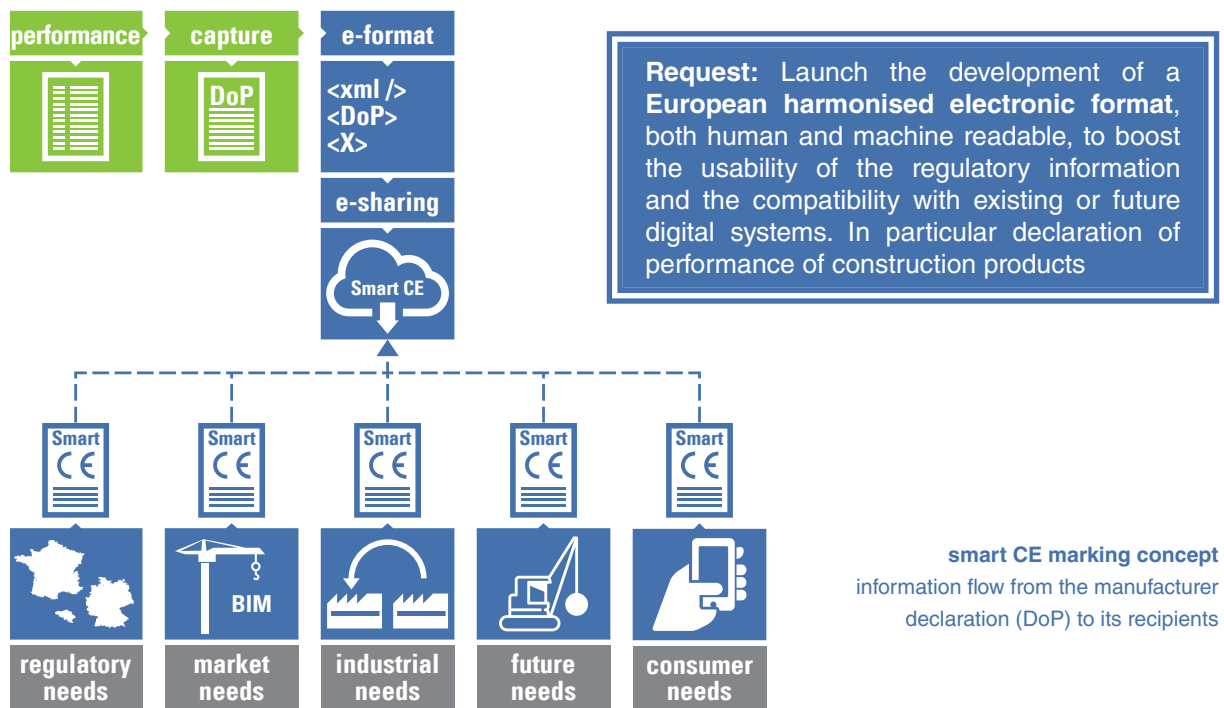


One of the greatest achievements of the Construction Products Regulation (CPR) is the European common language and formats for the exchange of information of construction products. The regulation guarantees transparency, availability and credibility of the information adding value to the products and services provided to users.

Construction Products Europe believes it is now the time to capitalise this success by making it accessible using digital means, maximising the benefits for a broader spectrum of users. Smart CE marking and electronic tools will enable the users to exploit the data manufacturers provide to the fullest potential and will allow them to develop new uses for this information in B2B and B2C communication in accordance with their needs.

Obedying to the principle of the CPR that information on essential characteristics shall not be expressed in other formats unless it is contained in the declaration of performance¹, the European Commission has the key role in ensuring that the achievements of the common language are translated into digital communication formats.



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Similar initiatives already exist in the framework of REACH² and are considered the best solution to manage large amounts of information, while allowing the development of customised tools to fit the recipient needs.

Benefits of the harmonised digital communication

Public authorities will be in a better position to develop tools to support the implementation of the national policies and to support relevant stakeholders (e.g. consumers, SMEs...).

Market surveillance authorities will benefit from the digital accessibility of the data, allowing them to check compliance of products with less effort.

¹ Regulation (EU) No 305/2011 Article 8(3) - [Link](#)

² ECHA website: New exposure scenario communications package - [Link](#)

The ‘smart’ use of Information Technology (IT) by construction service companies is a critical factor for success and growth of the European industry. **Industrial and professional users**, including contractors, engineers and architects will have all the provided data available in a user friendly and exploitable format enabling them to integrate the data in their relevant construction development tools (e.g. Building Information Models - BIM).

This proposal will provide benefits to all manufacturing companies independently of the size, including **small and medium-sized enterprises** (SMEs), increasing their chances to enter into new markets and global supply chains on fair terms. It will also fulfil the aspirations of manufacturers to test and declare values only once, for all.

Consumer organisations and NGO will have the chance to develop their own tools to facilitate the access of the information to satisfy citizens’ needs.

Information will be available and accessible for **future uses**, i.e. refurbishment and deconstruction of buildings, collection and management of waste, etc.

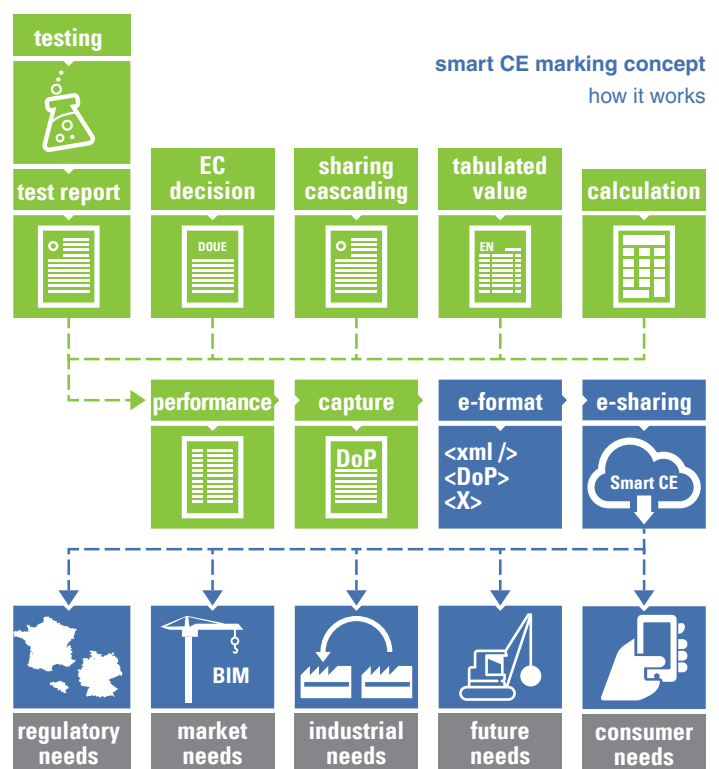
Towards smart CE marking

The use of new digital technologies is contributing to the European construction sector landscape and Smart CE marking would be the leading tool for the construction products market

The Delegated Regulation of 30th October 2013 on the conditions for making a declaration of performance on construction products available on a website is a good example of the success of digital initiatives.

Construction Products Europe aims to have a clear, stable, proportionate and predictable regulatory framework for the implementation of the CPR, and a harmonised digital communication format:

- ▶ facilitates the access to information in a sustainable way;
- ▶ improves the ability of companies in the supply chain to interact electronically and seamlessly, avoiding or significantly reducing paper-based, manual data processing;
- ▶ ensures fair competition and a levelled playing field;
- ▶ reduces the administrative burden of multiple declaration and overlapping requirements;
- ▶ enables the construction sector to adapt to the fast pace of technological change, fostering innovation.



Software, databanks and other IT tools

The industry calls for a European harmonised electronic format to enhance the delivery of information to the market. This common electronic format is a precondition for interaction and compatibility between IT tools, be it software or databanks, from different developers. To be clear, Construction Product Europe does not call for the development of software, the creation of a new central databank or any other IT tool.

European harmonised electronic format will facilitate private or national initiatives to develop websites, apps, databanks, software and any IT tools to address the needs of regulators, markets and/or customers.