



Your Europe



THE SINGLE DIGITAL GATEWAY

GUIDANCE FOR LOCAL AUTHORITIES



Legislation



Your Europe Portal



Technical Requirements



SDG wiki

Accessible only for registered users



SDG dashboard

Accessible only for registered users

The single digital gateway and its political context



The [Regulation on the single digital gateway](#) (SDG) entered into force in December 2018. The SDG uses the existing [Your Europe portal](#) as its public user interface. Its users are European citizens and businesses. The SDG aims at helping them to navigate the complexities of the single market. It will assist them in finding and understanding rights and rules at EU and national level, in completing online procedures and in getting assistance where needed. The gateway will also invite its users to give feedback about the quality of the public services.

The SDG's implementation is an ambitious programme of public service digitalisation and of making these services fully accessible for users from across the EU.

Some of these services are provided by regional and local authorities. By December 2022, they will have to connect and quality check their webpages with information on rights, rules and procedures and start collecting usage data.

This document explains what they have to do.

Building and running SDG services – the big picture

[Watch the video](#) to see the big picture of the implementation process: understand who needs to do what until when. The video is for all authorities or organisations that need to take some action. Sub-titles in most European languages are available.





And [this video](#) shows how the SDG was presented for the launch of the first set of services in December 2020; showing more from the end user perspective:

STEP-BY-STEP CHECKLIST

1. Check if you offer (exclusively) information for users from other EU countries ([Annex I](#))



WHY?

An Annex to the SDG regulation ([Annex I](#)) lists the areas of cross-border activities for which EU Member States need to provide information.

WHAT

If your administration offers online information about how these activities can be exercised then you may have to take a number of actions. If other administrations in your country offer the same information please contact your National Coordinator to decide who and which level of government has to connect to the SDG.

2. Apply the quality criteria for online information

WHY?

Information on webpages that are part of the SDG have to be of high quality.

WHAT that concretely means is detailed in the regulation ([Art. 9](#)); notably information has to...:



- be user friendly and comprehensive;
- be up to date;
- include references to legal and other background documents;
- indicate contact details of responsible authorities;
- be translated into English ([Art. 9 \(2\)](#))



3. Integrate the Your Europe logo and link on your webpages

WHY?

The SDG aims to establish as a quality source among European citizens and businesses. And it uses 'Your Europe' as its main public interface and brand name.

WHAT

The Your Europe logo has been designed as a visual element that must be integrated on all webpages that form part of the SDG. The logo has to contain a link to the main [Your Europe landing page](#). In this way, all webpages linked to Your Europe form a recognisable network. [The Your Europe visual identity manual](#) describes all available forms of the logo and how it should be integrated on webpages.



4. Translate your webpages into English

WHY?

The SDG aims to offer findable and accessible online services to end users. Therefore, the Your Europe portal managed by the Commission offers information in all EU languages.

WHAT

In order to help foreign users, national service providers must translate their webpages that belong to the SDG into English¹ ([Art. 12](#)). The Commission offers a [translation service](#) through which – up to an annual budgetary limit – Member States can receive translations of texts they submit. Translations are managed by the national translation coordinator who works together with the National SDG coordinator. Texts have to be delivered in Microsoft Word format with maximum 1500 characters per page. Translation takes two to four weeks.



¹ In duly justified cases translation into another language can be requested [Art. 12 \(3\) and \(4\)](#)



5. Check if you offer online procedures under the SDG's scope

WHY?

When a citizen or business has found out which rules apply to his or her cross-border activity often (s)he needs to interact with public administrations in order to get some kind of decision or service, such as a VAT number, a license, an emission sticker, a study place or a birth certificate. The SDG aims to make these procedures findable, available online and accessible for non-national users.

WHAT: INFORMATION ON PROCEDURES

1. Which procedures are covered?

Which quality criteria do they have to fulfil?



Any procedure linked to a topic in [Annex I](#) is concerned. If your authority manages such a procedure, you must inform users online ([Art. 10](#)) about:

- ▶ what the steps to be taken are,
- ▶ how long it takes,
- ▶ which documents need to be provided,
- ▶ which authority is responsible,
- ▶ how a user can identify him-/herself,
- ▶ how much it may cost and how you can pay.

This information needs to be there, no matter if the procedure is (fully or partially) online or not.

Deadline (for local authorities): December 2022

WHAT: OFFER PROCEDURES ONLINE



For a list of particularly frequently used procedures ([Annex II](#) and 4 Directives about services and public procurement ([Art. 1](#))) the regulation goes further. [This guidance document](#) explains what Annex II exactly covers. These procedures must be fully online by December 2023 ([Art. 6](#)). This means that a user can do all steps online at a distance.²



2. What does 'accessible for cross border users' mean?

In addition, Member States must ensure that cross border users can access and fulfil the steps of a procedure as easily as national users. This means among others

- ▶ that the instructions need to be available also in English,

- ▶ users can log in with their national eID,

- ▶ that they can pay electronically and



- ▶ that the result of the procedure is delivered as for national users ([Art. 13](#)).



[This guidance document](#) helps Member States to identify and prevent typical obstacles for cross border users in online procedures that lead to discrimination.

In addition, a system will be established for transferring documents directly between public administrations in different EU countries, such as a diploma obtained in one country in order to exercise a profession in another. The technical details of this 'Once-only technical system' ([Art. 14](#)) will be published in 2022.



6. Collect user statistics

WHY?



The SDG aims to be user centric ([recital 13](#)). Therefore, the managers of its services need to be able to monitor how services are used and how they perform. The regulation ([chapter VI](#)) foresees two mechanisms for this: the collection and analysis of 1) user statistics and 2) user feedback.



WHAT

If your webpage will get connected to Your Europe you have to collect data about the frequency and type of use of the services. This includes

- ▶ number of visits of webpages,
- ▶ users' country of origin,
- ▶ type of devices used,



You have to transfer these statistics to a common data repository that is accessible through the [dashboard](#). There the Commission, national coordinators and you as service providers can filter, visualise and extract data in line with your needs and competences. [Annex I](#) of the implementing act specifies details of the tags to be included in metadata of SDG webpages.



[This webpage](#) contains documentation of technical specifications such as API keys and URLs for data transmission.



² Member States have to justify when users still must come physically to an office. Such exceptions must be listed in a special repository so that they can be checked [Art. 6 \(3\)](#)

7. Collect user feedback

WHY?



All service providers of SDG webpages use feedback used to continuously monitor and improve service quality. (see [Chapter III of the implementing act](#)).

WHAT AND HOW:

You can choose between two types of feedback tools.



3. The common user feedback tool ([Art. 6 of the implementing act](#)) is offered by the Commission and has the following features:



- ▶ contains simple questions, ratings and free text boxes (some of them formulated in [Annex III](#) of the IA); free text boxes are optional for pages on information or procedures;
- ▶ surveys (e.g. [on online information](#)) with detailed questions about service quality a user is invited to after submitting the basic feedback;
- ▶ automatic transmission of the feedback to the [common data repository](#);
- ▶ automatic transmission of the URL of the webpage to which the feedback relates, which is needed to be able to act upon it;
- ▶ available in all EU languages.



Through the [dashboard](#) you can filter, visualise and download the feedback your pages received ([Art. 11](#) of IA).



4. Alternatively, you can use your own feedback tool if it fulfils several criteria ([Art. 7 of IA](#)) such as that it

- ▶ contains similar questions and ratings,
- ▶ links to the surveys of the common feedback tool with detailed questions for 'second level feedback',
- ▶ sends feedback to the common data repository (except for free text feedback) in real time or in bulk every month,
- ▶ automatically transmits the relevant URLs with the feedback (more details on transmission in [Art. 10](#) of the IA).



[Annex II](#) of the implementing act defines technical details for the transmission of feedback from alternative feedback tools. Further details on e.g. APIs and technical URLs mentioned in Annex II are on [this webpage](#).



8. Provide links and tags

WHY?



Your webpages need to be findable through the search facility on [Your Europe](#). In order to function well it needs links and some metadata from you as service provider.

WHAT



You or your national SDG coordinator have to provide links (URLs) to the European Commission by uploading them in the [repository for links](#) ([Art. 19](#)) and keep them up to date. [This user manual](#) explains the functionalities of the link repository. The links can be notified manually in the user interface, uploaded in bulk with the help of an excel file, using a web service or with the help of a crawler managed by the Commission. If you choose to register your links in the system with the help of the crawler, [this guidance document](#) contains the technical details about the metadata tags that need to be included on your pages in order to be recognized by the crawler.

WEB FOLDER OR WEBPAGE?

You have to decide – possibly with the manager of a larger portal/domain you belong to – if you notify single webpages or a web folder. A web folder is a kind of umbrella under which webpages are collected in the repository for links. A web folder can point to a URL that is empty to users and neither visible. Web folders do not have to meet the SDG quality requirements nor display the Your Europe logo. Neither do you have to collect and send statistics and feedback. It is possible to have several web folders, for example one for English pages and one for national language pages. You can also only notify the domain name as a web folder. There are no specific rules for this. All webpages that you notify and that users can see need to comply with all the mentioned criteria.



© European Union, 2022
Reproduction is authorised provided
the source is acknowledged.

Image credits:
Cover image © [iStock/SurfUpVector](#)

