

25 June 2008

Commission Vice President Verheugen launches competitiveness report of Electra policy group

The 2020 targets are set, but how to get there? EU governments will need all the help of the electrical manufacturing and electronics industry to reach the 2020 goals that they committed to: less CO2 emissions and more energy efficiency and more renewables. The burning question; can we turn this potential burden on the economy into a win-win situation? "We can do it", concludes the Electra policy group (Industry, EU-Commission, unions) in its report – Twenty Solutions for Growth and Investment to 2020 and beyond – released on the 25th June 2008 after a year of intense work in a group co-chaired by Commission Vice President Günther Verheugen and Orgalime Past President Edward G Krubasik.

From wind turbines to washing machines, high-speed trains to energy-saving light bulbs: electrical and electronic engineering is one of Europe's most important manufacturing sectors. 18 000 companies employ 2.8 million people and generate an annual turnover of 320 billion Euros EU-wide. In terms of production value, it accounts for 21 percent of the worldwide total. Now the sector and the European Commission are looking towards the future with the launch, in Brussels, of the Electra Report, the work of an industrial policy group. It provides 20 recommendations for growth and investment to 2020 and beyond. One key message is that the EU needs the help of electrical and electronic engineering if it's going to cut CO2 emissions, save energy and boost renewables by its 2020 deadline. Commission Vice President Günter VERHEUGEN said "Only with the help of modern technology, of technologies by the way which basically already exist, they exist already but it's just a problem with the uptake of these technologies, we can solve the problem. And at the same time we can create new, huge and promising market opportunities for European companies and the rest of the world".

However it is in energy efficiency that the industry can make a big contribution – potential that's not yet been fulfilled "In absence of data we have said fine we go at a few sectors that consume most of the energy and produce most of the CO2. We haven't looked at how much it costs to reduce a tonne of CO2. If we look at the economics of CO2 reduction, we find that energy efficiency is the key driver" said Electra Co-Chairman Edward KRUBASIK, adding "Installing energy efficient technologies is the more economical way of cutting carbon emissions, with wind and solar power most costly".

The challenge now is to convince consumers, both domestic and industrial, to pay up front with the prospect of actually saving money over the long term. Mr Robert MAHLER, PRESIDENT FRANCE, ALSTOM and ORGALIME the European engineering industries association said "We also need to see how at the political level such policies for using energy efficient products can be supported. That can be done through standards; that can be done through regulations; that can be done through fiscal incentives".



Host



Orgalime - The European Engineering Industries Association

Links

<http://www.orgalime.org/>

<http://electra.e-subscribe.eu/>