

The New Industrial Strategy for Europe and the role of smart specialisation partnerships

18 December 2020

Mark Nicklas
**Head of Unit Industrial Strategy
and Value Chains**

Key drivers of industrial transformation



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.

European industrial ecosystems bring together all crucial players for greener, more digital and more resilient industry



Smart specialisation partnerships for resilience and recovery

