



# The European Economic Recovery Plan

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# Background for the Economic Recovery

- The economic recession is in particular affecting the automotive industry, including its suppliers
- **The importance of the automotive sector** is becoming better understood in this crisis
- Short-term measures may be needed but we need to ensure **a level playing ground** and refrain from measures which protect national champions
- Research measures are not intended to bail-out the industry – they are there to ensure **long-term sustainability and competitiveness**

# European Economic Recovery Plan

- The EC proposed on 26 November 2008 a « **comprehensive plan to drive Europe's recovery from the current economic crisis** »
- Endorsed by EU council on 12 December 2008
- **€200 billion initiative**  
(€170 billion National budgets + €30 billion EU and EIB)
  - **short-term measures** to boost demand, save jobs and help restore confidence
  - "**smart investments**" yield higher growth and sustainable prosperity in the longer-term

## European Economic Recovery Plan (2)

- Directorate-General Information Society and Media is mostly involved in two lines of action
  - The deployment of Broadband infrastructure
  - **Research and Development actions**
- Three Public-Private Partnerships proposed to boost clean technologies through support for innovation:
  - **The European Green Cars Initiative (€5B)**
  - The Energy Efficient Buildings Initiative (€1B)
  - The Factories of the Future Initiative (€1.2B)

# The Public Private Partnerships

- Objective: to promote the convergence of public interest with industrial commitment and leadership in determining strategic research activities
- Quick response and smooth start: use existing schemes & structures (FP7 and ETPs)
- Smart investments : to improve competitiveness of European industries & environmental protection
- Implementation approach: via cross-thematic calls while also exploring other possibilities

# European Green Cars Initiative - the reasoning

- We have to see **over the current problems** and think of mobility and transport solutions 10-20 years from now: **next generation of mobility**
- Why: current crisis in the automotive sector - especially in the U.S. - is made worse by the economic crisis, but it **is not caused by it**
- The real cause: changes in world economies and policies, and the corresponding **changes in consumer values and behaviour**
- The Automotive sector, as any other sector, must produce **products that the consumers want – and can afford**

# European Green Cars Initiative - DG INFSO approach

- In the Green Car Initiative, DG INFSO will focus on **full Electric Vehicle** as specific objective
- The aim is to maximize the impact of the budget available (120 m€)
- Relevant activities in the existing ICT Workprogramme:
  - Objective 3.9: smart systems for EV
  - Objective 6.1: clean and efficient mobility
  - Objective 3.4: fault tolerant, reliable and energy efficient embedded systems
- Ongoing activities will continue 'business as usual' in parallel to the new activities

Thank you  
for your attention !