



# Harmonising digital markets in the Eastern Partnership

EU4Digital aims to extend the benefits of the **European Union’s Digital Single Market** to the **Eastern Partner** states, channelling EU support to develop the potential of the digital economy and society, in order to bring economic growth, generate more jobs, improve people’s lives and help businesses in Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine.

## A KEY DELIVERABLE

Harmonisation of digital markets is one of the **EU’s 20 Deliverables for 2020** for delivering tangible results to citizens in the Eastern Partnership. In the roadmap setting out its 20 Deliverables, the EU says **“the digital economy is an area with yet untapped potential for both the EU and the Partner Countries for social and economic development, as well as for the creation of growth and jobs.”**

## The EU4Digital initiative brings together priority EU actions and programmes



**EU4Digital networks** established in 2016 and bringing together representatives from Eastern Partner countries and EU Member States to work on key thematic areas.



**EU4Digital: supporting digital economy and society in the Eastern Partnership**, a three-year programme (2019-2022), promoting key areas of the digital economy and society, in line with EU norms and practices.



**EU4Digital - Broadband strategies in the EaP region** (2018-2020), a project implemented by the World Bank to support Eastern Partner countries in developing and implementing national broadband strategies.



**Upcoming EU programme on CYBER** to strengthen cyber security in the partner countries and increase trust in the use of digital services.

Expanding the digital economy and society brings economic growth, generates jobs, improves lives, and helps business through:

- better **online services**, at **better prices** and with **more choice**
- more **investment**, more **trade**, more **jobs**
- boost to **start-up** ecosystem and **company growth**

The programme works in six thematic areas – supporting the activities of the EU4Digital networks in building the framework to improve the digital economy and society, to the benefit of businesses and citizens

### Telecom rules

- Achieving common roaming space by 2020
- Support for National Regulatory Authorities
- Coordinated strategies for frequency distribution



### ICT innovation

- Development of ICT research, start-ups & innovation ecosystems



### eTrade

- Facilitating trade by promoting common frameworks for:
  - eCommerce
  - eCustoms
  - eLogistics
- Working towards a pilot Digital Transport Corridor



### eSkills

- Designing digital skills strategies
- eCompetence framework for SMEs



## EU4DIGITAL: SUPPORTING DIGITAL ECONOMY AND SOCIETY IN THE EASTERN PARTNERSHIP

### Trust & Security

- Cross-border eSignature
- Regional framework for cross-border eServices for business
- Cyber-security strategies for resilience of critical infrastructure



### eHealth

- Harmonised national frameworks for eHealth, among EaP partner countries and with the EU
- Cross-border eHealth platform in the EaP region

