

A FEW CONSIDERATIONS REGARDING THE STRATEGY FOR THE DIGITAL SINGLE MARKET

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Abstract

The new technological transformations have entered into all areas of European society. Thanks to the digital era the U.E. has initiated the creation of the Digital Single Market to push aside some of the Single Market unplannings stipulated in the economic strategies, namely the economic growth, labor force recovery, stimulating competitiveness and more. The Unique Digital Market is a new stage in the process of enlargement and deepening of the Unique Market. The European leaders want a digital future for all citizens leasend on trust, security and electronic governauce so that U.E. become digital leader at world level. To turn into account the new business opportunities offered by the Unique Digital Market, they launched in May 2015 the strategy for the Unique Digital Market. The major objective of the Unique Digital Market is based on the opportunity to buy and sell in safety condition any where in the member states. To succeed the U.E. undertakes through reforms in all areas at both technical and legislative level. The new regulatory rules will create a Unique Digital Market for storage and processing services. The new initiatives at a European level of the strategy are: copyright rules, updating the rules on electronic commerce and protection of date. Thanks to the technically outdated infrastructure and outdated organization structure most infringement are related to the stealing of the copyright. The security of the information concerns all European and world leaders.

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1. Introduction

Use of mobile technologies means implementation some achievements in the field TIC, at the same time with adapting legal solutions.

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The way how we get the information determine the new social relationships with positive and negative effects on society. Information becomes a new meaning for human activity, it take major deepening communication between people. At the base of the revolution in the field of information stay the fast and very fast internet

Free movement of information is a fundamental freedom of the Digital Single Market who is difficult to protect. Without protect of the new technology this can be generated both positive and negative effects on society. In this context the society search for new ways for adaptation on the changes technologies, because new needs arise, new problems with new solutions generated by progress technological who push the society forward.

Internet messaging is completely liberalized, they may be initiated by natural or legal persons, without any approval, so they are different from other forms of communication.

By using ICT, serious crimes can be committed, so a strategy at European and international level is needed by creating a legal framework for information in the area of information security.

The European Commission pays special attention to IT security by creating a new regulatory framework through which the strategy is the same for all Member States connected to the Internet.

Without this condition any state can become a “computer paradise” for the free flow of information. In May 2015, the European Commission proposed a strategy for the Single Market, setting the foundations for a sustainable European digital society, and this strategy aims to expand and deepen the European digital economy by removing all regulatory barriers between Member States.

In 2016 at TIE Congress telecommunications ministers listed several priorities and welcomed the goals noting the promotion of economic growth and employment.

Romanian supports the Digital Single Market Strategy proposing important steps for the Single Digital Market.

The changes from the TIC domain are taking advantage of this opportunity. The EU wants to outline the digital future of the European economy, promoting trust, security and e-government for European citizens.

A functional Single Digital Market would enable UE to become the world's leading digital leader. Large or small computers and high speed internet connections help sharing information anywhere and with anybody.

Digitizing means using storage processing technology, searching and retrieving information between online users. The technical support of digitization is the internet because it transmits and receives big distance information. European citizens to improve its living and work conditions they need to make the most of the new offered opportunities and the new technological changes.

The internet is at the revolution base in the telecommunications field. European citizens, especially Romanians need to develop their digital and professional skills to use the internet. Through technology, information and communications people can commit crime, so a legal framework is needed to ensure the security of the information.

Criminals can illegally smuggle from the memory of the data to be exploited so that "The computer science becomes the science of the delinquents and the computer tool of the crime."

2. Material and Method

The methodical basis and scientific content of the papers consists of the institutional and constitutive treaties and directives that started after 1957 and which form the legal framework of the EU. The researchers were based on specific methods, several opinions on the European Common Market using logical-juridical methods, the historical method following the evolution of the Internal Market. The Digital Internal Market may be considered a new stage in the evolution of the Internal Skin that needs deepening and expansion, taking advantage of the opportunities offered by the current digital age. The study is also based on the comparative method analyzing fundamental liberties with the main difficulties that slowed the freedom of movement.

3. Results and Discussions

The Single Market is the foundation stone of economic integration which contributes to the economic unification of Europe before political integration.

At first, for a better functioning of the Western European Common Market, European communities focused on getting rid of obstacles that still hinder the free circulation of good services and persons.

In 2005 on the occasion of analyzing the results of Lisbon Strategy, the EC noted that the functioning of the Single Market as succeeding the Common Market is hindered by the late enforcing of joint measures regarding professional qualifications, industrial, the recognition of professional qualifications and others.

A different level of maintaining VAT in the member states entails the keeping of controls at the borders.

At a European level there are domains where the legislative harmonize is much difficult as such and so the fragmentary character of fiscal systems is maintained as well as the national markets in the energetic sector, in transport and financial services. As known science pushes society forward, the new technological revolutions determined the European leaders take necessary measures so to take advantage of the digital era to be able to support the thoroughness and extension of the Single market.

In 2015 the EC analyzing the advantages of the digital era proposed the strategy for the single market setting the foundations for a sustainable and united European digital society.

The purpose of this strategy is to expand the digital economy of the EU and remove the regulatory barriers between member states.

The changes in the TIC field are major and European leaders think they should adapt to new technologies to protect European citizens by offering them new opportunities for development both to consumers and to producers.

To achieve the strategy confidence, security and electronic government must exist. In this context the entire European construction as provided in the institutive treaties must be reformed, the main reforms are being carried in two directions, first under the technical aspect (the computers and the internet) and second within a new legislative framework(rules, decisions all on an e-portal).

The first two years 2016-2017 important steps have been taken namely: roaming tariffs were eliminated, data protection war done, the cross-border portability of the online content and the agreement regarding the electronic content de-blocking.

On May 5, 2016, entered into force the Directive protection of personal data processed for the purposed of ensuring the observance of criminal law, the Directive that should transposed in national legislation by 2018. According to this Directive, member states exchange data processes data to combat terrorism and the cross-border crime, problems that are currently worrying the international community.

The removing the roaming charges, is another big achievement for the European citizens who traveling in E.U. and to make a phone call, to send a messages and to connect to mobile data, at the same price as at home.

Also in 2016 the Competitiveness Council has proposed a regulation to prohibit unjustified geolocation between member states the objective is preventing discrimination of consumers and societies about prices and

products on the Single Market. To test the benefits of the Single Digital Market, the leaders have made calculations and analyzes simulating scenarios with influence over the European citizens reaching the following conclusions: would create jobs for 65% of the children school through the digital elimination of localization obstacles, would be provide 8 billion EUR to the E.U. budget, would grow the number of citizens who buy online, would automate over 45% of workplaces operations; a Single Digital Market fully realized, would bring 4,15 billion EUR annually to the European economy.

Considering the multiple benefits of the Single Digital Market, the European Council in 2017 has set more strategic priorities, the Council adopted the program Wifi 4 E.U., for free internet in public spaces sponsored program of E.U. By 2020 with the help of this program will connect at least 6000 of local communities from all over U.E. for which will be allocated 120 billion EUR of the common budget by the 2019.

In 2017 the E.U. Council adopted new rules on portability of digital services. This measure along with the elimination of roaming taxes is a progress in deepening the Single Digital Market. The Single Digital Portal will provide online information, procedures and assistance for citizens and businesses for their cross-border activities.

The Single Digital Portal is one step towards the cross-border digitalization of public services, an important measure in a “Digital Europe”. Another priority of the Single Digital Market Strategy is the reform of EU-level cooperation on consumer protection. The Council adopted a regulation to improve cooperation between national authorities and those of the European Union to ensure compliance with consumer protection legislation. An effective consumer protection has the role of supporting cross-border retail trade. This regulation helps to increase consumer confidence in e-commerce, to modernize cooperation mechanisms and to reduce damage in cross-border breaches of EU law. It also gives competent authorities greater powers to protect national consumers' rights and interests. In this respect, legislative measures will be taken to reform the cross-border deliveries of parcels. The cross-border parcel delivery market needs to be better monitored so that consumers can choose to buy more online, as well as the IMM.

A new strategy priority is the geo-blocking which refers the obstacle elimination from the online trade. The new regulation refers to an agreement regarding the unjustified geo-blocking based on nationality and client residence. As a concept, geo-blocking is a discriminating practice which

prevents the online customers to access and purchase products and services from a website belonging to another state member.

Preventing the consumers and the societies discrimination is the main objective of the agreement about the access to prices, sales or paying conditions when products and services from another E.U. state are being bought.

An important event for the new European digital era took place at Strasbourg on the 25th of October 2017 on occasion of the electronical signing of a legislative act issued by the E.U. The electronical signing is an important element of the Single Digital Marketing Strategy, given that 80% of the E.U. citizens use the internet.

European institutions engage themselves to put the e-IDAS in practice, so that secure electronical interactions will be permitted without disconnections between industries, citizens and public authorities.

At the present day, the most offenses are committed in the online background; cybernetic security is a priority of this strategy. This objective lies within the attention of the General Affairs Council because of the intellectual property theft, so it appealed to all Member States to contribute to tackling crimes with major resources and investments.

Technically outdated infrastructures and outdated organizational structures are sources of company breaking of the law exposure.

The cybernetic security is a state of normality due to a set of proactive and reactive measures to ensure confidentiality, integrity, the availability and authenticity of information in electronic form of public and private resources and services. The cybernetic security is a component of information security.

Although over the past year almost one billion euros have been paid in the information technology system, the digital divide between Romania and the other member states is very high because the information technology systems and the state databases have not been communicated.

In 2014 the Ministry of International Society has published the National Strategy on the Digital Agenda for Romania, strategic national document, on the basis of which it will be absorbed Europeans non-reimbursable funds of 3,9 billion EUR and whose objective is “a sustainable economic development in accordance with European targets. At European level, Digital Agenda for Europe 2020 is at the base the European Strategy 2020, according to which TIC sector would generate 5% of the European PIB, the productivity would increase with 20% and the investments with 30%.

The National Strategy on Digital Agenda for Romania 2020 based on the European objectives hard to achieve thanks to the digital gaps in all areas of Romanian society. To achieve these European and national goals the fast and the ultra-fast internet has a key role for both the population and companies.

The implementation of National Strategy of Digital Agenda for Romania 2020 will product the following effects: the removing social exclusion inside of the group geographically isolated people; the developing regional business activity thanks to the ability to access more customers; new services, new business information, the improving the quality of life thanks to the simplification of transactions with the state and companies; the developing telemedicine, the developing distance learning and promoting education throughout life, the e-Government, the e-Economy, the broadband communications between government and citizen/companies.

This strategy encourages online services and transactions by 2020, namely: 30% to buy products from the Internet, 5% of Romania's population to buy products from other countries, IMM to sell online products in 20%. In this context, Romania has to reach the following indicators: 35% of citizens use e-government, 60% to make online purchases and 80% to cover broadband networks.

Taking into account both the European and national objectives, the National Agenda for the Digital Agenda 2020 puts 4 action lines that will contribute to the 13% increase in GDP, 11% in the number of jobs, 12% in the administration costs reduction.

In 2015, the European Commission launches the Single Digital Strategy focusing on 6 major objectives for the EU. In this context, Member States have started internal processes for identifying national properties and made their own contributions to the launch of the Strategy. Thus, Romania has identified the following measures in the light of European and national objectives: reducing the digital divide, given the very large differences between Member States in terms of ICT development and use, improving the skills of all citizens regardless of age, gender or region; developing professional and digital competences of workers, digitization of the public sector, development of e-government applications, e-economics, e-learning as well as ensuring their interoperability, network and information assurance, creation of confidence in online networks and services, research and innovation stimulation, the development of fine IMM innovative businesses and SME, the provision of a regulatory card in the field of electronic

communications that takes into account technological progress, engaging in a reform of the online services.

In this context, it is necessary in the political commitment of all Member States to serve the interests of European citizens.

4. Conclusions

- Single Digital Market is a new stage in deepening and expanding Single Market.
- Single Digital Market will contribute more to the process of economic and European unification.
- The free movement of information should be considered the fifth fundamental freedom of the Single Market.
- All Member States should initiate profound reforms, related to the priority over copyright data, legislation on data leakage.
- We believe that cyber security is a priority at European and national level.

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