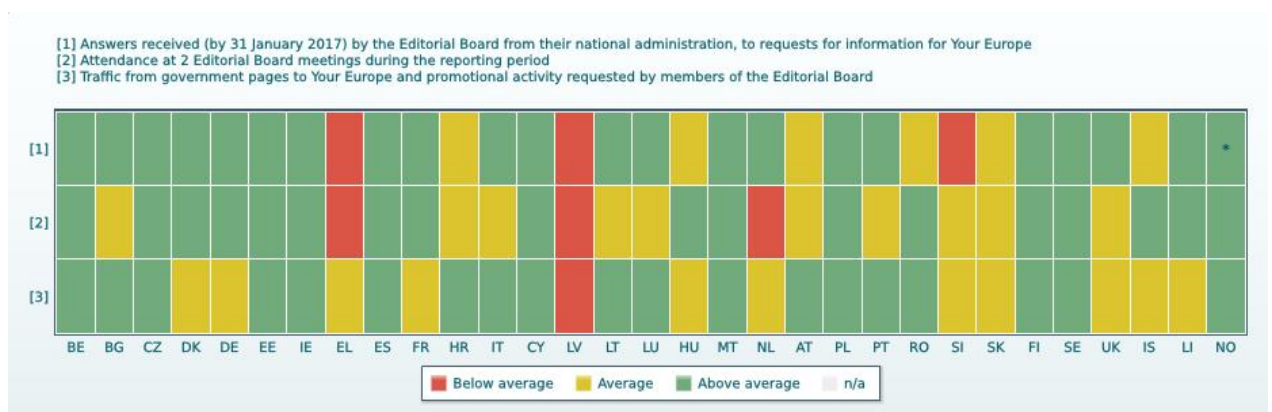
Content is provided by both **EU institutions** and **national governments**.

EU governments can support this website in 2 important ways:

- by **contributing content** to it (*i.e. national rules implementing the single market*)
- by **promoting it** to their own citizens and businesses.

Performance

1. by indicator



* Norway - participation in the business part of Your Europe only

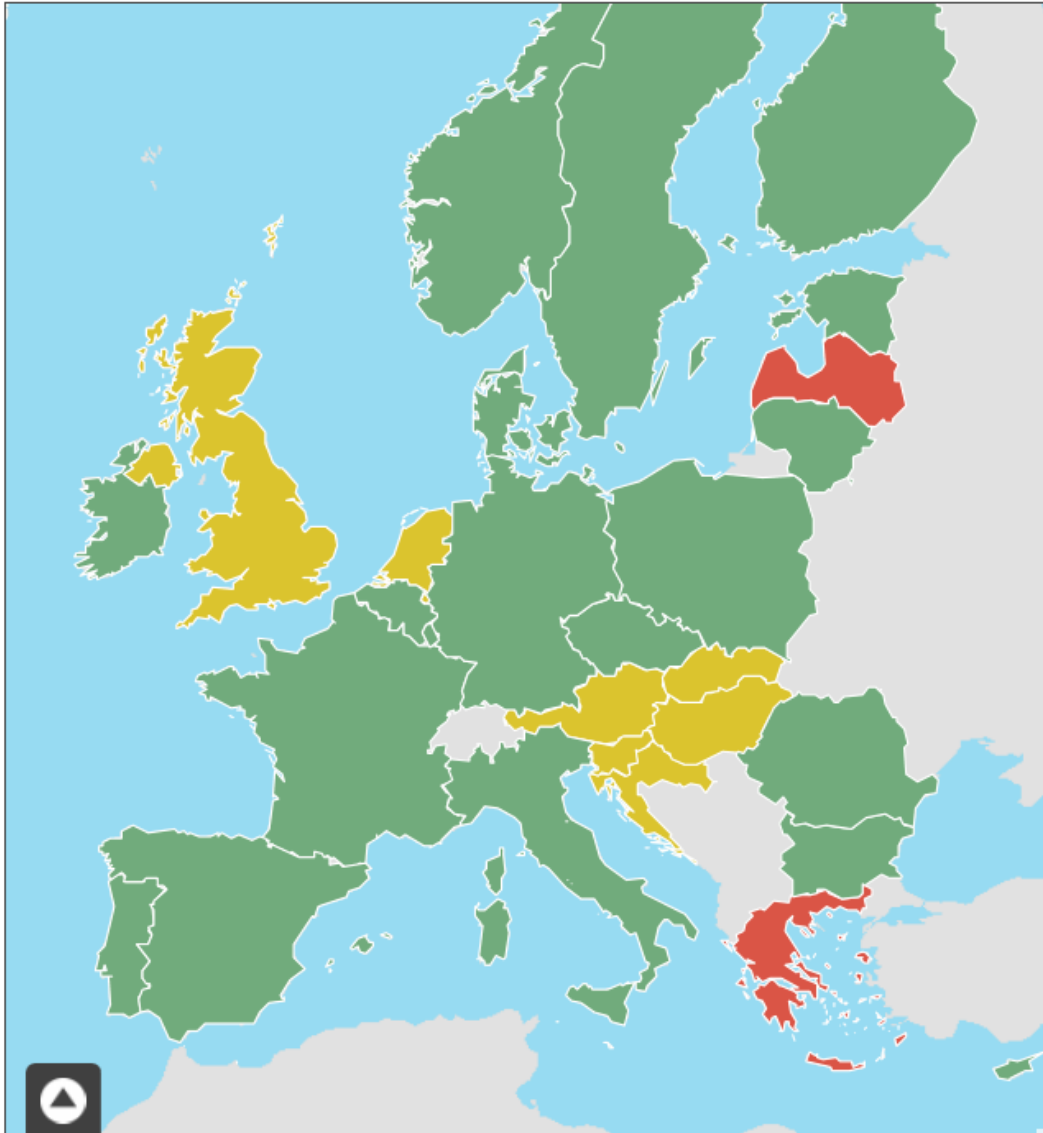
[1]	request answered in full	some answers	none
[2]	attended twice	attended once	no attendance
[3]	both traffic & promotion	either traffic or reported promotion	no traffic & no promotion

A country's **overall performance** is calculated by assigning the following values to each of its 3 individual indicators:

- red = 0,
- yellow = 1
- green = 2.

The average is calculated and the appropriate colour assigned.

2. overall (all 3 indicators combined)



This map shows the extent to which EU countries are contributing to [Your Europe](#).

As in previous years, Greece and Latvia are not cooperating on Your Europe, while Slovenia made some progress.

Your Europe – Visits by country



**limited to visits from Member States and associated countries, excluding third countries*

Total visits (both sections): over 17.2m – 40% more than in the previous period

Average visits per day: 47 200 (33 500 in 2015)

Main sources for *Citizens* section: Italy, UK, Germany (*same as in 2015*)

Main sources for *Business* section: Italy, Poland, UK (*same as in 2015*)

Achievements

- [Your Europe-Citizens](#)

National content

- New content on guarantees and returns and on parking cards for people with disabilities
- Updated information on residence formalities

EU content

- New content on cross-border successions and data protection
- Revamping of the residence, vehicles and family sections
- New interactive features:
 - guidance tool for air passenger rights
 - simulator for documents required for a European Professional Card (EPC)

- [Your Europe-Business](#)

National content

- New content on:
 - start-ups
 - excise duties
 - company tax
 - consumer guarantees

EU content

- New content on:
 - parent companies and their subsidiaries
 - resolving disputes
 - e-procurement
 - small claims
- Improved content on a number of pages, including:
 - taxation
 - selling abroad
 - environment
 - finance and funding
 - product requirements
 - start and grow

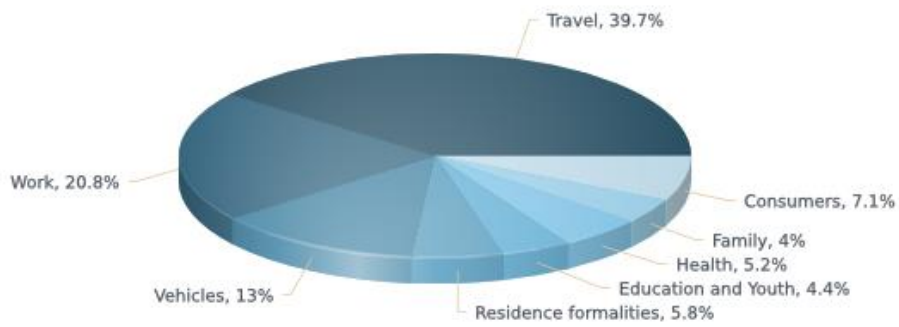
Facts and Figures

- Use of the site is **still growing fast** – an average of 1,4 million monthly visits in this period (one million in the previous period)
- Continued **high level of satisfaction** – 90% 'satisfied' or 'very satisfied' in online surveys

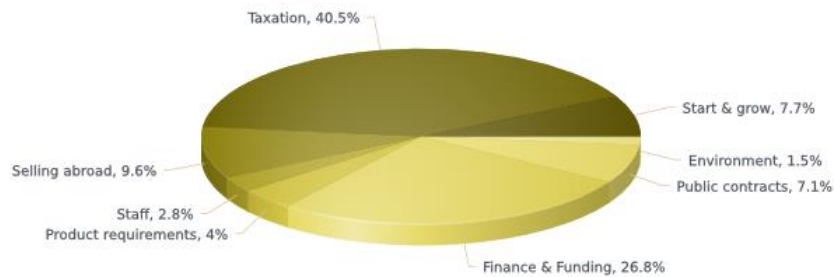
Your Europe - total visits



Visits by topic: *Citizens* section



Visits by topic: *Business* section



Priorities

- For the European Commission:
 - contributing to its corporate and political projects, namely the Digital Transformation of Europa pages and the Single Digital Gateway
 - improving EU and national content
 - keeping content focused on users' needs
 - increasing public awareness and enhancing visibility on the web
- For Governments:
 - improving national content and links from national government pages
 - promoting Your Europe at national level