



Management Plan 2018

DG GROW

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PART 1. Overview of main outputs for the year

Introduction

As President Juncker said in his State of the Union Speech of September 2017, Europe's economy is on the track to recovery. Growth now stands above 2% GDP for the Union. Almost 8 million jobs have been created since 2015. With 235 million people at work, more people are in employment in the EU than ever before.

European policies have helped to bring about the recovery. The European Fund for Strategic Investments (EFSI) is expected to trigger EUR 225 billion worth of investment. It allowed granting loans to 111,516 SMEs and small mid-caps until the end of June 2017, out of which the great majority (i.e. 106,925 SMEs) thanks to the combination of EFSI with the COSME Loan Guarantee Fund. This means that *"the wind is back in Europe's sails"* as President Juncker put it. With this window of opportunity open, 2018 will be a year of delivering on the policy strategies laid out in recent years.

In 2018, DG GROW aims to achieve the objectives as outlined in its Strategic Plan. The interventions of DG GROW are tuned to the following Juncker priorities:

Priority 1 - A new boost for jobs, growth and investment

To maintain Europe's comparative advantage in the world economy it is necessary to support investment in order to improve competitiveness, which ultimately creates more jobs and growth. The spending programmes under the responsibility of DG GROW do exactly that. To support SME creation and growth, the COSME programme provides access to finance for higher risk SMEs and supports projects to improve the framework in which enterprises operate. Other spending programmes under the responsibility of the DG support high potential and innovative sectors like the Galileo/EGNOS and Copernicus space programmes and the Horizon 2020 programme.

In 2018, DG GROW will present proposals outlining the spending programmes for the next Multiannual Financial Framework starting in 2021. This concerns the successor programmes on support for SMEs, on space-based navigation and earth observation, on research and innovation, as well as support mechanisms for the Commission's policies on industry and internal market.

Beyond the spending programmes, the DG proposes structural reforms to boost investment in Europe in particular through the European Semester and through implementing the Circular Economy Action Plan of 2015.

Priority 2 - A connected Digital Single Market

Existing online barriers mean citizens miss out on goods and services, internet companies and start-ups have their horizons limited, and businesses and governments cannot fully benefit from digital tools. Tearing down regulatory walls and moving to a

Digital Single Market could contribute EUR 415 billion per year to the economy and create hundreds of thousands of new jobs. DG GROW contributes to the Digital Single Market Strategy through a number of legislative acts removing the barriers to a deeper Single Market.

Priority 4 - A Deeper and Fairer Internal Market with a Strengthened Industrial Base

The new EU Industrial Policy Strategy of 2017 is a comprehensive strategy relying on empowering people and businesses, supporting innovation, upgrading industry for the digital age and investing in the industry of the future. This is the basis for further developing the strategy in the year to come. For instance, DG GROW will be a key contributor to the EU strategy for connected and automated driving.

In 2018, DG GROW will continue to use its legislative mandate to table and negotiate proposals on mutual recognition and market surveillance which ensure the free flow of safe goods in the EU. At the heart of this legislative intervention is the aim to create a level playing field for companies in the Single Market so that their competitiveness is increased and ultimately generates growth and jobs. Such legislation must be made fit for purpose and cost-effective.

The Single Market Strategy of 2015 is a roadmap to deliver on President Juncker's commitment to unleash the full potential of the Single Market and make it the launchpad for European companies to thrive in the global economy. To reduce regulatory restrictions in services, the Commission has already put forward proposals on e-commerce, guidance on the collaborative economy, a modern EU standardisation policy and a Start-up/Scale-up initiative. All the initiatives of this Strategy are intended to be adopted by 2018.

In May 2017, the Commission proposed a "Compliance and assistance package". The idea is to better address information asymmetries about Single Market laws. With the Single Digital Gateway people and companies will have easier access to online administrative procedures and assistance services. The Single Market Information Tool will allow the Commission to source economic data in cases of serious difficulties with the application of EU Single Market laws. The two proposals are currently negotiated in the European Parliament and the Council. The Commission will also expand SOLVIT, which provides a free of charge problem-solving tool to people and companies experiencing administrative difficulties in the Single Market.

Also in 2017, the Commission proposed a new Public Procurement Strategy with a view to cutting red-tape and to capitalising on the benefits of the digital revolution so that public administrations can be more efficient, effective, strategic and more citizen- and business-friendly. This will create opportunities for growth and scaling up of innovative enterprises. Again, 2018 will see the implementation of this Strategy.

Contributing to Priority 6 - A balanced and progressive trade policy to harness globalisation - as well as to Priorities 1 and 4

DG GROW works to strengthen the competitiveness of EU enterprises at global level and promote the principles of the Single Market world-wide. This is done through supporting trade negotiations and promoting the implementation of Free Trade Agreements, through regulatory and industrial dialogues with major partners, close cooperation with candidate, as well as eastern and southern neighbour countries and the contribution to the application of Trade Defence Instruments. DG GROW is one of the main actors in the development of the EU Economic Diplomacy. Moreover, DG GROW actively participates and often steers the global multilateral regulatory dialogue in the automotive sector in the context of the UN Economic Commission for Europe.

Priority 9 - A stronger global actor

The current global instabilities make it necessary for Europe to work closer together in the area of defence. The European Defence Action Plan of November 2016 was a breakthrough for the defence co-operation in Europe. The plan foresees the creation of a European Defence Fund to support investment in the joint research and development of defence equipment and technologies. Part of this Defence Fund will be a European Defence Industrial Development Programme (EDIDP), which proposal was put forward by the Commission in June 2017. An agreement between the European Parliament and the Council early in 2018 would allow the Programme to become operational in early 2019. Investments in SMEs, start-ups, mid-caps and other suppliers to the defence industry will be increased and the Single Market for defence will be strengthened by helping companies operate across borders thereby helping Member States get best value for money in their defence procurement.

The concrete actions, which translate the Juncker priorities into outputs in 2018, are presented in the sections below.

Priority 1 - A new boost for jobs, growth and investment

Supporting enterprises, especially small and medium-sized enterprises

- *COSME – the European Programme for Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME)*

The operational budget for 2018 will be EUR 354 million in commitments, up from EUR 287 million for 2017. This rise reflects the focus on the key priority of competitiveness, growth and jobs. There are four areas of funding: a) access to finance for SMEs (equity and debt financial instruments), b) access to markets for SMEs, c) framework conditions for competitiveness and d) promoting entrepreneurship.

The 2018 projects will reflect the priorities of the Single Market Strategy, particularly helping start-ups and SMEs to scale up. COSME actions will continue to support access to finance and markets for SMEs, support innovation management, in particular for scale-ups, improve the business environment and information for SMEs and new

entrepreneurs (including social entrepreneurs), promote inter-disciplinary entrepreneurship education and foster a second chance for failed entrepreneurs. The Erasmus for Entrepreneurs programme will support cross-border exchanges of entrepreneurs so that ideas and innovation can flow across Europe. Targeted measures will support industrial modernisation, but also strengthen the competitiveness of particular sectors (e.g. automotive, construction, light industries, tourism), including through actions related to Blueprint for sectoral skills and thematic smart specialisation platform on industrial modernisation.

Under the COSME financial instruments, the Loan Guarantee Facility supported 206,000 SMEs until June 2017, out of which 50% were start-ups. Through this facility, the European Investment Fund offers guarantees and counter-guarantees to selected financial intermediaries (e.g. national promotional institutions, guarantee institutions, banks, leasing companies, etc.) to help them provide loans to SMEs, which otherwise would have struggled to obtain the financing needed for their projects. The COSME Loan Guarantee Facility has been reinforced by a top up of EUR 550 million from the EFSI (European Fund for Strategic Investments) SME window. DG GROW uses this reinforcement to provide additional access to finance to riskier SMEs, especially the younger and smaller ones.

In 2018, DG GROW will present the results of the interim evaluations of COSME (covering the period 2014-2020) and of the activities of the executive agency managing the programme, called EASME (from 2014 to 2016).

Also in 2018, DG GROW will present a proposal for a SME programme for the next Multi-annual Financial Framework.

- *Start-up/Scale-up*

Fast-growing companies have problems to finance their growth in Europe, especially when compared to the US. To help start-ups finance their scaling up in Europe, DG GROW will propose the ESCALAR mechanism (European Scale-Up Action for Risk Capital) in the 2nd quarter 2018. ESCALAR will address this scale-up gap by significantly increasing the investment capacity of later stage venture capital funds, enabling them to reach third and fourth rounds of financing so that growing companies can develop their potential.

Supporting high potential sectors

- *Galileo/EGNOS - the European space navigation programme*

The operational budget for 2018 will be EUR 808 million in commitments appropriations, compared to EUR 895 million in 2017.

The priorities for next year will be to ensure the provision of Galileo and EGNOS services in line with the expected performance levels, to continue preparations for the declaration of Galileo enhanced services by end 2018 and for the full operational capability of Galileo services by end 2020, and to promote the market uptake of Galileo and EGNOS services by continuing the ongoing activities and by implementing the actions in the Space Strategy for Europe. The Commission is also considering the

possibility to offer free-of-charge some of the commercial services in order to stimulate the development of new applications and services based on Galileo (e.g. in connected and automated driving).

Galileo's goal is to have all 30 satellites necessary for the full services operational by 2020. Until the end of 2017, 18 satellites were operational, and on 12 December 2017 another 4 satellites were launched into orbit, which will become operational after a testing phase. In mid-2018, Galileo will see a new launch with the Ariane-5 rocket bringing 4 more satellites into orbit. Thus Galileo is approaching its final target.

The DG will also propose to carry out an impact assessment to estimate the benefits and costs of using Galileo services for timing and synchronisation of European critical infrastructures, in view of possibly proposing a legislative act. Many of these infrastructures need very precise timing information to synchronize their networks (e.g. electricity grids and mobile phone network operators) or timestamp financial transactions (e.g. banks and stock exchanges). So far, they mainly depend on GPS, and it is of interest to assess whether Galileo could provide a low cost redundancy.

In 2018, DG GROW will present a concept for the continuation of this major European project under the next Multiannual Financial Framework. This will be based on the evidence collected through the interim evaluation of the European GNSS programmes.

- *Copernicus – the European earth observation programme*

The operational budget for 2018 will be EUR 630 million in commitment appropriations, up from EUR 604 million in 2017.

A priority for next year will be the launch of the Copernicus "Sentinel-3B" satellite scheduled for early 2018. Preparations will continue for the launches and operations of subsequent Sentinels and for the construction of the next Sentinel generation.

A first strand of activities aims at fostering and improving the access to, the exchange and dissemination of data and information. This comprises elements, such as evolution of the Copernicus ground segment, the access to contributing mission's data, the fostering of platforms for data and information access and value added for end users.

At this stage of programme implementation, with most infrastructure elements in place and operational, a particular emphasis will be given to promote the uptake and use of space-related data and services in order to maximise their societal and economic potential. Uptake of the Copernicus products at all levels, from EU to national, regional and local level will receive special attention.

Copernicus data have already been utilized for the mapping of flood disasters in Europe, for example, but also at a global level when Copernicus maps were used to analyse the extent of the disaster following Hurricane Harvey in the USA in 2017.

In 2018, the DG will present a proposal for the continuation of the Programme under the next Multiannual Financial Framework. This will be based on the evidence collected through the interim evaluation of Copernicus.

- *Horizon 2020 – the European Programme for Research and Innovation*

In 2018, DG GROW will implement a number of specific objectives of the Horizon 2020 Programme under its (co-)responsibility. These are:

Innovation in SMEs

The total 2018 budget for this objective will be EUR 43 million in commitments, compared to EUR 36 million in 2017 in commitments. The main feature for DG GROW in 2018 will be the continued support by the Enterprise Europe Network (EEN). The EEN will continue helping SMEs to enhance their innovation management capacity to adopt the right innovation strategy, to better manage their innovation processes and to improve the efficiency of the innovation expenditure.

Space research

The operational budget for space-related research for 2018 will be EUR 182 million in commitments, compared to EUR 184 million in 2017. The priorities for 2018-2020 are to support the market uptake and evolution of Copernicus and Galileo, to strengthen the competitiveness of the European space sector including for critical components and systems, to ensure Europe's accessibility to react to and anticipate disruptive changes in access to space and to manage threats from space.

More concretely, the 2018 call for proposals will address among other issues mission exploitation concepts for Copernicus and the further development of the Copernicus marine service ocean models. Also, calls for research on space robotics and space communication technologies will be launched.

In 2018, a pilot project called JTI (Joint Technology Initiatives) Space will be launched to define the opportunities and challenges of a Public-Private-Partnership in space research. The project will analyse the costs and benefits and develop a strategic research agenda with all stakeholders. A JTI Space will address all segments including satellites, launchers and in-orbit operations. Possible activities can include smart/hybrid satellites, launcher reusability, and qualification of technologies.

Space debris has become a serious risk to space activities, which is being addressed at EU level through an initiative called Space Surveillance and Tracking (SST). SST is financed from grants under the Copernicus, Galileo and Horizon 2020 programmes. A priority is to upgrade the SST infrastructure (radars and telescopes) to improve the performance of the services and to become more independent from third country infrastructure. For this Horizon 2020 call EUR 15 million are earmarked for 2018.

Raw materials

The aim is to ensure the access to natural resources while boosting EU competitiveness. The total 2018 budget for this objective will be EUR 64 million in commitments, compared to 88 million in 2017. A priority for 2018 will be to launch a call on innovative pilots for the clean and sustainable production of raw materials in

the EU, as well as on new technologies for the enhanced recovery of by-products, which will push the EU to the forefront of raw materials processing technologies

Boosting investment in Europe

European Semester

Through the European Semester the Commission and Member States coordinate their economic and social policies to promote structural reforms and maximise spill-overs, with a specific focus on convergence in the Eurozone. On the basis of the priorities of the 2017 Annual Growth Survey, the following actions will focus on DG GROW policy areas, i.e. microeconomic structural reforms to strengthen the recovery, raise future potential growth and increase resilience to future shocks by tackling the main investment barriers, boosting productivity, deepening the Single Market and promoting economic, social and territorial cohesion.

Circular economy

In December 2015, the Commission adopted the Circular Economy Action Plan to help make the transition to a circular economy where resources are used in a more sustainable way. The Fertilising Products Regulation proposal, which was the first action of the Plan, was adopted in 2016, and DG GROW as chef de file will continue to represent the Commission in the interinstitutional negotiations throughout 2018. All the other measures of the Action Plan will be finalised by 2018, notably with the adoption of the Plastics Strategy on 16 January 2018, in co-operation with DG ENV. Both the Fertilising Products Regulation and the Plastics Strategy are examples of policy initiatives to facilitate investments in a more sustainable production of chemicals.

In 2018, DG GROW and DG ENV will develop a monitoring framework for assessing progress towards a more circular economy and the effectiveness of action at EU and national level. It is also foreseen to update the 2012 Bioeconomy strategy in the 3rd quarter 2018, to which DG GROW will be closely associated.

Artificial Intelligence

On 25 April 2018, the Commission will adopt the Artificial Intelligence package – consisting of a Communication and several Staff Working Documents. DG GROW is co-responsible, together with DGs CNECT and JUST. The opportunities, innovations and challenges for the mass adoption of industrial applications of Artificial Intelligence by European industry and SMEs should be a core theme in the Communication.

Priority 2 - A connected Digital Single Market

DG GROW has made several contributions to the Digital Single Market Strategy. In 2016 the Commission adopted a legislative proposal, co-prepared by DG GROW to address unjustified geo-blocking and other forms of discrimination on the grounds of nationality, residence or establishment which hamper online shopping and cross-border sales. In May 2016, the Commission proposed a Regulation on cross-border

parcel delivery services to allow consumers and companies to buy and sell products and services online more easily and confidently across the EU. After the expected adoption by the EP and Council, the DG will start implementing these measures by 2018. In 2018, DG GROW will also, in cooperation with DG CNECT, finalise a legislative proposal on fairness in platform-to-business relations.

Priority 4 - A Deeper and Fairer Internal Market with a Strengthened Industrial Base

Strengthening Europe's industrial base

In his State of the Union Speech of 13 September 2017, President Juncker stated: *"I want to make our industry stronger and more competitive. The new Industrial Policy Strategy we are presenting today will help our industries stay or become the world leader in innovation, digitisation and decarbonisation."*

DG GROW will organise the annual Industry Day in 2018, the first edition of which took place in February 2017. This event will help to ensure that our policies at European, national, regional and local levels work together to enable European industry to deliver jobs, growth and innovation and to highlight new emerging industrial, societal and environmental trends that may need a policy response.

Also, the DG will set up a High Level Industrial Roundtable in 2018 with representatives of national, regional and local authorities, industry, social partners and civil society. The Roundtable will provide feedback on the Commission's initiatives and actions, and will advise on the implementation of industrial policy at different levels.

As a follow-up to the Industrial Policy Strategy, DG GROW will set up a Strategic Forum on IPCEIs (Important Projects of Common European Interest). The Forum will facilitate agreements between Member States and key stakeholders for designing and taking forward new IPCEIs and build a common European vision for joint efforts and investments in strategic value chains.

A new set of indicators will be proposed in order to monitor industrial competitiveness across Member States and with the rest of the world.

Moving towards a low-carbon economy

The transition towards a low carbon economy by 2050 will require huge investments for the modernisation of EU economy. This will create new challenges and opportunities for economic sectors.

In February 2018, the Commission will organise a Clean Energy Industrial Forum back to back to the Industry Day. The Forum will focus on cross-cutting challenges by designing a new common vision to boost energy transition and create new synergies between different value chains (power supply, distribution and storage (batteries), mobility and built infrastructure).

DG GROW will co-ordinate two industry-led initiatives (batteries¹ and construction) and will contribute to a third one, co-ordinated by DG ENER (renewables).

The DG will focus on industrial competitiveness aspects of the manufacturing sectors, in particular for EU suppliers of key components or equipment for smart and clean energy solutions, and on boosting exports of EU innovative solutions.

DG GROW will also realise a study on energy prices and costs with a focus on energy-intensive industries. The outcome will be used for the report on energy prices and costs co-ordinated by DG ENER.

Better Regulation

DG GROW fully applies the Better Regulation tools of the Commission in order to simplify EU legislation and make it fit for purpose. In 2018, the DG will continue using evaluation and studies as an evidence basis for its decision-making process. The DG will consult with citizens and stakeholders to get their views on initiatives, and will consider the recommendations provided by the REFIT Platform. Impact assessments will accompany each major legislative proposal to estimate the effects on the ground. The DG will apply the "Competitiveness Test" to assess the overall economic impact of new EU laws under the remit of the DG and also the "SME test" to analyse the impact on SMEs and provide support to other DGs using the test.

DG GROW is also a major contributor to the Regulatory Fitness (REFIT) programme of the Commission. The aim is to make EU laws simpler and less costly while maintaining high EU standards and preserving the public interest. A list of REFIT evaluations planned to be finalised in 2018 is provided in the performance tables in Annex 1.

An example for Better Regulation is the revision of the SME definition: In 2018, the DG will carry out an evaluation and an impact assessment including an open public consultation on the issue. Based on the evidence found, DG GROW may come up with a new definition in the future. It is already clear that following rulings by the European Court of Justice, the SME definition needs to be revised to create legal certainty. As this definition governs more than 100 EU legal acts, they too need to be adapted.

Better enforcing Single Market rules

At the end of 2017, the Commission adopted the "Goods Package" including measures to improve market surveillance and mutual recognition. This package is currently being discussed with EP and Council and will hopefully be adopted in 2018.

The measures to boost market surveillance will strengthen detection and action against non-compliant products through better governance of market surveillance in the Single Market, a broader toolbox and financial support for authorities, more surveillance of imports from third countries and online sales, focusing on global value chains. They will also clarify the legal framework for market surveillance.

¹ See p. 11 below for more information on the batteries initiative.

Regarding mutual recognition the goals of the measures are to increase legal certainty for businesses and national authorities when making use of the mutual recognition principle, to reduce the risk for businesses to see market access denied, and to increase awareness of the mutual recognition principle and cooperation among users.

In 2018, a pilot project will be launched on assessing alleged differences in the quality of products sold in the Single Market.

In December 2017 a proposal for the new Type Approval and Market Surveillance system in the automotive area was approved by EP and Council. From 2018, the new rules will allow the Commission for the first time to play an active role in directly surveying the market and sanctioning non-compliance, providing better guarantees of an effective level playing field on the ground.

Ensuring safe and competitive products in the Single Market

Automotive

The Commission was already reviewing the EU type approval framework for motor vehicles prior to the "Dieselgate". In order to tackle the lack of surveillance and unrealistic test cycles, which was at the core of this scandal, the Commission proposed in 2016 a Regulation on the approval and better market surveillance of motor vehicles introducing more robust emissions testing (Real Driving Emissions testing). Once approved by the EP and Council, the DG will start the implementation by 2018.

In the face of new technologies and enhanced global competition, the Commission supports the development of a new vision for the European car industry. The results of the GEAR 2030 High Level Group will feed into the 3rd Mobility Package scheduled for adoption in 2018. These results will show the way forward through adapting the EU value chains to new global challenges including new business models, zero emission vehicles, investing in human skills and developing connected and automated driving.

The Commission is preparing, as part of the EU Energy Union Strategy and the renewed Industrial Policy Strategy, a concept for developing a competitive production base for the next generation of battery cells in Europe. The EU Battery Alliance will be presented in February 2018, at the Clean Energy Industrial Forum and as part of the EU Industry Day.

The Commission is constantly improving the safety standards of vehicles by way of legislation. A major initiative in 2018 will be the revision of EU laws on the general safety of vehicles and pedestrian safety. The aim is to improve the protection of vulnerable road users in view of new developments in the field of safety technologies.

Chemicals

In 2018 the registration of chemicals by SMEs as foreseen in the REACH Regulation (1907/2006) is a major challenge for matching business competitiveness with health and environmental protection.

In 2018, DG GROW and DG ENV will present a Communication on Sustainable Chemicals. The first part of the strategy is of most relevance for DG GROW and will analyse the results of different evaluations of EU chemicals legislation, notably the REFIT fitness check on chemicals legislation with particular emphasis on the CLP (classification, labelling and packaging of chemical substances) Regulation and its interface with other EU legislation. Also, relevant elements of the REACH REFIT Evaluation and the Circular Economy actions will be analysed. Finally, the main policy implications will be highlighted and an EU chemicals strategy for the future proposed.

As related issues, DG GROW will carry out ex-post evaluations of Regulation (EC) 648/2004 (Detergents) and of Regulation (EC) No 273/2004 (Drug Precursors).

DGs GROW and EMPL will prepare a Common Understanding Document addressing possible overlaps between REACH and Occupational Safety and Health in the authorisation of substances. This issue was also raised by the REFIT Platform.

Machinery

In 2018, the DG will continue to prepare a legislative initiative to achieve a Single Market for all safety aspects related to the design and manufacturing of mobile machinery intended to circulate on public roads. This would tackle the disproportionate economic and administrative burden due to different regulatory regimes across the Member States.

DG GROW will initiate a REFIT revision of the Outdoor Noise Directive (2000/14/EC). The aim is to modernise and simplify the rules and create a level playing field for the economic operators as well as better protect the citizens from noise emissions.

Construction

The remaining fragmentation of the Single Market for construction products makes it relevant to evaluate the relevance, effectiveness, efficiency, coherence and EU added value of the Construction Products Regulation (305/2011) and to identify and assess impacts of options for its possible revision (or not), in order to appropriately inform EU decision-makers on a potential need for revising the Regulation. A REFIT evaluation and a supportive impact assessment are planned for 2018.

Cosmetics

In 2018, DG GROW will continue to regulate cosmetic products to ensure consumer safety and secure the internal market for these products. This will be typically done

through Delegated and Implementing acts banning, restricting or authorising substances in cosmetics. Also, the DG will prepare a report on the development of methods alternative to animal testing in the field of cosmetics.

Medical Devices

The new legislative Medical Devices package to improve the protection of citizens' health and facilitate access to health technologies was approved by EP and Council in April 2017. Implementation of this package will continue in 2018 with the presentation of Implementing Acts and guidance documents.

Food Sector

DG GROW is associated to the DG AGRI-led preparation of a proposal to improve the EU food supply chain. DG GROW will focus on the issue of processed food and on unfair trading practices.

The DG will also manage and bring forward the work of the High-level Forum for a Better Functioning Food Supply Chain. In particular the work will cover the promotion of fair and efficient trading practices in the food supply chain. Also, the European Council of March 2017 gave the Forum a mandate to address the issue of "Dual food quality". The main objectives are to raise awareness and gather evidence on food products with alleged difference in composition; build trust and consensus among stakeholders; and facilitate the work of the enforcement authorities, consumer associations and the industry that aim to address the concerns of EU citizens.

Ecodesign

In order to reduce energy consumption by 20% by 2020, the Commission proposes so-called Ecodesign regulations requiring manufacturers to decrease the energy consumption of their products. In autumn/winter 2018, the last Ecodesign and Energy Labelling package of measures under the current Commission is likely to be adopted. DG GROW's contribution will consist in two new measures for enterprise servers and welding equipment and an amending regulation for power transformers.

Ensuring the free flow of services in the Single Market

In January 2017, the Commission adopted the Service Package to strengthen the Single Market for services. The Commission suggested a new European Services e-card introducing a simplified electronic procedure to complete the formalities required to provide services abroad. It also proposed a new procedure for the notification by Member States of new or amended services regulation as well as a clearer and more transparent proportionality assessment for new or amended national rules on professional services. Finally, guidance for national reforms in the regulation of professions with high growth and jobs potential is offered to the Member States. These actions are intended to be implemented in 2018 once the European Parliament and the Council have adopted the legislative proposals.

In May 2017, the Commission presented measures for a better compliance with Single Market rules. The Single Market Information Tool would allow the Commission to source data directly from companies in narrowly defined and exceptional circumstances when serious difficulties with the application of Single Market laws occur. Building on the success of the Your Europe portal (17 million visits in 2016) and other existing tools, the Single Digital Gateway will be a "one-stop shop" where people and companies get easy access to information and problem-solving services such as Your Europe Advice, the EU advice service for citizens and businesses on their personal EU rights, and SOLVIT. The SOLVIT Action Plan will make this network within Member States' administrations more efficient, ensuring greater awareness for the benefit of people and companies and promoting the role of SOLVIT in the EU enforcement policy. The legal proposals are currently discussed in the EP and Council.

In November 2017, the Commission adopted the Intellectual Property (IP) package including measures against counterfeiting and piracy, and 2018 will see the start of their implementation. Furthermore, a deliverable for 2018 could be an initiative to optimise the Internal Market's IP legal framework on the Supplementary Protection Certificate (SPC), which extends the duration of certain rights associated with a patent. DG GROW will also prepare guidance on IP in the biotech sector.

In 2018, DG GROW will propose a new Communication on best practices for facilitating retail establishment and reducing operational restrictions faced by retailers when expanding presence or increasing operations in other Member States. It will also address territorial supply constraints imposed by private operators.

To better exploit the potential of the Single Market in the area of services, the cooperation between Member States needs to be re-enforced. DG GROW will further encourage the use of the Single Market tools and in particular of IMI (Internal Market Information System), which in 2018 is to be expanded to new legal areas.

Making public procurement more efficient

Next year, the Commission will continue implementing the following initiatives stemming from the Public Procurement Package of October 2017:

DG GROW will monitor Member States developments for a strategic approach to procurement policies, focusing on six priorities: uptake of innovative, green and social criteria in public contracts, professionalization of public buyers, better access of SMEs to procurement markets in the EU and by EU companies in third countries, more transparency, integrity and quality of procurement data, digitisation of procurement processes, and more cooperation among public buyers across the EU.

To make the public procurement process more efficient, DG GROW will set up a helpdesk to answer questions at an early stage of a project with a value over EUR 250 million. For projects of high importance or with a value above EUR 500 million, authorities will be able to ask the Commission to check the entire procurement plan.

The Commission recommends that Member States ensure that public buyers have the skills and knowledge needed to comply with the public procurement rules. The Commission will facilitate the exchange of good practices and innovative approaches via dedicated on-line e-competence centre, which will be fully rolled out in all EU languages in the course of the year.

At the end of 2017, the Commission asked stakeholders for ideas on how to stimulate innovation through public procurement. Based on their feedback the DG will prepare guidance for setting-up a strategy on innovation procurement and innovation-friendly procurement tools. Equally at the same time the Commission asked stakeholders on their opinion what should be the scope of the planned update of the guidance on social public procurement.

Contributing to Priority 6 - A balanced and progressive trade policy to harness globalisation - as well as to Priorities 1 and 4

Free Trade Agreements

DG GROW contributes actively to the negotiations of Free Trade Agreements focussing on improved market access for industrial goods, services, government procurement and processed agricultural products. In addition, they tackle technical barriers to trade and bring better protection and enforcement of intellectual property rights as well as modern investment protection for EU investors. They also facilitate access of EU SMEs to third countries markets.

A Free Trade Agreement with Japan was concluded in 2017 and there is the intention to conclude with Mexico and Mercosur in early 2018. In 2018, finalising the Agreements with Singapore and Vietnam are on the agenda while negotiations will continue with Indonesia and new ones might be launched with Australia and New Zealand.

A European framework for the screening of foreign direct investment in the EU

DG GROW actively contributed to the new European framework for the screening of foreign direct investment. The framework was adopted in September 2017 and announced in President Juncker's State of the Union speech. It includes a Communication welcoming foreign direct investment while protecting essential interests and a proposal for a Regulation establishing a framework for review of foreign direct investments into the EU. After adoption by Parliament and Council, GROW will help implementing the framework.

International Public Procurement Instrument

The Commission adopted in January 2016 a proposal for a Regulation on the access of third-country goods and services to the Union's internal market in public procurement. It is currently discussed in the Council and in the EP with a view for adoption in 2018. This proposal would allow the EU to take restrictive measures against goods and

services not covered by the EU's international commitments and originating from countries, where EU operators suffer from discriminations.

International Cluster Cooperation

DG GROW will continue to facilitate international cluster cooperation to support European SMEs' access to global value chains by organising cooperation events in third countries in 2018, possibly with the US, Canada, Singapore, Taiwan, Ukraine and Western Balkans. DG GROW will also support the launch of about 27 new European Strategic Cluster Partnerships for Going International, representing more than 150 clusters and reaching out to more than 15 000 European SMEs through the Cluster Internationalization Programme under COSME. Specific cluster partnerships will be established in the fields of earth observation data, defense and security.

G20 Global Forum on Steel Excess Capacity

In November 2017 the Forum reached an agreement on two important points. First, it allows permanent monitoring of capacity developments in China company by company and thus also the pledges by China to reduce capacity. Second, it defines concrete solutions and related disciplines to tackle overcapacity. The detection and elimination of state-induced distortions will be the focal point of the Forum in 2018 and 2019.

Priority 9 - A stronger global actor

Defence research

The research strand of the Fund is already delivering. EUR 25 million have already been allocated in 2017 to offer grants for collaborative research in innovative defence technologies and products. EUR 40 million are budgeted for 2018 and the total EU budget devoted to defence research until 2019 amounts to EUR 90 million. Projects eligible for EU funding will focus on priority areas agreed with Member States, and could typically include electronics, metamaterials, encryption software or robotics. The first calls for proposals were published on 7 June; the first grant agreements were signed by the end of 2017.

In 2018, as part of the post-2020 Multi-annual Financial Framework, the Commission should propose a dedicated EU defence research programme with an estimated annual budget of EUR 500 million making the EU one of the biggest defence research investors in Europe.

Defence development and acquisition

The European Defence Fund will also create incentives for Member States to cooperate on joint development and the acquisition of defence equipment and technology through co-financing from the EU budget and practical support from the Commission. Member States may for example jointly invest in developing drone technology or satellite communication, or bulk buy helicopters to reduce costs. Only

collaborative projects will be eligible, and a proportion of the overall budget will be earmarked for projects involving cross-border participation of SMEs.

The EU will offer co-financing totalling EUR 500 million for 2019 and 2020 under the proposed defence industrial development programme.

A more substantial programme will be prepared for post-2020, with an estimated annual budget of EUR 1 billion. The programme will leverage national financing with an expected multiplying effect of 5. It could therefore generate a total investment in defence capability development of EUR 5 billion per year after 2020.

Government Satellite Communication (GOVSATCOM)

EU and Member State governmental actors, especially those providing security to citizens, are increasingly reliant on satellite communications (SATCOM). However, their security needs are currently fragmented, and cannot be fully matched on the market of SATCOM services. The proposal on GOVSATCOM aims to provide greater support for national and European space capacities and capabilities used by public authorities, which could also provide synergies between space, security and defence

PART 2. Organisational management main outputs for the year

A. Human Resource Management

DG GROW can only achieve its ambitious policy outputs with the hard work and dedication of every individual staff member. A performant human resources management will contribute to achieving the right framework conditions in that respect. In 2018, HR services will continue to be adapted as the HR Modernisation project is further implemented and adapted to better meet clients' needs. HR services will continue to be delivered by an Account Management Centre (AMC) inside DG HR, while DG GROW's HR Business Correspondent remains responsible for defining HR strategy and taking HR decisions, in consultation with the management of the DG.

In its human resources management, DG GROW will continue to focus on supporting and enabling its colleagues, to allow people to do their best possible job, making sure that working conditions are continuously improved and that talent is fostered in the right way, ensuring a sound learning and development framework is in place.

Ensuring good working conditions

DG GROW's staff is motivated, hard-working and dedicated to their job. The first objective of our human resources management is to ensure that hard work and dedication can take place in good working conditions.

Measures to increase well-being and ensure consistent and coherent application of possibilities to improve work-life balance will be elaborated. The bottom-up dynamic of our GROWing Together working groups will be bolstered through a more permanent collaborative process and the further uptake of GROWnet will be promoted as a collaborative tool allowing co-creation and collective processes of creative ideas to keep improving the conditions in which we work every day, as well as improve communication and facilitate breaking down silos.

A talent management framework

As part of a performant HR strategy, it is vital to ensure the right person is in the right job at the right time, and colleagues have opportunities to explore and develop their talents. Efforts will therefore be stepped up to put in place active policies on staff mobility, job shadowing and career guidance and advice. In-house tailor-made trainings on basics of Internal Market for goods and services will be rolled out, as well as information sessions on the Work of our DG.

Making the most of our talent and skills is the only way to deliver on such an ambitious agenda for 2018.

Objective: The DG deploys effectively its resources in support of the delivery of the Commission's priorities and core business, has a competent and engaged workforce, which is driven by an effective and gender-balanced management and which can deploy its full potential within supportive and healthy working conditions

Main outputs in 2018

Output	Indicator	Target
Promote the use of GROWnet and develop collaborative spaces to ensure an engaging environment and good working conditions, with active communication	Use of collaborative tools, percentage of staff using GROW's collaborative platforms	90% of all staff using GROW's collaborative platforms
Awareness-raising and pro-active talent identification for a more balanced middle management	Number of female candidates applying for middle-management positions Number of female candidates recruited on middle-management positions Geographical balance of middle management	>25% of the candidates 40% of female middle managers Increase the number of nationalities represented in middle management and deputy head of unit positions
Career guidance, introduction of a job shadowing scheme and awareness raising of internal publication to nurture the potential of our staff and offer career development perspectives, promoting a culture of internal mobility	Average number of applicants for the internal publications Number of persons on their job for more than 5 years	< 10% of non-successful publication Reduce the number by the end of the year from 200 persons at 01.12.2017
Coaching sessions and leadership courses	Percentage of managers following individual coaching Percentage of deputy heads of unit having followed leadership courses in last three years	60% 50%

B. Financial Management: Internal control and Risk management

Objective: Effective and reliable internal control system giving the necessary guarantees concerning the legality and the regularity of the underlying transactions

Main outputs in 2018

Description	Indicator	Target
Ex ante controls – public procurement and grant management	Maximum 10 working days for in-depth additional ex-ante legal controls	Procurement and grant above 135kEUR
Audit Work Programme 2018	Number of audits closed planned in in the Audit Work Programme 2018	80% at 31.12.2018
	Implementation of ex-post audit results	90% at 31.12.2018
Analyses of the cumulative ex-post audit results of the Competitiveness and Innovation Framework Programme, the Standardisation and Space programmes	Provide reports with analyses of the coverage, error rates and typical irregularities inherent to the implementation of the programmes	100% at 31.12.2018
Follow-up on audit recommendations	Number of delayed very important recommendations from ECA, IAS, Parliament and Council	None at 31.12.2018

Objective: Effective and reliable internal control system in line with sound financial management

Main outputs in 2018

Description	Indicator	Target
Ex ante controls – financial verification	Maximum 5 calendar days to perform the financial ex-ante verification	All transactions except low-value payments on budget lines below 5k EUR
Legal time to execute the payment	Time to pay	96% compliant 31.12.2018
Target date to register invoices within 7 calendar days	Time-to-register	98% compliant 31.12.2018
Cost effectiveness of controls of procurement process	% of overall cost of control in comparison to the total expenditure executed during the year	Less than to 10%
Regular feedback to initiating agents on quality of their transactions via the monthly meetings of the DG GROW Budgetary Correspondents	Number of meetings	Around 8 to 10 meetings in 2018
Trainings on procurement/financial circuits to actors in the financial circuits	Number of sessions	At least one session organised a year
Communication campaign on the New Internal Control Framework	Roadmap show and/or general presentation, detailed description under GROWNet	By 30.06.2018
Evaluation of the implementation of the internal control monitoring criteria defined in the 2018 Management Plan (New Internal Control Framework)	Mid-term assessment of the monitoring criteria	By 31.07.2018

Objective: Minimisation of the risk of fraud through application of effective anti-fraud measures, integrated in all activities of the DG, based on the DG's anti-fraud strategy (AFS) aimed at the prevention, detection and reparation of fraud

Main outputs in 2018

Description	Indicator	Target
Up-date of DG's anti-fraud strategy (every two years)	Validation by DG GROW Management of the updated AFS of DG GROW, elaborated on the basis of the methodology provided by OLAF	By 31.03.2018
Communication to the whole DG GROW staff of the updated Anti-Fraud Strategy (AFS)	Communication to the staff	by 30.06.2018
Implementation of the action points of the anti-fraud strategy planned to 2018	% of implementation of actions planned in the anti-fraud strategy	100%

Initiatives to improve economy and efficiency of financial and non-financial activities

Throughout 2017, significant economies of scale have been realised thanks to the centralisation of the financial initiation of Directorates R, E, G and Unit 01 in Unit GROW.R1. This reorganisation in the financial actors will continue to reduce the cost of control over the budget managed. It will be materialised in tangible improvement in the quality of the financial transactions and in the time needed for processing them. A continuous effort will be made in training the financial actors to reach the needed quality level applicable over the whole DG.

In 2018, the DG will launch a second wave of simplification of its financial circuits and propose further rationalisation measures, completing the financial rationalisation initiated in 2016 and continued through 2017. For example, it will aim to reduce the number of involved actors for low-risk payments less than EUR 5,000 and to proceed with a full externalisation of the ex-post audits.

By adequately reallocating resources and risk-differentiating controls, the DG shall improve its cost-effective execution of the control operations.

C. Information management aspects

Objective: Information and knowledge in your DG is shared and reusable by other DGs. Important documents are registered, filed and retrievable		
Main outputs in 2018		
Description	Indicator	Target
Reinforcement of the knowledge management capacity in DG GROW, including full use of the functionalities of the CONNECTED platform.	Further use of the CONNECTED functionalities (complete profiles of staff, active users, collaborative places)	1) Reach > 50% of complete profiles on GROWNet by end 2018 2) 60% active users by the end of 2018 3) 10 new collaborative places (groups and spaces) created
Leading contribution to the Data analytics and business intelligence part of the Commission's strategy on data, information and knowledge management by finalizing the inventory and evaluation of DG GROW knowledge assets:	1) DG GROW data assets are mapped, valued and additional needs are identified 2) Available assets are shared across-DGs, in agreement with data owners	1) Assessment of the added value and quality of the DG information assets, - including data and information gaps - completed by the end of 2018 2) Double at least the number of datasets which are shared on the EU Open Data Portal by the end of 2018
Common vocabularies defined in line with the corporate interoperability standards by ISA2 and the Publication Office.	Common Vocabulary defined for DG GROW	Common Vocabularies made together with Publication Office accessible by DG GROW's members
Corporate search from DIGIT, used for searching information in ARES, GROWNet, files on shared drives.	Guidelines for keeping the common vocabularies up-to-date	Introduced guidelines on common vocabularies practices to support PO defining common vocabularies used within DG GROW
Corporate search from DIGIT, used for searching information in ARES, GROWNet, files on shared drives.	User satisfaction with the corporate search services from feedback from the pilot users	Completed Proof of Concept of Corporate Search at volunteered units of DG GROW by end of 2018

The Commission's Strategy on Data, Information and Knowledge Management² has four pillars of priority actions: 1) Information retrieval and delivery; 2) Collaborative Working and Knowledge Sharing; 3) Maximizing the use of data for policy making; and 4) Creating a culture of knowledge sharing and learning. DG GROW is contributing to the corporate agenda through its active involvement in the Information Management Steering Board (IMSB) and the Information Management Team (IMT)³; and though

² C(2016) 6626 final

³ The IMSB is mandated by the College to implement the Information strategy of the Commission for modernising the ways of working, with a strong emphasis on teamwork, overcoming silo mentalities and harnessing synergies between portfolios. The IMSB is supported by the IMT at the operational level (one Head of Unit per participating DG). The IMT is in charge of preparing the draft work programme and the repository of local actions.

pioneering one of the first local information management strategies with an implementation plan.⁴ The implementation of the Strategy is coordinated by the Chief data officer (CDO) in DG GROW (Director Resources), who is also permanent member of the ITSC. This ensures the synergies between the IT and the data agenda of the DG and the management of the related IT tools and databases.

A key action in 2017 was the inventory and evaluation of the data, information and knowledge assets of the DG. The first part of the assets mapping – the inventory – has been completed in 2017. On this basis the assessment of the policy value of the available assets and needs will take place in 2018. This is a pilot action in the context of the business intelligence and data analytics pillar of the Commission's Information Strategy. In 2017 DG GROW became a leader in the Commission in the implementation of data security policy standards for online collaboration; as well as in developing search functionality with files on shared drives and ARES documents (OZZY search engine for the Space files). A flagship information management project, which was successfully delivered in 2017 was the Management Reporting Tool, which monitors the state of implementation of all DG GROW's legislative and non-legislative initiatives registered in DECIDE.

2018 priority deliverables include the integration of co-editing feature in GROWNet, the expansion of the corporate search in GROWNet.

⁴ DG GROW Data and Knowledge Assets Strategy and action plan approved by the ITSC in November 2016

D. Better Regulation (only for DGs managing regulatory acquis)

The main planned outputs linked to the Better Regulation objective in the Strategic Plan are listed in the performance tables in Annex 1 under the relevant specific objective in the tables.

In 2018, the DG will continue to apply better regulation principles in all its work, so as to ensure its policy goals will be achieved in a proportionate and effective way. The DG is one of the main providers of the Regulatory Fitness Programme (REFIT). The aim of this programme is to make EU simpler and less costly for citizens and businesses.

Evaluative work will be carried out in 2018 to deliver on the Better Regulation objective of the Strategic Plan that a high percentage of the acquis managed by DG GROW will be covered by evaluations or other assessments not older than 5 years.

Objective: Prepare new policy initiatives and manage the EU's acquis in line with better regulation practices to ensure that EU policy objectives are achieved effectively and efficiently

Main outputs in 2018

Description	Indicator	Target
Finalise the REFIT actions in the Commission Work Programmes	Finalisation of the REFIT actions	100% of the REFIT actions finalised

E. External communication activities

On communication, DG GROW will continue to align with President Juncker's statement: the EU needs to connect with its citizens, to explain in everyday language what it is for and why it is a good thing for their collective future. Good communication is vital to the success of that effort, good communication that conveys clear, consistent and credible messages. While DG COMM is the leader in external corporate communication, the DG will focus on tactical stakeholder communication designed to ensure that EU policy initiatives have impact on the ground.

In 2018, DG GROW will focus on communicating the DG activities which concretise corporate messages and the ten priorities, for example: "An EU that empowers", and our communication will tell people how to get empowered; "A deeper and fairer internal market" and we will explain to people what rights they have and how to use them. Our audience should be able to grasp why action is most effective at the EU level. The DG will focus on the following communication priorities:

1. Promoting Space Services and Data

The DG will communicate heavily on business opportunities arising from space in 2018, in line with the "jobs, growth and investment" priority. The challenge will be to stimulate demand for these data and services originating from Copernicus and Galileo. Additionally, we will use opportunities whenever they arise to communicate on the contribution of Copernicus to environmental science as part of the climate change priority and emergency management under the "EU that protects" corporate theme.

2. Security and Defence

2017 saw a big shift in public opinion on defence. The EU is increasingly seen as the most logical provider of common security as patterns of alliance shift and the case for common burden-sharing is generally accepted. Our communication will focus on the opportunities arising from the European Defence Fund and in particular the openings this creates for SMEs to take part in research and development.

3. An economy that creates jobs and prosperity

The most powerful tool for prosperity in the EU is the Single Market. By the beginning of 2018 all elements of the Single Market strategy will be in place, just in time for the 25th anniversary of the Single Market. We will therefore begin the year with the campaign "Promotion of citizens' and businesses' EU rights on the occasion of the 25th anniversary of the EU Single Market" It will remind people of the rights they enjoy in the Single Market – even if they never leave their home town! – and the tools and services (for example Your Europe and SOLVIT) that are there to help them exploit these rights. Wherever possible we will work with partner DGs who also manage aspects of the single market. For example, our single market rights campaign will promote all rights relevant to citizens and businesses; we will seek partners for our

Open Doors day single market stand; and we will promote a range of financial instruments (e.g. regional funds) as part of our EU Open4Business campaign.

DG GROW will work with DG COMM to ensure that our policies and initiatives are highly visible in corporate communication, by active participation in the networks and project teams established to steer the action. Key policies of DG GROW that fit well into the corporate priorities include: the Single Market, professional services, public procurement, manufacturing industry as the engine of the economy, promoting small businesses and encouraging scale-ups (complemented by the DG's Open4Business campaign) and space as a creator of jobs.

We will also communicate on industrial policy. Following the relaunch of industrial policy in 2017 we will promote the Industry Day in early 2018 and its outcomes.

4. The future of mobility and the emissions scandal

Following the emission scandal, the future of the automobile industry and the need to rebuild trust needs to be addressed. DG GROW will demonstrate progress made on vehicle safety and reduction of CO₂ emissions as well as highlighting the exciting possibilities of connected vehicles, intelligent transport, electric vehicles and autonomous cars. The aim is to promote the opportunities in the future. This work will offer communication opportunities to accompany various legislative initiatives (type approval, RDE) and the aftermath of the emission scandal. It will be directed towards general media.

WORK WHICH DIRECTLY IMPACTS THE CITIZEN

The work of DG GROW regularly has a beneficial impact on society on many different fronts. The DG will for example keep track of legislative proposals (whether subject to co-decision or comitology) to identify the moment to communicate new benefits. Where appropriate, we will launch actions to support policies. For example: an information campaign on the new medical devices legal framework targeting the main stakeholder groups (manufacturers, health care professionals, patients); activities to communicate on the new public procurement strategy, in close partnership with Member State public authorities.

REACHING THE AUDIENCE

We will work in cooperation with DG COMM with its network of representations and with the SPP. Social media can be used to reach out more, particularly to a younger audience. We will support DG COMM in its corporate campaigns and continue to seek opportunities to showcase successes that illustrate corporate communication objectives. The DG will increase its efforts in speaking to people in their own national languages.

Targeted campaigns are effective. The "Open for Business" campaign will target SMEs and start-ups in selected countries is an example of this approach.

Main outputs in 2018 for the "Open for Business" communication campaign:		
Description	Indicator	Target/benchmark
Raising awareness through radio advertising	Number of radio listeners (audited figures for selected stations)	3.5 million listeners per day (spread over 5 countries)
Raising awareness through print advertising	Number of newspapers readers (total readership of all selected outlets in 5 target countries).	7 million readers ⁵
Raising awareness through online advertising	Number of views/impressions on social media.	8 million of ad –impressions/views (note that one individual may generate multiple impressions)
Raising awareness through online advertising	Number of actions (clicks, likes, visits etc.)	More than 90.000 (1.4% action ratio, compared to 0.8% industry average)
Call for action – visit YOUR EUROPE BUSINESS portal	Increase of web-traffic on YOUR EUROPE BUSINESS portal	At least 1000 additional visits per month (during the implementation of the campaign)
Call for action – contact the Enterprise Europe Network in your country	Number of calls/emails received by the Enterprise Europe Network in the target countries	1000 (these are SMEs who are truly engaged and committed to using EEN services)

Note that the mix of advertising is subject to revision in the light of market research to be carried out in the first semester of 2018

For the campaign "Promotion of citizens' and businesses' EU rights on the occasion of the 25th anniversary of the EU Single Market", the following main outputs/indicators/targets are planned:

Main outputs in 2018 for the campaign "Promotion of citizens' and businesses' EU rights on the occasion of the 25th anniversary of the EU Single MarketOpen for Business"		
Description	Indicator	Target/benchmark
Social media outreach (Your Europe)	- Link clicks to Your Europe - Cost-per-click (advertising)	500-2000 link click/Facebook post below EUR 0.20
Social media outreach (SOLVIT)	- Video views - Link clicks to SOLVIT website - Submitted cases	500-1000 views/video 150-500 link click/Facebook post
Your Europe Facebook quiz	- Number of participants	over 20,000 players

For external communication overall spending:

Annual communication spending (based on estimated commitments):	
Baseline:	Target (2018):
DG will take the expenditure of 2016 as a baseline because it is the first representative year following the major reorganisation of the DG in 2015 The commitment in 2016 was EUR 7,736,692	EUR 7,736,692 (corresponding to the baseline)

⁵ Readers meaning potential readers of the printed material

Annex 1: Performance tables

Relevant general objective(s): A New Boost for Jobs, Growth and Investment		
Specific objective 1: To support SME creation and growth		Related to spending programme(s) COSME
Main outputs in 2018		
Main policy-related outputs		
Description	Indicator	Target
SME programme for the next MFF	Adoption by the Commission	2018
Evaluation of the SME definition	Finalisation of the evaluation	3 st quarter 2018
Communication on interim evaluation of COSME programme and EASME activities	Adoption by the Commission	2018
Main expenditure outputs		
COSME Programme: EUR 354 million	Full implementation of the COSME Work Programme	End 2018
ESCALAR initiative for scale-ups	Adoption by the Commission	2018
Specific objective 2: To support research and innovation related to enterprises		Related to spending programme(s) H2020
Main outputs in 2018		
Description	Indicator	Target
Research and Innovation Programme for the next MFF (DG RTD in the lead) (supported by a number evaluations on specific actions under GROW's competence)	Successful GROW contribution	2018
Artificial Intelligence package	Adoption by the Commission	April 2018
Main expenditure outputs		
Space research	Full implementation of the Horizon 2020 Work Programme for 2018	End 2018
Raw materials		
SME and Innovation		
Specific objective 3: To achieve full capacity for Galileo and Copernicus		Related to spending programme(s) Galileo and Copernicus
Main outputs in 2018		
Main policy-related outputs		
Description	Indicator	Target date
Satellite Navigation and Space Observation Programme for the next MFF (supported by interim evaluations of Copernicus and GNSS programmes)	Adoption by the Commission	2018
Main expenditure outputs		
Description	Indicator	Target
Galileo/EGNOS: EUR 808 million	Full implementation of the Galileo/EGNOS and Copernicus Work Programmes	End 2018
Copernicus: EUR 630 million		

Relevant general objective: A Connected Digital Single Market		
Specific objective: To increase the total intra-EU parcel flow		Not related to spending programme(s)
Main outputs in 2018		
Policy-related outputs		
Description	Indicator	Target date
Legislative act on geo-blocking	Adoption by EP and Council	2018
Legislative act on parcel delivery	Adoption by EP and Council	2018
Initiative on fairness in platform-to-business relations	Adoption by the Commission	2018

Relevant general objective: A Deeper and Fairer Internal Market with a Strengthened Industrial Base		
Specific objective 1: To reduce regulatory restrictions in services and goods		Not related to spending programme(s)
Main outputs in 2018		
Policy-related outputs		
Description	Indicator	Target date
Industry Day 2018	Positive feedback from participants	1 st quarter 2018
High Level Industrial Round Table	Set up of the Round Table	1 st half 2018
Strategic Forum for IPCEIs	Positive feedback from participants	1 st quarter 2018
Clean Energy Industrial Forum	Positive feedback from participants	1 st half 2018
Regulation on the type approval and better market surveillance of motor vehicles (supported by the Fitness Check of the type approval legislation on motor vehicles)	Start implementation after adoption by the legislator	2018
Initiative on automated and connected vehicles	Adoption by the Commission under the 3 rd Mobility Package	1 st half 2018
Initiative on batteries for vehicles	Adoption of the Roadmap	1 st half 2018
Revision of EU laws on the general safety of vehicles and pedestrian safety	Adoption by the Commission	1 st quarter 2018
Implementation of the Intellectual Property package	Adoption by the legislator	2018
Guidance on IP in the biotech sector	Publication of the Guidance	2018
Targeted revision of the Supplementary Protection Certificates Regulation (supported by the Evaluation of Reg. EC 469/2009)	Adoption by the Commission	1 st half 2018
Communication analysing the results of different evaluations of EU chemicals legislation (Supported by: a) the Evaluation of the REACH Regulation; b) the Fitness Check of chemical legislations other than REACH; and c) the Evaluation of ECHA)	Adoption by the Commission	End 2018
Common Understanding Document on REACH and Occupational Safety and Health	Adoption by the Commission	1 st half 2018

Legislative acts on services e-card	Adoption by EP and Council	2018
Legislative act on proportionality test	Adoption by EP and Council	2018
Legislative act on services notifications	Adoption by EP and Council	2018
Legislative act on the Single Digital Gateway	Adoption by EP and Council	2018
Single Market Information Tool	Adoption by EP and Council	2018
Legislative initiative safety aspects of mobile machinery	Adoption by the Commission	4 th quarter 2018
Revision of the Outdoor Noise Directive (supported by the Evaluation of Dir. 2000/14/EC)	Adoption by the Commission	4 th quarter 2018
Cosmetics	Adoption of Implementing Acts and Reports by the Commission	End 2018
Medical devices	Adoption of Implementing Acts and guidance documents	End 2018
Proposal to improve the EU food supply chain	Inclusion of the recommendations of the High-level Forum into the Commission proposals	End 2018
Implementation of the Ecodesign Work Programme 2016-2019	Implementation of the actions foreseen for 2018	End 2018
Communication on best practices for facilitating retail establishment and reducing operational restrictions	Adoption by the Commission	1 st quarter 2018
Report on alternative methods to animal testing in the field of cosmetics	Adoption by the Commission	2 nd quarter 2018
<i>Evaluations/Fitness Checks</i>		
Evaluation of the Construction Products Regulation	Finalisation of the evaluation	1 st half 2018
Fitness check on the EU legislation on construction sector	Finalisation of the evaluation	1 th quarter 2018
Evaluation of the Liability of Defective Products Directive	Finalisation of the evaluation	1 th quarter 2018
Evaluation of the Machinery Directive	Finalisation of the evaluation	1 th quarter 2018
Evaluation of the Lift Directive	Finalisation of the evaluation	1 th quarter 2018
Evaluation of Aerosol Dispensers Directive	Finalisation of the evaluation	1 th quarter 2018
Evaluation of the Detergent Regulation	Finalisation of the evaluation	2 nd quarter 2018
Evaluation of the Observatory on Infringement of Intellectual Property Rights	Finalisation of the evaluation	2 nd quarter 2018
Evaluation of the functioning of the internal market in relation to the free movement of goods	Finalisation of the evaluation	2 nd quarter 2018
Evaluation of the design system in the EU	Finalisation of the evaluation	3 rd quarter 2018
Evaluation of the Toy Safety Directive	Finalisation of the evaluation	4 th quarter 2018

Specific objective 2: To create a culture of compliance and smart enforcement		Not related to spending programme(s)
Main outputs in 2018		
Policy-related outputs		
Description	Indicator	Target date
Implementation of the actions on market surveillance	Launch of the actions	End 2018
Implementation of the actions to improve the application of the mutual recognition principle	Launch of the actions	End 2018

Relevant general objective: A Stronger Global Actor		
Specific objective: To achieve closer co-operation in European defence		Not related to spending programme(s)
Main outputs in 2018		
Policy-related outputs		
Description	Indicator	Target date
EU Defence Research Programme for the next MFF	Adoption by the Commission	2018
EU Defence Development and Acquisition Programme for the next MFF	Adoption by the Commission	2018
European Defence Industrial Development Programme (EDIDP)	First projects signed	2018
Government Satellite Communication - GOVSATCOM (Space Strategy delivery) – 2017/GROW/002	Adoption by the Commission	Mid-2018