

WEBINAR

# Building Europe's data future: understanding the Data Union Strategy



28 November 2025

10:00-11:00 CET



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# Today's speakers



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**Amanda Brincat**  
Data Security and EU  
Digital Policies Senior  
Consultant, Capgemini  
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# Agenda

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10.00 – 10.05	Opening and introduction – <i>Flora Kopelou</i>
10.05 – 10.25	Introduction and overview of key EU data policies part 2 (Data Union Strategy) – <i>Jiri Pilar</i>
10.25 – 10.50	Study on effectiveness of various legal instruments and lessons learned – <i>Tania Velcsov, Giorgia Spolverato, Amanda Brincat</i>
10.50 – 11.00	Q&A and closing remarks

# Data Union Strategy

## and the rules on data sharing in the Digital Omnibus

Jiri PILAR

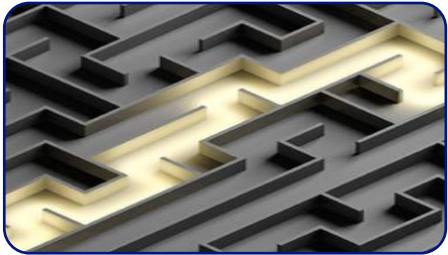
DG CONNECT, Data Policy and Innovation Unit

European Commission

## *The EU is in the technological race for AI & innovation*



Data scarcity is an immediate bottleneck for AI training



Regulatory complexity hampers scale



Global competition: data is increasingly used as a strategic asset

# Data Union Strategy - unlocking data

## Pillar 1: Scale up access to high-quality data for AI and innovation

The strategy supports **greater data sharing** across the EU economic fabric and **unlock new business and technological opportunities** for European innovators.

## Pillar 2 – Simplify the data regulatory landscape

Using the Digital Omnibus as a legislative vehicle, the strategy will make data rules **simpler, clear and more cost-effective** for businesses.

The Commission will also **support companies** in the implementation of the Data Act.

## Pillar 3 – Adopt *an open but assertive approach* to international data flows

To strengthen Europe's global position, the strategy will operationalise our '**open but assertive**' approach to international data flows – to **attract** more flows in the EU while **safeguarding** the EU's data interests abroad.



# Pillar 1 - Flagship actions & timeline



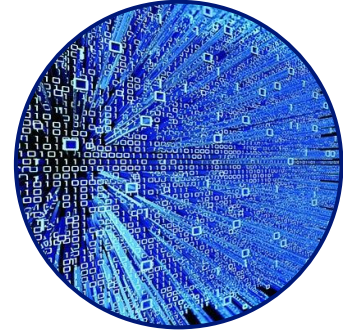
Data Labs (2025 onwards)



Cloud and AI development Act (Q2-3 2026)



Continuous support to common European data spaces: + EUR 100M (2026 onwards)



Enhance accessibility to high-value data sets in legal, science, culture, and languages (2026 onwards)





# Pillar 1- Horizontal enablers

- Synthetic data factory
- De-risk the use of synthetic data for AI training

Synthetic data



- Dedicated guidance on data exchange and pooling
- Address competition law concerns
- Provide continuous informal guidance on a project-basis

De-risk data sharing



- Launch a European data quality standard
- Launch a standardisation process for annotation and labelling practices

Raising the bar



# Pillar 2 - Simplify the regulatory landscape

## Consolidation

- Repeal out-dated provisions and instruments
- Consolidate the data acquis – from 4 to 1 data instrument

## Cookies

- Modernisation of rules applicable to cookies
- Banners simplification – one-click options

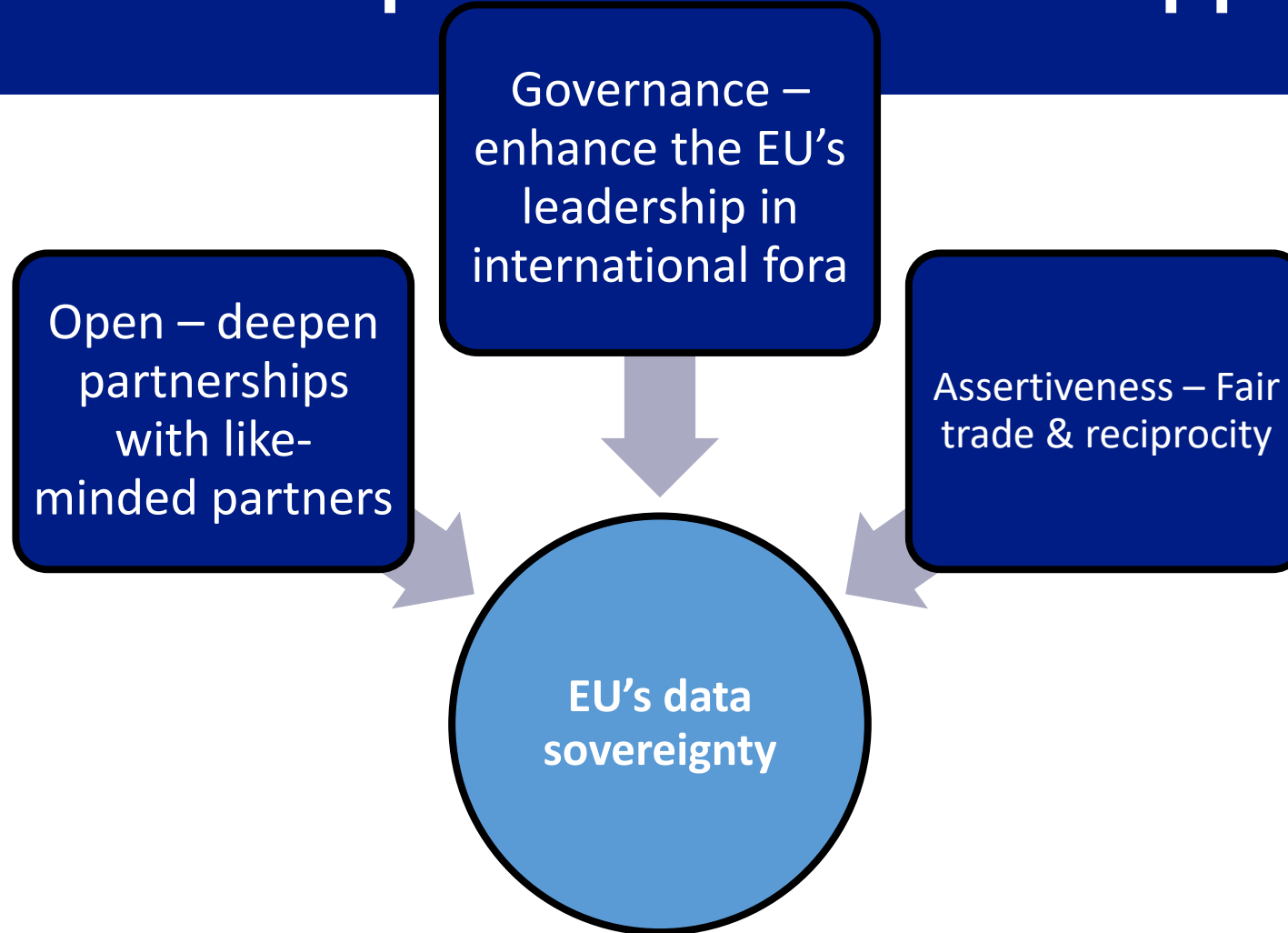
## GDPR

- Targeted GDPR amendments will update the notion of personal data
- Support the use of trusted anonymized data for AI training

## Scale-ups

- Support scale-up and small mid-caps in the EU – extend to SMCs (250-749 employees) SME-type provisions in the data acquis

# Pillar 3 - An open but assertive approach



# The Digital Omnibus

Europe has pioneered **digital regulation** and has set high standards for protecting fundamental rights, consumer safety and our values. Clear, coherent rules are key to **effective implementation**.

This Package delivers **fast and visible improvements** for people and businesses, and triggers a more **cost-effective, innovation-friendly** implementation of European rules.

**Cutting** redundancies, **unnecessary administrative costs** for compliance and **reducing reporting obligations**, while **boosting competitiveness**.



# Digital Omnibus - Outline

Data rules

Incident reporting: cybersecurity

Repeal of the P2B Regulation

Artificial Intelligence Act

Amendments  
to rules already  
applicable

Amendments to  
rules in course of  
application

# Consolidation of the data rulebook: Four to one

Data sharing of IoT data (connected products & related services), rules on fair data-sharing clauses in B2B contracts, Business to Government data sharing, rules on cloud switching.

**Data Act**

Re-use of protected data held by public sector bodies increase data sharing (data intermediation services, data altruism), governance (EDIB).

**Data  
Governance Act**

Ensure the free flow of non-personal data within the Union (prohibition of data localization requirements), provisions on cloud.

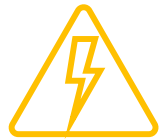
**Free Flow of  
Non-Personal  
Data Regulation**

Re-use of public sector information, including research data and high value data sets.

**Open Data  
Directive**



# Free Flow of Non-Personal Data Regulation



## Challenges

Voluntary actions on cloud switching have been superseded by Data Act.

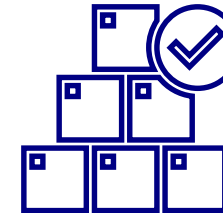
Complex supervisory model for data localisation requirements.

Further provisions that have not been relevant in practice.



## Solution

Repeal of the Free Flow of Non-Personal Data Regulation and integrate only the Regulation's central Article (prohibition of unjustified data localisation requirements in EU) into the Data Act.



## Benefits

Leaner legal landscape (**one instrument out**).



# A single, streamlined instrument for re-use of public sector data



## Challenges

Two instruments (DGA/ODD):

- Different definitions
- Uncertainty which regime applies when (eg in case of anonymization)

Market balances: Small entities find it harder to re-use data.

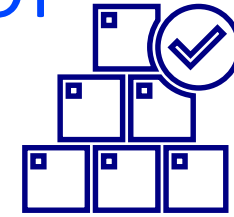


## Solution

Merge the rules into Data Act – streamline where possible, keep separate where necessary.

Clarify definitions and scopes.

New rules allow public sector bodies to set out different rules for very large enterprises.



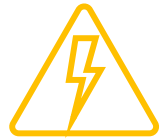
## Benefits

Consolidated rules & clear scope for **easy re-use**.

**Harmonized framework for re-use** – without touching on national access regimes.

Fighting reinforcement of dominant market positions, **ensuring fairness**.

# Rules on data intermediation services



## Challenges

Current legal framework (Data Governance Act) overly prescriptive – inhibited the development of data intermediation services.

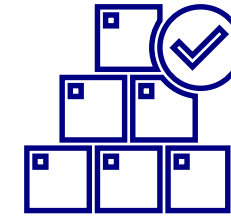


## Solution

Sharper definitions.

Conditions for obtaining the label more flexible – in particular the strict legal separation with other services.

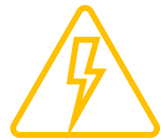
Regime becomes voluntary (label).



## Benefits

Greater uptake leading to **more voluntary data sharing or pooling**, e.g. in the context of common European data spaces.

# Narrowing down B2G scope to public emergencies



## Challenges

Scope of current 'exceptional need' obligation too wide – complicated for businesses to prepare.

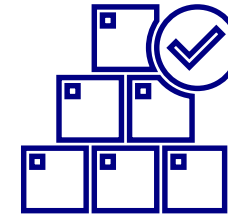
Data Act route to develop official statistics was ambiguous. Revised Statistics Regulation (2024) is clear, fair and predictable.



## Solution

Narrow the B2G data sharing obligation to public emergencies only. Definition of 'public emergency' is unchanged.

Public entities (including statistical bodies) can still use Chapter V for emergencies.



## Benefits

**Cost-savings for companies** (no longer need to prepare for wide 'exceptional need').

**B2G provisions clarified and simplified.** Public sector bodies can obtain the data they need to address public emergencies.

# Cookie rules



## Challenges

- Frequent and complex cookie pop-up banners.
- "Cookie banner" fatigue.
- Feeling of not having meaningful choice.
- However, still perception that consent gives control over a personal device such as a smartphone.
- Consent also required for low-risk processing.



## Solutions

- Place rules under **GDPR** where personal data is collected.
  - Maintain the principle that **access** to a device requires **consent**.
  - Extend current consent exemptions for certain **low-risk purposes**.
- Users can make a choice with **a single-click**.
- Cookie refusal is **respected for 6 months**.
  - Allow for centralised cookie preference settings (eg in browser or other technical means) - with **exemption for media services provider**

# Looking ahead: Digital fitness check

testing the cumulative impact of the EU's digital rules

## Objective

Analysis of the digital rulebook and signal simplification potential. Emphasis on **coherence** and **cumulative effects**.

## Join the conversation

Kick-off: mapping impacts and scoping the analysis.

Participate to the **public consultation** by 11 March and have your say!

## Timeline

Close **analysis of selected areas** in 2026. Planned **adoption** of the report in Q1 2027.

# Thank you



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# Evaluation of Data-Related Regulation

Supporting the evaluation of the Free Flow of Non-Personal Data  
Regulation, Open Data Directive and Data Governance Act



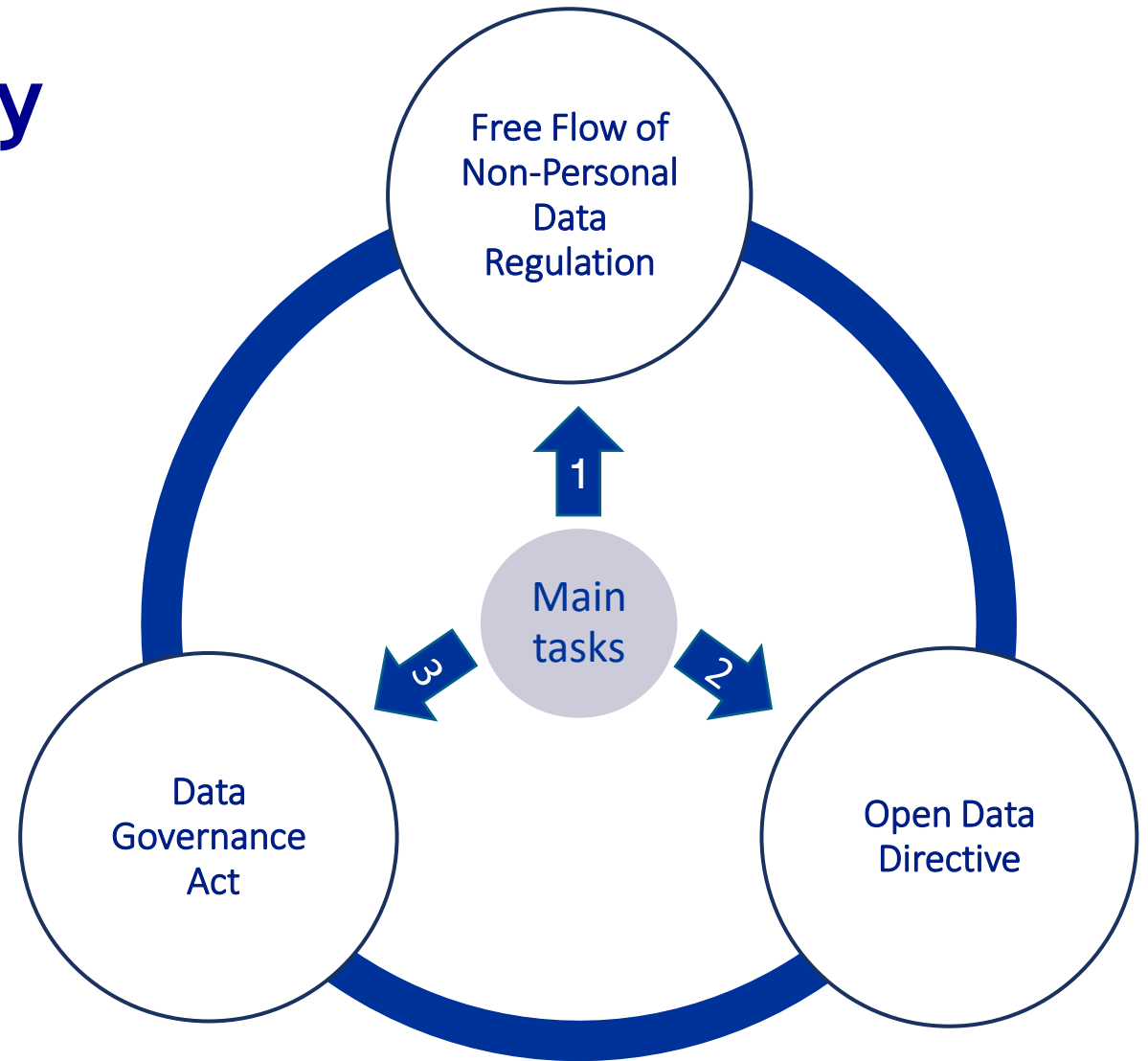
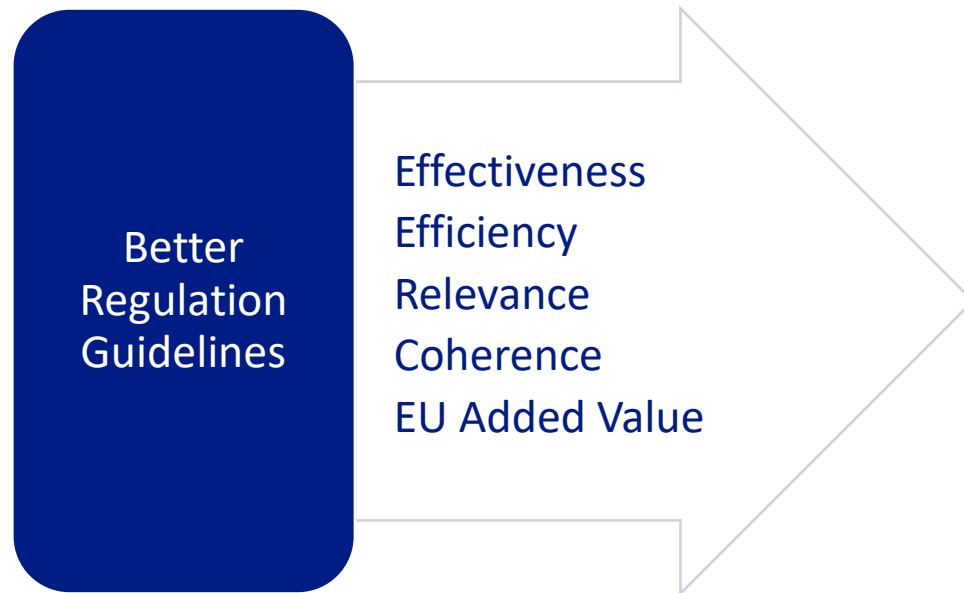
# Agenda

1. **Methodology and Evaluation Criteria, 10:25 – 10:30 (5 minutes)**
2. **Key Findings per data evaluation, 10:30 – 10:40 (10 minutes)**
3. **Cross-cutting findings and closing, 10:40 – 10:50 (10 minutes)**



# Objectives of the Study

The primary purpose of the study is to provide the Commission with a robust, evidence-based foundation to support the evaluation of three key legislative instruments.



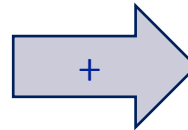
# Methodology adopted

Common set of methodological tools applied across the study



Desk Research

- Systematic review of legislative texts themselves, preparatory works, previous evaluation studies, Commission guidance documents, academic literature, industry reports and national-level legal and policy documents



Stakeholder  
consultation

- Surveys
  - Businesses
  - Civil society
  - EU27 national competent authorities
  - Public undertakings
  - Research organisations
- Semi-structured interviews
- Focus groups and workshops

# Key Findings

## *Free Flow of Non-Personal Data Regulation*

- **Legal uncertainty persists** in relation to the application of the FFDR to datasets containing both personal and non-personal data.
- **Removal of DLRs is slow and largely incidental**, with many restrictions remaining and significant gaps persisting due to national security exemptions beyond the Regulation's scope.
- **Transparency and awareness mechanisms are underperforming**, with awareness and perceived relevance being low in the private sector.
- There is a **gap between the Regulation's objectives and its real-world impact**.

# Key Findings

## *Open Data Directive*

- **Data reuse is rising**, Weekly reuse grew 7% → 27%, non-use fell 13% → 3%, but local uptake is only 3%; small businesses face hurdles.
- **High-value datasets are rare**, they make up <1% of all data and account for just 0.3% of reuse, mostly in Earth observation (56%) and statistics (25%).
- **Legal and non-government data are hard to access**, with unclear rules and limited sharing. Full reuse of legal datasets is only 7%, and many organisations outside government share little data.
- **Access gaps remain**, APIs improving but uneven; large firms dominate (25% vs 5% SMEs), creating a competitive imbalance.

# Key Findings

## *Data Governance Act*

- The DGA's goal of facilitating the availability and re-use of data across the EU by establishing trusted data-sharing frameworks and governance mechanisms is **relevant**
- The act has had **limited effectiveness** so far, due to:
  - Incomplete application
  - Low uptake from the business and other actors concerned, caused by a lack of awareness of the regime, and weak incentives → the costs and burdens of offering the services regulated by the DGA are often believed to outweigh the benefits.
- **Uncertainties** in relation to the meaning of intermediation services operating within a “closed group” and “aim to establish commercial relationships for the purposes of data sharing” (internal coherence).
- The **EU added value of the DGA cannot be fully determined**

# Cross-Cutting Coherence

## *Synergies and Complementarities*

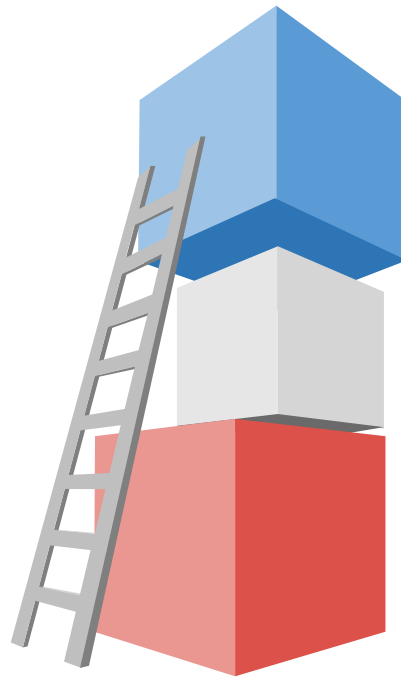
The three laws work together as a package

### Open Data Directive

Builds a **pan-European market** for public sector data.

### Free Flow of Non-Personal Data Regulation

Establishes the **principle of free movement** of non-personal data, forming the foundation for subsequent instruments.



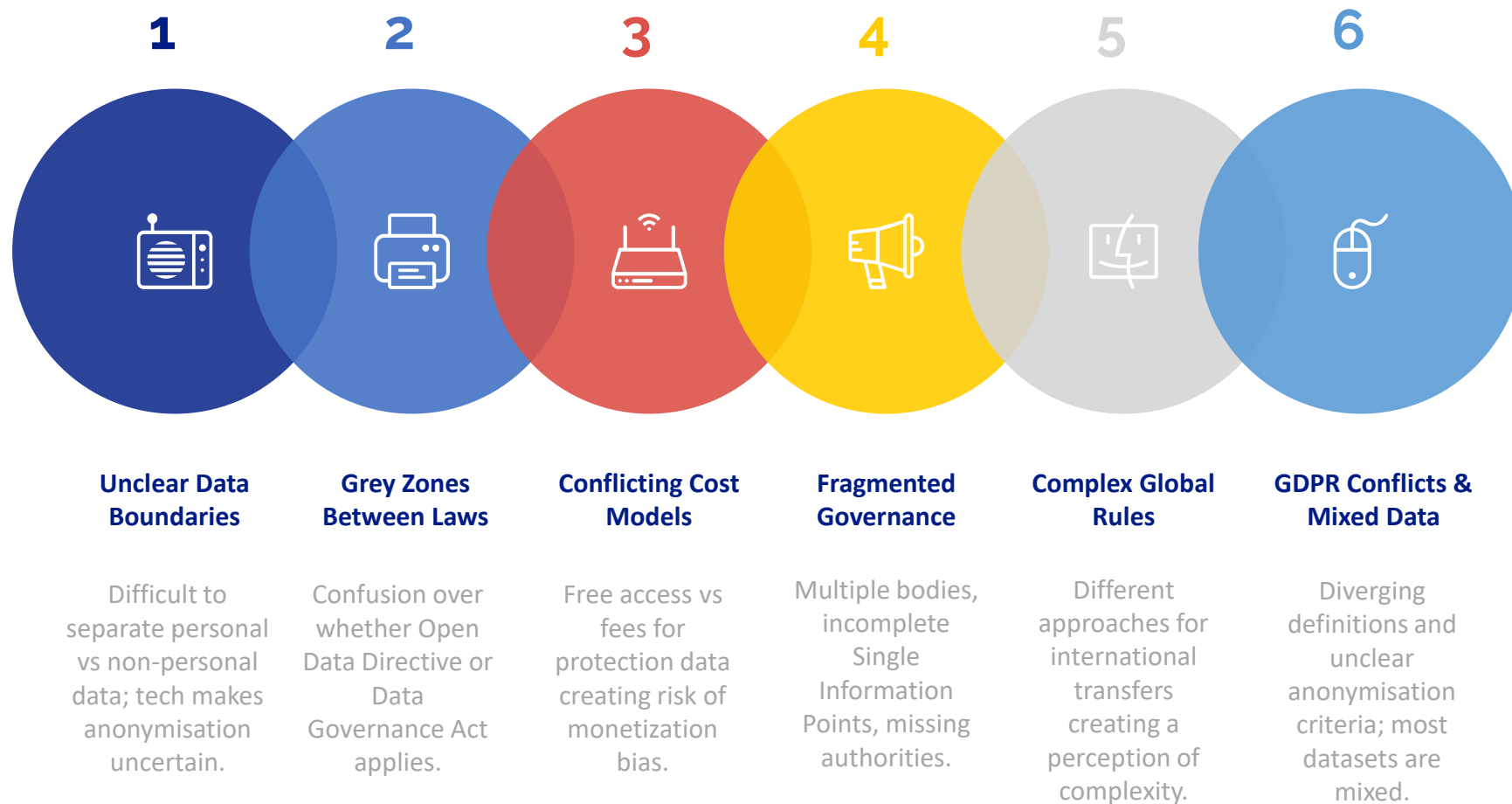
### Data Governance Act

Creates a new option for sharing data, allowing **controlled re-use of protected data** and increasing the amount of data available for innovation.



# Cross-Cutting Issues

## *Challenges in Implementation and Interpretation*



# Next steps

## 1. Consolidation, not deregulation

Instead of having three separate laws (FFDR, ODD, DGA), the EU will combine them into one law called the Data Act.

## 2. Core protections stay

Safeguards to ensure cross-country data sharing and protection of trade secrets from leaking to non-EU countries.



# Thank you!

For further queries on the evaluation study do not hesitate to contact us at:

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# Q&A



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2025 activities!

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# Register for our upcoming webinar!

**WEBINAR**

**The final Use Case Observatory: open data with real-world impact**

**data.europa academy**

**12 December 2025**  
**10.00 – 11.30 CET**



# Continue the discussion after the webinar!

## Building Europe's data future: understanding the Data Union Strategy

Submitted by [Hannah KROKER](#) on Mon, 11/10/2025 - 16:32

Topic: [Academy webinars](#)

Are you excited for our webinar on Friday, the 28<sup>th</sup> of November, about the **forthcoming Data Union Strategy**?

The broader aim of the new Data Union Strategy is to **boost AI innovation** in Europe by facilitating access to open data and providing a more streamlined legal framework.

For this webinar, we are inviting an **expert from DG CNECT** to tell us what to expect from this new legal framework and how it will likely shape open data throughout Europe.

If you are eager to find out more about this issue, why not be the first to ask your **questions in the comments**?

Get the conversation started below!

*Login using your EU login account to share your thoughts in the comment section down below.*





# Your opinion is important to us!



# Thank you

