



DIGITAL SINGLE MARKET BULLETIN No. 1 2018

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Further Reading: More in depth updates and commentary on the Digital Single Market agenda is available at:

https://ec.europa.eu/commission/priorities/digital-single-market_en

This Bulletin is issued by the Minister of State for Trade, Employment, Business, EU Digital Single Market and Data Protection. The Department of Business, Enterprise & Innovation’s Digital Single Market and Digital Economy Unit supports the Minister of State on DSM issues with the cooperation of the members of the Digital Single Market Interdepartmental Committee.

MINISTER BREEN MEETS EUROPEAN COMMISSIONER FOR DIGITAL ECONOMY AND SOCIETY MARIYA GABRIEL

On 12 March 2018, Minister of State for Trade, Employment, Business, EU Digital Single Market and Data Protection, Mr Pat Breen, T.D., met with European Commissioner for Digital Economy and Society, Mariya Gabriel.



Topics discussed were Ireland’s continued commitment to the Digital Single Market, the Commission’s work on the forthcoming proposals on Platforms to Business relationships and Artificial Intelligence (AI).

In regard to the Digital Single Market, Minister Breen confirmed that Ireland will continue to support the Commission with the remaining legislative DSM files which are with the European Parliament and the Council for approval. He acknowledged that there are obvious synergies between digital policy initiatives at EU level and national policy, with many benefits accruing to Small and Medium Enterprises within the DSM in terms of market access and opportunities for growth. Ireland will continue to strive for outcomes from the DSM negotiations which are pro-trade, pro-enterprise and pro-innovation.

Minister Breen also acknowledged that AI is shaping a new reality for Irish businesses, creating exciting new opportunities for innovation across all industries. He indicated that he was very much looking forward to the Commission’s Communication on Artificial Intelligence due in April, as this will steer Member States’ national strategies, including Ireland’s, on the topic. Minister Breen also discussed his plans

to host a Ministerial meeting of Digital Frontrunner countries in Dublin on 15 May, at which AI will be the central theme, and where both the international AI dimension and the Irish AI ecosystem will be showcased. Minister Breen thanked Commissioner Gabriel for the assistance in securing DG CNECT’s participation in the meeting.

Minister Breen also formally invited the Commissioner to attend the Irish Data Summit which will take place in later in 2018.

APJ 2018 AND ENTERPRISE 2025 RENEWED COMMITMENTS ON THE DIGITAL AGENDA



The Action Plan for Jobs (APJ) 2018 and Enterprise 2025 Renewed were both published on 9 March 2018. The former sets out a range of actions that will support Irish enterprises and workforce to adapt and thrive in a technology-rich world. It aims to build on the creation of nearly 313,000 jobs supported under the APJs since 2011 by supporting the creation of 50,000 more jobs in 2018. The latter sets out Ireland’s medium-term national enterprise strategy. The vision is for Ireland to be the best place to succeed in business, delivering sustainable employment and higher standards of living for all.

The APJ 2018 includes a commitment to agree a framework for the development of a high level National Digital Strategy, to provide a coherent vision across sectoral policies to position Ireland to maximise economic and societal benefits from digitalisation. The Strategy development will be led by the Department of the Taoiseach principally with the Departments of Business, Enterprise and Innovation (DBEI) and Communication, Climate Action and Environment (DCCA), and the Office of

the Government Information Office (OGCIO), and in partnership with other Government Departments and Agencies. The focus of the DBEI work will be on Digital Business Transformation and addressing the question of actions and initiatives necessary to get companies, particularly SMEs, to optimally embrace digital technology (across all sectors) and ultimately enhance enterprise digital competitiveness.

41	Establish Ireland as a leader in the digital economy		
	Steps Necessary for Delivery	Timeline	Responsible body
	Agree, in consultation with stakeholders, a framework for the development of a high level National Digital Strategy, to provide a coherent vision across sectoral policies to position Ireland to maximise economic and societal benefits from digitalisation.	H1	D/Taoiseach/ DCCA / DBEI, OGCIO and other relevant Departments

The National Digital Strategy will take a high-level approach that adopts a cross-Governmental transformational vision and reflects ambitions that would be contained in other related national strategies. As such, it will take account of the impact on business and employment of emerging trends such as: the Internet of Things; artificial intelligence; augmented reality; robotics, etc, as they have impacts on physical, economic and social aspects of Ireland.

Consultation across key stakeholders, including industry, academia and health will take place. It is envisaged that details of this process will be published before July 2018.

From a research and development collaboration perspective, the focus will be on supporting advanced manufacturing technologies such as robotics, artificial intelligence and additive manufacturing (3-D printing) to help support the transformation of Irish manufacturing. Actions in this area include implementation of the next phase

of the Technology Gateways Programme; piloting a design for innovation programme to encourage collaboration between the design sector and small businesses; and delivering technology development services for advanced manufacturing in Ireland.

OVERVIEW OF INTER-DEPARTMENTAL COMMITTEE ON THE DIGITAL SINGLE MARKET

Minister Breen hosted the 7th Meeting of the Inter-Departmental Committee (IDC) on the Digital Single Market on 14 February, 2018.

The key focus of the IDC is on ensuring effective whole-of-Government engagement with the EU DSM Strategy, particularly in terms of developing a coherent and coordinated approach to matters that cut across the responsibilities of individual Ministers, Departments and European Council formations, including in relation to the regulatory environment for online platforms and the free flow of data. Relevant Ministers and Departments will continue to lead on the key files in their respective areas of responsibility. However, there is also acknowledgement that many of the files have cross-cutting implications.

The IDC on DSM includes representatives from the Department of Business, Enterprise and Innovation (DBEI) and the following other Government Departments / Offices:

- Department of the Taoiseach,
- Department of Communications, Climate Action and Environment,
- Department of Justice & Equality,
- Department of Finance,
- Department of Foreign Affairs & Trade, and
- the Office of the Government Chief Information Officer.

Representatives from the Departments concerned updated Minister Breen on the latest developments relating to ongoing work on the digital agenda, including:

- Platforms to Business (P2B) – The European Commission is expected to publish proposals aimed at addressing contractual arrangements between platforms and platform users in April 2018.

- Illegal Content – The European Commission are proposing initiatives to ensure that platforms do more to address and remove illegal content, address fake news and media manipulation.
- ePrivacy – The European Commission have published a legislative proposal seeking to build upon some of the concepts established under the already agreed General Data Protection Regulation (GDPR) in relation to consumer rights around data.
- Copyright – Further discussion at a technical level is required on elements of the European Commission’s Proposal for a Directive on Copyright in the Digital Single Market, which is intended to give the Press Publishers a new intellectual property right under the Copyright Directive.

Other issues raised at the meeting included an outline of the Action Plan for Jobs 2018 commitments on the Digital Agenda (see above) and the (then) forthcoming European Commission and OECD proposals on digital taxation.

In relation to digital taxation, it was noted that the College of Commissioners will discuss proposals establishing rules at EU level allowing taxation of profit generated by multi-nationals through the digital economy on 28 March and that an OECD report on the taxation of Digital Services is due in April 2018 at the G20 meeting. Council guidance to date has been very much in line with Ireland’s position, i.e., that the incidence of tax should fall where wealth is created. Ireland’s view is that the issue should be progressed on an aligned basis with the OECD.

Details were also outlined of a Ministerial D9+ meeting scheduled for 15 May 2018 in the Digital Hub, Dublin 8 around the central theme of Artificial Intelligence, incorporating participation from Irish and international experts and a showcase of the Irish AI ecosystem.