SDG Services model: scoping options

The Catalogue of Services Action is proposing the definition of a SDG Services model to model the information requirements of the Single Digital Gateway Regulation, with a focus on articles 9, 10 and 11. The goal is to make information easily findable through the YourEurope portal. In this regard, we have identified a first set of the most important information concepts from the Regulation. During the first webinar with the Member States that took place on the 24th of March, next to prioritizing these concepts, we challenged and further defined the scope, use cases and goal for this SDG Services model.

In order to be aligned with all Member States, we clarify in this document the objective of the work we are currently doing on the **SDG Services model**.

Problem statement

The YourEurope portal serves as a search engine, where a user searches for information and gets links as results. There are two key aspects for making YourEurope fit-for-purpose.

*1. **Quality** of the results, **harmonisation** of the result details and a focus on the user's perspective by providing a **minimum common information** per result to decide easily on which link to click.*

The quality of the results obtained when searching for information on YourEurope varies greatly and the information displayed per result is limited, requiring the visitor to click on each result to get a better idea of the content. See for example two extracts of results for information about applying to a university in different cities (Utrecht and Helsinki) on the next page.

*2. **Provision** and **maintenance** of the links and their metadata tags as basis for the information on YourEurope*

Depending on the countries and organisations, the provision and maintenance of the information about the links and the links themselves require a lot of manual processing. How can we simplify and automate the work required from civil servants to publish or make the right information available? For example by reusing as much as possible existing information structured at national or subnational levels and automatically map it to the agreed SDG Services model.

https://europa.eu/youreurope/search-results/index_en.htm?ye-search-terms=apply+university+utrecht

https://europa.eu/youreurope/search-results/index_en.htm?ye-search-terms=apply+university+helsinki

Objective of the SDG Services model

How do we help citizens and businesses to find and get the information they need at a glance, while minimising the efforts from Member States to provide this information?

Minimising the number of clicks and time required from YourEurope visitors to obtain the right information.

We can achieve this by:
- Giving visitors a minimum common set of information per link in order to decide if the result is relevant or not without having to click on it, therefore providing a guided search with a user centric approach;
- Enriching the metadata information about the links to improve the findability and searchability of results;
- Agreeing on a common set of information to harmonise the types of results per search.

All the points above can be tackled by agreeing and implementing a common data model acting as metadata tagging information that could be semantically tagged to display the links to the relevant pages, the so-called SDG Services model. This model would define the generic types of information that are useful for all kinds of services required by the SDGR.

For example, we could imagine that the following types of information are useful for the objectives above (*this is illustrative, the exact information will be agreed in our exercise as well as the most appropriate tag's name for user's centric considerations*):

Policy name (based on code from SDGR annexes)
Alternative/preferred name(s) (text used by the authority)
Short description (text)
Link of the webpage (URL)
Country (code)
Name of the country (derived from the code)
Detailed location of the service (e.g. municipality, city) (code)
Name of the detailed location (derived from the code)
Keywords (text)
Related service(s)' name (text)
Related service(s)' link (URL)
Name of the output (text)
Name of the competent authority (text)
Contact details (email)

As part of the modelling exercise, we will need to define together this list, the type of data expected (e.g. text, URL, number) for each term and some usage notes to harmonise the understanding and usage of each term. When defining this list, we need to keep in mind that the focus lies on

the user's perspective, building a semantic web which will help the user in his search for the right information.

Coming back to the example of applying to a university in Helsinki, the list above would become:

Policy name Submitting an initial application for admission to public tertiary education institution
Alternative/preferred name(s) Applying for Bachelor's and Master's level studies
Short description There are two ways to **apply** to a higher education degree programme in **Finland**: joint **application** or separate **application**. Make sure to check how and when you need to **apply** to your chosen study programme. There is no **application** fee, **applying** is always free.
Link of the webpage https://studyinfo.fi/wp2/en/higher-education/how-to-apply-for-bachelors-and-masters/
Country FI
Name of the country SUOMI / FINLAND
Detailed location of the service FI1B
Name of the detailed location Helsinki-Uusimaa
Keywords university, higher education, higher school
Related service(s)' name
Bachelor's programmes offered in English in universities
Master's programmes offered in English in universities
Related service(s)' link
https://studyinfo.fi/app/#!/haku/*?page=1&articlePage=1&organisationPage=1&itemsPerPage=25&sortCriteria=0&facetFilters=teachingLangCode_ffm:EN&facetFilters=educationType_ffm:et01.05.05&tab=los
https://studyinfo.fi/app/#!/haku/*?page=1&articlePage=1&organisationPage=1&itemsPerPage=25&sortCriteria=0&facetFilters=teachingLangCode_ffm:EN&facetFilters=educationType_ffm:et01.05.02&tab=los
Name of the competent authority Finnish National Agency for Education
Contact details contact@oph.fi

The information in yellow would be displayed as results while the information in blue and in yellow would be used by the search engine to get and rank the results.

Your Europe > Search results

🏠   Life and travel   Doing business   Contact assistance services   Report an obstacle   Events

🔍 apply university helsinki

Choose national / EU content ⌄   Choose language ⌄

Alternative name — **Applying** for Bachelor's and Master's level studies 👍👎
URL — https://studyinfo.fi/wp2/en/higher-education/how-to-apply-for-bachelors-and-masters/
Short description — There are two ways to **apply** to a higher education degree programme in **Finland**: joint **application** or separate **application**. Make sure to check how and when you need to **apply** to your chosen study programme. There is no **application** fee, **applying** is always free.

Related services' name and link — **Related information**
Bachelor's programmes offered in English in universities
Master's programmes offered in English in universities

Competent authority — **Competent authority**
Finnish National Agency for Education

Contact details — **Contact details**
contact@oph.fi

Open **University**, Performance economy, autumn 2020 - **University** of ... 👍👎
studyinfo.fi/app/#!/koulutus/1.2.246.562.17.80373902198
University of the Arts **Helsinki**, Open **University**. **Helsinki** ... The Open **University** students need to include a motivation letter in the **application**. Add your name on ...

Music Technology, Master of Music (2.5 yr) - **University** of the Arts ... 👍👎
studyinfo.fi/app/#!/korkeakoulu/1.2.246.562.17.481569065210
University of the Arts **Helsinki**, Sibelius Academy. Music Technology ... **Applications** to Music Technology programme are accepted only every other year . In 2021 ...

Education & Youth

Rights and requirements for EU nationals using the education system in another EU country: fees, language exams, recognition of qualifications, etc.

Retiring abroad

What happens with your pensions, healthcare and taxes if you go to live in another EU country

As you can see, many types of information listed above are already agreed as part of the metadata tags. With the SDG Services model, we will:

- agree on additional types of information which are useful to be displayed or used by the search engine;
- agree on how such information could be structured; and
- define short usage notes to harmonise the way each organisation understands the information in practice.

Providing structured and rich information through a central access point in a decentralized setting

From an implementation point of view, there are several ways to exchange structured information. The SDG Services model can be implemented in a decentralized architecture, where data can be displayed on YourEurope on the basis of a search in order to improve the user experience, but the bulk of the information itself is hosted on the national or subnational portals and accessed through the search results as per article 4.2 of the Regulation.

Approach

STEP	STATUS
Analyse and model the information requirements from the SDGR	Done
Prioritise the information in function of its added-value for the end-user	Ongoing
Model the prioritised information requirements and agree on the semantics using the methodology presented during the 1st webinar	Not started
Create a specification which can be used as a common reference by all Member States	Not started

Once the model is defined, the additional steps will concern its implementation and further enrichment. The implementation can initially be in a testing setup with a number of interested Member States. This is not in scope of the work defined by this document and could be taken up as a next step.