

**Source: Commission of the European Communities  
Communication COM(2009) 471 of September 10<sup>th</sup> 2009**

**Priority 1: Foster migration**

An active role for public authorities

Actions	Actors	Deadline
Design national migration plans for public administrations	Member States	October 2009
Migration of national public administrations to SEPA standards, products and services	Member States	End-2010
Migration of European institutions to SEPA standards, products and services.	Commission/other European Institutions	June 2010

Efficient migration monitoring

Actions	Actors	Deadline
Annual progress report to ECOFIN Council on state of migration	Commission in cooperation with ECB	Forthcoming: 2009
Eurosystem SEPA Progress Reports	Eurosystem	At regular intervals (last report November 2008)
Publication of SEPA indicators	ECB	Throughout the migration phase
Publication of a biannual scoreboard on public administrations migration	Commission	From 2009 during the migration phase
2 <sup>nd</sup> SEPA benchmarking study	Commission	Mid-2011

Need to agree on a migration end-date

Actions	Actors	Deadline
Consultation of stakeholders based on consultation paper	Commission	3 August 2009
Political endorsement	ECOFIN Council	December 2009
Completion of impact assessment work	Commission	February 2010

**Priority 2: Raise SEPA awareness and promote SEPA products**

Raise SEPA awareness

Actions	Actors	Deadline
Support industry's efforts to create SEPA awareness	Member States	End-2009
Complement industry and national SEPA communication with initiatives at EU level	Commission, ECB, EPC	End-2009
Regular meetings of EU forum for SEPA national coordination committees	Commission	From October 2008 during the migration phase

Promote SEPA products

Actions	Actors	Deadline
Active marketing of SEPA products appropriate to the different user groups: concrete SEPA product offerings to customers	Payment service providers	Immediate effect for SCT and 1 November 2009 for SDD

**Priority 3: Design a sound legal environment for SEPA and strengthen SEPA compliance**

Complete the legal framework for SEPA

Actions	Actors	Deadline
Ensure complete, consistent and faithful PSD transposition	Member States	1 November 2009

Find a solution ensuring continued legal validity of existing direct debit mandates when migrating to SEPA direct debit	Member States	Solution to be put in place by 1 November 2009
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#### Competition issues

Actions	Actors	Deadline
Provide further clarity as to compliance of long-term business models for SDD with EU competition law	Commission	November 2009, provided that necessary contributions from relevant market actors have been made
Design and implementation of long-term business models for SDD in line with competition rules	EPC	1 November 2012

#### Compliance issues

Actions	Actors	Deadline
Implement Eurosystem's SEPA ToRs for		
1) Card schemes	card schemes	June 2009
2) Infrastructures	infrastructures	End-2010
and expectations for		
1) banks and payment institutions	payment services providers	End-2010
2) users	corporates, SMEs, public authorities, payment services providers, merchants, retail customers/users	End-2010

#### Priority 4: Promote innovation

##### e-invoicing

Actions	Actors	Deadline
Deliver framework for m-payments	EPC, GSMA (association of mobile operators)	August 2010
Deliver framework for e-payments	EPC	End-2009
Complete European framework for e-invoicing	Expert group on e-invoicing	End-2009

#### Priority 5: Ensure necessary standardisation, interoperability, and security

Actions	Actors	Deadline
Establish consensus on the use of standards for structuring the unstructured remittance information (SCT)	EACT, in cooperation with users	June 2009
Active communication and implementation of SCT implementation guidelines in C2B domain	Payment service providers, corporates, SMEs, public administrations, consumers, vendors	End-2009
Active communication and implementation of Core and B2B SDD implementation guidelines in C2B domain	Payment service providers, corporates, SMEs, public administrations, consumers, vendors	November 2010
Definition of SCT and SDD (Core and B2B) implementation guidelines in B2C domain	EPC	September 2009
Active communication and implementation of SCT and SDD implementation guidelines in B2C domain	Payment service providers, corporates, SMEs, public administrations, consumers, vendors	June 2010

Adherence to Core SDD scheme	Payment service providers	1 November 2010
Complete SCF Volume enabling card schemes to define concrete technical implementation specifications for cards standards	EPC	End-2009
Implementation of technical specifications for cards standards	Cards industry	End-2009: decision to be taken on implementation date
Develop best practices ensuring a high level of security for SEPA transactions	EPC	End-2009
Deliver framework for card transactions processing	EPC	End-2009
Deliver framework for priority SCT scheme	EPC	End-2009
Implementation of framework for priority SCT scheme	Payment service providers	End-2012

### Priority 6: Clarify and improve the governance of SEPA

The challenges for SEPA governance at EU level

Actions	Actors	Deadline
Establishment of effective SEPA governance structure at EU level	Commission/ECB	End-2009
Biannual reporting of progress in the implementation of the SEPA Framework for action	SEPA governance structure	From the date of the official establishment of the new SEPA governance structure
Adoption of measures to the existing EPC governance model: 1) enhance stakeholder participation and consultation; 2) increase transparency; 3) enlarge membership to payment institutions	EPC	End-2009 End-2009 November 2009
Evaluation of SEPA governance structure	Commission/ECB	End-2011