March 2025

Member satisfaction survey

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| **Intro** | DIGITALEUROPE values your feedback on our performance and advocacy impact in 2024. Your assessment directly informs our continuous improvement efforts and staff evaluation.  **Survey overview**  - **Duration**: Approximately 15 minutes (6 main questions)  - **Deadline**: **18th March 2025, by 18:00 CET**  - **Submission**: One per organisation, from General Assembly representatives only  **Survey sections**  1. **Membership value**: Your satisfaction and perception of DIGITALEUROPE  2. **Performance:** of DIGITALEUROPE in the EU advocacy environment.  3. I**mpact:** Our effectiveness on Category 1 & 2 policy issues  Please coordinate responses within your organisation.  **Cecilia Bonefeld-Dahl**  *Director General of DIGITALEUROPE*  **Please share your information for verification purposes: Confidentiality: Your response is strictly confidential; it will only be used for internal purposes.**  Organisation name  *[drop-down list]*  Name  Surname  Email address  **Confirmation**  **I confirm that I am answering on behalf of my organisation (only 1 response per organisation.\*** |

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### DIGITALEUROPE’s membership value and external perception

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| **Q1** | **As a member, what is your overall impression of DIGITALEUROPE?\*** [Single-select]   * Very positive * Fairly positive * Neither positive nor negative * Quite negative *(go to 1.1)* * Very negative *(go to 1.1)* |

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| *Q1.1* | **You indicated that you have a negative impression of DIGITALEUROPE. Please elaborate on the reason(s):** |
|  | [Comment box] |

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| **Q2** | **How would you describe DIGITALEUROPE’s reputation***?\** [Single-select]   * Very good * Somewhat good * Neither good nor bad * Somewhat bad *(go to 2.1)* * Very bad *(go to 2.1)* |

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| *Q2.1* | **You indicated that DIGITALEUROPE has a bad reputation. Please elaborate on the reason(s):** |
|  | [Comment box] |

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| **Q3** | **How likely it is that your organisation will stay a member of DIGITALEUROPE in 2 to 3 years?\*** [Single-select]   * Very likely *(go to 3.2)* * Quite likely *(go to 3.2)* * Neither likely nor unlikely *(go to 3.2)* * Not very likely *(go to 3.1)* * Not at all likely *(go to 3.1)* * Don’t know |

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| *Q3.1* | **You indicated that it is unlikely that your organisation will still be a member of DIGITALEUROPE in 2 to 3 years. Please elaborate on the reason(s).** |
|  | [Comment box] |

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| *Q3.2* | **How valuable do you find the following features and benefits of your membership with DIGITALEUROPE?** [Matrix]  Rows:   1. Opportunity to proactively **shape the EU’s digital agenda** 2. Access to **policy intelligence** and **network** 3. Access to and discussions with **key policy stakeholders** 4. **Executive engagement** opportunities (high-level roundtables, Executive Councils) 5. Participation in **flagship events** (e.g. Masters of Digital, NTA Summits, Summer Summit) 6. Access to a repository of information via the **Member Platform** 7. Opportunity to engage in **strategic projects**   *Columns:*   * 1. Very effective   2. Quite effective   3. Not very effective   4. Not at all effective   5. Don’t know |

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| *Q3.2.1* | **Please indicate any other relevant benefits and features that you find valuable with your DIGITALEUROPE membership.** |
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### DIGITALEUROPE’s performance

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| **Q4** | **Rank these industry associations by their advocacy impact on EU policy:\***  ***→ Please rank the associations below by dragging them in the right order:***  *1 = highest impact / 11 = lowest impact*  ***→ Skip any association you're not familiar with by checking them below***   1. DIGITALEUROPE 2. APPLiA 3. BusinessEurope 4. BSA (Business Software Alliance) 5. Cefic 6. ERT 7. Eurochambres 8. Eurocommerce 9. Gaia-X 10. Orgalim 11. ITI (Information Technology Industry Council)   ***Remove from the ranking: select any associations you're not familiar with:***   * APPLiA * BusinessEurope * BSA (Business Software Alliance) * Cefic * ERT * Eurochambres * Eurocommerce * Gaia-X * Orgalim * ITI (Information Technology Industry Council) |

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| *Q4.1* | **Briefly explain your decision to rank DIGITALEUROPE the way you did. What could DIGITALEUROPE do to further increase its impact?** |
|  | [Comment box] |

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### 2024 Policy Impact Assessment

Please assess DIGITALEUROPE's effectiveness on Category 1 & 2 policy issues your organisation engaged with during 2024.

These priorities were endorsed by the Executive Board in November 2023 (view details [here](https://de.symantra.eu/dashboard#/download?path=https://de.symantra.eu/api/challenges/55/document_repository/1pathKey=General%20Assembly%2FGeneral%20Assembly%202023%2FMember%20survey%20Oct%2023%2FMember%20survey%202023%20results%2C%20incl.%20Resource%20Allocation%20for%202024.pdf)).

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| **Q5** | **Which Category 1 policy issues did your organisation engage with in 2024?\*** [Multi-select]  *Select all policy issues your organisation engages with. For each selected issue, you'll see:* *● The agreed advocacy objectives originally set by members*  *● DIGITALEUROPE's self-assessment provided by the Secretariat* *● Below, you can rate our effectiveness in the evaluation table at the bottom*   * AI Act & international dialogues on AI framework *(go to Q5.1)* * Cyber Resilience Act *(go to Q5.1)* * Data Act *(go to Q5.1)* * Ecodesign for Sustainable Products Regulation (ESPR) *(go to Q5.1)* * EU Cloud Security Certification Scheme (EUCS) *(go to Q5.1)* * EU-US relations *(go to Q5.1)* * New Legislative Framework (NLF) review *(go to Q5.1)* * REACH & PFAS *(go to Q5.1)* * 2024 climate target & international dialogues on green *(go to Q5.1)* | |
| *Q5.1* | | **Please start by selecting all the issues your organisation has engaged with:\*** [Matrix]  *Rows:*   * AI Act & international dialogues on AI framework   *Agreed advocacy objectives for 2024 :*   * *Actively contribute to CEN-CENELEC JTC21 standardisation activities.* * *Influence AI Act follow-up deliverables (guidelines, implementing acts, etc.)* * *Raise awareness about AI Act impact.* * *Support and leverage NTA community during implementation* * *Identify key global fora for advocacy and develop a narrative on global AI landscape and regulatory alignment*  |  | | --- | | Secretariat’s self-assessment:   * **AI standardisation:** Launched an issue group, held three update meetings for members, commented on architecture of standards and joined all CEN-CENELEC JTC21 plenaries. * **AI Act implementation:** Responded to five consultations, provided feedback on the interplay between AI Act and Radio Equipment Directive and contributed to the drafting of the GPAI code of practice. * **Workshops and engagement:** Organised four AI Act workshops (incl. one for NTAs), a high-level roundtable with MEPs and contributed to an AI literacy report for DG CONNECT under the EU ARISA project. * **International AI dialogues:** Provided input on G7 Tech7 statements, the UN AI report and the G7 Italian presidency AI consultation. |  * Cyber Resilience Act   *Agreed advocacy objectives for 2024:*   * *Ensure effective scope* * *Advocate for the use of harmonised standards* * *Support manageable reporting* * *Foster alignment with other legislation e.g. NIS2 and RED* * *Secure a sufficient transition period*   Secretariat’s self-assessment:   * **Support to CRA implementation:**   + Provided comprehensive input on the future CRA guidelines and were among the first stakeholders to propose industry recommendations.   + Conducted a member survey to assess industry impact and priorities   + Joined the CRA Expert Group that will support the Commission in CRA implementation, including guidelines, secondary acts and standards. * **Standardisation:** Provided input to the draft Standardisation Request, securing key wins on open-source community involvement and international standards alignment. * **Transition period:** Organised a Commission roundtable with members and raised concerns on the transition period from the RED DA and the CRA. * **Awareness-raising:** Launched a campaign to raise awareness amongst policy makers on key asks on the CRA, including a policy brief, a video explainer, a social media campaign, and a public webinar on cybersecurity harmonisation. * Data Act   *Agreed advocacy objectives for 2024 :*   * *Be a key stakeholder for EU institutions on Data Act implementation* * *Contribute to standardisation and related activities, including on model contracts and SCCs* * *Build a peer-support community for members to share advice and insights for implementation* * *Strengthen cross-sector advocacy on data-related files (health, finance, mobility).* * *Monitor new data economy files to avoid conflicting rules*  |  | | --- | | Secretariat’s self-assessment:   * **Data Act implementation:** Held regular meetings for members to exchange on the Data Act, including four workshops – two with DG CONNECT, where members presented use cases. We also provided recommendations for the Data Act FAQs and held two more bilateral meetings with DG CONNECT. * **Data Act clauses drafting:** Participated in four Commission stakeholder group meetings, six public webinars, and submitted five written feedback documents on the draft data sharing model contract and cloud switching clauses. * **General advocacy:** Monitored data-related laws, incl. outreach to avoid overlap between B2G provisions within Data Act and Statistics Regulation. Followed the drafting of the data interoperability report by the High-Level Forum on European Standardisation by joining four meetings. |  * Ecodesign for Sustainable Products Regulation (ESPR)   *Agreed advocacy objectives for 2024 :*   * *Ensure Commission’s follow-up actions are aligned with DIGITALEUROPE’s positions, in particular regarding the product-by-product approach* * *Contribute to standardisation activities* * *Raise awareness about industry’s efforts to reduce products’ footprint.*  |  | | --- | | Secretariat’s self-assessment:   * **Alignment of Commission’s follow-up actions with our positions:**   + Submitted early input and written feedback on the ecodesign materials and recycled content study commissioned by DG GROW, recommending the use of existing EU material efficiency standards. Engaged directly with the consultants.   + Engaged with DG ENV on the repairability scoring system (RSS) study led by the JRC, raising concerns on its approach and provided written feedback   + Secured participation to the Ecodesign Forum * **Standardisation activities:** Discussed ESPR implementation challenges with the Chair of JTC24 and engaged with DG GROW on key aspects of the Digital Product Passport deployment. * **Awareness-raising of industry’s efforts:** Published a circular economy policy brief to highlight the digital industry’s contribution to sustainability targets. |  * EU Cloud Security Certification Scheme   *Agreed advocacy objectives for 2024 :*   * *Promote a unified EU cloud certification boosting cyber resilience and free flow of data in support of Europe’s innovation and competitiveness* * *Promote a scheme focused on technical specifications* * *Support a transparent and robust process serving as a foundation for other critical certification schemes envisioned under relevant legislation*   Secretariat’s self-assessment:   * **Support for a single EU cloud certification scheme:** Actively engaged with Stakeholder Cybersecurity Certification Group (SCCG), European Cybersecurity Certification Group (ECCG) and relevant public forums, including Politico’s cloud event with DG Roberto Viola, promoting a certification scheme based on technical specifications to enhance cyber resilience and competitiveness. * **Next steps:** Further work is needed to push for the unified scheme adoption and define a transition plan from national schemes to a European one. * EU-US relations   *Agreed advocacy objectives for 2024:*   * *Work with the Commission and US counterparts on defining improved conditions for digital trade through EU-US regulatory cooperation at the TTC* * *Establish DE as a key voice on the TTC* * *Make digital a core element of transatlantic relations.* * *Counter harmful digital protectionism.*   Secretariat’s self-assessment:   * **EU-US digital cooperation:**   + Participated in three Trade and Technology Council (TTC) Ministerial meetings, leading discussions on AI, Secure ICT Infrastructure, DPP, 6G Vision and export controls   + Produced a total of 8 policy papers on the TTC since 2021   + Co-hosted a panel at the Transatlantic Initiative on Sustainable Trade (TIST) event in Washington. * **US outreach:**   + Organised a mission of DIGITALEUROPE’s Director-General to the US in July 2024, engaging with key US and EU stakeholders at the NATO Public Forum.   + Established the conditions to strengthen presence and outreach in the US with the recruitment of an EU-US Liaison Executive Director. * New Legislative Framework (NLF) review   *Agreed advocacy objectives for 2024 :*   * *Safeguard the current NLF framework from major review and call instead for targeted amendments* * *Ensure software needs are covered in NLF’s updated framework* * *Clarify the interplay with the Digital Product Passport*   Secretariat’s self-assessment:   * **Commission outreach:** Met with DG GROW several times to discuss revision plans and new initiatives like the digitalised conformity database. * **Policy recommendations:** Published a policy brief advocating for targeted adjustments over a full review and engaged with relevant Commission officials and MEP assistants. * REACH & PFAS   *Agreed advocacy objectives for 2024 :*   * *Influence the technical and political process to ensure:*   + *A 5-year derogation for electronic products*   + *Additional time-limited derogations for non-replaceable essential applications*   + *Exemptions for spare parts and products already on the market* * *Get new Commission to consider derogations and exemptions for critical uses*  |  | | --- | | Secretariat’s self-assessment:   * **Ongoing process:** Outcome not yet secured, as the process is still ongoing. In 2024 we built a stronger understanding of our requests among key stakeholders, ahead of process milestones in 2025. * **Commission recognition:** Met several times with DG ENV and DG GROW at different levels to push for derogations, extended timelines and clarity on alternatives. Gained high-level acknowledgment from the Commission that critical uses (including digital) will receive derogations and that industry needs clarity, workable timelines and spare parts accommodations. * **Member State & international outreach:** Engaged with Member States, dossier submitters and key stakeholders at the OECD PFAS Forum and at the Chemical Watch PFAS Conference. |      * 2040 climate target & international dialogues on green   *Agreed advocacy objectives for 2024 :*   * *Ensure adoption of DIGITALEUROPE’s Manifesto 2030 proposals by the Commission:*   + *Digital & transformation strategies in key sectors*   + *Twin Transition Fund*   + *Green & Circular Single Market* * *Position digital as a key enabler of the twin transition in sectoral legislation*   Secretariat’s self-assessment:   * **Proactive positioning:** Positioned digital as key enabler of the twin transition at the EU Sustainable Energy Week, Masters of Digital and the EU Tech for Climate Action Conference. Organised a public webinar on data centres and published a two-pager on their critical role. Laid the ground for the establishment of the Executive Council on Energy. * **Contribution to thought leadership reports:** Advocated for energy tech competitiveness in the critical tech report and proposed incentives for digitalising energy in the tech race publication. * **Data centre project:** Secured key wins in the delegated act, including data confidentiality safeguards, extended reporting deadlines and temporary exemptions. * **Improvement areas:** Enhance advocacy impact by narrowing focus, setting clearer KPIs and increasing MEP engagement.   ***Considering the agreed advocacy objectives, please assess our effectiveness on your selected policy issues:***   * 1. Very effective   2. Quite effective   3. Neutral   4. Not very effective *(go to 5.1.1)*   5. Not at all effective *(go to 5.1.1)* |
| *Q5.1.1* | | **You rated DIGITALEUROPE as not being effective regarding its advocacy efforts on** [#Category 1 area**]. Could you please elaborate on the challenges or areas for improvement?** |
|  | | [Comment box] |

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| **Q6** | **Do you wish to provide feedback on DIGITALEUROPE’s advocacy impact on any of our Category 2 policy issues during 2024?**   * Yes *(go to Q6.1)* * No *(go to Q7)* |

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| Q.6.1 | **How effective was DIGITALEUROPE in achieving advocacy impact on the Category 2 policy issues during 2024?** [Matrix]  **Please select the policy issues you wish to evaluate and rate our effectiveness for each in the evaluation tables displayed below***.*  *Rows:*  **Sustainability**   * Corporate Sustainability Due Diligence Directive (CS3D) * Green Claims Directive * Packaging and Packaging Waste Regulation * EU Taxonomy * WEEE Directive   **Single Market & Competitiveness**   * Critical Raw Materials Act * European Standardisation Strategy * Digital Education & Training * Multiannual Financial Framework   **Digitally Enabled Transformation**   * Digital Euro * Financial Data Access Regulation * Health Data (EHDS)   **Data Economy**   * Product Liability Directive * Right to repair proposals * GDPR implementation * Trans-Atlantic data transfers   **International Trade**   * EU Economic Security Strategy * International dimension of priority issues (AI, Cyber,Green, etc.) * WTO engagement   **Resilience & Infrastructure**   * EU Common Criteria Certification Scheme * Evaluation of the Cybersecurity Act * NIS 2 Directive   *Columns:*   * 1. Very effective   2. Quite effective   3. Neutral   4. Not very effective   5. Not at all effective |

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| *Q6.2* | **Would you like to share any additional feedback on any of the Category 2 issues you previously selected?**  *Please use this field for this purpose. Make sure to specify the issue(s) you are referring to.* |
|  | [Comment box] |

[Next Button & Thank You Page]

**Thank you for participating**

Thank you for taking the time to answer this survey. Your feedback is very important to help us continuously improve our work and impact. Use the comment box below if you’d like to share any additional feedback with us.

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| **Q7** | **Is there any additional feedback you would like to share with us?** |
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[End of Survey]