



#2015CECECEMASummit

23 - 24 September, Brussels

2015 CECE-CEMA DIGIT@L MANIFESTO

Smart Regulation for Smart Machines

5 EU priority actions for a successful digital transformation of the farm & construction machinery industries

23 September 2015

Digital technologies are set to transform our industries and products in the years ahead and will reshape the value chains that we service: agriculture and construction.

For our manufacturers and customers, this means considerable change, challenges and opportunities. New policy-making approaches are needed to accompany and support the truly transformative journey that lies ahead.

What we need is a smart European regulatory framework that helps to unlock the full potential of the digital economy and empowers our sectors to master the digital transition.

CECE & CEMA call on the EU to focus on the following five priority actions and:

- 1. Devise smart regulation for smart machine technology**
- 2. Create a true and reliable Digital Single Market**
- 3. Use relevant EU tools and programmes (CAP, European Investment Plan) to incentivize digital technology investment in agriculture and construction**
- 4. Improve broadband infrastructure in rural and urban Europe for rapidly growing data flows**
- 5. Support and encourage the development of digital skills**

SMART REGULATION FOR SMART MACHINES



#2015CECECEMASummit

23 - 24 September, Brussels

1. Devise smart regulation for smart machine technology

EU legislation – existing and new – needs to become smarter in the sense that it structurally supports digital machine innovation, and does not act as an unintended barrier. Smarter therefore also entails more coherent and comprehensive approaches: the digital dimension and impact of EU legislation must be duly considered, for instance, through **Digital Impact Assessments**. Other elements to be considered include:

- When developing new machines, **virtual machine tests** are already used as a smart digital alternative to conventional tests, saving valuable R&D resources and shortening developing time to respond more quickly to customers' needs. We need to make sure that relevant EU regulation and other policy instruments recognize virtual testing so it can replace, reduce and refine conventional tests – where appropriate – in the future.
- Digital technologies are re-defining the boundaries of **autonomous machine operation**. Regulations for product safety and occupational health and safety need to evolve with digital technological progress. For instance, the current requirement that a human needs to be in control of a vehicle at all times may need to be reviewed.

2. Create a true and reliable Digital Single Market

The digital economy needs a harmonized, European approach to achieve a high degree of interoperability and compatibility of digital technologies and systems, particularly those developed for professional and industrial needs in agriculture and construction. Users and manufacturers need a reliable, secure and trustworthy cyberspace. In line with this, European approaches are needed to establish clear and appropriate rules governing questions such as the ownership, management and exploitation of digital data flows and the role and function of cloud-based platforms in the digital economy.

3. Use relevant EU tools and programmes (CAP, European Investment Plan) to incentivize digital technology investment in agriculture and construction

EU programmes, such as the Common Agricultural Policy (CAP) and the European Investment Plan have a role to play in supporting competitiveness and the uptake of innovation in the areas of farming and construction respectively. Under both programmes, measures and mechanisms could be designed to incentivize investments in digital technology.



#2015CECECEMASummit

23 - 24 September, Brussels

4. Improve broadband infrastructure in rural and urban Europe for rapidly growing data flows

Adequate broadband infrastructure across the entire EU is an essential precondition for a successful and inclusive digital transformation. However, broadband access is still lagging behind dramatically in many rural and less densely populated areas of the EU. Renewed efforts are needed to avoid a future urban-rural digital divide and achieve the EU's target of ensuring that every company and household has broadband access at a speed of at least 30Mb/s by 2020.

5. Support and encourage the development of digital skills

The digital transformation will trigger a growing demand for highly skilled workers – both within our industries and the sectors we serve: agriculture and construction. Meeting this rising demand will be decisive in boosting industrial competitiveness and driving up productivity and sustainability in both sectors.

- Digital skills should be integrated more strongly into educational curricula and on-going skill development programmes in relation to manufacturing, engineering, agriculture and construction.
- To tackle the estimated shortage of ICT professionals in Europe in the coming years, Member States should work to establish mutual recognition of ICT qualifications across the EU and promote cross-border mobility.

Eric Lepine, CECE President

Richard Markwell, CEMA President

SMART REGULATION FOR SMART MACHINES



#2015CECECEMASummit

23 - 24 September, Brussels

About CECE & CEMA

About CECE – Committee of European Construction Equipment



COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT

The Committee of European Construction Equipment represents and promotes the European construction equipment and related industries in order to achieve a fair competitive environment via harmonized standards and regulations. CECE is a European network consisting of a secretariat in Brussels and national association offices in 13 different European countries. The industry behind CECE comprises 1,200 companies. In 2014, these equipment manufacturers had a total revenues of 25 billion € and employed 130,000 people directly. European construction machines represent around 20% of the worldwide production. Manufacturers include large European and multinational companies with production sites in Europe, but the majority of companies are small or medium-sized.

CECE aisbl – Committee of European Construction Equipment

*Diamant Building
Boulevard A. Reyers, 80
B - 1030 Brussels
Tel.: +32 (0)2 708 8226
E-mail: info@cece.eu
www.cece.eu*

About CEMA – European Agricultural Machinery



CEMA
European
Agricultural
Machinery

CEMA is the association representing the European agricultural machinery industry. With 11 national member associations, the CEMA network represents both large multinational companies as well as the numerous European SMEs active in this sector.

CEMA represents more than 4,500 manufacturers, generating an aggregated annual turnover of EUR 26 billion. 135,000 people are directly employed in the sector, with a further 125,000 people working in distribution and maintenance.

CEMA aisbl - European Committee of Associations of Manufacturers of Agricultural Machinery

*Diamant Building
Boulevard A. Reyers, 80
B - 1030 Brussels
Tel.: +32 (0)2 706 81 73
E-mail: secretariat@cema-agri.org
www.cema-agri.org*