



On the Agenda

A new Industrial Policy for Europe

Zoom Webinar

2nd July 2020, 09h30 – 10h30 (CEST)

In cooperation with the German Economic Institute

ABOUT THE SERIES

On the Agenda is the latest online webinar series created by the European Liberal Forum. It aims to build on the success of the *Liberties in Lockdown* series, which looked at what liberties/freedoms were put under lockdown during the coronavirus pandemic. While the world is trying to recover in the aftermath of this health crisis, this is the moment to shape what the EU and its member states are putting on their agendas in the short, medium and long-term.

From European industrial policy, the Future of Work, the European Green Deal, digitalisation, negotiations on the future relationship with the UK, to trade and development policy – how public institutions deal with current and future questions will have a major impact on how our societies will look tomorrow. ELF believes that what gets put *on the agenda* is as important as what gets left out, and with this new series of webinars, we aim to tackle head-on the most pressing issues of today.

Join us online, every second Thursday, to understand, discuss and challenge the most important topics that were or were not put *On the Agenda*.

ABOUT THE EVENT

In this first episode of *On the Agenda*, created in cooperation with the German Economic Institute (IW), we'll be discussing what kind of industrial policy the EU needs to be globally competitive, digital and sustainable. The European Commission's ambitious programme aims to make Europe the first zero-emission continent. This requires a new industrial policy, investing in innovation and research as well as creating a circular and clean economy through new technologies. But how must the European Commission's "greening" plans be adapted in light of the crisis generated by COVID-19? Digitisation and the completion of the digital single market are other important elements for ensuring that European industry is globally competitive. But what precise strategies do we need? How can we find a balance between European action and that of individual member states?



EVENT SCHEDULE

- 09h25** Participants connect to the Zoom event
- 09h30** Introduction of the new series – On the Agenda
Lauren Mason, Project Officer, European Liberal Forum
- 09h35** Introduction by the Moderator
Peter Müller, Brussels Bureau Chief, DER SPIEGEL
- 09h40** First intervention
Christian Rusche, PhD, Economist, German Economic Institute (IW)
- 09h47** Second intervention
John Cooper, Managing Director, FuelsEurope
- 09h54** Moderated debate
- 10h27** Closing remarks
Sandra Parthie, Head of Brussels Office / Head of European Affairs, German Economic Institute (IW)
- 10h30** End of event

In cooperation with:



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Background

Ursula von der Leyen's "Political Guidelines for The Next European Commission 2019-2024" proposed an ambitious program to make Europe the first zero-emission continent. This cannot be achieved without a commitment to a completely new industrial policy. According to von der Leyen, the EU must make a full transition to a sustainable economic model based on circularity. This means investing in innovation and research as well as creating a circular and clean economy through new technologies.

The European Commission's short, but ambitious, plan implies taking important decisions on the economic side, developing a new kind of economy and research for technologies that favour sustainable processes. On the political side, finding a balance between European action and that of individual member states is crucial.

A new EU industrial policy in Europe needs to implement strategies for:

- the creation of a digital single market that is globally competitive
- the creation of a scalable and attractive market for foreign investments
- a higher level of digitisation in industries throughout the European Union

Speakers' Bios



Christian Rusche, PhD, Economist, German Economic Institute (IW)

Christian Rusche studied Economics in Magdeburg and obtained a PhD in Economics from the Technical University of Dortmund in 2015. Since 2016 he has been an economist in the 'Digitalization, Structural Change and Competition' research unit at the German Economic Institute (IW).

His research focusses on competition effects of digitalization with a special focus on data and the impact of digital platforms. Further research topics are Industry 4.0, structural change as well as competition law and digitalisation.

John Cooper, Managing Director, FuelsEurope

John Cooper was appointed Director General, FuelsEurope and Concawe in April 2015. He started his career in the motor industry working on future powertrains, and after 3 years moved to BP Downstream where he has 27 years of experience. His previous role was as Director, Renewables Strategy Downstream, leading BP's commercial compliance strategy for renewables regulation. He has also had business



leadership roles in aviation fuels and lubricants, transport energy policy, and fuels technology, in the UK and USA, and has represented the UK fuels industry at the UK Automotive Council Technology Group. He holds a BA in Engineering from the University of Cambridge.



Peter Müller, Brussels Bureau Chief, DER SPIEGEL (Moderator)

The German journalist Peter Mueller is a German journalist and the bureau chief of DER SPIEGEL in Brussels. He is a lawyer by training and the author of the book “Der Machtkampf” (Random House, 2016). Peter began working in journalism with the ‘Welt am

Sonntag’ and ‘Handelblatt’.