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[Home](#) > European Cloud Strategy 2012

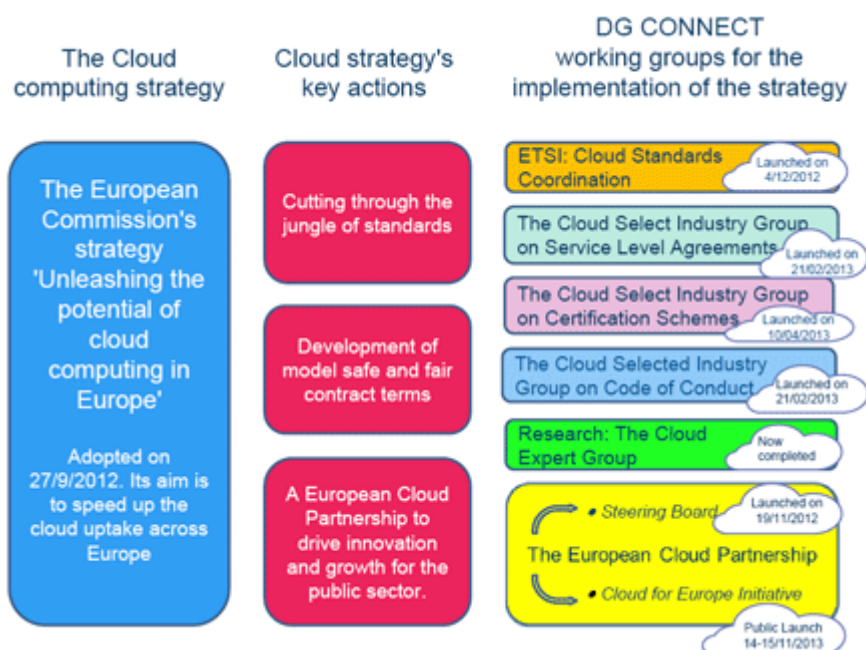
## Digital Single Market

# European Cloud Strategy 2012

The current policy on cloud computing is set within the Digital Single Market Strategy for Europe where it plays a key role through the European Cloud Initiative, the European Free Flow of Data Initiative and the emerging issues related to ownership, access, portability of data and switching of cloud service providers.

These initiatives on [cloud computing](#) [1] build on the strategy unveiled by the Commission in 2012 for [unleashing the potential of cloud computing in Europe](#) [2]. The strategy outlined actions to deliver a net gain of 2.5 million new European jobs, and an annual boost of €160 billion to the European Union GDP (around 1%), by 2020.

The strategy was designed to speed up and increase the use of cloud computing across all economic sectors. This strategy was the result of an analysis of the overall policy, regulatory and technology landscapes and of a wide consultation with stakeholders, to identify ways to maximise the potential offered by the cloud. The document set out the most important and urgent additional actions. It represented a political commitment of the Commission and served as a call on all stakeholders to participate in implementing these actions. [Working groups](#) [3] were established to engage stakeholders.



## Key actions

The [strategy](#) [5] included the following three key actions. A report on the implementation of the European Cloud Computing Strategy was published in July 2014 as a [Staff Working Document](#) [6] accompanying the [Data-driven Economy Communication](#) [7].

### 1. Safe and Fair Contract Terms and Conditions

The aim of the cloud computing strategy was to develop model contract terms that would regulate issues such as:

- data preservation after termination of the contract,
- data disclosure and integrity,
- data location and transfer,
- ownership of the data,
- direct and indirect liability change of service by cloud providers and subcontracting.

Identifying and disseminating best practices in respect of model contract terms will accelerate the take-up of cloud computing by increasing the trust of prospective consumers.

### 2. Cutting through the jungle of Standards

Cutting through the jungle of technical standards so that cloud users enjoy interoperability, data portability and reversibility was one of the aims of the strategy.

The [Cloud Standards Coordination](#) [8] (CSC) Phase 1 took place in 2013 and primarily addressed the Cloud Computing standards roadmap. In December 2013 the results were publicly presented in a workshop organized by the EC. The [CSC Final Report is available online](#) [9].

The Commission worked with the support of [European Union Agency for Network and Information Security \(ENISA\)](#) [10] and other relevant bodies to assist the development of EU-wide voluntary certification schemes and establish a list of such schemes by 2014.

### 3. Establishing a European Cloud Partnership

The [European Cloud Partnership \(ECP\)](#) [11] brought together industry and the public sector to work on common procurement requirements for cloud computing in an open and fully transparent way.

The [ECP Steering Board](#) [12] provided advice to the Commission on strategic options to turn cloud computing into an engine for sustainable economic growth, innovation and cost-efficient public and private services.

The public sector has a key role to play in shaping the cloud computing market. But with the public sector market fragmented, its requirements have little impact, services integration is low and citizens do not get the best value for money.

Part of the ECP is the [Cloud-for-Europe \(C4E\)](#) [13] initiative, aiming at helping Europe's public authorities procure cloud products and services, so as to build trust in European cloud computing.

Find out more about [the scope and aims of the European Cloud Partnership](#) [11].

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Team responsible

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#### Links

[1] <http://ec.europa.eu/digital-single-market/en/cloud>

[2] <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2012:0529:FIN:EN:PDF>

[3] <https://ec.europa.eu/digital-single-market/en/cloud-computing-strategy-working-groups>

[4] <https://ec.europa.eu/digital-single-market/sites/digital-agenda/files/cloudcomputing.png>

[5] [http://europa.eu/rapid/press-release\\_IP-12-1025\\_en.htm?locale=en](http://europa.eu/rapid/press-release_IP-12-1025_en.htm?locale=en)

[6] [http://ec.europa.eu/newsroom/dae/document.cfm?action=display&doc\\_id=6216](http://ec.europa.eu/newsroom/dae/document.cfm?action=display&doc_id=6216)

[7] <https://ec.europa.eu/digital-single-market/en/news/communication-data-driven-economy>

[8] <http://csc.etsi.org/>

[9] <http://ec.europa.eu/digital-single-market/en/news/cloud-standards-coordination-final-report>

[10] <https://www.enisa.europa.eu/>

[11] <https://ec.europa.eu/digital-single-market/en/european-cloud-partnership>

[12] [http://ec.europa.eu/information\\_society/newsroom/cf/document.cfm?doc\\_id=4966](http://ec.europa.eu/information_society/newsroom/cf/document.cfm?doc_id=4966)

[13] <http://ec.europa.eu/digital-single-market/en/news/cloud-europe-stage>

[14] [https://ec.europa.eu/info/departments/communications-networks-content-and-technology\\_en](https://ec.europa.eu/info/departments/communications-networks-content-and-technology_en)