

# **IMP Meeting**

## **Agenda item x**

### **Single Window principles**

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**Piraeus, 2 April 2014**

**ECONOMIC COMMISSION FOR EUROPE  
United Nations Centre for Trade Facilitation  
and Electronic Business (UN/CEFACT)**

**Recommendation No 33  
on establishing  
a Single Window**

*to enhance the efficient exchange of information  
between trade and government*



**UNITED NATIONS  
New York and Geneva, 2005**

# Key factors in establishing a successful SW

## Factor 1: Political will

- The existence of strong political will on the part of both government and business to implement a SW.
- requires proper dissemination of clear and impartial information on objectives, implications, benefits and possible obstacles.
- availability of resources to establish a SW is related to the level of political will and commitment to the project.
- establishing the necessary political will is a building block upon which all the other success factors have to rest.

## **Key factors in establishing a successful SW**

### **Factor 2: Partnership between Governmental agencies mutually and with transport operators**

- representatives from all relevant public and private sector agencies should participate in the development of the system from the outset.
- this should include participation in all stages of the project, from the initial development of project objectives, situational analysis, and project design through to implementation.
- success of the SW depends critically on the involvement, commitment and readiness of these parties.

## **Key factors in establishing a successful SW**

### **Factor 3: Establishment of Clear Project Boundaries and Objectives**

- establishment of clearly defined goals and objectives.
- careful analysis of the needs, aspirations and resources of the key stakeholders, and also on the existing infrastructure and current approaches to the submission of trade and transport information to government.
- this analysis should involve all key stakeholders from both government and the maritime industry.

# Key factors in establishing a successful SW

## Factor 4: User Friendliness and Accessibility

- comprehensive operating instructions and guidelines should be created for users.
- Help Desk and user support services should be established
- collecting feedback information on areas of difficulty and bottlenecks in the system and this information can be a valuable tool in its further development.
- practical training courses for users.
- address the multilingual requirements.



# Key factors in establishing a successful SW

## Factor 5: Legally-enabling Environment

- legal environment is a pre-requisite for SW implementation.
- changes in legislation can sometimes be required in order to facilitate electronic data submission/exchange and/ or an electronic signature system.
- restrictions concerning the sharing of information among authorities and agencies, as well as organisational arrangements for the operation of a SW may need to be overcome.
- delegating power and authority to a lead agency do need to be examined.

# Key factors in establishing a successful SW

## Factor 6: International Standards and Recommendations

- the implementation of a SW entails harmonisation and alignment of the relevant documents, information exchange and data sets.
- data models must be based on international standards and recommendations.
- harmonisation of data used by different participants in their legacy system can be one of the biggest challenges for SW implementation.



# Key factors in establishing a successful SW

## Factor 7: Financial Model

- the financial model for the SW should be reached as early as possible.
- clarity on this point can significantly influence decision-makers to support the implementation of the system.

# Key factors in establishing a successful SW

## Factor 8: Promotion and Marketing

- promotion campaign should involve representatives from all the key government and private stakeholders.
- clear implementation timetable should be established and promoted at the earliest possible stage.
- marketing should clearly identify the benefits and cost savings as well as specific points relating to the increased efficiency derived from the implementation of SW.

# Key factors in establishing a successful SW

## Factor 9: Communications Strategy

- mechanism for keeping all stakeholders informed on project goals, objectives, targets, progress (and difficulties) creates trust and avoids misunderstanding.
- handle stakeholders' expectations properly (promising less and delivering more rather than the other way round).