



COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT



A digital roadmap for the European Construction Sector

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Committee for European Construction Equipment



**REPRESENTATIVE
ASSOCIATION OF
MANUFACTURERS**



**ESTABLISHED IN
LONDON = 1959**



**PERMANENT
ESTABLISHMENT IN
BRUSSELS =2004**



**MEMBERS ARE
NATIONAL TRADE
ASSOCIATIONS**



**SECRETARIAT 8
STAFF**

The fundamentals



40 BN €
REVENUES



300 000
OVERALL
EMPLOYMENT



1 200
COMPANIES



The Road to a more productive construction and infrastructure sector for Europe

Collaboration – the main element of success

Working together across the value-chain



The spirit of collaboration

Manifesto on Digitalisation

- With associations from the entire value chain
- European Union should take **political lead** on **digital construction**.
- Need of an appropriate **regulatory framework** on **data policy**.
- **EU budget** must focus on **digital skills**, R&D and deployment of IT infrastructure.



EUROPEAN ASPHALT PAVEMENT ASSOCIATION





The digital transformation & the construction roadmap

CECE Digitalisation Project 2018

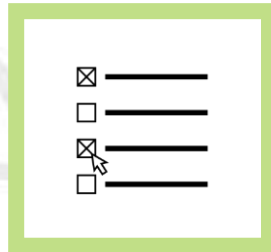
Overall study by CECE

Methodology – involving clients & users

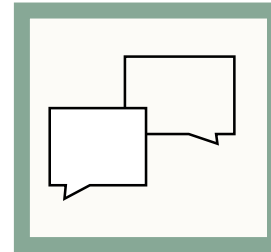
SOURCES



**DESK
RESEARCH**



**ONLINE
SURVEY**



**IN-PERSON
INTERVIEWS**



**PRACTICAL
CASE STUDIES**

CECE Digitalisation Project 2018

The New Business Models

Business models are expected to change and new forms of collaboration will emerge as a consequence of the adoption of digital technologies.



Servitisation

will lead to major changes in the company structure and processes



Business case

Finding the business case is the most important trigger for digital transformation



Extracting value from data

Data analysis can investigate potential problems and needs and to provide highly customized solutions to customers



New forms of collaboration and management systems

Boundaries between different players blur, new forms of business management & value proposition

New key word is co-dependency

CECE Digitalisation Project 2018

The New Business Models

Data sharing: benefits and challenges

The potential (and the risk) of data lies in the ability to analyse it
Partnerships may emerge to design new products and services
Models for data sharing will emerge



B2B collaboration and Digital Industrial Platform
Concrete implementation in Construction?



Code of Conduct on data sharing in agriculture



Example from the sector: the “Banking” Model

Digitizing European Industry Initiative

The EU Policy to Support Digital Transformation of Industry

**First chance of
Horizon2020
funding for
Digital Construction**



Bid by industry-led consortium



Architecture of digital platform



Strong academic partnership



Consortium: 19 partners – 11 MS



Positive evaluation - grant

Digital Industrial Platform

Successful proposal – DigiPlace will start

- Beginning of activities 1st September 2019
- Launch event in Brussels before end-2019
- Website online by December 2019
- Outreach seminars around Europe in 2020
- Proposed duration 18 months – closing conference early-2021

Main deliverable – reference framework architecture & roadmap

Interaction with next programming period Horizon Europe



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