

A European Pact for Commerce

Driving Europe's recovery with retailers and wholesalers

With adequate investments and the right policies, retailers and wholesalers will be main actors in the digital and green transformation of the European economy. These investments and policies should achieve the following 4 goals :



Digitalisation

Converting all retail and wholesale to omnichannel



Sustainability

Making the Green Deal a reality in retail & wholesale



Local employment

Supporting local employment & communities



Open markets

Keeping markets open and fostering European ecosystems

INVESTMENT NEEDS

Grants, loans, and fiscal incentives to:

- 1 Digitalise all retail and wholesale companies**
 - Websites, platforms, payments, delivery solutions, robots, digital tools for sales associates
- 2 Support and digitalise municipalities to anchor retailers in town centres**
 - Local online and delivery platform, digitalise local administration, local skills development schemes
- 3 Develop digital and data infrastructure**
 - 5G, broadband, cloud (GAIA-X), digital public administrations and customs operations
- 4 Boost digital, green, and soft skills**
 - Adapt primary and secondary schools curriculum for digitalisation and entrepreneurship
 - Produce higher number of data scientists and engineers at universities
- 5 Renovate commercial buildings**
 - Energy efficiency, on-site energy generation, natural cooling gases, LED lighting
- 6 Accelerate conversion to green mobility**
 - Hydrogen (heavy vehicles for long-haul transport/delivery)
 - Electrical mobility (light vehicles for short-haul delivery, e-bikes)
- 7 Accelerate conversion to organic farming**
- 8 Develop reusable, recyclable, renewable, repairable materials and final products for textile/garment, toys, electronics, packaging**
 - Eco-design and material research programmes
- 9 Strengthen waste collection and recycling infrastructure**
- 10 Revitalise town centres and stimulate urban regeneration**

POLICY NEEDS

Better and simpler regulation, more harmonised legislation, guidelines and standards to:

- 1 Remove restrictions and discrimination on retail and wholesale**
 - See Commission's communication on 'Retail fit for the 21st-century'
 - Effective notification mechanisms of the services directive
 - Address restrictions on retailers and wholesalers to buy exclusively from national suppliers (territorial supplier constraints)
 - Stronger assessment and enforcement of single market by the Commission (European Semester)
 - Make funding of national recovery plans conditional to the respect for the rule of law and single market rules
- 2 Adapt competition rules to online commerce and have an effective data strategy**
 - Data sharing, horizontal and vertical block exemption regulations, market definition notice, merger control
 - Uniformly implement GDPR and facilitate voluntary data sharing
- 3 Improve enforcement of EU law on online import and clarify liabilities of online sellers and platforms (level playing field between imports and domestic online sellers)**
- 4 Implement Farm-to-Fork strategy**
 - Food waste, front-of-pack nutritional labelling, organic food production
- 5 Have common rules and guidelines for extended producer responsibility (EPR) schemes to better manage waste and stimulate circular economy**
- 6 Facilitate sustainability cooperation**
 - A clear competition law framework (horizontal block exemption regulation)
- 7 Harmonise eco-design requirements to set direction for circular economy**
- 8 Reduce energy transition costs and taxes**
 - Fiscal incentives to use sustainable energy
- 9 Have fair and flexible working conditions (employment law)**
- 10 Reform WTO and execute an effective new trade policy ('open strategic autonomy')**

A simple and smooth process to ensure fast delivery of the funds



* The European Commission will assess national recovery plans against:

- the country-specific recommendations in the European Semester agreed in July 2020
- how they fulfill the digitalisation, sustainability, and resilience goals of the EU
- impact of COVID-19 on the GDP of the country

Let's work together to make the European Pact for Commerce a reality



Priorities of retail and wholesale should be central to all national recovery plans