

# DIGITALISATION POLICIES AND INITIATIVES IN THE EU

The public sector can play a pivotal role in supporting, incentivising, pushing for the uptake of digital technologies and processes in the construction sector. It does so through mainly three types of interventions: i) as policy-makers, being able to set the rules of the game and lead the digitalisation process; ii) as buyers and owners of buildings and infrastructures, being able to influence the market, by providing business opportunities; and iii) as providers/administrators of public services related to construction and management of the building stock, hence having the possibility to digitalise their own processes first – so as to facilitate the digitalisation uptake down the value chains.

## EU INITIATIVES

### EU POLICY FRAMEWORK

Construction Competitiveness, Energy efficiency and renovation of buildings, Circular economy and waste, Digitalisation and Skills development and research and innovation

### EU FUNDING

Cohesion Policy, Digital Europe, Horizon Europe, Recover and Resilience Facility & InvestEU

### EU REGULATIONS

public procurement, data privacy and security (GDPR), standardisation

### DIGITALISATION POLICIES

related to the construction sector, to put in place a broad framework aiming to support the adoption of digital technologies

### DIGITAL PLATFORMS

to support the coordination between public and private sector initiatives and to facilitate policy implementation and data exchange

### PUBLIC PROCUREMENT POLICIES

with a specific focus on those that contribute to fostering digitalisation in the construction sector - such as BIM requirements

### DIGITALISATION OF BUILDING PERMIT SYSTEMS

play a key role in facilitating the digitalisation of construction related processes.

### DIGITAL BUILDING LOGBOOKS

are common repositories for all relevant building data, are also another way to support transparency and trust and increase data sharing and availability

## MEMBER STATES' DIGITALISATION POLICIES AND INITIATIVES

## DRIVERS AND CHALLENGES OF DIGITALISATION IN THE CONSTRUCTION SECTOR

### DRIVERS

For instance, at the EU level, the Renovation Wave aims to at least double renovation rates across the EU in the next ten years

**160,000** green jobs

**35 MILLION** building renovation

**700,000** new jobs could be created across the EU by 2030

The main market drivers are companies' needs to improve productivity and cut costs, and market demand in the uptake of digital technologies, which push construction tech companies to innovate.

### CHALLENGES

The analysis concluded that the cost of equipment and software, lack of skilled workforce, and lack of awareness and understanding of digital technologies are the three main factors hindering the faster and broader digitalisation of the European construction sector.

**30%** of companies with less than 10 employees invested in new technologies

**40%+** of European construction companies foresees to reduce its levels of investment compared to 2019

Skill mismatch is the most important concern for **79%** of construction companies, who wish to invest and build their capacities

## CONCLUSIONS AND LESSONS LEARNT

### Digitalisation is both inevitable and pivotal

for the competitiveness and sustainability of the European construction sector

### Policy initiatives can have a strong impact

in fostering the adoption of digital technologies

### Stakeholders consulted for this study also confirmed the important role of EU-level measures

pointing to the specific need for three kinds of intervention:

**1**

**An EU-level regulatory framework** such as the one envisaged for the creation of the Single Market for Data was identified as of prime importance for ensuring better data quality and data management, and for addressing challenges around intellectual property rights, cybersecurity, and data ownership.

**2**

**The EU can play a key role in raising awareness of digital technologies** – especially to construction SMEs, which are often unaware and/or not convinced of their benefits. SMEs need to be aware of financing opportunities, and the application process should also be tailored to their capacities and available resources.

**3**

**The EU should increase financial support to companies, and especially SMEs, to invest in digital technologies.** The new MFF places significant focus on the digital transformation. It includes Horizon Europe (**budget of EUR 95.5 billion**) and Digital Europe (**EUR 7.5 billion**) to support investments in digitalisation-related infrastructure, the deployment of digital technologies, and research and innovation.