EFFECTIVE

First Strategic Workshop – “Paving the way to effective clustering towards exploitation & dissemination of FoF project results”

SESSION-1: Business trends and market prospects

SuStAInE: a European standard for harmonization of the Automation industry

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Emilia-Romagna Advanced Mechanics and Industrial Automation Technology (E.R.-AMIAT) is a non-profit association operating on an international level to promote knowledge sharing and the development of technical know-how.

Members of the Association are leading companies in the industrial automation industry, with a cumulative turnover of **5 billion Euros** and a **workforce of approximately 15,750**.

From Bologna Cluster to E.R.-AMIAT

The high **concentration of mechanical and electronic know-how in Emilia-Romagna** led to the development of a complex system of enterprises.

E.R.-AMIAT aims at bringing them together in order **to create a critical mass** that can play a significant role at European level.

1. E.R.-AMIAT **intends to promote the advancement of new applications** developed within the field of scientific and technological research in Europe and beyond, within the industrial system of Emilia-Romagna.
2. E.R.-AMIAT **organizes targeted training programmes** to enable the acquisition of the skills required for these new applications.
3. E.R.-AMIAT also **aims to represent the needs and interests of Emilia-Romagna's advanced mechanics industry within Europe**. It does this by organising conferences and seminars, and by publishing informative material in order to promote the creation of partnerships with the aim of furthering the association's aims.

The SuStAInE proposal as a starting point

SuStAInE *(Sustainability Standard of the Advanced Mechanics and Automation Industry of Europe)* was the response to a change in the external economic environment:

1. Consumer's increasingly **attention to environmental, social and ethical issues** that pushes the industry to quickly adapt to the new sustainable standards.
2. Driven by the technological advancement, the EU industry is already able to offer a **multidisciplinary response to the new sustainability trends**, which represents a comparative advantage.
3. The need to **reconcile sustainable industrial behaviour and competitiveness** while facing competition from industries that rely in unsustainable production practices.
4. The need for **smart solutions to increase productivity and sustainability** of the automation industry in line with the new consumer's behaviour.

From SustAine to European Industrial Renaissance

We're now entering a new phase where new aspects need to be taken into account in order to favour the boost the competitiveness of the EU industry, which is of paramount importance in order to increase the welfare of the EU as a whole.

1.EU industry has strengths in many sectors but it cannot solely rely on existing competences. EU enterprises must turn to innovation, productivity, resource-efficiency and high value-added to compete in global markets.

Europe's comparative advantage in the world economy will continue to lie in high value-added goods and services, the effective management of value chains and access to markets throughout the world.

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2.There is growing pressure on companies to demonstrate that the way in which they are producing is environmentally friendly, both at the level of individual products and as organisations. New technologies that are about to appear on the market will open new possibilities**.**

The European orientation towards sustainable growth will help us to gain the lead in energy and resource savings of production processes.

From SustAine to European Industrial Renaissance

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3.Industry is on the threshold of the fourth industrial revolution. Driven by the Internet, industrial production of the future will be characterized by:

- the **strong individualization of products** under the conditions of highly flexible (large series) production
- the **extensive integration** of customers and business partners in business and value-added processes
- the linking of production and high-quality services leading to so-called **hybrid products**.

Creating a climate for trust and responsible innovation is essential.

Conclusions

In May 22 **E.R.-AMIAT launched an initiative aimed at bringing together consumer brands, consumers, technology and equipment suppliers** towards a common objective so as to stimulate the debate on several issues (sustainability, welfare an social security, information and training, etc.).

The results will be collected in a document that will be presented to the EU Commission in October 2015.

July 2015: submission of the document to the stakeholders;

September 2015: collection of contributions from stakeholders

October 2015: organization of a workshop in order to share the document and propose a working plan