



Task mapping outcome DG MARKT

EC Digital Transformation

EUROPEAN COMMISSION

Directorate-General for Communication
Directorate A - Strategy and Corporate Communication
Unit A5 - Europa Site

Contact: Anne SEEKINGS-LE QUEMENT

E-mail: EC-DIGITAL-TRANSFORMATION@ec.europa.eu

European Commission
B-1049 Brussels

PRESENTATION OF TASK MAPPING

- In order to gain a more thorough understanding of how the work of the different DGs relates to the [77 tasks identified for the task-ranking survey](#), the Commission's Digital Transformation team has mapped each page of every site listed in the [Europa Inventory](#) against one or more of the 77 tasks.
- This exhaustive mapping exercise will help us:
 - to assess how well the Commission's existing digital presence serves the identified tasks
 - to identify which content is related to each task (in cases where content can be edited/rewritten with the relevant DGs)
 - to engage DGs in the co-creation of content for the Commission's future web presence, which will be built on a common architecture (i.e. task-based, not DG-based): DGs with a stake in the task(s) being worked upon will be invited to participate in work at all stages of the process, including co-creation of content.

Further question can be addressed to: EC-DIGITAL-TRANSFORMATION@ec.europa.eu

**Tasks DG MARKT has a stake in – identified by DG MARKT
(number of pages found during task-mapping exercise):**

Task	# pages
EU law, rules, treaties, judgments	451
Banking and financial markets (reform, regulation)	377
Doing business in the EU	177
Track policy and law making process, updates	163
National implementation of EU law, infringements	106
Working in an EU country (rights, permits, benefits)	97
Consumer and passenger rights	94
EU news, announcements, press releases	94
Public procurement (contracts with public authorities, governments)	90
E-government	86
Initiate, contribute to law making (public consultations, citizen's initiative)	80
Economic growth, financial stability in EU (crisis, assistance to member states)	79
Conferences, summits, meetings, events	73
Recognition of educational, professional qualifications	57
Intellectual property, copyright, trademarks, patents	56
Loans, access to finance, microfinance	53
Statistics and forecasts	42
Doing business with the European Commission (calls for tenders, bids)	30
Pensions, retirement in another EU country	19
European Commissioner profiles	8

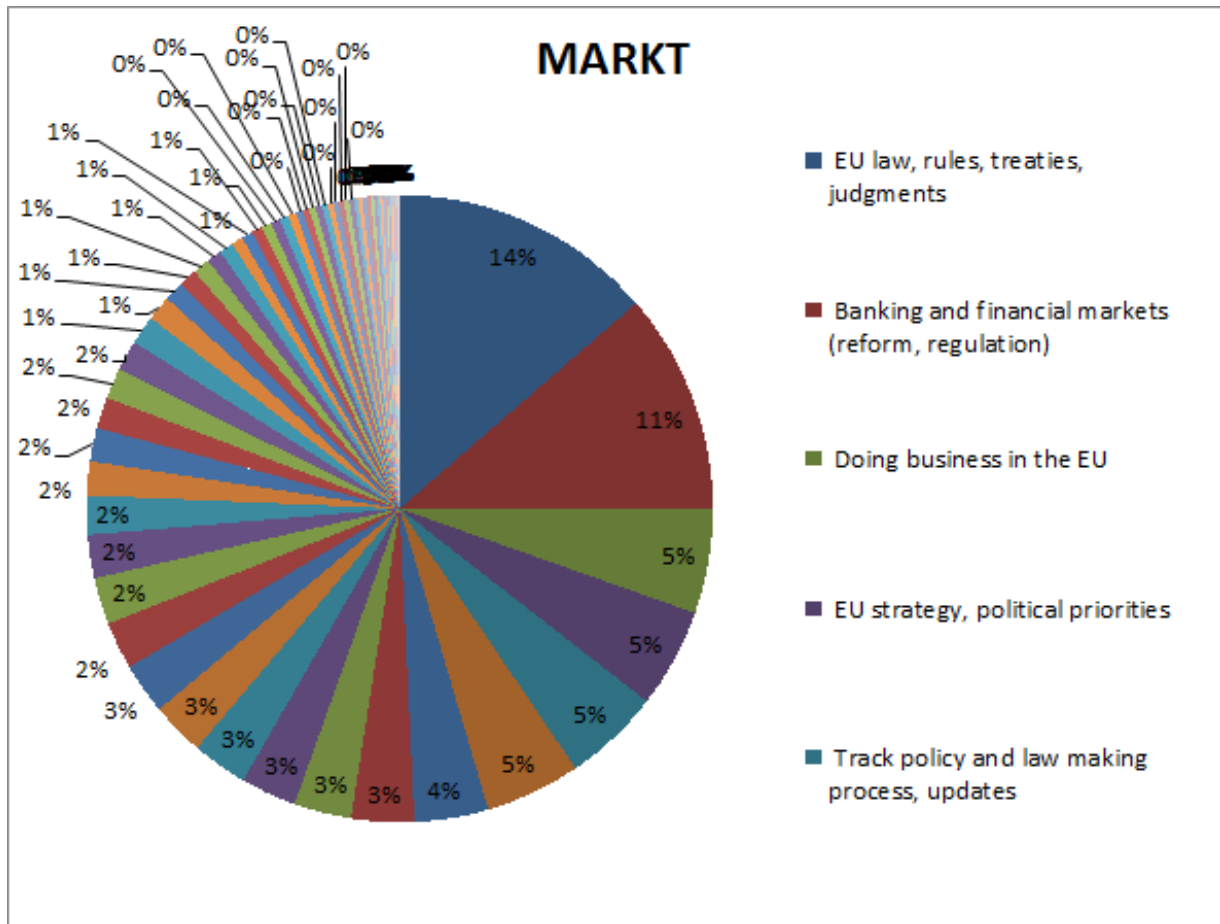
Additional tasks DG MARKT has a stake in – based on pages identified during task-mapping exercise:

Task	# pages
EU strategy, political priorities	168
About the European Commission (role, structure, how it works)	125
Contact European Commission, European Union	66
About the European Union (role, structure, how it works, origin)	52
Find a job in another EU country	51
Complaints to the European Commission	49
Employing people (recruitment, terms and conditions, redundancies)	34
Relations with non-EU countries, international organisations (diplomacy, cooperation agreements)	29
Education and training in EU	25
Healthcare in another EU country	24
Judicial cooperation between EU countries, recognition of judgments	19
Family (marriage, divorce, partnerships, adoption)	18
Competition (state aid, cartels, mergers, anti-trust)	17
Vehicles (buying, selling, registration, taxes, insurance)	16
Crime, fraud, corruption, human trafficking	15

Industry norms and standards	14
Human rights, fundamental rights	12
Jobs, traineeships at the European Commission	11
Taxation, excise (not VAT)	11
Trade with non-EU countries (import, export, agreements, anti-dumping)	11
VAT (Value Added Tax)	10
Corporate social responsibility for business	9
Euro (coins, notes, eurozone, Economic and Monetary Union)	9
Moving to another EU country (residence formalities)	9
Travel within, to and from EU (documents, visa, consular help, currencies)	9
Freedom of information (transparency, access to documents)	7
Funding, grants, subsidies	7
Privacy, data protection	7
Research and innovation	7
EU vocabulary and abbreviations	6
Languages in the EU (diversity, translation, interpreting)	5
Voting in the EU	5
Driving licence validity in EU countries	4
Goods allowed when crossing borders (alcohol, cigarettes, cash, pets)	4
Accession of new countries to the EU, enlargement	3
Customs, tariffs, quotas, duties	3
Volunteering opportunities	3
Emergencies, disasters, civil protection	2
EU budget	2
EU labels (eco labels, quality labels, audits)	2
Immigration into the EU (asylum, reuniting family, integration)	2
Transport safety (air, road, banned airlines)	2
Chemicals (approval)	1
Climate change, global warming	1
Culture (heritage, arts, films, Capitals of Culture)	1
Food and farming (production and safety)	1
Product safety, conformity, certification	1
Resource security (oil, gas, raw materials)	1

Task mapping outcome, DG MARKET

Tasks as percentages of total (6 first tasks accounting for 45% of DG MARKET content/number of pages):



For your top 3 tasks, which other DGs are involved, and how big their stake is:

