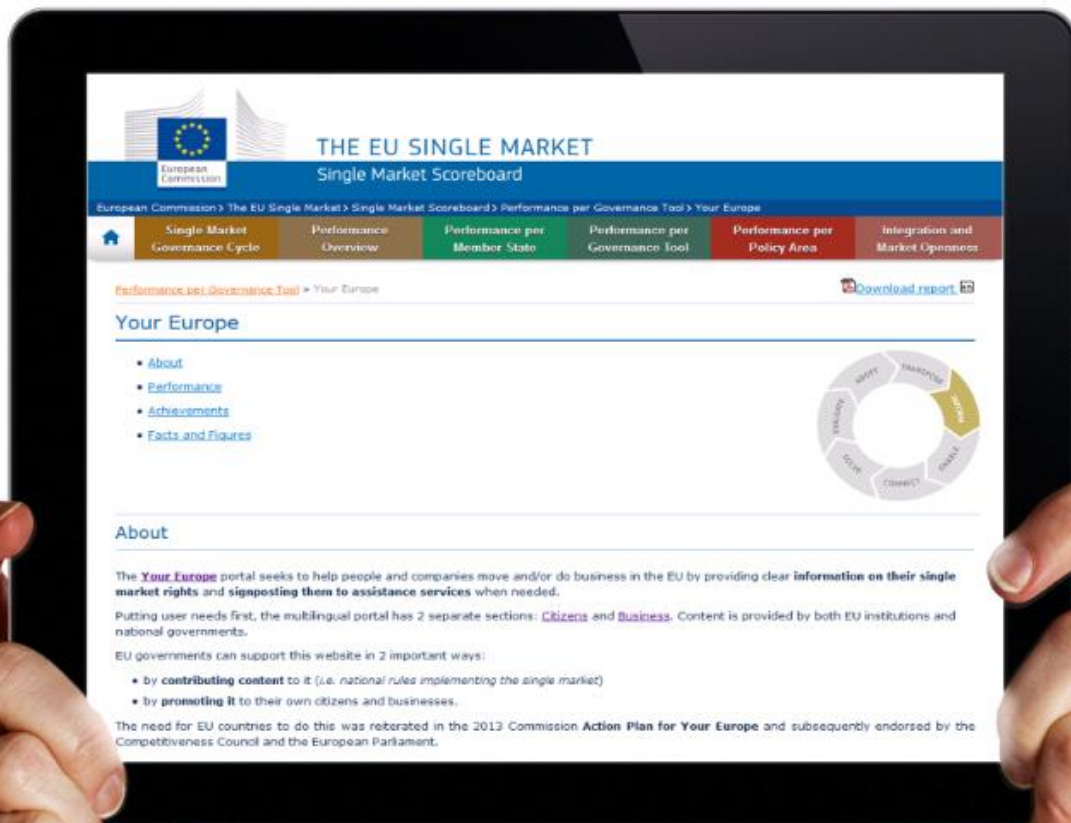


# Single Market Scoreboard

*Performance per governance tool*

## Your Europe

(Reporting period: 01/2017 - 12/2017)



## 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](#).

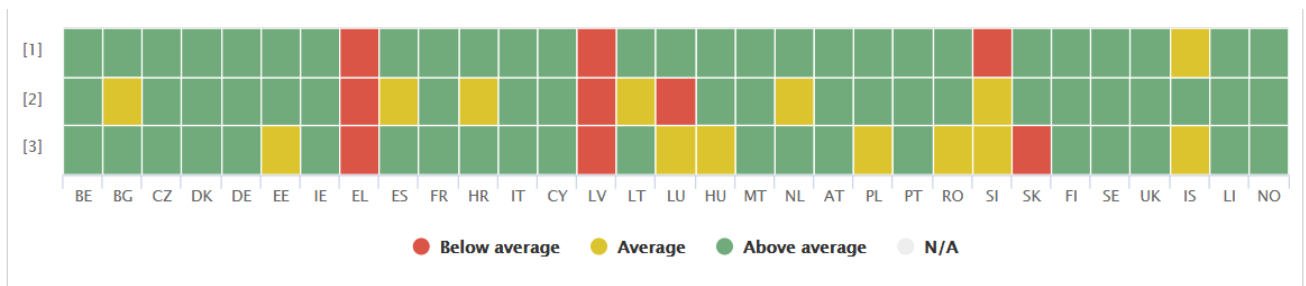
Content is provided by both **EU institutions** and **national governments**.

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



[1] Answers received (by 31 January 2017) by the Editorial Board from their national administration, to requests for information for Your Europe  
 [2] Attendance at 2 Editorial Board meetings during the reporting period  
 [3] Traffic from government pages to Your Europe and promotional activity requested by members of the Editorial Board

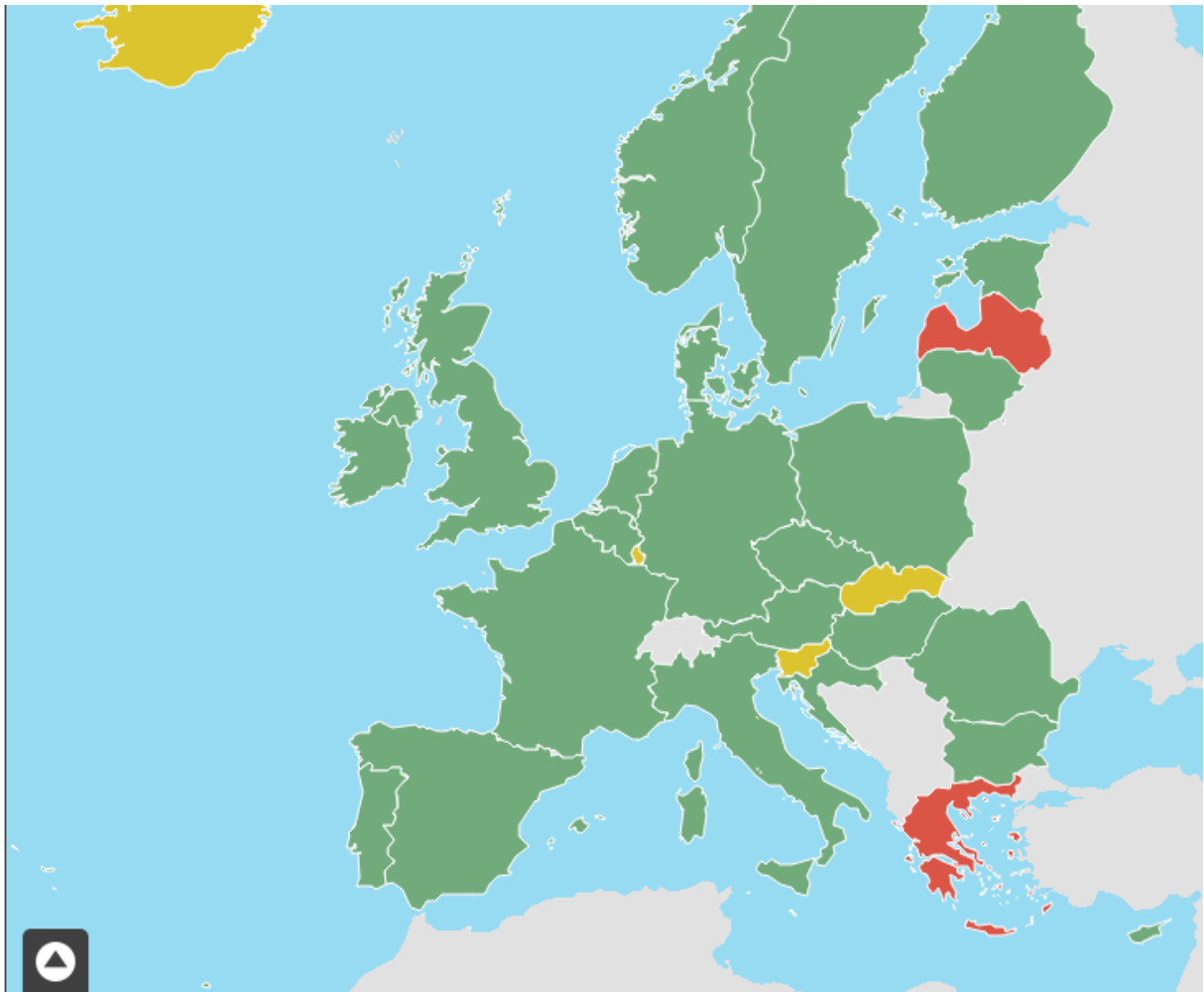
[1]	request answered in full	some answers	none
[2]	attended twice	attended once	no attendance
[3]	both traffic & promotion	either traffic or reported promotion	no traffic & no promotion

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.

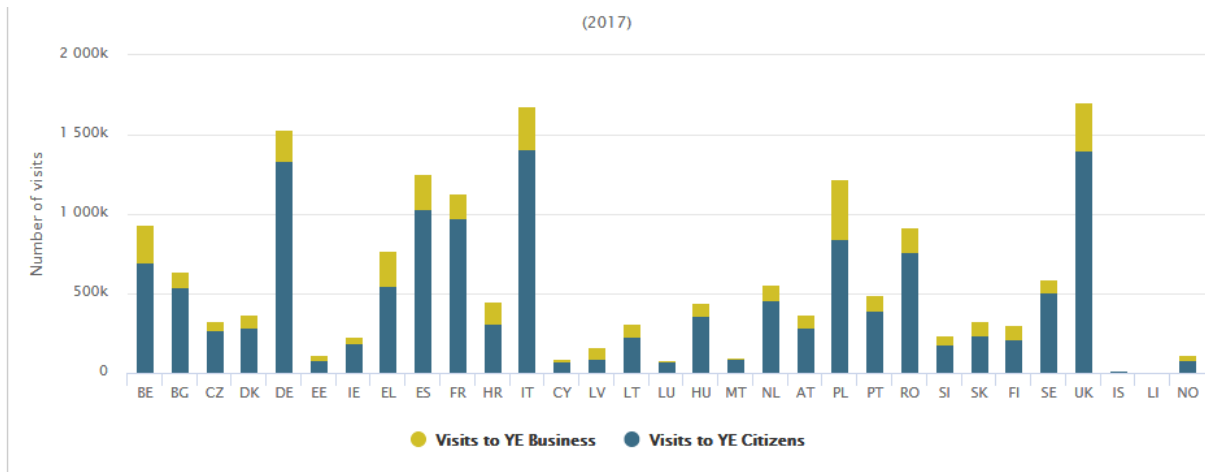
## 2. Overall performance (all 3 indicators combined)



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 Norway made progress for the citizen part of Your Europe.

## Your Europe – Visits by country



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

**Total visits (both sections):** over 20 m – 17% more than in the previous period

**Average visits per day:** 54 795 (47 200 in 2016)

**Main sources for *Citizens* section:** Italy, UK, Germany (*same as in 2016*)

**Main sources for *Business* section:** Poland, UK, Italy (*Italy, Poland and UK in 2016*)

## Achievements

- [Your Europe-Citizens](#)

### *National content*

- Addition of national content for Norway
- New national content on company cars

### *EU content*

- New or revised content on data protection and privacy, internet access, telecommunications services, unplanned healthcare, permanent residence for EU nationals, European Small Claims procedure, VAT, roaming, pricing and payments, income taxes abroad, double taxation, work permits, posted workers

### *New interactive content*

- air passengers rights
- calculating VAT on buying or selling a car

- [Your Europe-Business](#)

- *National content*

- New national content on company tax and VAT refunds
    - Links to e-procedures and other online services or portals

- *EU content*

- New or revised content on cross-border debt recovery, company tax, VAT, Mini one-stop-shop for businesses, Staff exchange scheme, EU funding programmes for businesses, European small claims procedure

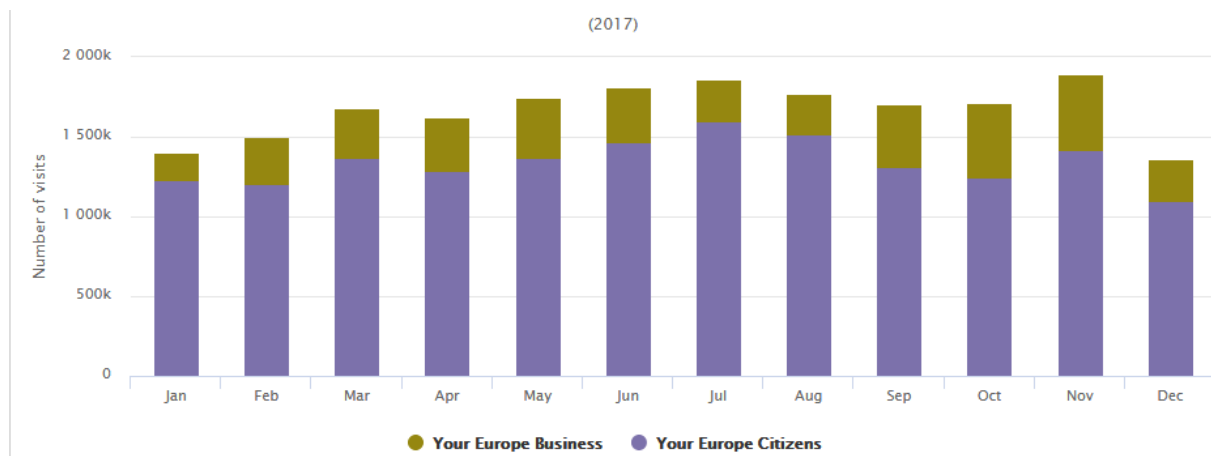
- *New interactive content*

- e-commerce/distance selling

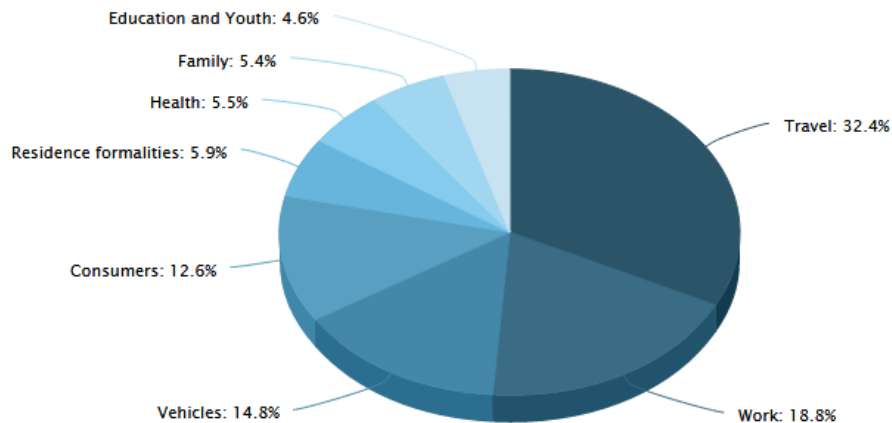
## Facts and Figures

- Use of the site is **still growing fast** – an average of 1,6 million monthly visits in this period (1,4 million in the previous period)
- Continued **high level of satisfaction** – 91% 'satisfied' or 'very satisfied' in online surveys

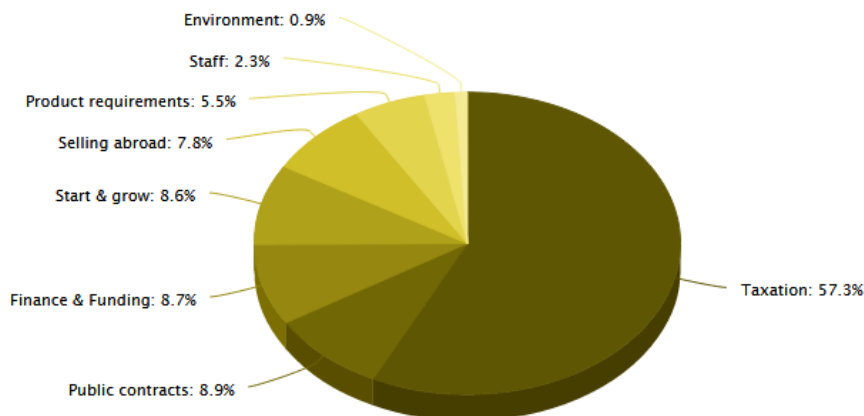
### Your Europe - total visits



### 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 content
  - keeping content focused on users' needs
  - increasing public awareness and enhancing visibility on the web
- For Governments:
  - updating national content and links from national government pages
  - promoting Your Europe at national level