

Brussels, 30 October 2009

Commission deliver on follow up to the *Electra* report

The European Commission have just issued a Communication “*Electra*” – for a competitive and sustainable electrical engineering industry in the EU (COM(2009) 594 final) thereby signaling its strong commitment to following up *Electra* report, issued last year.

“This is an excellent example of how cooperation between our industry and the European Institutions can have a positive outcome in terms of meeting the needs of business, employees, consumers and lawmakers alike, whilst achieving the EU’s 20/20/20 climate change goals. The electrical and electronic engineering sector has the core technologies available right now to provide the technological and economic solutions to some of the major issues facing Europe today: employment, climate change, energy security” said Adrian Harris, Director General of Orgalime, the European engineering industries association. *“We are happy that the Commission has followed up on the work that our industry has carried out with them and is now also charting the way for the future development that we have recognised are essential to meet tomorrow’s societal needs. The challenge is simple: will the conditions be right to promote the take up of our technologies in the market will therefore develop the technologies to serve our future needs first here in Europe or will we import them? Wherever these are developed is where the jobs of tomorrow will be for our industry,”* he added.

Electra, born in 2007 as a high level policy group comprising Industry, EU-Commission & trade unions, published a report ‘*Twenty Solutions for growth and investment to 2020 and beyond*’ in 2008. The report concluded that in order for the industry to remain at the forefront of technology and competitiveness in a fast changing global environment, the industry itself, national governments and EU-institutions should now put the focus on:

- **Investment:** Public authorities should invest in energy efficient infrastructures and facilitate the development of European high tech infrastructures. The take up of more energy efficient products by consumers, whether private or business needs to be encouraged through better framework conditions and incentives. Policies should be designed to attract investment and complemented by facilitating private investment, including through Public Private Partnerships (PPP).
- **Regulation and standards:** harmonised energy efficiency measurements and targets for products and systems need to be developed, in particular in the area of buildings.
- **Framework conditions:** to attract investment in technologies to serve the future growth markets to cope with societal needs such as demographic changes, urbanisation and mobility.
- **Awareness:** Energy efficient products need to be bought by consumers that are aware of the role they play. Education programmes need to be adjusted, so as to answer the demand for highly skilled employees in the area of energy technologies, whether for manufacturing or installing.

Orgalime believes that the approach to date of the institutions focusing to a large extent on regulating the energy consumption of equipment and products, as well as on emission trading, will not in itself yield the expected results, if these are not accompanied by the conditions which encourage both the development of such technologies and their take up in Europe.

Ends

Notes to the editor: *Electra Report* [[more](#)] , *Electra Video* [[more](#)] , *Promo DVD* [[more](#)]

Orgalime, the European Engineering Industries Association, speaks for 34 trade federations representing some 130,000 companies in the mechanical, electrical, electronic, metalworking & metal articles industries of 22 European countries. The industry employs over 11.1 million people in the EU and in 2008 accounted for some €1,885 billion of annual output. The industry not only represents more than one quarter of the output of manufactured products but also a third of the manufactured exports of the European Union.