

PAVING THE WAY for GROWTH AND JOBS IN EUROPE

Manufacturing and SME-driven sectors like ceramics are the backbone of the European economy and key drivers of growth and jobs. The recent crisis has underlined the importance of the manufacturing economy and has confirmed that a strong industrial base is of key importance for Europe's recovery.

EU institutions and national governments should therefore ensure a supportive and predictable policy environment to facilitate the EU's reindustrialisation. This can only be achieved if industrial competitiveness is prioritised across all policy areas and **tangible measures are implemented to achieve the goal of increasing industry's share of GDP to 20% by 2020.**

The European elections present a crucial opportunity to reassess and improve Europe's regulatory framework. Having seen the effect of EU legislation on the ceramic industry and on European citizens, we offer practical recommendations to policymakers to be carried forward into the next mandate.



MEPs are welcome to join the European Parliament Ceramics Forum. *Find out more on page 3*

Did you know?

ABOUT CERAMICS

Ceramic products play an essential role in our lives, ranging from construction to consumer goods, industrial processes and cutting-edge technologies in the fields of healthcare, electronics, security, transport and renewables. **A strategic and future-oriented sector**, the ceramic industry consistently develops innovative and high-value solutions that **improve our quality of life and facilitate vital progress in downstream sectors.** As highlighted in the **Ceramic Roadmap**, ceramic products are designed to be durable and contribute significantly to **resource and energy efficiency** throughout their lifecycle.

ABOUT THE INDUSTRY

Cerame-Unie, the European Ceramic Industry Association, represents nine sectors from 31 European countries including 25 EU member states. The industry, **80% of which is composed of SMEs, provides over 200,000 direct jobs** in the EU. With an average of 25% of production exported outside the EU and a **positive trade balance of € 4.2 billion**, the European ceramic industry is an export champion and a world leader.

CLIMATE & ENERGY

ENVIRONMENT & CONSTRUCTION

RESEARCH & ACCESS TO FINANCE

TRADE & INTERNAL MARKET

OUR POLICY RECOMMENDATIONS

- 1 Assess EU climate objectives in light of international negotiations
- 2 Retain and improve measures on carbon leakage beyond 2020 under the EU ETS
- 3 Restore the global competitiveness of EU energy prices
- 4 Integrate the three pillars of sustainability into EU legislation
- 5 Promote lifecycle thinking when addressing resource efficiency
- 6 Avoid the duplication of EU legislation and reduce administrative burdens
- 7 Support access to finance and investments in Research & Innovation
- 8 Foster market access for European companies in third countries
- 9 Ensure fair competition at international level
- 10 Strengthen market surveillance to properly protect and inform consumers

CLIMATE & ENERGY

1

Assess EU climate objectives in light of international negotiations

- **Pursue** a multilateral solution to the worldwide challenge of climate change through an international agreement with comparable commitments for competing industries in third countries.
- **Address** the technical and economic feasibility of any unilateral action with a sectoral approach taking into consideration the impact on EU industry.

2

Retain and improve measures on carbon leakage beyond 2020 under the EU ETS

- **Reform** the EU ETS, which covers more than 1,500 ceramic installations, to ensure that at least the best performers are fully exempted from direct and indirect carbon costs.
- **Retain and improve** measures on free allocation and compensation for indirect costs under phase IV, which would expire in 2020 according to the current rules, to prevent the risk of carbon leakage and relocation of industry.
- **Adjust** current rules on industry and power caps, which cause a shortage of free allowances even for best performers, due to the application of the “cross-sectoral reduction factor”.

3

Restore the global competitiveness of EU energy prices

- **Use** state aid rules to offset renewable and other energy-related levies for energy intensive industries.
- **Complete** the EU internal energy market and facilitate the sustainable use of indigenous energy sources like shale gas.
- **Address** all energy cost components that are causing the EU’s energy prices to be two to four times higher than in competing countries.

ENVIRONMENT & CONSTRUCTION

4

Integrate the three pillars of sustainability into EU legislation

- **Recognise** the social and economic – in addition to environmental – aspects of sustainability, particularly in the upcoming Communication on sustainable buildings.

5

Promote lifecycle thinking when addressing resource efficiency

- **Favour** a lifecycle approach in the discussion on circular economy: considering the complete lifecycle of a product values its durability and impact over the use phase.

6

Avoid the duplication of EU legislation and reduce administrative burdens

- **Ensure** convergence between the Product Environmental Footprint developed by DG Environment with the sustainability standard for construction products mandated by DG Enterprise.
- **Focus** on the effective implementation of the Construction Products Regulation and avoid overlap with other national and EU pieces of legislation such as Ecodesign.
- **Exclude** custom built furnaces from the Ecodesign legislation since they are already regulated through the EU ETS and the Energy Efficiency Directive.
- **Avoid** overlap between the Carcinogens and Mutagens Directive and the REACH authorisation process when regulating refractory ceramic fibres. As demonstrated by a risk management option assessment, the former is more appropriate.
- **Consider** the existing scientific studies and REACH registration dossiers when developing legislation which restricts the use of substances.

RESEARCH & ACCESS TO FINANCE

Support access to finance and investments in Research & Innovation

- **Promote** the use of existing funding schemes under Horizon 2020 to boost industrial innovation and help industry to develop and deploy best available and breakthrough technologies. In addition, explore the use of new funding sources like the auctioning revenues of the EU ETS.
- **Support** the manufacturing economy and the construction sector through the use of EU structural funds and by financing affordable housing.

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TRADE & INTERNAL MARKET

Foster market access for European companies in third countries

- **Address** trade barriers, such as tariffs and burdensome non-tariff barriers, through effective enforcement of WTO trade policy mechanisms and EU trade law and enhanced cooperation between all competent authorities and stakeholders.
- **Continue promoting** free trade through developing multilateral and bilateral agreements.
- **Secure** fair access to raw materials.

8

Ensure fair competition at international level

- **Strengthen** the fight against counterfeiting and intellectual property rights infringements.
- **Enforce** Trade Defence Instruments in order to tackle unfair trade practices like illegal dumping and subsidies.

9

Strengthen market surveillance to properly protect and inform consumers

- **Provide** consumers with reliable and transparent information through mandatory origin marking of consumer goods such as ceramic construction materials and tableware.
- **Streamline and improve** market surveillance in the European Union to ensure that not only EU producers are subject to strict product safety requirements but also imported products, particularly in the context of the upcoming revision of the food contact legislation for ceramics.

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MEPs ARE WELCOME TO JOIN THE EPCF

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



European Parliament Ceramics Forum

Cerame-Unie is the trade association representing the European ceramic industry.

Cerame-Unie is an umbrella organisation representing nine sectors: bricks and roof tiles, wall and floor tiles, table- and ornamentalware, sanitaryware, refractories, technical ceramics, clay pipes, abrasives and porcelain enamel.

Our members include national associations and companies from 31 European countries, including 25 EU member states.

We engage in a constructive dialogue with the EU institutions, international partners and social and environmental stakeholders.

Our aim is to share our expertise in construction, industry applications, standardisation, trade, raw materials, climate change, energy, environment, health and innovation.

■ Countries with Cerame-Unie Members



Find out more about Cerame-Unie and its Ceramic Roadmap to 2050:
www.cerameunie.eu

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