

Free ICT Europe update

SIA Round Table, Technogroup,
Hochheim, Germany

09 Oct 2015



Free ICT Europe – a little history

- Not for profit – founded in March '14
- ...to promote and protect the ICT Secondary Market...
 - Why?
 - Jobs – over 50,000 (mostly SME's)
 - Potential for service innovation & growth
 - Good for Europe
 - Primary Market (PM) predatory tactics – firmware access
 - PM restrictive practices – s/w transfer rules
 - Aggressive PM tactics towards clients – more audits, pressing contract terms etc.
- Promote Fair Play



Free ICT Europe – what we have done

- EU now know we exist
 - DG Comp – Competition
 - DG Grow – EU Services, SME's and Innovation
 - DG Connect – Digital Market
 - DG Justice – Business Contracts
 - DG Environment – WEEE Directive
 - European Parliament – various MEPs and Committee leaders
- Recent papers & submissions
 - A study about reuse and waste – JRC Institute for environment and sustainability (IES)
 - Environmental Footprint and Material Efficiency Support for product policy – JRC Science & Policy DG Environment



Free ICT Europe – results?

- Commission have told us that there are ‘regulatory options’ that could be pursued as a solution
- The European Commission at the end of this month will launch a proposal for the Single Market Strategy
 - A key aspect of this is an EU ICT Pact which will address how ICT services are to be provided
 - Leaked draft prepared by the Commission Directorate-General suggest that the initiative comes as a result of our successful engagement with DG GROW
- MEP’s identified for key market support (Germany, UK, France, Italy)
- FIE is now established as a key contributor to the debate
- **Struggled to get industry on-board**



Free ICT Europe – next steps

- Be the “go-to” resource for independent understanding of issues
- European/MEP road-show
- Build “Content based” credibility – web/social/press/pr
- End user advocate/champion
- Expand debate – “global” right to repair & resale
- Ensure Internal Market Strategy for Services delivers
- Prepare & contribute to papers & economic/legal analysis (SW Paper & Asset Finance Paper)
- Build EU/Brussels network & influence



Free ICT Europe – Don't be this guy!

