

EU 2024-2029



A Sustainable Single Market

Making the EU Strong,
Prosperous and Green

1 An Open and Competitive Single Market

Our contribution:

Championing the Single Market



Amazon has been operating in the EU since 1998 and our various businesses show the value of the Single Market. In 2022, more than 125,000 EU-based small and medium-sized businesses (SMEs) sold products in Amazon Stores. More than 70% sold cross-border in the EU, generating more than €9.8 billion in intra-EU sales in 2022 alone. Amazon Web Services (AWS) continues to drive economic development through investing in infrastructure, jobs, and skills in communities and countries across Europe. Prime Video contributes to Europe's cultural richness, producing works in several EU languages - over 100 European Originals so far - for distribution across the Single Market and the world. Amazon continuously develops innovative tools to democratise access to new technologies and lower obstacles to trade.

Our suggestions:

Increased ambitions to enforce and complete the Single Market to strengthen global competitiveness

- Strengthen consumers' rights through smart enforcement of consumer rules
- Reduce red tape for small businesses through more effective customs procedures
- Empower consumers and SMEs by increasing choice in cross-border payment methods
- Product policies for a Single Market that deliver for consumers and sellers, including clear and proportionate product policies, simplified Intellectual Property protection, and digital labelling
- Support technology choice in the transition to the cloud, building consistency with international standards, and a one-stop-shop for cybersecurity
- Strengthen the Single Market by reinforcing the transatlantic relationship
- Follow the 'think small first' principle from impact assessments to implementation, to promote SME innovation and international growth
- Reduce logistics emissions and costs through a more effective EU road transport framework
- Accelerate the green transition by removing Single Market barriers and ensure a level playing field for sustainable goods and services*



**The World Economic Forum has identified 25 key climate technologies that governments should focus on to increase trade, and thereby support climate action.*

2 An Innovative Economy Fit for Global Leadership

Our **contribution**: Investing in Europe's technology and people

We use our innovations to empower the European economy. For Marketplace Selling Partners, we offer high tech logistics, cloud and automation services as well as access to millions of customers at usage-based costs. In 2022 alone, we invested more than €8 billion in innovative sales tools for our Selling Partners. AWS is driving the next wave of secure and responsible AI adoption by making it practical and cost effective for European organisations and innovators to develop and deploy AI solutions to achieve their digital goals. Amazon is also using AI driven devices and solutions to benefit EU consumers, such as Alexa and its upcoming suite of conversational AI capabilities, which will deliver an even more intuitive and intelligent experience. To help upskill Europe's workforce, the Amazon Small Business Accelerator has trained more than 130,000 entrepreneurs over the last two years in Germany, France, Italy, Spain, and Sweden in digital skills for free. AWS has committed to provide free cloud computing skills training to 29 million people in Europe and other regions by 2025. For creatives, Amazon Kindle allows authors to publish their books independently and Prime Video partners with European content producers to make their works available across the EU and beyond. All of this is powered by 150,000 direct employees spread across 20 EU Member States and our investment of more than €150 billion in the European Union since 2010.

Our **suggestions**: Empowering European competitiveness

- Reindustrialise Europe through adoption of future-oriented technologies through a supportive and risk-based regulatory environment for technologies like AI, satellite-based connectivity, cloud, drones, and advanced safety technology
- Ensure customers are protected wherever they shop as retail is 'hybrid'
- Empower citizens by providing education and training for technologies like cloud and AI
- Keep costs low for small businesses including reducing cross border red tape costs, facilitating access to funding for business foundation, and keeping internet connectivity fees low

3 A Competitive Green Deal

Our **contribution**: Working toward net-zero carbon by 2040

Amazon is the largest corporate buyer of renewable energy in Europe, we are on a path to powering our operations with 100% renewable energy by 2025 and we use 100% recyclable outbound delivery packaging in the EU. Amazon is also investing €1 billion to further electrify and decarbonise our transport network across Europe and our delivery partners and Amazon have deployed thousands of electric vans, electric cargo bikes, and pushcarts to make on-foot deliveries. This benefits Amazon, our customers, the hundreds of thousands of SMEs using our services, and the planet as we work towards reducing tail-pipe emissions. Through The Climate Pledge we have a goal to reach net-zero carbon by 2040.

Our **suggestions**: A sustainable and scalable green transition that works for SMEs and is built on a barrier-free Single Market

- Set an ambitious climate target for 2040, based on realistic pathways that will deliver results
- Invest into a modern electricity grid that supports development of renewables, backed by battery storage, and incentives for energy sharing
- Accelerate the transition of the transportation sector by facilitating multimodal transport and deploying next gen technologies at scale through investments in charging and refuelling networks
- Scale the availability, supply, and use of sustainable building materials
- Remove administrative barriers to the circular economy by simplifying Extended Producer Responsibility (EPR) recycling fees when trading cross-border in the EU

PROSPEROUS

GREEN



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