

# EM:

## Technological golden rules?

Introductions:

- Presenters - who are we?
- What is this workshop about?
- EU recommendation CM/Rec(2014)4

# EM: Technological golden rules?

Some contextual themes:

- Climate of scepticism towards politics, government and indeed EU
- Intense scrutiny of public expenditure
- Significant caution – within governments and their civil servants

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The customer 'requirement':

- Link to yesterday's session
- “I want one of those widgets” vs “What problem are you trying to solve?”
- ‘Systems’ approach
- What social and policy outcomes are sought?

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‘Functional’ vs ‘Technical’ specifications:

- Roughly: ‘What?’ vs ‘How?’
- Blurred boundaries between the two...
- Specification trade-offs: matters of judgment?

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‘Specification’ vs ‘The Market’:

- Specifying a mobile phone...?
- Market maturity?
- Recent UK experience....

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Specification pro's:

- Common starting point for Member States
- Knowing that what is procured, is what was required
- Assisting the market by specifying user needs
- Accountability to the taxpayer...

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Specification con's:

- Do jurisdictions really know what they want?
- Likely to specify a product that doesn't exist...
- New product: high R&D cost, no guaranteed market
- Aggravated procurement bureaucracy
- More difficult for SME's...
- Commonality across jurisdictions??

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EU-wide specifications, or not... :

- Limited operational requirement cross-border
- Operational benefits of inter-operability
- Opening up of EU-wide markets
- Potential stifling of local innovations
- Already a massive swathe of EU rules...



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Concluding thoughts:

- Jurisdictions need to clarify policy intent
- Adoption of 'systems' approaches
- Understand existing markets
- Keep it simple
- Individual jurisdictions need to judge priorities and technical trade-offs
- European Council task force?