

# 17th meeting of the Voorburg Group

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The EU surveys on ICT usage of enterprises

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# Early developments

- Australia, Canada, the Nordic countries and the USA surveyed ICT usage in enterprises already during the 1990s
- The OECD Working Party on Indicators for the Information Society was set up in 1998, and the measurement of the use and impact of ICT became a major theme of the Voorburg Group on Services statistics

# European policy developments

- December 1999: eEurope initiative launched by the European Commission
- In March 2000, the Lisbon European Council set the goal of making Europe the most competitive knowledge based economy in the World by 2010

# European policy developments

- The eEurope 2002 Action Plan (June 2000) proposed a number of specific targets for 2002, and a corresponding set of benchmark indicators to monitor progress towards these targets
- The eEurope 2005 Action Plan (June 2002) proposes that by 2005 Europe should have modern online public services (**e-government, e-health, e-learning**) and a dynamic **e-business** environment and as an enabler for these widespread availability of **broadband** access at competitive prices and a **secure** information infrastructure).

# OECD definitions of e-commerce

- **Broad definition:** An electronic transaction is the sale or purchase of goods or services conducted over *computer-mediated networks*. The goods and services are ordered over those networks, but the payment and ultimate delivery of the good or service may be conducted on or off-line.
- **Narrow definition:** An Internet transaction is the sale or purchase of goods or services conducted over *the Internet*. The goods and services are ordered over the Internet, but the payment and ultimate delivery of the good or service may be conducted on or off-line.

# Eurostat e-commerce surveys

	2001	2002	2003
Countries	13 (11)	15	16
Enterprises (total)	103 000	135 000	155 000
Micro-enterprises	40 000 (7 countries)	20 000 (7 countries)	25 000 (8 countries)
NACE	D, G-K	D, G-K	D, F-K
Optional NACE		F, 92	E, 93

# Eurostat e-commerce surveys

	2001	2002	2003
Questions (optional)	22 (0)	29 (7)	30 (8)
Readiness	4	7	6 (1)
Problems, Barriers	3	1(1)	(1)
Usage-general	0	3	8 (1)
Usage-purchases	7	6 (2)	5 (4)
Usage-sales	8	11 (2)	9
Impact	0	1(1)	1 (1)

# 2002 survey - Module A

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## Module A: General Information about ICT systems

- A1 Use of computers
- A2 Share of employees using computers/computers connected to Internet
- A3 Use of e-mail, Intranet, Extranet



# 2002 survey - Module B

## Module B: Use of Internet

- B1 Use of Internet
- B2 Type of external connection to Internet
- B3 Purposes of Internet use as consumer of services
- B4 Does the enterprise have a web site
- B5 Does the web site include information in foreign languages
- B6 Purposes of Internet use as a provider of services
- B7 Is website designed to be accessible by disabled persons (optional)

# 2002 survey - Module C - purchases

## Module C: E-commerce via Internet

- Purchases
- C1 Has the enterprise purchased goods services via the Internet
- C2 % of total purchases via Internet
- C3 Online payment of purchases (optional)
- C4 Use of B2B market places for purchases
- C5 Expected benefits from purchases (optional)

# 2002 survey - Module C - sales

- Sales
- C6 Has enterprise received orders via the Internet
- C7 % of total turnover via Internet sales
- C8 % B2B, % B2C
- C9 Breakdown of Internet sales by destination (own country, EU, other)
- C10 Online payments for sales
- C11 Is enterprise targeting markets in other countries (o)
- C12 Use of B2B market places for sales

# 2002 survey - Module C - sales

- C13 Link of e-commerce system to business processes
  - **Did your systems for accepting electronic orders or placing electronic orders link automatically with any of the following in 2001 ?** Optional question
  - a) Your suppliers' business systems
  - b) Re-ordering replacement supplies
  - c) Your customers' business systems
  - d) Invoicing and payment systems
  - e) Your production or service operation
  - f) Your logistics systems (incl. Electronic delivery)
  - g) Your marketing operations
- C14 Motivations for Internet sales (optional)

# 2002 survey - Module D

## Module D: E-commerce via EDI or networks other than Internet

- D1 Use of EDI or networks other than Internet for purchases/sales
- D2 Technology used (EDI, Minitel, other) (optional)
- D3 % of total purchases via EDI/other networks
- D4 % of total sales via EDI/other networks

# 2002 survey - Modules E and X

## Module E: Barriers on e-commerce

- E1: Problems and barriers related to online sales

## Module X: Background information

- Activity of the enterprise, number of employees, purchases, turnover

# Use of ICT by enterprises in 2001

- 92% of SMEs use computers
- 97% of large enterprises do so
- 68% of SMEs have internet access
- 81% of large enterprises have it
- 44% of SMEs have an own web site
- 80% of large enterprises have an own web site



# Use of e-commerce in 2001

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- 25% of SMEs bought on-line
- 47% of large enterprises bought on-line
- 17% of SMEs sold on-line
- 42% of large enterprises sold on-line



# Lessons learnt so far

- The sector breakdown was in some cases too detailed in 2001
- The average response rate was 46% in 2001. It varied greatly between countries.
- Sending reminders is an important tool for raising the response rate.
- The financial sector raises specific issues
- SMEs often are unfamiliar with technical terms such as EDI