



MANIFESTO

CERAME-UNIE MANIFESTO 2019-2024

1

INDUSTRY

> Competitiveness & Growth: Promote an ambitious EU industrial strategy

Appoint a dedicated **Commission Vice President for Industry** responsible for mainstreaming industrial competitiveness across policy areas, with **industrial competitiveness as a top political priority** of the next European Commission. Define clear medium and long-term EU-wide objectives and indicators to monitor the progress of an ambitious EU industrial strategy. Ensure the systematic use of impact assessments.

> Skills: Equip workers with the skills of the future

Promote Science, Technology, Engineering, and Mathematics subjects in education and as viable and rewarding career pathways for tomorrow's workforce. Facilitate **investment in lifelong learning** and training schemes in industry-related fields to **reflect European industry's constant evolution**.

2

CLIMATE

> Climate: Incentivise decarbonisation; preserve the global level-playing field

Create a global level-playing field when engaging in climate action. The ceramic industry maintains its commitment to fulfil EU climate targets and to contribute to achieving the objectives of the Paris Agreements. We need sustained common action to ensure that the European producers maintain global leadership and competitiveness, whilst improving their carbon footprints for the future. European leaders should **secure transitional measures** addressing the risk of carbon leakage, notably through **compensation for indirect CO₂ costs**, and by supporting research and innovation in the industry through Horizon Europe and the ETS Innovation Fund.

> Energy: Secure access to energy markets, particularly natural gas

Continue developing competitive, well-integrated energy markets and diversified, clean energy sources, with particular recourse to the Clean Energy for all Europeans package. **Implement the Energy Union** to secure a deeper and long-term industrial transition towards a carbon-neutral economy that facilitates further clean innovation. Considering the dominance of natural gas in the energy mix of European ceramics (80%), and gas being the most efficient non-renewable energy source with the lowest carbon content, it is vital to ensure **access to natural gas at competitive prices** throughout this period.

3

CIRCULARITY

> Sustainability: Safeguard sustainable competitiveness

Continue stakeholder dialogue on circular economy, emphasising voluntary approaches and better implementation of existing regulation. Encourage and support sustainability in a partnership approach with companies and relevant stakeholders. Recognise the socio-economic aspects of sustainability and the importance of **affordable and sustainable housing**.

> Circular Products: Invest in industry and markets for secondary material

Review and **avoid duplicative legislation** on products, waste, and chemicals. Facilitate recycling of waste by removing regulatory obstacles. Support a lifecycle approach to circular economy that promotes durability, fosters **new markets for secondary materials**, and that considers the sustainable **values of a product over its entire lifecycle**.

4

TRADE

> Offensive interests: Promote free trade

Foster market access for European companies in third countries, by addressing trade barriers, including tariffs and burdensome technical barriers to trade, through effective enforcement of WTO and EU trade law. Continue promoting free trade through multilateral and bilateral agreements. Secure fair **access to raw materials**.

> Defensive interests: Promote fair trade

Ensure fair competition internationally and strengthen the fight against counterfeiting and intellectual property rights infringement. Enforce Trade Defence Instruments to **tackle unfair trade practices** like illegal dumping and distortive subsidies.

5

CONSUMER

> Market surveillance: Enforce the law

Strengthen **market surveillance** and **customs enforcement** to properly protect consumers. Help consumers recognise product safety and make informed choices by improving transparency and traceability of consumer goods.

> Food Contact Materials: Effectively protect consumers

Maintain fair and scientifically justified legislation that protects consumers and employers in a harmonised way at the EU level. Ensure that legal **limits are fully respected** not only by domestic producers but by importers as well.

6

RESEARCH & INNOVATION

> FP9 "Horizon Europe": Develop partnerships with process industries

Through the continuation of successful partnerships such as **SPIRE PPP**, Horizon Europe should stimulate decarbonisation, circular economy, and digitalisation in industry whilst promoting **new markets for secondary growth**. This will require an **ambitious budget** and a strategy that builds on current research successes, understands emerging risks and opportunities, considers the wider international industrial landscape, and focuses on European value added.

> Digitalisation: Empower the industry of the future

Foster projects related to digitalisation. Digitalisation has a strong potential to accelerate change in resources manageability, process control and in the design and deployment of **new business models in all the value chains** in which ceramics plays a role.

The European ceramics industry...



BRICKS AND ROOF TILES



CLAY PIPES



EXPANDED CLAY



PORCELAIN ENAMEL



REFRACTORIES



SANITARY-WARE



TABLE & ORNAMENT-ALWARE



TECHNICAL CERAMICS



WALL AND FLOOR TILES

... where tradition builds a future.

ABOUT THE EUROPEAN CERAMICS INDUSTRY

> Facts & Figures

 **30** Member countries
Pan-European perspective

 **200,000** Direct jobs
Source of employment

 **150 years** Average lifespan of a brick house
Durable products

 **Up to 30%** Production costs related to energy
Sensitive to energy prices

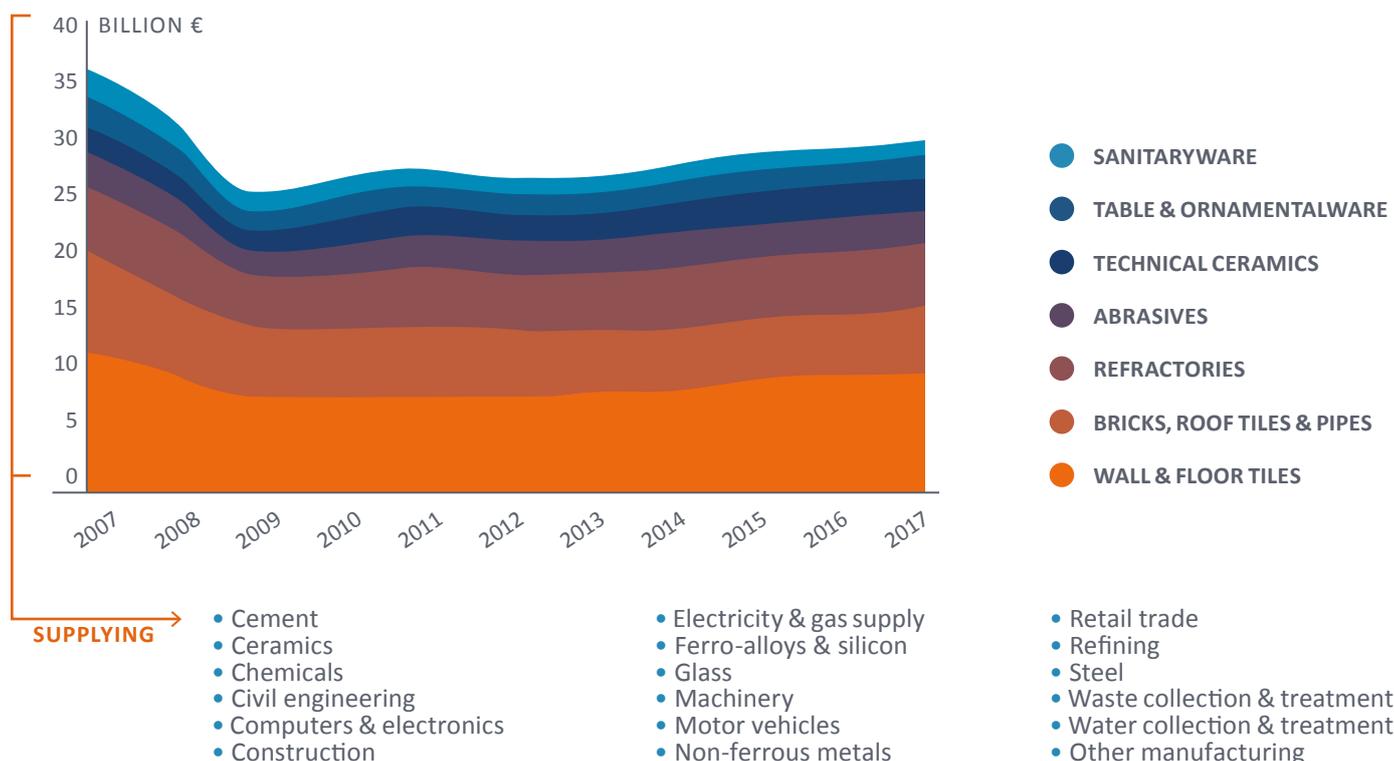
 **€4.6bn** Positive trade balance
Export champion

 **31bn** Production value
Motor for growth

 **80%** SMEs
Local jobs

 **10%** of installations
1% of emissions
Under ETS ceramics represents 10% of installations but only 1% of emissions. Many small installations, few emissions

> Production value



EUROPEAN PARLIAMENT CERAMICS FORUM – JOIN NOW!

The European Parliament Ceramics Forum (EPCF), which dates back to the 1994-1999 Parliament, is a cross-party discussion group whose aim is to facilitate dialogue between the European institutions and the ceramic industry on all relevant policy developments.

EPCF participants include Members of the European Parliament, decision-makers from the ceramic industry and representatives of the European trade unions. The European Commission actively supports the Forum and officials regularly attend the meetings to provide updates on current and forthcoming issues.

> For more information on how to become involved, please visit www.epceramicsforum.eu