



A EUROPEAN INDUSTRIAL STRATEGY

A new Industrial Strategy for a globally competitive, green and digital Europe

March 2020

#EUIndustrialStrategy

Europe has always been the home of industry. Over time, industry has proven its ability to lead change. Now it must do the same as Europe embarks on its twin transition towards climate neutrality and digital leadership in an ever-changing world. With a **new Industrial Strategy**, the Commission is ready to do what it takes to make sure European businesses remain fit to achieve their ambitions and cope with increasing global competition.

EUROPEAN INDUSTRY



20%

of total EU value added



Industry accounts for

80%

of exports



35 million

Jobs



99%

of European firms are
small and medium
sized businesses

Europe needs industry to become **greener, more circular and more digital** while remaining competitive on the global stage. These three drivers will transform our industry, support our SMEs and keep Europe sustainable and competitive.



GREEN TRANSITION

The European Green Deal is Europe's new growth strategy.

At the heart of it is the goal of becoming the world's **first climate-neutral continent** by 2050.



GLOBAL COMPETITIVENESS

The right conditions are needed for entrepreneurs to turn their ideas into products and services and for companies of all sizes to thrive and grow.

The EU must leverage the impact, the size and the integration of its single market to make its voice count in the world and **set global standards**.



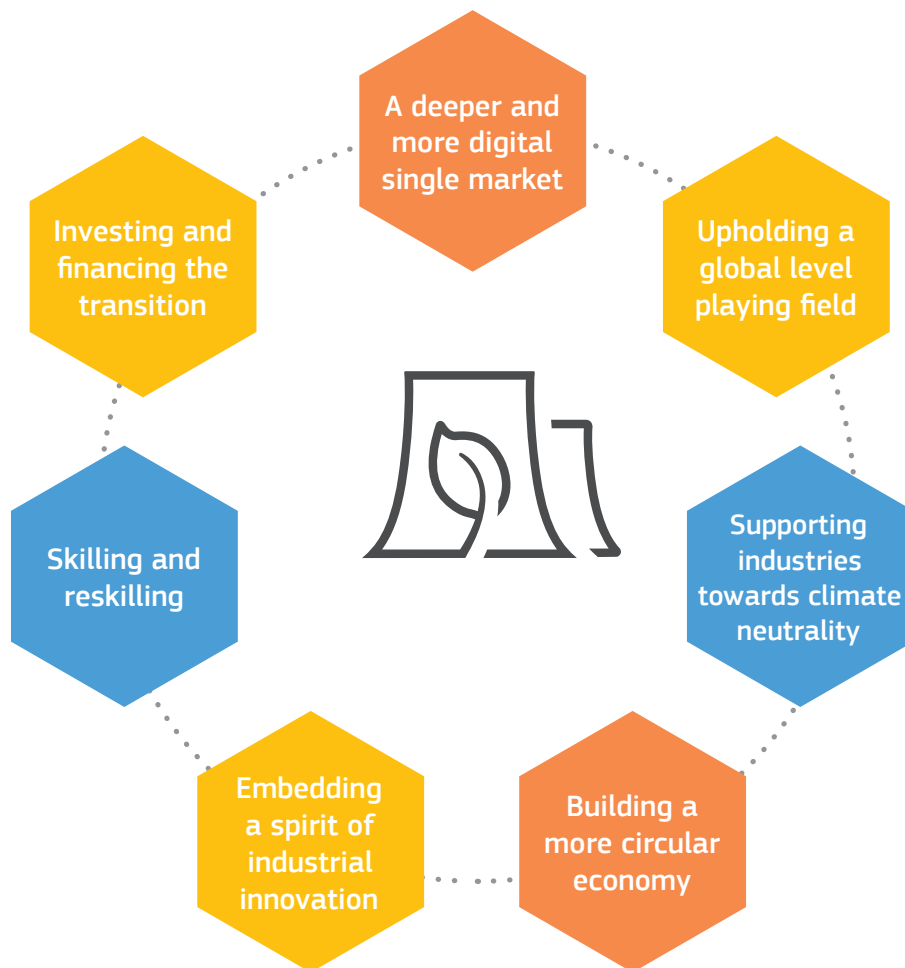
DIGITAL TRANSITION

Digital technologies are changing the face of industry and the way we do business.

They allow **economic players** to be more proactive, provide workers with new skills and support the decarbonisation of our economy.

Achieving industrial transformation

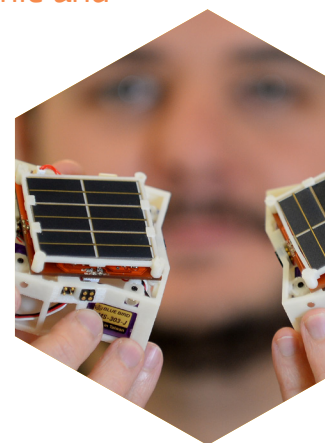
These are fundamental factors in making Europe's industrial twin transformation happen:



A new type of governance to achieve the twin transition towards climate neutrality and digital leadership

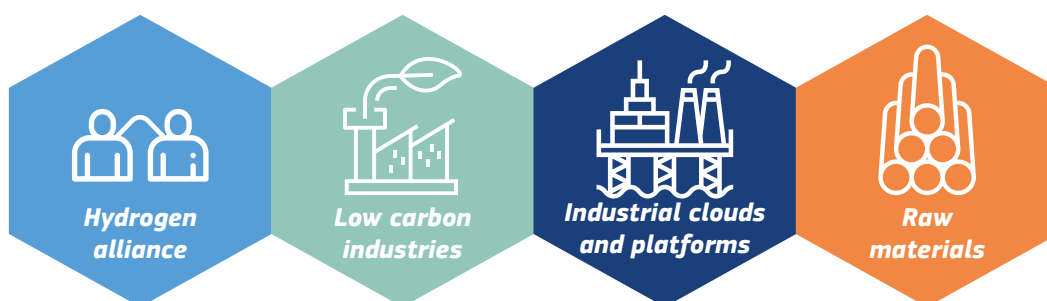
This strategy will work only if businesses within and between industrial sectors, Member States, regions and EU institutions join forces. European industry is diverse, with different sizes, risks and needs. It needs targeted solutions, not a one-size fits all approach.

European **Industrial Ecosystems** bring together crucial players: academic and research institutes, suppliers, SMEs and larger companies.



Initiatives known as industrial alliances have produced good results in batteries, plastics and microelectronics. Now it is time to extend this idea to other key technologies and business areas.

Building on the successful template of industrial alliances, a new European Clean Hydrogen Alliance will be launched. Alliances on Low Carbon Industries, Industrial clouds and Platforms, and Raw Materials should follow when ready.



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