

# European Commission Instructions

The EU is facing existential turmoil in a period of incredible technological advancement. Many questions regarding the use of technology and its role in society. You are on the European Union team, so you will represent the EU in negotiations. You have a variety of goals-- keep your constituents happy, ensure European companies are able to compete-- and your actions will directly affect achieving these goals. There may be times when cooperation with Silicon Valley is needed-- and times when it is not.

## Issues

Each turn, you will have an issue to discuss and make a decision on. There will be a description of the problem and several possible options. You can look at the corresponding issue page to see the effects of each option. Some of the effects may be conditional on what the other team chooses: it will be up to you to convince the other team of their choice and select an option for your team. At the end of each turn, when both teams hit "Next Turn", you will see the results of the simulation.

## Actions

In addition to issues, there will be actions, which either team can take at any time. These are designed to be used in negotiations: if you don't like a deal, you can propose adding beneficial actions, or threaten destructive ones. These will be reset every turn, so feel free to use them as many times as you want.

## Parameters

Here are some of the variables which the simulation will track:

- **Opinion:** How well Silicon Valley and the EU are liked within Europe.
- **Shares:** The European tech market share which each entity holds. There is a difference between "domestic" EU share, which is a person buying software from their country, and "cross" being cross-border sales in the EU.
- **Development:** Shows how much technological progress you have made. It is split into EU and US developments, and greater development will allow you to take more shares in the future. It will slowly tick up based on the development happening in the EU and the US.

## Your Goals

So what are your goals for the simulation? You want to achieve the following:

- EU Market Share in total is at least 50%
- EU popularity is at least 50%
- Total development at least 60%
- Cross EU Market Share at least 15%

# Silicon Valley Instructions

The EU is facing existential turmoil in a period of incredible technological advancement. Many questions regarding the use of technology and its role in society. You are on the Silicon Valley team, so you will represent the large American tech firms in negotiations. You have a variety of goals-- remain competitive on the world stage and keep development high-- and your actions will directly affect achieving these goals. There may be times when cooperation with the EU is needed-- and times when it is not.

## Issues

Each turn, you will have an issue to discuss and make a decision on. There will be a description of the problem and several possible options. You can look at the corresponding issue page to see the effects of each option. Some of the effects may be conditional on what the other team chooses: it will be up to you to convince the other team of their choice and select an option for your team. At the end of each turn, when both teams hit "Next Turn", you will see the results of the simulation.

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## Your Goals

So what are your goals for the simulation? You want to achieve the following:

- US Market Share in total is at least 50%
- Total development at least 60%
- Opinion of Silicon Valley at least 55%

# EU Issue 1: Not All Flowers and Rainbows

*The EU Commission has had a case brought in front of it against the Silicon Valley startup called Scent. Scent is an app which allows users to have flowers sent to their home or office; anybody can sign up, and anybody can send flowers. The app has hundreds of thousands of downloads in every country, and has reduced flower sales of some countries, such as the Netherlands, by 20%. Many stories have emerged of Scent providers picking flowers from public gardens, country-side roads and, in one case, the EU Headquarters. Florist unions across the continent are in uproar over this app; according to a statement, "Flowering is a difficult skill that takes years to learn; Scent requires no certificate of floristry excellence, and little training, making it dangerous for the public and the environment at large". However, Scent refutes this saying that "people know what their getting when they order a bouquet through Scent. Scent cannot possibly be responsible for every flower-picker in Europe". How should the EU Commission rule on this matter? Should the Silicon Valley stand behind Scent, or vocalize opposition to their case in the European Courts?*

## Options

### Rule with Scent

If florist unions can't compete in the modern world, that's the way it goes. Scent itself is doing nothing illegal.

#### Effects

- 4% EU Opinion
- 2% EU Shares
- +6% Total Development

### Rule against Scent

We can't allow thousands of people to suddenly be unemployed-- especially if there is no realistic alternative.

#### Effects

- 5% US Shares
- 4% Total Development
- +2% EU opinion

## Their Options

**Work with Unions** – Will significantly increase the EU market shares of tech sales.

**Disagree with European Commission** – Will slightly hurt the general opinion of the EU

**Nothing** – No effect on you

## EU Issue 4: Double Europe

*Earlier this week, the small Swiss website “LeMondeBild.ch” picked up a story claiming that tech giant Zoomzain had not paid EU taxes for six years through a tax loophole called “Double Europe”. Zoomzain is the largest producer of laptops in the EU, representing nearly 10% of all American sales in the US. Several EU delegations, including those in France, Italy and Croatia, where Zoomzain has offices located, say that they have been using EU resources while keeping all of their record-breaking profits in the US. Zoomzain president Jerry Stobbs claims that the company acted in a legal manner, and that the EU needs to relax tax regulations if it is to remain competitive.*

### Options

#### Disregard

The EU knows that its taxes are rendering their industries obsolete, so you will allow the tax hole and allow EU companies to take advantage of the same law.

#### Effects

+5% EU tech sector growth

+4% US tech sector growth

#### Demand Reparations

EU companies pay EU taxes to do EU business; why shouldn't American companies? Demand that the back taxes are paid in full.

#### Effects

If American companies agree to pay back taxes:

+7% general opinion of EU

If American companies refuse to pay back taxes:

-3% general opinion of EU

#### Force Repayment

Seize the assets of any company which is engaged in

#### Effects

-5% general opinion of the EU

-6% US Shares

### Their Options

**Placate EU** – Will slightly increase the general opinion of the EU and benefit EU tech sector growth

**Refuse to Pay** – Will slightly hurt the general opinion of the EU

**Remove EU Headquarters** – Will severely hurt the general opinion of the EU and hurt EU tech sector growth.

## EU Issue 2: Bohemian Rhapsody

*The world was shocked when the autonomous region of Western Bohemia voted by popular referendum to form an independent nation. The transition was swift, with both the EU and the newly elected Jan Hus Party taking the hard line. However, one of the largest companies from the new country is Kartenzeichner, a mapping company whose products have been used many self-driving research projects throughout Europe. Kartenzeichner have requested access to the Single Digital Market, arguing that their work is crucial to retaining the relevancy of the European tech sector. The European Commission as well as the general sentiment of the people say that Western Bohemia must negotiate entry into the EU before talking about the future of Kartenzeichner. American maps giants like SudoMap and Zygotic protest that it is unfair to allow Kartenzeichner access to the SDM, but not them.*

### Options

#### Deny Access

Allowing non-members access to the Single Digital Market is a dangerous precedent. Better that we follow the desires of the European Commission and the European citizens.

##### Effects

- 5% EU development
- +8% general opinion of EU
- 2% inter-EU trade

#### Allow Access to Kartenzeichner

Our markets simply need access to the map data. Let's allow them to participate in the SDM.

##### Effects

- +5% EU development
- 10% general opinion of EU
- +2% inter-EU trade
- 3% American development

#### Allow Access to Everybody

Competition makes us stronger! Allow any mapping company access to the Single Digital Market.

##### Effects

- +6% EU development
- 4% opinion of EU
- 2% inter-EU trade
- +10% American growth

### Their Options

**Demand Equal Access as Bohemia** – No significant effect for EU

**Support EU decision** – Will slightly improve the opinion of the EU

**Pull resources from Europe** – Will severely hurt European development

## EU Issue 3: The Jet Prime

*Ever since the release of their revolutionary touch screen phone called “the Jet Prime” in 2007, smartphone use has exploded in Europe, with some 90% of Europeans owning a smartphone. The phone’s creator, Yarra, has added features allowing friends to share their locations and whereabouts at any time. However, many in the European tech community have expressed doubt about how the information was being used, and last week, an article came out that Yarra had been selling the location information to the tune of billions a year.*

### Limit All Tracking Info

It is preposterous to think that anyone should be tracked just by virtue of owning a phone. Let’s ensure that Yarra can’t sell phones which will allow them to track their customers.

#### Effects

- 10% American development
- 2% European development
- +4% EU opinion
- +1% US company opinion

### Allow Tracking Info

There are uses for tracking software, and a consumer should know this when they go to by a phone.

#### Effects

- +4% American development
- 2% EU opinion

### Fund Tracking Info

Maybe there is a use after all for tracking-- cybersecurity is a serious threat to our way of being. People may protest, but do they know how to run a country like you do?

#### Effects

- +8% European development
- +2% cross EU shares
- 7% EU opinion

### Their Options

**Stop all tracking programs** - Significantly hurts development

**Continue tracking programs** – No significant impact on the EU

## EU Issue 5: The Future of Democracy

*The election of Prime Minister Hans Bjorkstrom Larson in Sweden has raised serious doubts about the use of social media in populist politics. Mr. Larson has a considerable online following, so much so that entire news websites are dedicated to Mr. Larson's politics. His opponents lament the fact that these sites get thousands of shares for every article. They say that these articles are often blatantly false, such as the one which reported that opposition leader Sven Hendriksson was running an illegal surströmming operation from his home in Uppsala. They also claim that "Facebook and Twitter's algorithms give unneeded weight to articles that have already been shared, causing the problem we see today". When asked for a comment, Mr. Larson said "if Facebook and Twitter want to begin censoring news, of course they would start with me". His office says that social media giants should not be allowed to meddle in Swedish politics, and most polls of Swedes seem to agree. Should the EU Commission consider a case against Google and Facebook to limit the spread of these articles?*

### Provide Ultimatum

Tell Silicon Valley that they must restrict the sharing of articles from questionable sources. If Silicon Valley won't do it, then we will see people move to European platforms.

#### Effects

If Silicon Valley agrees:

+7% opinion of the EU

Else:

-8% US shares

### Sue Facebook

While we might not win a lawsuit, we can certainly hit Facebook's public image by making them have their day in court.

#### Effects

-5% US shares

-3% US opinion

-5% EU opinion

### Back Mr. Larson

Who are we to say what is a fallacious article? What Facebook and Twitter are doing is not only legal, but completely democratic.

#### Effects

+6% opinion of EU

Donald J. Trump gets elected President of the United States

### Their Options

Neither of their options will have a direct effect on you, unless you select the ultimatum option.

# US Issue 1: Not All Flowers and Rainbows

*The EU Commission has had a case brought in front of it against the Silicon Valley startup called Scent. Scent is an app which allows users to have flowers sent to their home or office; anybody can sign up, and anybody can send flowers. The app has hundreds of thousands of downloads in every country, and has reduced flower sales of some countries, such as the Netherlands, by 20%. Many stories have emerged of Scent providers picking flowers from public gardens, country-side roads and, in one case, the EU Headquarters. Florist unions across the continent are in uproar over this app; according to a statement, "Flowering is a difficult skill that takes years to learn; Scent requires no certificate of floristry excellence, and little training, making it dangerous for the public and the environment at large". However, Scent refutes this saying that "people know what their getting when they order a bouquet through Scent. Scent cannot possibly be responsible for every flower-picker in Europe". How should the EU Commission rule on this matter? Should the Silicon Valley stand behind Scent, or vocalise opposition to their case in the European Courts?*

## Options

### Disagree with European Commission

Publically say that the entire case against Scent is ridiculous!

#### Effects

-5% general opinion of EU

### Work with Unions

Offer to work with unions in retraining laid off workers in app development.

#### Effects

+10% EU shares

+2% general opinion of Silicon Valley.

### Nothing

Silicon Valley has no particular stake in European politics, so we'll remain out of it.

#### Effects

-2% general opinion of Silicon Valley

## Their Options

**Rule with Scent** – Will slightly increase overall development

**Rule against Scent** – Will slightly hurt the US share market in the EU



## US Issue 4: Double Europe

*Earlier this week, the small Swiss website “LeMondeBild.ch” picked up a story claiming that tech giant Zoomzain had not paid EU taxes for six years through a tax loophole called “Double Europe”. Zoomzain is the largest producer of laptops in the EU, representing nearly 10% of all American sales in the US. Several EU delegations, including those in France, Italy and Croatia, where Zoomzain has offices located, say that they have been using EU resources while keeping all of their record-breaking profits in the US. Zoomzain president Jev Stobs claims that the company acted in a legal manner, and that the EU needs to relax tax regulations if it is to remain competitive.*

### Options

#### Placate EU

Zoomzain will agree to back-pay the six years of back taxes, and will pledge to not use the “Double Europe” loophole in the future.

##### Effects

- 10% capital for Silicon Valley
- +2% opinion of EU from EU citizens
- +3% growth for EU tech sector
- +1% growth for US tech sector

#### Refuse to Pay

Unless the law is reformed, US tech companies will continue to use “Double Europe” to save money.

##### Effects

- 2% opinion of EU from EU citizens
- 3% growth for US tech sector.

#### Remove EU headquarters

It's obvious the EU's tax code is too restrictive for such an innovative and fickle industry. Zoomzain will remove its offices in all EU member states.

##### Effects

- 5% opinion of EU from EU citizens
- 10% opinion of US tech companies
- 6% growth for US tech sector.
- 8% EU development

### Their Options

**Disregard** – Will slightly increase development

**Demand Reparations** – No direct effect to Silicon Valley

**Force Repayments** – This will have a negative effect on American products being sold in Europe.

## US Issue 2: Bohemian Rhapsody

*The world was shocked when the autonomous region of Western Bohemia voted by popular referendum to form an independent nation. The transition was swift, with both the EU and the newly elected Jan Hus Party taking the hard line. However, one of the largest companies from the new country is Kartenzeichner, a mapping company whose products have been used many self-driving research projects throughout Europe. Kartenzeichner have requested access to the Single Digital Market, arguing that their work is crucial to retaining the relevancy of the European tech sector. The European Commission as well as the general sentiment of the people say that Western Bohemia must negotiate entry into the EU before talking about the future of Kartenzeichner. American maps giants like SudoMap and Zygotic scream that it is unfair to allow Kartenzeichner access to the SDM, but not them.*

### Options

#### Support EU Decision

American companies cannot become entangled in European politics, so we will agree with whatever decision the EU makes.

##### Effects

+2% general opinion of US tech companies

+2% general opinion of EU

#### Demand Equal Access as Bohemia

We deserve exactly the same trade rights as any non-EU company!

##### Effects

If EU denies access:

-5% opinion of US tech companies

If EU allows all access:

+10% opinion of US tech companies

#### Pull Resources out of EU

This political maneuver is sure to create instability in the European market, so let's start investing in other regions

-4% US Shares

-8% European development

### Their Options

**Deny Access** – Will slightly hurt EU development, and thus overall development.

**Allow Access to Kartenzeichner** – Will hurt the US share of market in the EU.

**Allow Access to Everyone** – Will significantly help the US share of market in the EU.

## US Issue 3: The Jet Prime

*Ever since the release of their revolutionary touch screen phone called “the Jet Prime” in 2007, smartphone use has exploded in Europe, with some 90% of Europeans owning a smartphone. The phone’s creator, Yarra, has added features allowing friends to share their locations and whereabouts at any time. However, many in the European tech community have expressed doubt about how the information was being used, and last week, an article came out that Yarra had been selling the location information to the tune of billions a year.*

### Stop all tracking programs

Tracking is a dangerous technology that should not be preinstalled on any phone.

#### Effects

- +2% Silicon Valley opinion
- 7% development
- 5% US share

### Continue tracking programs

We will continue to sell tracking-enabled phones, or there is no way to add all the features consumers demand.

#### Effects

- 5% Silicon Valley opinion
- +5% US shares

#### Their Options

**Limit All Tracking Info** – Significantly hurts American development, but will slightly help the opinion of Silicon Valley.

**Allow Tracking Info** – Significantly helps American development

**Fund Tracking Info** – No direct impact on US companies

## US Issue 5: The Future of Democracy

*The election of Prime Minister Hans Bjorkstrom Larson in Sweden has raised serious doubts about the use of social media in populist politics. Mr. Larson has a considerable online following, so much so that entire news websites are dedicated to Mr. Larson's politics. His opponents lament the fact that these sites get thousands of shares for every article. They say that these articles are often blatantly false, such as the one which reported that opposition leader Sven Hendriksson was running an illegal surströmming operation from his home in Uppsala. They also claim that "Facebook and Twitter's algorithms give unneeded weight to articles that have already been shared, causing the problem we see today. When asked for a comment, Mr. Larson said "if Facebook and Twitter want to begin censoring news, of course they would start with me". His office says that social media giants should not be allowed to meddle in Swedish politics, and most polls of Swedes seem to agree. Should the EU Commission consider a case against Google and Facebook to limit the spread of these articles?*

### Restrict articles

Silicon Valley has an obligation to ensure a constituency which is well-informed with sources that are trustworthy and factual.

#### Effects

-3% opinion of Silicon Valley

### Continue articles

Not allowing people to share articles from their favourite articles is a step short of censorship.

#### Effects

+4% opinion of Silicon Valley

### Their Options

**Sue Facebook** – Will hurt your market share and opinion

**Provide Ultimatum** – If you choose to continue with the current algorithms, you will suffer a large penalty to your market share.

**Back Mr. Larson** – No significant effect on Silicon Valley

# EU Actions

## 1. Give tax breaks for tech

### i. Description

As a sign of good faith, we will give tax breaks for both European and American companies willing to employ European software engineers. This will help the tech economy greatly, but hurt our public image

### ii. Effect

+10% total development  
-3% EU opinion

## 2. Enforce minor language software

### i. Description

It's easy enough to find any software in English, and most have other languages like French and Spanish. But the EU should ensure that any software is available in minor languages, from Basque to Hungarian. Some software companies will be unhappy to have to comply.

### ii. Effect

+2% opinion for EU  
+15% cross-EU  
Tech development -4% all regions

## 3. Praise Silicon Valley

### i. Description

Silicon Valley is bringing our world into the 21st century, and it is crucial that we let Europe stand behind it in this endeavour.

### ii. Effect

+2% opinion of Silicon Valley

## 4. Criticize Silicon Valley

### i. Description

Silicon Valley is free market run amok, we must warn our citizens about their dangers!

### ii. Effect

-2% opinion of Silicon Valley

# Silicon Valley Actions

## 1. Add offices in a European City

### i. Description

This will build good faith with the EU and employ European software engineers and marketing specialists, but will cause some disquiet from American workers.

### ii. Effect

+4% total development  
-3% Silicon Valley opinion

## 2. Push back European release dates for new technology

### i. Description

There is no better way to protest against EU decisions than to force their citizens to wait a week or two to get the same smartphone or processor that America is clamoring for...

### ii. Effect

-2% general opinion of Silicon Valley  
-4% general opinion of the EU

## 3. Criticize European Union

### i. Description

The European Union limits free trade between us and Europe, preventing us from bringing our products from European markets--European citizens need to know about this!

### ii. Effect

-2% general opinion of the EU

## 4. Praise European Union

### i. Description

Release a statement saying that we stand with the European Commission as they are doing their part in ensuring the future of technology

### ii. Effect

+2% general opinion of the EU