

European Land Information Service



[Leenders Gerard](#)

Acronym of the case:	EULIS
Web address of the case:	www.eulis.eu
Country of the case:	Austria Finland Ireland Lithuania Netherlands Norway Sweden United Kingdom Other european countries
City/region:	Europe
Tags:	european land information e-service
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Type of initiative:  Award scheme

1 Case Abstract

The European Land Information Service (EULIS) provides access to land and property information across Europe to meet the needs of professional users - lenders, conveyancers and other professional groups.

EULIS is a live service officially launched in November 2006 at the Annual EMF (European Mortgage Federation) conference in Brussels.

EULIS is owned and governed by a consortium of eight organisations, each responsible for land and property information in its own country: England and Wales (Land Registry), Ireland (Property Registration Authority), Lithuania (Registru Centras), Netherlands (Kadaster), Sweden (Lantmäteriet), Austria (Bundesministerium für Justiz), Finland (Maanmittauslaitos), Scotland (Registers of Scotland).

The initiative started by recognition of:

- Increasing number of EU citizens buying second homes in other countries.
- Real property industry becoming more and more international.
- Lack of knowledge about information from other countries.
- Secured lending presently confined mainly within national boundaries.

There is scope for a much stronger international market for lending; in the future it will be commonplace for European citizens to seek mortgages and secured loans in any country they believe will provide the best value. Similarly, it will be more usual for lenders to market their products throughout Europe.

Many of the existing barriers will have to be removed to achieve this. The EULIS partners want to be actively involved in this process, and actively drive changes that reduce obstacles

for professional users related to information - by collaborating with similar organisations and using a portal through which we can all work, making incremental developments towards the strategic objective.

The overall aim of EULIS still remains to provide easy worldwide access to European land and property information in order to underpin a single European property market, but recently there is increasingly more demand for information in the Justice arena, hence being chosen as the solution for the European e-Justice portal.

Impact and benefits: EULIS is becoming the first call for European land and property information in a growing number of lending institutions and mortgage banks in cross border transactions, thus having the information immediately on-line and in English and therefore being able to advise their applicant much quicker and better.

Lessons learnt:

- cooperation between multiple European countries works!
- It is necessary to take small steps in development.
- Success needs hard working (national organisations and marketing).
- Keep track of developments in the field of threats, opportunities, market.
- Find your sponsors.
- Ask customers/users for feedback and what their requirements are.

2 Description of the case

- Domain: eGovernment
- Topic: Services for Businesses, Services for Citizens, High Impact Services with Pan-European Scope, Legal Aspects, Other
- Sector: Other
- Start date - End date: July 2004 (Ongoing)
- Date operational: November 2006
- Target Users or Group: Administrative,
- Target Group:

Originally, target user groups were all professional users working with real estates. For example real estate agents, brokers, lawyers, solicitors, legal professionals, banks, lenders, notaries. All these groups represent professional users that need land and property information in order to be able to fulfil their job. EULIS is not yet designed to be used by citizens as this will have great influence on privacy as mentioned in the legal framework.

From the start of the live service in 2006, banks and mortgage brokers were the most interested groups.

The EULIS consortium has been encouraged by the exceptionally large number of supportive responses that have been made in response to the Commission's Green Paper - Mortgage Credit in the EU, which questioned whether it should continue to play a continued active funding role in such initiatives. These echo the recommendation in the Commission's Forum Group on Mortgage Credit that "the Commission should provide financial support to the EULIS initiative, to enable and encourage its expansion across the EU".

As a result of the credit crisis we now see a shift in user groups: Tax offices, credit agencies, government departments, enforcement agencies and fraud commissions are new players

that have discovered the easiness and usefulness of EULIS to help them perform their jobs. We are seeing these types of users integrate the EULIS service into their business processes.

In the near future EULIS can become a partner in developing e-Justice as the present infrastructure can be used to exchange style sheets and deeds in cross border transactions and information enquiries.

European e-Justice Portal and EULIS co-operation quote:

"EULIS is co-operating with the Council e-Justice Working Party and the European Commission (DG Justice and Home Affairs) on the development of the European e-Justice portal.

EULIS will be the solution for providing land registry information throughout Europe (direct register access and contact information). In line with the Council's European e-Justice Action Plan, by the end of 2009, a link to EULIS will be established on the European e-Justice portal.

In the meantime, the Council e-Justice Working Party, the European Commission and EULIS are continuing the process of reflecting on the possibility for partial integration of EULIS into the Portal.

The expertise of the land registry organisations involved in EULIS will further develop a service to the benefit of all users of land and property information in Europe."

The number of users is almost unlimited as all users of all mentioned groups in all connected countries are professional users and thus have access to EULIS.

- Scope: Cross-border,Pan-European
- Status: Operation
- Languages(s): English

3 Policy Context and Legal Framework

EULIS works within legal frameworks, both on national level as on European level. On European level this legal framework is mainly built around:

- EU Directive 96/9/EC (data right and copyright)
- PSI Directive(2003/4/EY)
- PSI Directive 2003/98/EC article 8.2
- EU Directive 95/46/EC (data protection: privacy) articles 7, 11, 25, 26

On national level EULIS fits within the laws and regulations related to Land Registry, Cadastre, Privacy.

EULIS fits in the EU-policy as can be read in the Final Review of the originating project 2002-2004 within the eContent program (EDC-11004 EULIS / 27575).

EULIS fits within the context of the Treaty of Lisbon (2007) of creating a more transparent Europe.

EULIS's role improves the transparency of information for professional users and ultimately EU citizens. EULIS also supports and provides a building block for other key European initiatives such as eJustice portal, INSPIRE.

EULIS promotes the economy of the European Community by contributing to:

- flourishing best practices;
- links with non-EU countries; and
- enhanced competition in credit market and real property market.

EULIS contributes to the free movement of capital and people by making cross border transactions more transparent and accessible for professional users in the financial and real estate market.

Project Size and Implementation

• Type of initiative:	Content provision
• Overall Implementation approach:	Public administration
• Technology choice:	Standards-based technology, Open source software
• Funding source:	Public funding national
• Project size:	Implementation: €1,000,000-5,000,000
• Yearly cost:	€300-499,000

4 Implementation and Management Approach

EULIS started as an eContent project and a demonstrator was built in the years 2002-2004 with funding of the European Commission. After finalising the project the funding stopped, but all participating countries saw the viability of this project and continued the work and invested time and money creating the present live service. It is typical example of a bottom-up realised idea. This is a very critical key component of the success. As a consequence of this all eight participating countries have always been able to make decisions unanimously.

EULIS is managed in a consortium of eight members and follows a consortium agreement. All members of the consortium are equally responsible and equally contributing in costs. Participating countries are responsible for a part of the tasks (e.g. Sweden delivers the chair and managing director, England and Wales delivers the marketing director, Norway is responsible for hardware and software, Finland is responsible for the content of the reference information, the Netherlands for the Joiner Pack, Austria for auditing, etc).

Decision making is a task of the managing board and prepared by all member countries with assistance of the managing director. As all members share the same vision and expectations of this service, co-ordination and decision making is easy.

Starting in 2010 EULIS will become an EEIG. The chair will be in the Netherlands. The members of this EEIG will sign a new EULIS EEIG agreement or an Associates contract and a Code of Conduct. A board will be elected. This new structure became necessary as the number of members is expanding. In the consortium every member country has a vote and a representative in

the managing board. As this number grows, a more efficient organisation structure is needed and after many inquiries all members agreed on using an EEIG. Legal differences are present but, being solved in national legislation or in creating a difference between members and associates. EEIG will enable EULIS to operate as a legal entity and facilitate some basic tasks. For example to buy in services as technical solution and maintenance as well as marketing specialists services i.e. website.

Once a year there is a general meeting for all member countries and for all countries that are interested in becoming a member. The board has a board meeting three times a year. All regular business is dealt by the managing director and the marketing director. The marketing director was appointed as a reaction to risk management. As a result from our risk management we see two major risk items: (1) users in connected countries are not using the service and (2) not enough countries are connected within Europe. As a reaction to the first item a marketing director is appointed for a period of two years. Then the results will be evaluated. As a reaction to the second item we need to find partnerships with other organisations, to create awareness within Europe and work on our dissemination.

To find partnerships we are negotiating with eJustice and INSPIRE to become partners and thus sustain a viable organisation even in this economic crisis and be able to share our knowledge and experiences.

5 Technology solution

The technical infrastructure of EULIS facilitates the goal of giving users seamless access to land register information across borders, if they have the right agreement with their local land register for online access.

Another goal is that a customer will be billed from the entity holding the agreement, and the other suppliers will accept remote users and transfer accounting information between them to provide the services for all customers in the EULIS network.

The EULIS portal is the central hub in the EULIS infrastructure; the other servers will normally act as a supplier or distributor, depending on which way the traffic flow is with the current user.

The portal is responsible for services related to distribution of accounting-data and the process of logging the users into the different systems. The goal is to enable the customer to buy land register information anywhere in the network, and only get one invoice from their distributor.

By implementing a set of web-services on the EULIS portal, and making some adaptations on the other servers in the EULIS network, it is possible to implement this without having to replicate user information between all the servers.

The EULIS portal contains information about the different suppliers and what they provide of services. Management of the content is done via a web interface by representatives for the different suppliers. The content is stored in a Content Management System in the EULIS portal.

The EULIS portal offers a minimum set of services for remote log in and accounting purposes. These services are implemented as web services (SOAP/XML) and are only available to servers in the EULIS network. The EULIS portal is on the server-side of most web services in the EULIS network, and the other servers initiate data-exchange when needed. Remote log in from a distributor to the portal is provided through a web-service, but when the user want to access

information from another supplier, the procedure for logging in is different depending on the suppliers' systems.

All communication between the servers is done with SSL-encryption and authentication. The EULIS portal also requires that connecting servers authenticate with client certificates.

All distributors are able to run a web services client to be able to let users log in to the EULIS portal and retrieve accounting information from the EULIS portal. All suppliers enable log in of a remote user with a user-alias as an identifier, and also run a web services client to send accounting information to the EULIS portal.

It is not necessary for the distributors to give all users access to the EULIS portal. Local authentication and authorization can decide visibility of the EULIS portal and grant access or not.

Communication between the user and distributor and distributor and the EULIS portal are done with standard protocols (https/ssl) to secure the information transferred. In addition the server to server communication between the servers in the system (distributor - EULIS portal - supplier) is restricted to only accept connections between known servers. This restriction relies on the certificates used for https-communication, and information about the different servers and certificates is exchanged upfront.

Server to server communication takes place when accessing the different services provided by the EULIS portal and the other servers in the EULIS network. Authentication is primarily based on SSL-client certificates when the EULIS portal acts as the server-side of the web services.

All servers in the EULIS network are able to implement client-side web services with SSL and certificate authentication. All the web services provided by the EULIS portal require SSL and that the contacting server authenticate it self with a client certificate.

6 Impact, innovation and results

- Return on investment: Larger than €10,000,000

Starting with an example from the VDP (Verband Deutscher Pfandbriefbanken) showing the development of cross border financing.

Cross border financing within EU-states for (1) cross border public sector loans and (2) cross border commercial property finance:

- **YEAR: (1) + (2)**
- 2002: 14,772 + 11,885 million Euro
- 2003: 14,438 + 11,598 million Euro
- 2004: 22,303 + 11,284 million Euro
- 2005: 31,373 + 21,374 million Euro
- 2006: 41,184 + 39,674 million Euro
- 2007: 19,940 + 48,769 million Euro
- 2008: 18,023 + 25,604 million Euro

Figures are from the Annual Reports 2003, 2004, 2005, 2006, 2007, 2008 of VDP.

The cross border financing is becoming a more important part of the total banking business every year. Even though the number of cross border transactions is merely tenths of percents of the total

number of transactions, the corresponding sums in Euros are usually big amounts and forming real percentages (within the commercial property market more than 50%, both in 2007 as in 2008) of the total sums. This explains the support of VDP in EULIS (Annual Report 2007, page 31).

Cross border financing is within all European countries still a very small part of the total financial activities.

Results for users of EULIS:

The benefit of using EULIS becomes visible as by using EULIS a bank needs less offices abroad as they can look into the necessary information abroad directly on line from their home based office in order to decide whether to grant the application of a foreign customer for a mortgage.

The Dutch government uses the Research Program Economical Effects Infrastructure (OEI) of the Dutch Central Planning Bureau (CPB) as a methodology for big programs calculating benefits. (<http://www.cpb.nl/>). If an organisation (like a bank) that needs information from a foreign Land Registry can save 1 FTE by using EULIS this will result in a saving of €50,016 per year (see "Handreiking voor kosten-batenanalyse voor ICT-projecten", page 78, table 5.3). If every European country can save up to 1 FTE per year this will result in a saving of over €2,500,000 per year. In this calculation only the example of banks are mentioned, but other user groups may have the same possibilities in savings.

Because EULIS attracts a diverse group of customers, the benefits also depend on the nature of the business. It could be that the benefit of transparency is passed onto the end customer such as a quick answer in obtaining a mortgage. It could also be that a business or government organisation benefits by changing using local contacts and instead uses EULIS, hence cutting costs.

Results for participating EULIS members:

Even a small growth (e.g. 0.1 percent) of all inquiry transactions by using EULIS will mean a significant number (e.g. in the Netherlands there are over 20,000,000 inquiry on line transactions made per year. Here a small part of 0.1 percent for foreign users means 20,000 inquiries and this results in an extra income of over €40,000). Extrapolating these figures over all European countries will lead to an extra income of more than 1 Million Euro per year for all European Land Registries once they are connected.

Conclusion:

The annual cost for this service was in the last years between 300,000 Euro and 500,000 Euro. These costs are divided equally between connected countries. The more countries are connected, the lower the cost per country is.

Even a very cautious estimation of savings and extra income leads up to over €3,500,000 per year. Assuming that EULIS will be a live service for more than 3 years, these savings will exceed €10,000,000

7 Impact

Tangible benefits

As for the tangible benefits in the form of revenue, the number of transactions going through the service is rather low as this depends on which countries are connected in the service (e.g. for the Netherlands the use of EULIS will increase once Germany and Belgium are connected), the development of market for cross-border transactions (credit crisis), etc. Based on the few statistical figures generally available it is however easy to see that for instance the number of "summer home" owners abroad is already substantial, and that there is a substantially bigger interest in becoming one. With the growth of the low-fare airline industry in Europe the practical difficulties in owning a home abroad are much smaller.

The total use of EULIS for enquiries between connected member countries was:

Q1 2008 (123); Q2 2008 (404); Q3 2008 (115); Q4 2008 (59); Q1 2009 (81).

After the growth in 2008 the impact of the credit crisis became visible from the third quarter in 2008.

The revenue alone during the initial period of operation is not big enough to justify a continuation. A look at the number of transactions going through the present national services can however give a hint of the possible number of transactions. Even a low percentage of the total number of transactions will generate a substantial volume for the service.

Tangible benefits should be judged internationally in order to make their positive effects visible. Although there is just one party per country involved to bear the costs, many stakeholders will benefit and that makes it difficult to calculate the total sum of all benefits.

The theoretical perspective as described in eGEP (Measurement Framework, final version, 15 May 2006, page 11) is fully applicable on EULIS. We still are in the phase of "First N runs" and we see that the described values "Efficiency, democracy and better services and opportunities" will slowly be reached.

Intangible benefits

There is strong political interest due to the fact that EULIS aims at improving integration in the financial markets of the EU. If the service can contribute to this politically important objective it can only be of benefit to society as a whole.

By taking this initiative the national land registration/land information organisations represented in the consortium have taken a lead role, thereby leading the development rather than being ordered to follow others. Thus we can make better use of investments made in our national systems, and save costs in a longer perspective.

In addition we are, more or less, semi-commercial public organisations with public tasks. Therefore we can, and should, do things for the public good. In a Europe where the markets are gradually being integrated we have an obligation to our national customers to provide them with information from other jurisdictions, not only our own.

Furthermore we need to provide our customers with different ways of accessing different selections of the total mass of information we all hold. This is done through a constant

development of new services in addition to those already in existence. The case often is that the user pick-up of such new services is slow, but there is still a need to retain them in order to fulfil other objectives, e.g. to reduce the number of phone enquiries. It sometimes also needs a culture change and it takes a long time to change culture in other businesses (for example, the change in land registration with lodging documents electronically).

There is a public need for a service like EULIS, which justifies our commitment and gives us at the same time a possibility of testing the commercial viability.

Another effect from EULIS is the possibility for easier comparisons. By having easy access to information from a number of different jurisdictions, customers are able to compare service levels, prices, etc. and put pressure on their national organisations for changes. This is something that will have to be taken care of, as and when it occurs. One obvious and early conclusion is that there will be a need for the partners to develop common policies, something that will most probably be beneficial as our customers become less national.

8 Track record of sharing

Many ways of sharing our results and experiences have been followed:

- We organised 5 seminars in Lund (Sweden) on different topics with speakers from different European countries (February 2003; May 2003; September 2003; April 2004; June 2004).

- We held many meetings and gave presentations in many countries (Austria; Azerbaijan; Belgium; Czech Republic; Denmark; Finland; France; Germany; Greece; Hong-Kong; Hungary; Iceland; Ireland; Italy; Latvia; Lithuania; Luxembourg; Northern Ireland; Norway; Poland; Portugal; Scotland; Slovak Republic; Spain; Sweden; Switzerland; The Netherlands; Turkey; UK; USA). These presentations were usually in the offices of the involved Land Registry office, but sometimes also in public sector actors (e.g. Notarkammer in Germany).

- We contacted many different organisations and gave presentations usually at their congresses (EMF, VDP, SEMIC, ELRA, EIIS, EBR, e-Justice, Inpsire).

- The last four years we had a stand at the annual eGovernment Congress;

- We published brochures (EMF 2007, 2008).

- We published articles in different magazines (mostly in magazines of the different joined land Registry organizations).

9 Lessons learnt:

- Cooperation between multiple European countries works!
- It is necessary to take small steps in the process of development.
 - - § Let the business model and organisation mature; don't push it, but give it time to develop in good cooperation as many players are involved;
 - § Watch the interoperability: multilingual services and product development;
 - § Strive to convergence first and postpone harmonisation to later.
- Success needs hard working (both on a national level by all participants as by marketing).
- Keep track of developments in the field of threats, opportunities, and market.

- Find your sponsors and key users and use their remarks to improve your services.
- Ask your customers and users to give you their feedback and let them very clearly explain what their requirements are.

10 European Land Information Service

1. Award category: [1. eGovernment supporting the Single Market](#)

2a. Case Owner - First Applicant

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2b. Case Owner - Supporting Applicant

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3. What is the best way of contacting you?

By e-mail

4. Please confirm that you will attend the exhibition (from 18 to 20 November 2009 in Malmö) if you are selected as a finalist:

Yes

5. Explain what issue(s) your case is solving as well as why you should win an award in the category you have chosen:

EULIS fulfils the role of providing direct, online access to land and property registers across Europe in order to promote and underpin a single property market. EULIS gives an answer to the present property market that is still very much nationally oriented, fills the lack of information about cross border transactions and doing so it makes it easier to open or broaden an international lending market which in the end leads to the benefit for all European citizens.

The idea for EULIS originated from Prof. Ulf Jenssen (Sweden) who saw that basically every country has a similar land registry (in every country there are parts

of the earth surface, there are people and there are relations between those parts of the earth and persons (rights)).

It should be logical to assume that it must be possible to exchange information about properties and rights between countries to assist cross border transactions within a growing international property market.

A single property market is still a long term goal, but EULIS delivers a direction to reach this goal and already makes the advantages of such a single market visible.

The current economic climate means that cross border lending and the environment for this is not likely to develop for a number of years. In this light and our knowledge about EULIS users, we know that EULIS solves transparency issues particularly in the area of European Justice and enforcement areas. EULIS provides access to information for the single European market, where citizens move between countries regularly and ownership in several countries is common. Therefore EULIS actually helps to solve issues outside of the single market, as originally planned.

Other developments and ideas about a European mortgage (Eurohypothek) and a European title (Eurotitle) all lead the way to reach the same goal. As EULIS is the first to show the live service and thus showing the viability of this service it creates a basis for the other developments.

In the future it must be possible that an owner in the Netherlands can sell his property in Greece (with a Eurotitle as basis) to a German where the deed is processed by an Italian notary and with a mortgage at a Swedish bank.

On the way to this futuristic scene EULIS shows the first step. To win the eGovernment Award proves that EULIS really did provide the first step and it can motivate the other developments (Euromortgage, Eurotitle, eJustice, Inspire) to continue in their process and use the experiences and lessons learnt within EULIS and cooperate with EULIS to reach the ultimate goal together.

6. Please indicate if your case was submitted for previous European eGovernment Awards:

The case has not been submitted previously

8. Have you applied for other award schemes?

No

9. Is a methodology for impact measurement in place?

No

Please describe the method/tool used for impact measurement:

The eGEP Measurement Analytical Framework model can be used as a pan-European method available for impact measurement.

The financial and organisational value:

At national level every EULIS member can measure extra income as an effect of the use of EULIS by users in other EULIS countries. Calculating the effect on all

user groups on a national level is still not possible. Within the near future the total impact will remain a "best guess". As the number of transactions is still very low, real savings (FTE's) are not measurable, nor in Land Registries of connected countries, nor in user organisations (e.g. banks). However small savings become visible as a result of time saving as a result of reduced waiting times, savings in translating costs, savings in postal costs, etc.

Employees of user organisations are better empowered by using EULIS as they have direct access to the land and property information needed and have better understanding of the results by using the reference information present in EULIS describing how Land Registries in other countries work.

The political value:

The land and property information is no longer restricted to national users but is open for all professional users in all connected countries. This information is accurate, updated, easy to access and understand and can be obtained by use of on line interactive tools and services.

EULIS makes procedures and processes transparent in other countries. Comparing between different countries encourages connected countries to (slowly) change their own procedures as they now directly can see benefits of quicker and easier procedures in similar organisations in other connected countries.

The constituency value:

Businesses and citizens (by means of a mediator like real estate agent) have easier and much quicker access to land and property information. This reduces a lot of administrative burden and gives more satisfaction and creates opportunities and time savings. As waiting times are reduced from days to seconds and quality is high (national standards) this leads to an increased perceived quality of public services and a higher overall user satisfaction and will increase the pan-European trust in Land Registries.

10. Describe where your case goes beyond the current practice in the field:

Why is EULIS exceptional?

EULIS is exceptionally good in cooperation, in making it possible for many countries to work together. The motto "Keep it simple" appeared to be very helpful to stimulate all partners in working together. EULIS was very innovative in creating a EULIS-glossary and once having this making it possible for countries with different legal systems, different history, different databases and working procedures to communicate and work together. Knowing what you are talking about makes it possible to share and exchange information. This very basic and simple adagio was EULIS's strength to reach a common goal and vision. Once having a common goal and vision it automatically leads to willingness in all countries and their official land registration authorities to achieve this goal and

invest in human and financial resources. It frees the right persons with the right skills (knowledge) from other projects to participate in the work of connecting to EULIS.

The EULIS glossary as a basis for the multilingual glossary (that was originally just one of the side effects of EULIS) appeared to be crucial in developing the exchange of information. (E.g. "ownership" is both used as a term in Scotland as in England and Wales, but with different meanings). Making these differences visible and describing the differences makes exchange of information about ownership possible. Receiving information and knowing what this information means, creates trust and will justify using the service offered in EULIS.

Something so basic as terminology and understanding of legal local environments, could seem as such a basic thing. However in reality it is very difficult to create a framework for understanding and EULIS managed to do this through hard work and cooperation. As a result it means that a basic problem which is actually very complex was solved with a simple solution.

11. Type(s) of partnerships :

Other types (please describe below)

If you have another type of partnership than the selection, please describe it:

Between 2001 and 2004 eight different European land information organisations and one university cooperated in developing a demonstrator e-platform for subscribed users of land registries with support and additional funding from the European Commission. The long term aim was to help encourage cross-border lending as referred to in the WHITE PAPER on the Integration of EU Mortgage Credit Markets. The following three-year programme (2004-2006) developed the demonstrator into a live service that was officially launched as a live service on 22 November 2006.

EULIS is now owned by a consortium of eight member countries with expertise in the area of land registration, most of which are government organisations. The service was developed by people who understand land registration and the differences in practices and procedures between different European countries.

Starting in 2010 the EULIS consortium will change into an EEIG (European Economic Interest Group). Its seat will be in the Netherlands. The board will be chosen out of representatives of the participating member countries (and associate member countries).

12. Describe key components of your communication approach and the main dissemination actions providing reference where possible:

The stakeholder community for EULIS can be divided into three main categories; new and potential member countries/land registry organisations

(who could connect to EULIS), professional customers (users) in each national connected country and the European community.

The communication strategy, to encourage new and more land registry organisations in Europe to join EULIS, has primarily been executed by the EULIS board. The measures mainly involve personal presentations and visits to the countries with discussion about possible co-operation and steps to achieve this. Support has been provided by partner countries to bring new countries on board. Through the web strategy, all European land registries have been invited to display their country profiles on the refreshed EULIS website (launched February 2009) and give links to customers to the official contacts and information sources. In April 09 at the 9th General Assembly for ELRA (European Land Registry Association) countries were invited to participate with EULIS at all levels, from displaying a profile free of charge to full connection to the service.

To encourage more professional customers to use the EULIS service a European level marketing plan is used in conjunction with National level marketing actions. The website was revised using a well-thought through approach to make sure that messages were relevant, well ordered and easy to find. The immediate results of the website relaunch included new countries requesting information for connection (Portugal, Kossovo) and numerous customer enquiries from professional customers such as solicitors, government departments and international auditors.

With each connected country, analysis of the customer transactions is carried out and follow-up surveys are planned to help shape and improve the service to better meet customer requirements. National communications include website strategy with links and information about EULIS, articles in newsletters, exhibitions and inviting customers for presentations. The success of the actions are being monitored. The specific customer groups EULIS has focused on from Summer 2008 - 2010 are:

- investigators (police, government departments, enforcement agencies)
- property and land enquirers (legal profession, estate agents)
- risk assessors (credit agencies, banks, building societies).

In the broader European community, EULIS has made excellent relationships and has open channels of communication since the project first initiated in 2001. The European Mortgage Federation (EMF) supports the service EULIS offers in the light of opening financial markets. The European Business Register (EBR) is in close contact with the board of EULIS to exchange experiences and ideas for progressing in different areas but with similar e-solutions.

In the eGovernment community Semic.eu agreed to become a supporter on the EULIS web page displaying their approval of the work done, particularly on the semantic subject, and their platform has allowed best practices to be shared.

Most recently the collaboration with the European Commission and European Council under the e-Justice Portal highlights the recognition of the EULIS service achievements. EULIS will be linked to as the solution for land registry information on the e-Justice portal in 2009 and further integration into the portal may be established post-2009.

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