

13 Tech Recommendations for the Lithuanian EU Council Presidency

Sharpening Europe's digital edge with Lithuania

Lithuania takes over the Presidency of the Council of the European Union in January 2027, with six months to shape the digital policy agenda. The priority should be to translate the EU's ambitions on competitiveness and simplification into practical, evidence-based policies that make it easier to innovate and compete in an open market. With this in mind, the Computer & Communications Industry Association (CCIA Europe) puts forward 13 recommendations for the Presidency, grouped around three practical priorities:

- I. Advancing open markets and pro-innovation digital rules
- II. Fostering legal certainty and predictable enforcement
- III. Delivering simpler, harmonised rules across the Single Market

I. Advancing open markets and pro-innovation digital rules

1. Market access & openness – Reject blanket origin-based restrictions

Blanket restrictions on digital services and products based on a provider's origin, ownership, control, or personnel location would reduce customer choice, weaken competition, increase costs, and risk conflicting with the EU's international trade and procurement commitments. Market openness should guide the Lithuanian Presidency across all files.

The **Cloud and AI Development Act** (CADA) should support faster permitting and investment certainty for firms seeking to expand capacity in Europe, as well as user access to trusted global services, without blanket discrimination against non-EU providers.¹ The **Public Procurement Directive** should not introduce origin-based preferences, directly or indirectly. The **Circular Economy Act's** possible export restrictions on valuable waste should reflect global supply chains and limited EU capacity to process certain critical raw materials.² Under the proposed **2 GHz Mobile Satellite Services Regulation**, commercial spectrum should be allocated through transparent and objective procedures, without discrimination based on nationality, ownership, or control; and without attempts to pick winners.

2. Cybersecurity – Prioritise technical and risk-based principles in CSA revision

The **Cybersecurity Act** (CSA) revision must remain technical, proportionate, and risk-based. Certification should be voluntary and assess objective technical properties, while ICT supply-chain security measures must balance legitimate national-security concerns with legal certainty, market openness, and clear mitigation requirements.

The Lithuanian Presidency should support transparent and inclusive certification processes grounded in recognised international standards, industry expertise, and meaningful technical and organisational controls, rather than on discriminatory political or nationality-based criteria.³

3. Copyright & AI – Protect today's framework to sustain AI development

Europe's balanced **copyright framework** offers robust protections to rightsholders while giving AI developers the legal clarity they need to invest and operate in the EU. To deliver on the AI Continent Action Plan, the Lithuanian Presidency must prioritise regulatory stability. Further complicating or repeatedly changing existing rules deters long-term investment. The Lithuanian Presidency should thus firmly reject mandatory licensing or arbitration mechanisms, new transparency mandates, and unworkable opt-out protocols.

Voluntary commercial agreements for model training remain the only practical way to create mutual value, as rigid arbitration cannot operate at the scale required. Text and data mining (TDM) exemptions should be preserved, with reservations expressed only through widely adopted, consensus-based machine-readable standards. The AI Act's transparency obligations for general-purpose AI models already apply, so additional mandates would only trigger compliance friction, expose trade secrets, and compromise security.⁴

4. Patents – Curb litigation abuse to promote innovation

The EU has become an increasingly attractive venue for patent litigation. Abusive practices, such as pan-European injunction threats and the strategic use of standard-essential patents (SEPs), including by non-practising entities, put disproportionate pressure on businesses. The resulting legal uncertainty and costs delay product launches and divert investment from R&D to defensive litigation and settlements.

The Lithuanian Presidency should therefore help bring the **SEP Regulation** back onto the policy agenda. Targeted reform of the **Directive on the Enforcement of Intellectual Property Rights** (IPRED) should introduce clear proportionality safeguards for patent injunctions, akin to other fields of intellectual property law, to ensure that patent enforcement supports rather than hinders innovation.

II. Fostering legal certainty and predictable enforcement

5. Audiovisual – Preserve media pluralism, platform neutrality, and user-driven discovery in the AVMSD

The Lithuanian Presidency should keep the **Audiovisual Media Services Directive** (AVMSD) revision targeted, evidence-based and aligned with the Digital Services Act (DSA). The Council should reject extending to digital platforms mandatory algorithmic prominence rules for services of general interest (SGI) or advertising limits.

To date, no evidence has been put forward that SGI prominence helps combat disinformation. It could also conflict with the DSA's harmonised risk-assessment framework, constrain user-driven discovery and undermine media pluralism by marginalising unlisted creators. Users can already limit their exposure to advertising through subscriptions, ad-free tiers and platform controls, without the need for EU regulation to impose blanket limits. The AVMSD revision should focus instead on resolving overlaps, simplifying outdated rules, and deepening harmonisation.⁵

6. Anti-piracy – Enforce existing EU tools and prevent overblocking

Fighting online piracy should not break the internet. Yet the growing use of infrastructure-level blocking measures across Europe leads to systemic overblocking, disrupting legitimate online services and interfering with users' fundamental rights.

The EU already has effective tools to address illegal streaming, and the Court of Justice of the European Union has made clear that anti-piracy measures must be targeted and proportionate. Rather than replicating flawed national approaches or imposing new obligations on neutral intermediaries, including online traffic monitoring, the Lithuanian Presidency should focus on enforcing existing EU law with robust safeguards against overblocking. This protects rightsholders while preserving a resilient and open internet.

7. Competition – Make DMA enforcement predictable, transparent and evidence-based

CCIA Europe urges the Lithuanian Presidency to ensure that enforcement of the **Digital Markets Act** (DMA) follows the letter of the law and is transparent throughout implementation. Rather than extending the regulation to innovative and highly competitive sectors such as artificial intelligence,⁶ the focus should be on addressing existing procedural and enforcement shortcomings to make the DMA truly workable. This means predictable interpretation of the legislation, transparent enforcement, and strong procedural safeguards throughout.⁷

In ongoing cloud market investigations, any new designation or obligation should be grounded in sound evidence and target only clear and demonstrable harmful practices, such as software licensing restrictions.

8. E-commerce and product safety – Enforce laws before adding new ones

The Lithuanian Presidency should prioritise the effective enforcement and implementation of the Digital Services Act (DSA), General Product Safety Regulation (GPSR), Product Liability Directive (PLD), and the EU consumer law acquis before considering new rules for physical products and services, including postal deliveries.

New legislation, such as the **EU Product Act** or the **EU Delivery Act**,⁸ must be strictly confined to genuine legislative gaps. Introducing overlapping provisions, particularly around online marketplace liability, would contradict established legislation and further exacerbate regulatory confusion for EU businesses. The Presidency should ensure any new proposals focus strictly on unaddressed gaps while promoting closer coordination between competent authorities and consistent interpretations of overlapping legal frameworks across Member States.

9. Child safety online – Guarantee privacy-preserving and targeted protections

Child safety measures should be proportionate, risk-based, and targeted at clearly evidenced online harms. The Presidency should ensure that pending initiatives, such as the **EU KIDS Act** and potentially **the Audiovisual Media Services Directive** (AVMSD), align with the Digital Services Act (DSA) to avoid duplicate obligations and regulatory fragmentation. Furthermore, any proposed age-verification mechanisms must feature robust privacy and

security safeguards, rely on proven scalable technologies, and account for differences in the availability of official digital identity tools across Member States.

In the ongoing trilogue negotiations on the Child Sexual Abuse Material (CSAM) Regulation, it is crucial to strike the right balance between mandating technology-enabled detection and safeguarding Europeans' fundamental rights. Detection obligations must remain proportionate and must not entail any form of de jure or de facto prohibition or weakening of encryption.

III. Delivering simpler, harmonised rules across the Single Market

10. Consumer protection and digital fairness – Ensure coherent and proportionate rules for online services

Discussions on the **Digital Fairness Act** (DFA) should focus on clearly evidenced consumer harms and provide greater legal certainty across the digital economy. Any new measures should complement, rather than duplicate, the Digital Services Act (DSA) and the existing EU consumer law framework.

The Lithuanian Presidency should preserve a clear and proportionate allocation of responsibilities among the relevant actors in the digital ecosystem, reflecting their respective roles, knowledge and ability to address relevant risks. Obligations should be risk-based, technically feasible, and targeted at the actors best placed to address the identified harm. To protect the integrity of the Single Market, the Presidency should also support a high degree of harmonisation and consistent application across Member States – while actively discouraging divergent national or sector-specific rules.⁹

11. Connectivity – Deliver simplification and a true single market for digital networks and communication technologies

The Lithuanian Presidency will steer the Council towards its general approach on the **Digital Networks Act** (DNA). That position should be grounded in evidence, genuinely simplify the framework, and deliver benefits for the whole connectivity ecosystem. Telecoms rules, such as the general authorisation regime, should not be extended indiscriminately to private networks and content delivery networks (CDNs).¹⁰

No rationale or impact assessment supports this extension.¹¹ Doing so would subject thousands of businesses operating private networks across all parts of the economy to ill-suited telecoms obligations and raise content delivery costs for many users. It could also expose these networks to mandatory IP interconnection dispute mechanisms, paving the way for network fees.¹² Similarly, the Presidency should oppose any mechanism leading to the potential introduction of network fees. Instead, the Presidency should pursue harmonisation of general authorisation conditions and access to numbering resources.¹³

12. Digital Omnibus – Simplify to boost Europe’s competitiveness

The **Digital Omnibus** is the clearest test of whether the EU’s simplification agenda can deliver without undermining users’ rights. On AI, the final text must keep the recognition of legitimate interest as the legal basis for AI training and improve the rules on incidental processing of special categories of data in this context. This is as much about spurring European AI innovation as about providing legal certainty to AI developers already operating across the EU.

On cookies, routine, low-risk processing such as first-party analytics, functional personalisation, and contextual advertising should be exempt from consent. Consent banners that treat every website visit as high-risk protect no one; they only generate banner fatigue among citizens. We urge the Lithuanian Presidency to defend the Council’s deletion of browser-level consent, which risks significant losses for thousands of European businesses and media publishers.¹⁴

13. Sustainability – Harmonise circular rules and champion digital solutions

The Lithuanian Presidency will open discussions on the **Circular Economy Act** and the **EU Product Act**,¹⁵ both critical to the fast-moving, innovative technology sector. The environmental ambitions of both Acts must be preserved, but backed by a sound business case that addresses the fragmented definitions and regulatory uncertainty holding back a single market for circular products.

The Presidency should continue simplifying and harmonising circularity rules, champion digital-labelling solutions, and push for streamlined **Extended Producer Responsibility** (EPR) implementation for all businesses.¹⁶ In upcoming trilogues on the targeted proposal simplifying the Batteries Regulation, the Presidency should hold firm on postponing the removability requirements for wearables to give industry the necessary lead time and go further by supporting a full derogation for small-sized products such as wearables.

About CCIA Europe

The Computer & Communications Industry Association (CCIA) is an international, not-for-profit association representing a broad cross section of computer, communications, and internet industry firms.

As an advocate for a thriving European digital economy, CCIA Europe has been actively contributing to EU policy making since 2009. CCIA’s Brussels-based team seeks to improve understanding of our industry and share the tech sector’s collective expertise, with a view to fostering balanced and well-informed policy making in Europe.

Visit ccianet.eu, x.com/CCIAEurope, or linkedin.com/showcase/cciaeurope to learn more.

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Endnotes

- ¹ CCIA Europe position paper on the **Cloud and AI Development Act** (CADA)
<https://ccianet.org/library/making-the-cloud-and-ai-development-act-work-expanding-capacity-preserving-choice/>
- ² CCIA Europe response to the **Circular Economy Act** consultation
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- ³ CCIA Europe position paper on **Cybersecurity Act 2** (CSA2)
<https://ccianet.org/library/making-the-cybersecurity-act-2-work-effective-predictable-and-proportionate/>
- ⁴ CCIA Europe comments on **copyright for European creativity and innovation**
<https://ccianet.org/library/ccia-europe-response-to-eu-commission-call-for-evidence-on-a-targeted-initiative-for-a-better-copyright-environment-for-european-creativity-and-innovation/>
- ⁵ CCIA Europe position paper on the **Audiovisual Media Services Directive** (AVMSD)
<https://ccianet.org/library/ccia-europe-position-paper-on-the-avmsd/>
- ⁶ The Taxonomy Trap: AI Paradigm Shifts and the DMA; Thibault Schrepel
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=6961084
- ⁷ CCIA Europe position paper on the **Digital Markets Act** (DMA) review
<https://ccianet.org/library/ccia-position-paper-on-dma-review/>
- ⁸ CCIA Europe position paper on the **EU Delivery Act**
<https://ccianet.org/library/driving-a-competitive-european-market-for-delivery-services-ccia-europe-response-to-the-european-commissions-call-for-evidence-on-the-eu-delivery-act/>
- ⁹ CCIA Europe position paper on the **Digital Fairness Act** (DFA)
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- ¹⁰ CCIA Europe position paper on the **Digital Networks Act** (DNA)
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- ¹¹ The Negative Impacts of Mandated Dispute Resolution in IP Interconnection; Plum Consulting
<https://plumconsulting.co.uk/study-on-the-negative-impacts-of-mandated-dispute-resolution-in-ip-interconnection/>
- ¹² The DNA Risks to IP Interconnection and the Broader Connectivity Ecosystem; Benoit Felten
<https://static1.squarespace.com/static/69286ae919cc0504c8dc0f98/t/6a4e5df61240133e8ff3e8e9/1783520759116/260708+-+DNA+RISKS+TO+IP+INTERCONNECTION+AND+THE+BROADER+COMMUNICATIONS+ECOSYSTEM.pdf>
- ¹³ CCIA Europe explainer – Beyond Speculation: How the Digital Networks Act (DNA) Codifies Pathways Towards Network Fees
<https://ccianet.org/library/beyond-speculation-how-the-digital-networks-act-dna-codifies-pathways-towards-network-fees-ccia-europe-explainer/>
- ¹⁴ CCIA Europe position paper on the **Digital Omnibus**
<https://ccianet.org/library/digital-omnibus-position-paper/>
- ¹⁵ CCIA Europe position paper on the **New Legislative Framework / EU Product Act**
<https://ccianet.org/library/ccia-europes-response-to-the-european-commissions-call-for-evidence-on-the-revision-of-the-new-legislative-framework/>
- ¹⁶ CCIA Europe position paper on the **Environmental Omnibus**
<https://ccianet.org/library/ccia-europes-response-to-the-european-commissions-call-for-evidence-on-the-simplification-of-administrative-burdens-in-environmental-legislation/>