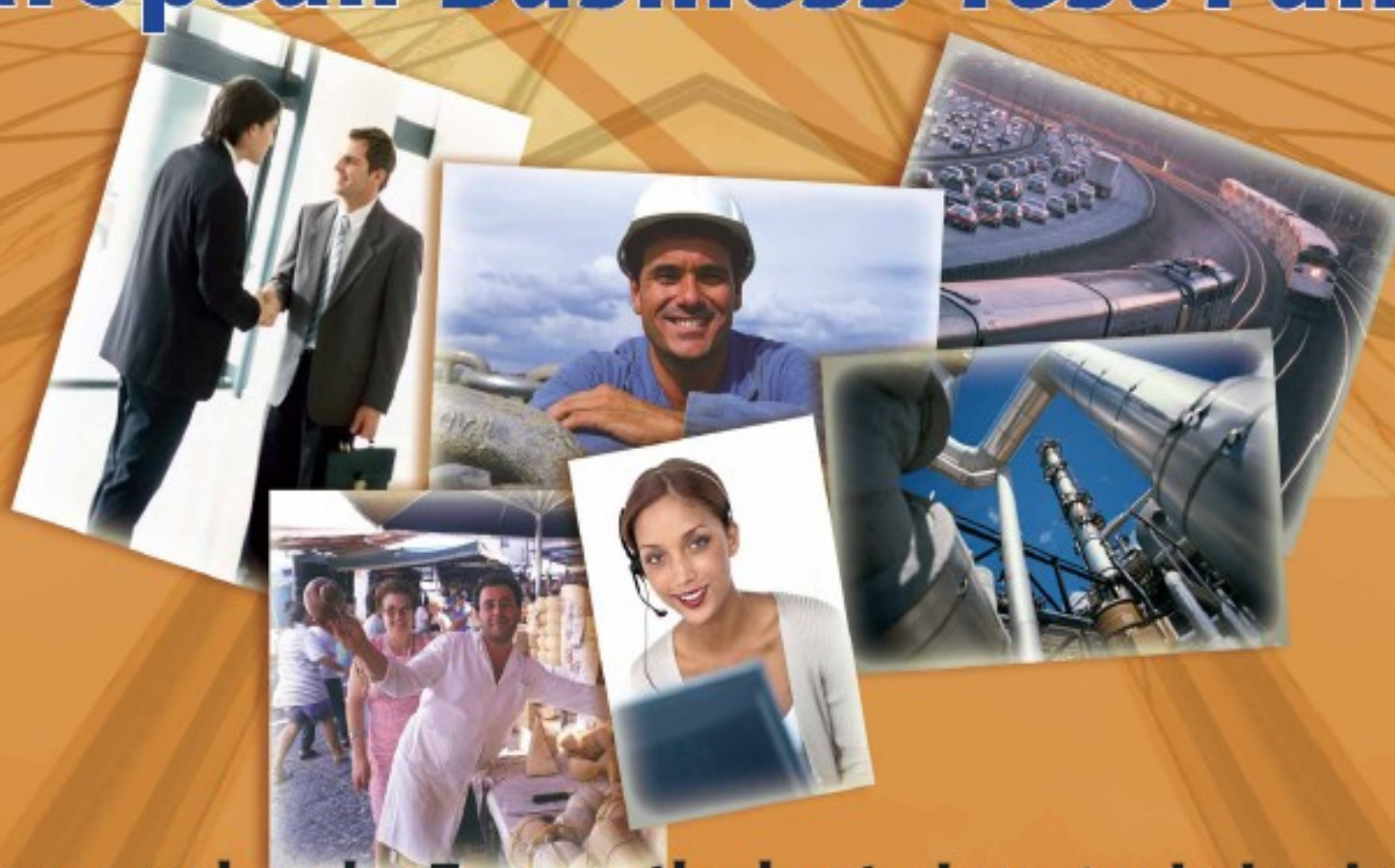


Take part in shaping your business environment

European Business Test Panel



Sign up and make Europe the best place to do business

<http://ec.europa.eu/yourvoice/ebtp>



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Launch event of the ENTERPRISE EUROPE NETWORK
Brussels, 7 February 2008

“The European Business Test Panel”

Werner Stengg
European Commission
Internal Market and Services Directorate General
Head of Unit, “Impact Assessment, Evaluation and Economic
Analysis”

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Outline of Presentation

- The context: "Better Regulation"
- The European Business Test Panel (EBTP)
 - Purpose
 - Composition
 - Organisational setup
 - Practical use
 - Challenges
- Role of Enterprise Europe Network

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The Commission's Better Regulation Agenda

- Stakeholder consultation & involvement
- “Evidence-based” policy making
- Impact Assessments
- Evaluation of Community policies
- Simplification and reduction of “administrative burden”

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Purpose and use

- Created in 2003
- Web-based (online) consultation tool
- Objective: Direct access to views of individual business
- Use: Inform decision makers; more evidence-based policies
- Complements other forms of consultation (of same and other stakeholder groups)

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The composition of the EBTP

- Around 3900 companies (target):
 - All EU countries, Norway, Iceland
 - Size classes: 0; 1-9; 10-49; 50-249; 250-499; 500 and more
 - All sectors (e.g. manufacturing; wholesale and retail; construction; financial intermediation; transport and communication; electricity, gas and water supply; health and social work, etc.)
- Sample established by EUROSTAT
- Weighting mechanism (where cells over-represented)

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The organisational set-up

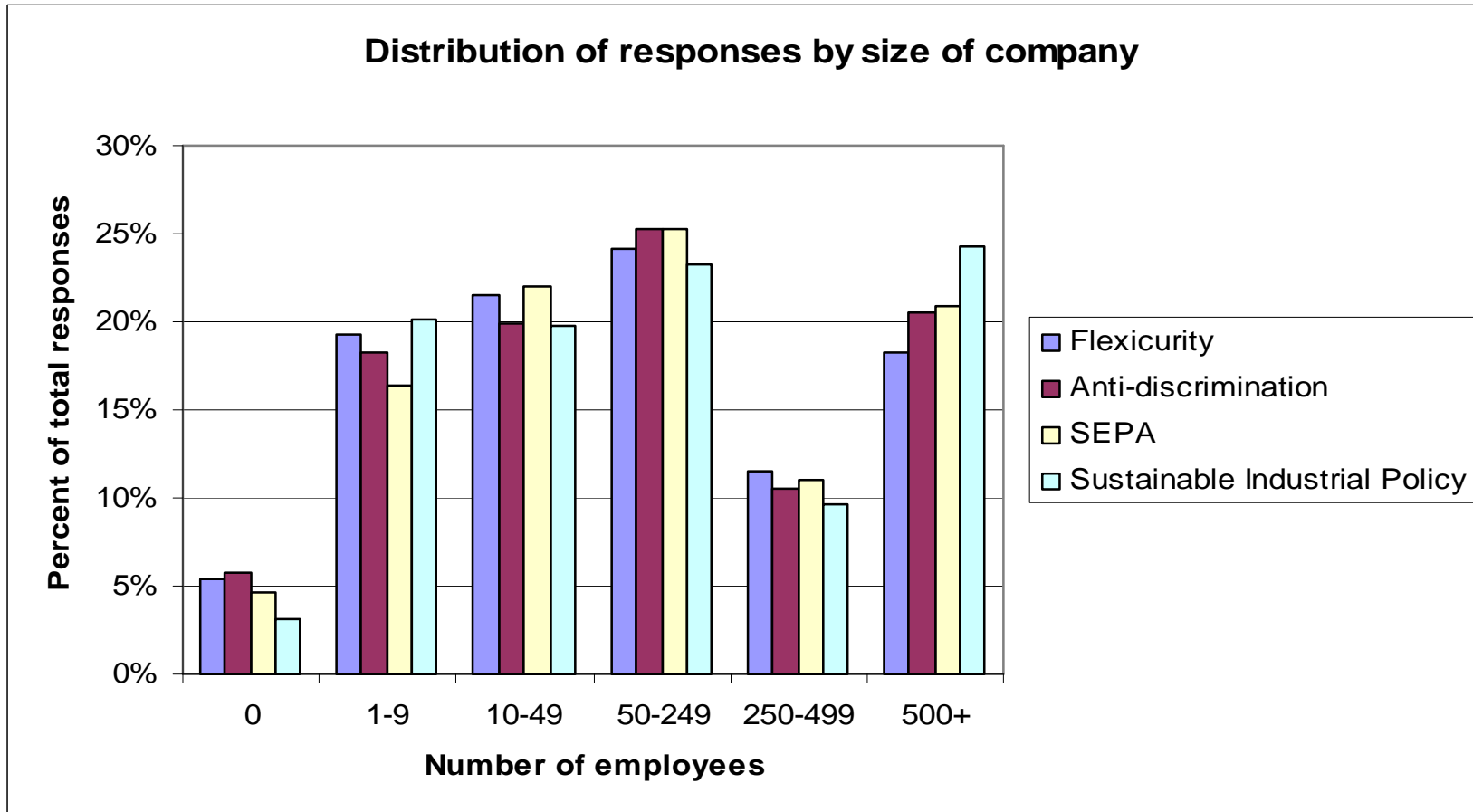
- EBTP co-ordination and management: DG MARKT
- National co-ordinators:
 - “Recruitment” of companies
 - Feedback and language check on draft questionnaires
 - Effective launching of consultation (online)
- Users: Any Commission Service
- IT-Technology: “Interactive Policy Making” (IPM) tool
- Website: <http://ec.europa.eu/yourvoice/ebtp/>
- All EU languages (closed questions!)

Examples of past consultations

- Sustainable production/consumption policy
- Single European Payments Area
- Anti-discrimination at work place
- Flexicurity
- Admin burden resulting from VAT obligations
- Admin cost of producing statistics for intra-EU trade
- Applying the principle of mutual recognition
- Review procedures in the field of public procurement
- Taxation costs
- Etc.

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Response by size class (last 4 consultations)



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Challenges

- Choice and presentation of topics (horizontal but relevant themes; quality of questionnaires;...)
- Response rates (representativeness of results)
- Capacity:
 - Consultation “fatigue” (5-8 per year)
 - DG MARKT; national co-ordinators
- Timing, nature and quality of feedback on results
- Permanent recruitment of panellists (promotion, awareness): SMEs!