



EUROPEAN COMMISSION

DG GROW / DG DIGIT

Single Digital Gateway

Links on National Webpages Guidelines

Version [0.2]



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I. PURPOSE OF THE DOCUMENT

This paper contains non-mandatory advice on where the Single Digital Gateway (SDG) tools and links should be placed on national portals and websites. These guidelines focus on the Gateway links – namely the Common Assistance Service Finder, the Single Market Obstacles tool, the Feedback tool – and the Your Europe logo. Member States (MS) are required to include these links in their national portals under the SDG Regulation (EU) 2018/1724. While the European Commission (EC) will provide the links to the Common Assistance Service Finder, the Single Market Obstacles tool, the Feedback tool, the visual elements of interaction be placed on Member State’s webpages (e.g. buttons, widgets, scrollbars, etc...) are to be developed by national webmasters. The logo as a visual element will be fully provided by the EC.

Disclaimer:

The views expressed in this document represent the position of the Commission services and they should not be considered as the Commission position.

II. LOGO AND LINKS WITHIN THE REGULATION

2.1 LOGO

Article 22.2 of the SDGR requires the Member States to include the Your Europe logo on national portals as a marker of quality referring to a set of criteria in the regulation. The quality criteria ensure the information on rules, procedures, assistance and problem-solving services are held to a certain standard. It is with this in mind that the Your Europe logo should become a recognisable image for the user. The logo should be visible and readable and contain a click-through hyperlink to the Your Europe general homepage (<https://europa.eu/youreurope/index.htm#en>).

On which pages should it be included?

The logo will appear on all national and EU level pages with information on rules, rights and obligations, as well as on procedures and on assistance service pages that have been notified as part of the gateway.

When is the logo available for use by the Member States?

Member States should only use the official image files sent by the EC and should only make the logo visible from the 12th December 2020 onwards. The logo files will be circulated end of September.

File formats

The logo will be available in .PDF, .EPS, .SVG, .JPEG, .PNG format. If you require any other file format, please contact the SDG team.

2.2. COMMON FEEDBACK TOOL

The Common feedback tool (CFB) will enable monitoring of compliance with the quality standards of the services provided through the gateway (see Article 25 of the SDGR). The tool will collect feedback from users of the gateway, which will be made available to the EC and the national coordinators for managing the gateway.

The common feedback tool will be hosted on an EC server and will be available for those national service providers that do not have such a tool at the national level already. The tool will be made accessible to national service providers in the form of a link.

While the implementing act (EUR-Lex – 32020R1121) contains details about the interoperability and requirements of the tool as well as collection and sharing of user feedback,

these guidelines will focus on the possible forms to display the link to a common user feedback tool on national websites.

On which pages should it be included?

The feedback tool serves as a means to monitor service quality and for this reason, should be present on every webpage with information on rules, rights and obligations, on procedures and on assistance services, that are part of the gateway.

Member States/national service providers that already have a feedback tool with equivalent functionalities are not required to link to the common feedback tool on their national webpages. However, those pages should link to the Common Feedback Tool that do not contain a feedback tool with similar functionalities or do not have a feedback tool that is easily accessible for cross-border users and allows providing feedback in EN. See *Table 1*. (Page 10) for a complete overview.

2.3 SINGLE MARKET OBSTACLES TOOL

The Single Market Obstacles (SMO) tool is a user-friendly, anonymous reporting tool that allows citizens and businesses to give feedback on any “obstacles encountered by the user, in exercising their internal market rights” (Art. 26 SDGR). The data gathering mechanism behind the SMO tool will also aggregate information on single market obstacles from assistance and problem-solving services and other stakeholders.

The tool is currently being developed by the EC and will be made available through a link.

On which pages should it be included?

There is no obligation in the Single Digital Gateway Regulation to place the SMO tool on all pages that are part of the Gateway. Since the tool’s target audience is mainly cross-border users, it should be placed strategically on those webpages cross-border users are most likely to visit. Therefore, we propose placing the SMO tool on all translated pages of the gateway. Still, national webmasters are free to place the tool on non-translated national pages when there is good reason to do so. See *Table 1*. (Page 10) for a complete overview.

2.4 COMMON ASSISTANCE SERVICE FINDER

Much like the Single Market Obstacles and Common Feedback tool, the Common Assistance Service Finder (CAF) will be hosted on an EC server. The Common Assistance Service Finder should facilitate access to the assistance and problem-solving services listed in Annex III or referred in Article 7(2) and (3) of the Single Digital Gateway regulation. Following a tree structure, the Common Assistance Service Finder will be available as a questionnaire that will filter which service is most appropriate for the user depending on input responses.

On which pages should it be included?

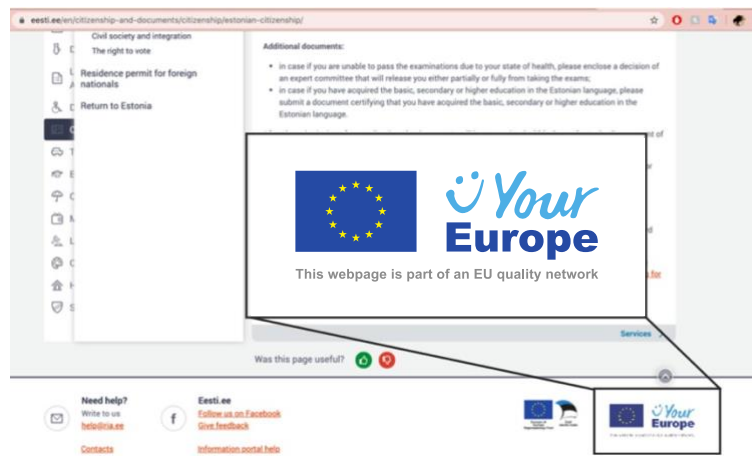
The Common Assistance Service Finder will take users to assistance services at a European level. These services are targeted at cross-border users, which are more likely to visit translated pages. Further, national users' concerns might be better addressed by national-level assistance services. For this reason, the Common Assistance Service Finder should be placed on all translated pages under the gateway. If Member States have good reason to place the CAF on national language pages, e.g. if they deduct from statistics that these pages attract a significant number of cross-border users, they have the option to include the tool within these pages as well.

III. PROPOSED APPROACHES

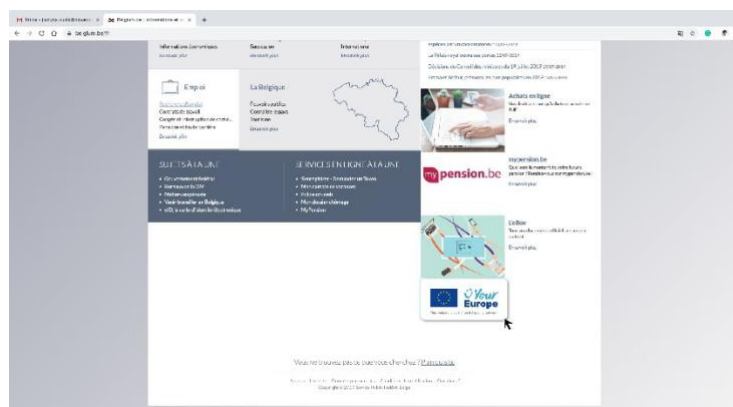
3.1. LOGO

The placement of the logo is ultimately left to the national webmaster’s discretion. Still, the EC recommends the logo be placed in the footer of the webpage or another clearly visible location. Member States should use the logo with a quality tagline reading “This webpage is part of an EU quality network”. This logo with a tagline will be provided by the EC alongside a visual manual during the third quarter of 2020. The suggestion to make use of the logo with a quality tagline is based on several iterations of user testing conducted at the European Commission, which suggest that a tagline helps users understand the link between the national page and the Your Europe logo.

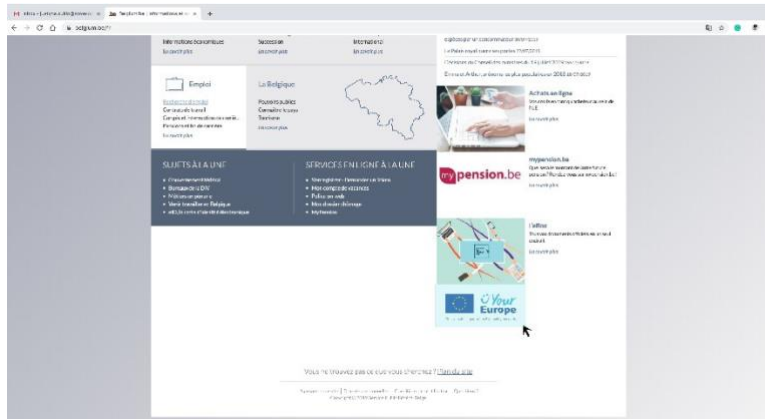
Examples of good logo placement on national webpages:



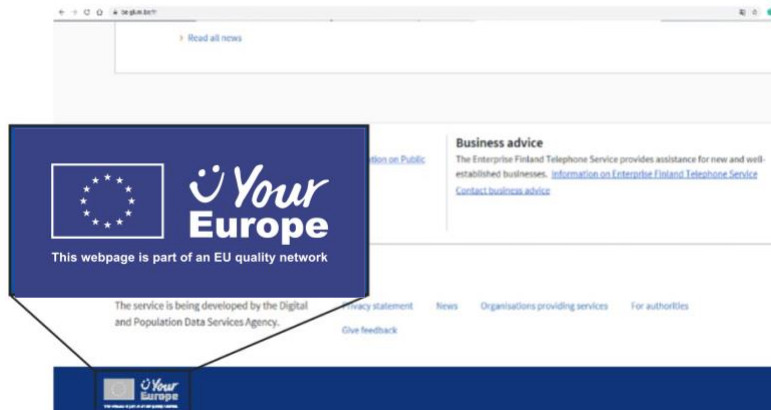
(1.1) source image: <http://www.eesti.ee>



(1.2) source image: <http://www.belgium.be>



(1.3) source image: <http://www.belgium.be>



(1.4) source image: <https://www.suomi.fi>

3.2. COMMON FEEDBACK TOOL, COMMON ASSISTANCE SERVICE FINDER, AND SINGLE MARKET OBSTACLES TOOL

SUGGESTED APPROACH I. INCORPORATING TOOLS AS BUTTONS ON NATIONAL WEBSITES

This approach suggests placing the Single Market Obstacles tool, the Common Assistance Service Finder and the Common Feedback tool as buttons on national websites. The buttons should be placed close to one another. The EC proposes a simple design for the tool in this document, however, it will not be producing the code for the buttons, as these would have to be developed by the national webmasters to ensure that they are fully aligned with the design of the national webpages. The EC will, however, provide the click-through link for the buttons, which take the user to the respective tools.

The Common Feedback Tool button should read “Help us improve”, while the text for the Common Assistance Service Finder and the Single Market Obstacles tool buttons is left to national webmaster’s\$ and designers’ discretion. Still, national webmasters and designers are encouraged to programme the link to open in a new window or tab.

Examples of good implementation of buttons:



(2) source image: <https://www.migrationsverket.se/>

SUGGESTED APPROACH II. INCORPORATING TOOLS WITHIN A STICKY WIDGET

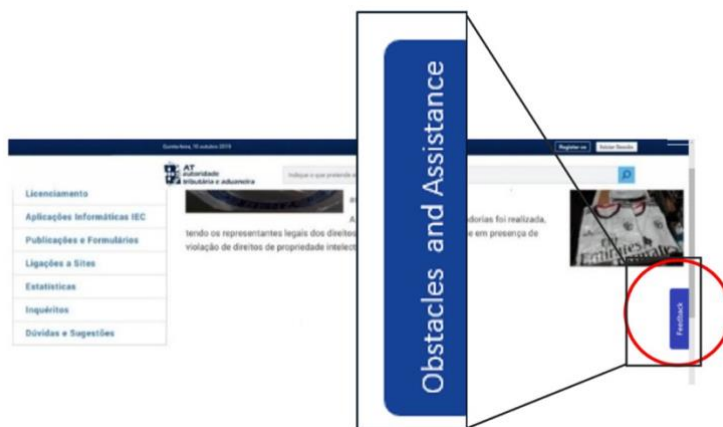
This approach proposes that the Common Feedback tool, the Common Assistance Service Finder and the Single Market obstacles tool be contained within a sticky widget¹ on the bottom or side of national pages. The widget should open as a new tab or window on the user's browser displaying a two or three option menu-landing page containing a link to the tools and a short description of each. The decision of whether to have all tools or just two within the widget landing page depends on whether the page uses a national feedback tool. However, if the national feedback tool is not available in EN, a link to the Common Feedback tool should be included in the translated pages.

The landing menu is clickable and will link to the appropriate tools. The EC will provide the links to the possible landing pages.

Examples and user journey of a well-implemented sticky widget:

Step 1. User clicks the sticky widget

v.1. Sticky widget on the side of a page



¹ "Sticky, or fixed widget is basically a [button] that is locked into place so that it does not disappear when the user scrolls down the page. In simple words, it is accessible from anywhere on the website without having to scroll." (Elizabeth Thistle, 2020)

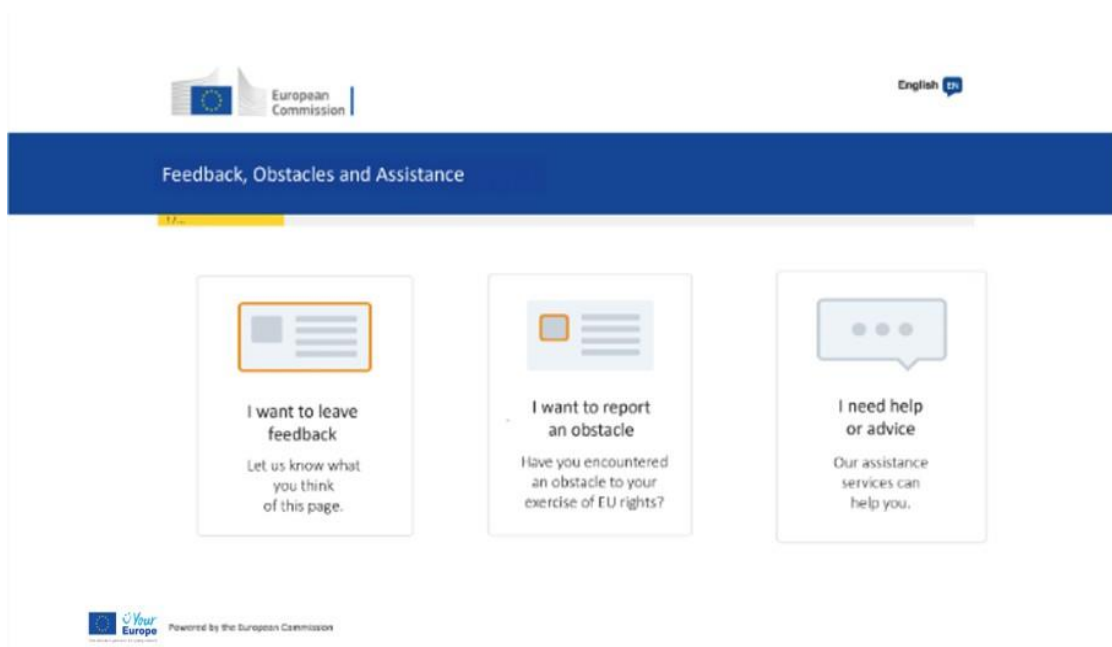
v.2. Sticky widget on the bottom of a page



(3) source images: <https://www.portaldasfinancas.gov.pt>

Step 2. A new tab or window opens to a three or two-part landing page. This landing page links to the respective tools and contains a simple explanation of what each tool's function is.

v.1. Three-part menu with Common Feedback tool, Single Market Obstacles tool, and the Common Assistant Service Finder



v.2. Two-part menu with the Single Market Obstacles tool and the Common Assistant Service Finder

The screenshot shows a web interface for the 'Obstacles and Assistance' tool. At the top left is the European Commission logo, and at the top right is a language selector set to 'English'. A dark blue header bar contains the text 'Obstacles and Assistance'. Below this, there are two main menu items, each in a white box with a light blue border. The first item, 'I want to report an obstacle', features a document icon and asks 'Have you encountered an obstacle to your exercise of EU rights?'. The second item, 'I need help or advice', features a speech bubble icon and states 'Our assistance services can help you.'. At the bottom left, there is a logo for 'iYour Europe' with the text 'Powered by the European Commission'.

IV. TABLE SUMMARY

Table 1. Table summary of links and logo placement.

	With own feedback tool		Without own feedback tool	
	Original pages	Translated Pages	Original pages	Translated pages
CFB	✗	(✓)	✓	✓
CAF	(✗)	(✓)	(✗)	(✓)
SMO	(✗)	(✓)	(✗)	(✓)
Logo	✓	✓	✓	✓

Table Key	✓ = Yes ✗ = No (...) = recommended, subject to MS discretion
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Table 1 summarizes where the logo and the three tools should be placed depending on whether the page is translated or has existing national tools fulfilling the same function. The *Table Key* notes that what is in brackets is voluntary to implement, while that which is in a regular font is required to be implemented. The logo is compulsory on all pages of the Gateway as well as the Common Feedback tool unless the Member States already have their own Feedback tool. The EC suggests placing the SMO tool and the CAF on all translated pages. This relies on the assumption that cross-border users will mostly use translated pages. Consequently, ensuring that these tools are present on translated pages will give cross-border users good access to reporting and assistance tools.

Nevertheless, webmasters remain free to put links also on pages in national languages where this makes sense given the needs of the users of such pages.