



***FOR AN AMBITIOUS EU INDUSTRIAL STRATEGY:
GOING FURTHER***

BACKGROUND OF THE INITIATIVE

- Real **assets of European industry** (52 million jobs, capacity for R&I, global reputation for quality and sustainability)
- Great **challenges and worrying situation**
 - Millions of manufacturing jobs have been lost in Europe in the aftermath of the 2008 financial crisis
- Meanwhile, **countries around the world** are putting industry at the very top of their political agendas
 - “Make in India” strategy
 - “Made in China 2025”
 - “America First”
- **Key timing** with the discussions on the post-2020 MFF and the reflexions about the future of the EU

THE FIRST JOINT DECLARATION FOR AN AMBITIOUS EU INDUSTRIAL STRATEGY

- Supporting Council Conclusions of 15 December 2016 calling to strengthen the EU's industrial base
- 20 February 2017: publication of a *Joint Declaration for an ambitious EU Industrial Strategy*
- First time ever that so many industrial sectors call together on the EC to adopt an Action Plan to tackle the challenges that the industry is facing

Joint Declaration for an ambitious EU industrial strategy

Europe is the cradle of the manufacturing industry and has been at the forefront of industrial revolutions and technological innovations. The industry directly employs over 34 million people across all Member States, in supply chains comprising hundreds of thousands of SMEs and larger suppliers. It also indirectly accounts for millions of additional jobs in related sectors.

The European manufacturing industry has tremendous capacity for research and innovation, boasts a skilled workforce and has earned a global reputation for quality and sustainability. What it now needs is the swift and determined support of the European institutions and the Member States to create more jobs and growth in Europe.

The time has come to raise the alarm about the considerable challenges that we are all facing. Between 2000 and 2014, the share of manufacturing in total EU output fell from 18.8% to 15.3%, while 3.3 million manufacturing jobs were lost between 2008 and 2014. Meanwhile, countries around the world are putting industry at the very top of their political agendas. The "Make in India" strategy aims to ensure India is "the next manufacturing destination" and "Made in China 2025" seeks to turn China into the "leading manufacturing power". The recent US shift towards "America First" will inevitably have a strong impact on their industrial policy.

At the beginning of his mandate, European Commission President Jean-Claude Juncker identified the reindustrialisation of Europe as one of his top priorities and confirmed the objective of increasing the share of industry in the European GDP to 20% by 2020. As we approach the preparation of the next Multiannual Financial Framework, it is vital for the European Commission to act and help the EU remain a competitive global industrial power playing in a fairer world market.

Therefore we, the European manufacturing industry, representing a diverse range of sectors, call on the European Commission to:

- reaffirm its commitment to reaching the target of 20% of GDP from industry, with an ambitious and realistic timeline;
- adopt an Action Plan to tackle the challenges that the industrial sectors are facing, in the framework of a Communication that would include concrete steps and milestones; and
- commit to implement this Action Plan in a timely manner and regularly report on progress.

Member States and the European Parliament clearly stated their full support for a strong European industrial strategy via the European Council Conclusions calling to strengthen and modernise the EU's industrial base (13 December 2016) and the Parliament Resolution on the need for a European reindustrialisation policy (5 October 2016).

We, the Signatories of this Joint Declaration, are ready to step up our cooperation with the European Commission, the European Parliament and the Competitiveness Council to define and implement this ambitious and coordinated European industrial strategy that will help safeguard the world leadership of European manufacturers and jobs in Europe.

AN IMPORTANT STEP: THE EUROPEAN COMMISSION'S COMMUNICATION ON A *RENEWED EU INDUSTRIAL POLICY STRATEGY*

- 13 September 2017: Publication by the Commission of a Communication on “Investing in a smart, innovative and sustainable Industry: A renewed EU Industrial Policy Strategy”

- A mixed reaction from the press



Europe's industrial strategy: A work in progress

Does Europe need an industrial strategy? If so, what should its focus be? Given Europe's vast complexity, progress on strategy demands a combination of visionary leadership and patient consensus-building.



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Commission ignores calls for objectives in new industrial strategy



Europe's industry is struggling to adapt to the digital revolution and competition from other regions. Still the sector created over 1.5 million new jobs since 2013. [Nick/Flickr]

BUILDING ALTOGETHER A JOINT REACTION TO THE EC COMMUNICATION

- 5 May 2017: meeting of all Signatories of the *Joint Declaration* and decision to draft a joint input paper to contribute to a future EU industrial strategy
- Extensive work of **6 thematic Working Groups** on:
 - ✓ Business-Friendly Environment and Governance
 - ✓ Skills & Training
 - ✓ Research and Innovation
 - ✓ Access to Finance
 - ✓ Internal Market
 - ✓ Trade and International Market Access
- System of **co-Rapporteurs** for every WG
- From an input paper to a **joint reaction paper**



OVERALL REACTION TO THE EC COMMUNICATION

- **Appreciated message of EC President Juncker** in his State of the Union speech: “I want to make our industry stronger and more competitive” and “help our industries stay or become the world leader in innovation, digitisation and decarbonisation”
- EC Communication: a **first important step** putting industry back to a high position on the political agenda
- **Comprehensive overview** of current and upcoming Commission’s initiatives (2017/2018) and measures related to industrial competitiveness
- Joint Reaction Paper identifies key objectives and **missing measures** that should be at the heart of any **longer-term, ambitious and impactful EU industrial strategy**
- Essential to ensure **implementation and progress monitoring**

BUSINESS-FRIENDLY ENVIRONMENT AND GOVERNANCE

- **Stable integrated, predictable and proportional legislation**
- **Balanced implementation of climate, energy and raw materials policies**
- Increased **support for entrepreneurship, start-ups & SMEs**
- Systematic but more transparent, objective and credible use of **policy impact assessments** prior to the adoption of any EU proposals
- **Monitor progress in implementing** an industrial strategy and its sectoral policies – beyond EU Industry Day and High-level Industrial Roundtable – in a **permanent dialogue with MS and industrial stakeholders**
- **Targets to measure progress** of the re-industrialisation agenda (e.g. % of GDP share)

SKILLS & TRAINING

- Demand for new skills as a result of digitisation
- Actions needed at both EU and MS level to ensure that industry has the required pool of skills

European Commission level	Member State level
<ul style="list-style-type: none">✓ future skills anticipation blueprints✓ Erasmus +✓ adaptation of the workforce to new business models✓ life-long learning tools	<ul style="list-style-type: none">✓ Adaptation speed at which education and training curricula are taking on board changing skills demands on the labour market✓ Adaptable curricula for a number of new jobs

RESEARCH AND INNOVATION

- R&I as a driver for **industrial growth, job creation & global leadership**
- Addressing current **low success rate** and heavy administrative burdens
- Need for increased **EU budget**
- **Reduction of the time to market or end-user**
- Close relationship between **scientific and industrial research**
- Introduction of **lower carbon innovation**
- Key elements for **future FP9**:
 - ✓ the industrial pillar including the **Public-Private Partnerships (PPPs)** and Joint Technology Initiatives (JTIs)
 - ✓ collaborative industrial R&I
 - ✓ grants
 - ✓ option to opt-out of open data

ACCESS TO FINANCE

- Interesting EC Communication Chapter on *Investing in the Industry of the future*
- Industry proposals to further ease access to finance:
 - ✓ **Leveraging private capital and bridging the investment gap**
 - ✓ **Facilitating investments in industrial sectors**
 - ✓ **Strengthening the existing funding mechanisms**
 - ✓ **Supporting investment in new technologies**
 - ✓ **Unleashing regional investment opportunities**
 - ✓ **Achieving a level-playing field globally**

INTERNAL MARKET

Need for a long-term vision of the European Single Market for the next 25 years, based on:

- **Long term predictability for business certainty and innovation**
- **Effective implementation of EU law**
- **Stronger market surveillance**
- **A level-playing field in the EU Single Market**
- **Harmonised standards**
- **Completing the Single Market**
- **Key importance of Public Procurement**

TRADE AND INTERNATIONAL MARKET ACCESS

- High number of jobs in Europe depending on exports
- Fair rule-based trade and fair access to third markets vital for the European industry
- Ambitious and comprehensive trade strategy should focus on:
 - ✓ **Defining a long-term vision**
 - ✓ **Improving market access**
 - ✓ **Achieving a level-playing field in terms of market access**
 - ✓ **Implementing and monitoring trade deals**
 - ✓ **Enabling a swifter governance and developing an ambitious economic diplomacy strategy**

DIALOGUE WITH COMMISSIONER BIENKOWSKA AND DG GROW

- Meeting between Industry Commissioner Elżbieta Bieńkowska and Industry4Europe delegation on 24 January 2018
- Commitment of Commissioner to maintain a dialogue with the coalition to monitor the implementation of the EC Industrial Strategy
- Hearing of DG GROW Director Slawomir Tokarski during the last Industry4Europe Plenary on 14 June



HANDOVER MEETING WITH EUROPEAN PARLIAMENT PRESIDENT ANTONIO TAJANI

https://multimedia.europarl.europa.eu/en/antonio-tajani-ep-president-meets-with-delegation-of-coalition-industry4europe_20180227_EP-066789A_DLL_006_p#missinglink

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Antonio TAJANI - EP President meets with a delegation of Coalition #Industry4Europe

Event date: 27/02/2018

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Tags:

- Brussels
- TAJANI, Antonio (EPP, IT)
- 8th parliamentary term
- Industry (T2)
- family picture

Belongs to:

PACKAGE



Antonio TAJANI, EP President's Agenda
News - 18/12/2017

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Meeting with Industry4Europe delegation on 27 February

STRONG SUPPORT OF THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE (1)

- 17 January: adoption of EESC Opinion on *Adopting a comprehensive approach to industrial policy in the EU*
- Full support by Rapporteur EESC Vice-President Gonçalo Lobo Xavier
- Presented at Informal Ministerial Meeting on Industry on 1 February in Sofia



STRONG SUPPORT OF THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE (2)

- 15 February: adoption of EESC Opinion on *Investing in a smart, innovative and sustainable industry*
- Hearings of Industry4Europe by the CCMI last 21 December and 23 January



EESC-European Economic and Social Committee @EU_EESC · 15 févr.

Now live: #EESCplenary is looking into #industry4europe proposals to keep industry smart, innovative and sustainable.

PROMISING LINKS WITH THE EUROPEAN COMMITTEE OF THE REGIONS (1)

- 23 March: adoption of CoR Opinion on *A European strategy for industry: the role and perspective of regional and local authorities*
- Full support by Rapporteur Heinz Lehmann



PROMISING LINKS WITH THE EUROPEAN COMMITTEE OF THE REGIONS (2)

- Joint workshop co-organised by the Committee of the Regions and the Industry4Europe coalition on 22 February
- Panellists included UEPG and UNIFE + CoR Rapporteur Heinz Lehmann
- Interest of the Committee of the Regions to continue to work with the coalition on the implementation of the EU industrial strategy at regional level



THE KEY SUPPORT OF THE ESTONIAN PRESIDENCY

- Invitation by the Estonian Presidency to deliver the Industry4Europe messages in front of Ministers of Economy/Industry of all Member States and of EU Industry Commissioner Elżbieta Bieńkowska during Competitiveness Council on 30 November 2017



- **Council Conclusions** on *A renewed EU Industrial Policy Strategy* called on the European Commission to “further develop a comprehensive EU industrial **strategy with a focus on 2030 and beyond, including medium to long-term strategic objectives and indicators** for industry and to be accompanied by an action plan with concrete measures”

THE BULGARIAN PRESIDENCY KEPT PRESSURE HIGH

- Informal Ministerial Meeting on Industry in Sofia on 1 February
- Adoption of *Conclusions on EU industrial policy strategy* during COMPET Council on 12 March:

“The Council stresses the urgent need for a comprehensive and long-term EU industrial strategy which should be in place at the latest by the beginning of the next EU institutional cycle”



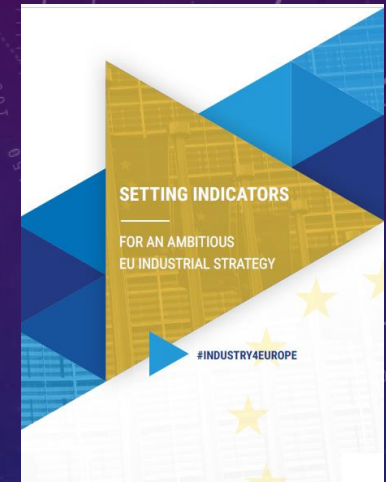
THE STRONG INTEREST OF THE AUSTRIAN PRESIDENCY

- Austria: Chair of the Council High-Level Group on Competitiveness and Growth and Presidency of the Council of the EU
- 31 January 2018: request by the Austrian Government for the coalition to provide 2 joint input papers on:
 - 1) **Indicators**
 - 2) **Governance**



JOINT PAPER ON INDICATORS

- Building on the Industry4Europe Joint Reaction Paper “For an ambitious EU industrial strategy: Going further”
- Short list of indicators to **assess the health of the European industry and monitor the progress by EU on the implementation of its industrial strategy**
- Indicators critical to highlight successes and weak points
- Single indicators in isolation limited value – often political points only
- Primary mission to **assess EU performance as a whole and when possible, globally against key geographical competitors in the world**
- Does not identify specific methodologies, rather indicator themes
- **Headline indicators and policy-specific pillars**



PROPOSALS FOR 4 HEADLINE INDICATORS

- ✓ **Employment**
- ✓ **Contribution to GDP of manufacturing and associated services**
- ✓ **Industrial productivity**
- ✓ **Investment into EU industry and within industry**

PROPOSALS FOR OTHER INDICATORS BY POLICY PILLARS

- ✓ **Business-Friendly Environment and Governance**
- ✓ **Skills & Training**
- ✓ **Research and Innovation**
- ✓ **Access to Finance**
- ✓ **Internal Market**
- ✓ **Trade and International Market Access**

MAIN OBJECTIVES

- Set of concrete recommendations for:
 - ✓ a governance structure for an **informed and permanent dialogue between the industry and policy decision-makers**
 - ✓ a **structure of European Institutions** which allows the Industrial Strategy to be addressed and implemented effectively at highest level



AN INFORMED AND PERMANENT DIALOGUE WITH THE INDUSTRY

European Commission

European Parliament

EU Member States

EESC / CoR

Industry

Civil Society

- High-level Industrial Roundtable
- EU Industrial Strategy Platform
- EC sector-specific Expert Groups
- Parliamentary hearings of industrial sectors and new EP Intergroup on Industry
- Thematic EU, national and regional Platforms and Fora
- Cooperation with Public Authorities at all level, including with Regions
- From an EU Industry Day to an EU Industry Week
- For a “European Year of Industry”

TRANSPOSING THE "REFIT" MODEL TO INDUSTRY



OUR CHALLENGE AHEAD

Ensure that the next European Commission (2019-2024) will have a strong Industry portfolio and Industry as a real top political priority

→ The support of the EESC will be key to achieve this goal!

Thank you for your attention