



2024/2030

Priorities and Challenges

Europe at the heart of an ever-evolving world

Today's world is a world of increasing complexity and rapid changes. Changes that affect our daily life and challenges the fire safety and security industry to respond and contribute to a safer and more secure Europe.





The **two faces** of digitalization

Digital technologies are profoundly changing our daily life, our way of working as well as the way we do business, travel, communicate and relate with each other. This digitalized world generates an ever-increasing amount of data, which, if pooled and used, can lead to a completely new means of value creation. Whereas digital solutions such as artificial intelligence or quantum technologies can enrich our lives in many ways they do not come without risks. Furthermore, malicious cyberactivity may threaten our personal well-being or disrupt our critical infrastructures and wider safety and security interests.

It is Europe's goal to become the world's first climate-neutral continent. For this to happen, decarbonization of the electricity, transport, and building sectors is required. However, this will not happen without digitalization and electrification. While they are essential for Europe's sustainability targets, but they also impact the safety and security of our living and working environments.

Europe fit for the future

Changes like the digitalization and a more sustainable Europe can only be realized with a sufficiently skilled workforce. Like many other sectors the fire safety and security industry suffering from labor shortage. Upskilling, reskilling and using the untapped potential of the EU's domestic workforce is therefore essential and necessary to the benefit of the single market. To be successful we not only need to attract, but also retain the future talents.

In the last five decades, life expectancy has increased by about 10 years for both men and women. The fact that we are living longer is one illustration of the success and strength of the European social market economy, but it also presents new challenges for the safety and security of a population that becomes more vulnerable.

As such, Europe today is not only a continent with a long track record of success, but also one of enormous challenges. This Manifesto describes the challenges for the fire safety and security industry and the solution that the industry can provide. It calls on members of the European Parliament to work together on a fire safe and more secure Europe.



Our strategy

Euralarm, Europe's leading industry association organization in the fire safety and security industry, is dedicated to fostering a safer and more secure Europe by advocating comprehensive strategies and innovative solutions. Euralarm focuses primarily on the further development of fire and security solutions and standards and actively engages with the public and policy makers to implement key initiatives that prioritize the protection of lives and assets across Europe.

Through its multifaceted approach, Euralarm emphasizes the development of cutting-edge technologies, the establishment of robust regulatory frameworks, and the promotion of best practices in the fire safety and security industry. Euralarm plays a pivotal role in shaping the future of European fire safety and security by driving industry-wide innovation and promoting the adoption of state-of-the-art safety measures.

With its overarching mission to "Save Lives and Make Europe a more Safe and Secure place to Live, Work, and Travel," Euralarm remains committed to raising awareness, advocating for legislative reforms, and fostering cross-border cooperation. As part of its efforts to create a resilient and secure environment for all European citizens and communities, Euralarm facilitates knowledge exchange, supports research initiatives, and promotes education campaigns.

Our challenges and priorities

- Social responsibility
- Drive and monitor innovation
- Fast and flexible standardization
- European-wide approach to Testing and Certification
- International export
- Addressing horizontal legislation



Social responsibility

In its dedication to diversity, equity, and inclusion, Euralarm fosters a culture of respect, equality, and opportunity within the fire safety and security industry. By advocating for fair employment practices, nurturing diverse talent, and encouraging inclusive policies, Euralarm promotes an environment that values the contributions of individuals from all backgrounds, cultures, and identities. Through active engagement with diverse stakeholders, Euralarm seeks to amplify underrepresented voices such as SME's and drive meaningful progress toward a more inclusive and equitable European fire safety and security sector.



Euralarm, a leading association for fire safety and security in Europe, upholds a strong sense of social responsibility, placing a significant emphasis on sustainability, diversity, equity, and inclusion (DEI) in its operations. With a commitment to advancing the goals of the European Green Deal, Euralarm actively promotes sustainability measures, aligning its initiatives with the Energy Performance of Buildings Directive (EPBD) and addressing the challenges with per- and polyfluoroalkyl substances (PFAS) in fire extinguishing gases and in many of the components used in fire and security systems. By supporting the implementation of the Digital Product Passport, Euralarm fosters transparency and sustainability across the entire product lifecycle, ensuring compliance with circular economy principles.

Euralarm's contributions to a safe and secure Europe are multifaceted, encompassing a range of initiatives designed to bolster the continent's resilience and preparedness. By advocating for stringent safety regulations, promoting the adoption of cutting-edge technologies, and fostering collaboration between industry stakeholders and policymakers, Euralarm plays a pivotal role in enhancing the overall safety infrastructure across European communities. Through its comprehensive research endeavors, educational campaigns, and strategic partnerships, Euralarm continues to champion the advancement of best practices, ensuring that Europe remains at the forefront of innovation and excellence in fire safety and security standards.

Drive and monitor innovation/market developments

To stay abreast of cutting-edge technologies and foster continuous research, it is important to monitor innovation and market developments within the fire safety and security industry. By creating a platform that encourages the sharing of knowledge and collaboration among industry members, valuable insights are easily shared, and best practices are exchanged. This platform can facilitate regular discussions and cross-sectional meetings, fostering innovative ideas and addressing emerging challenges, thereby propelling the industry forward.

The promotion of new and advanced technologies, such as multi-criteria sensors, dual sensors, and remote service and diagnostic capabilities, can significantly enhance fire safety and security systems' efficiency and effectiveness. Industry stakeholders can elevate safety standards by advocating for the integration of these innovative technologies, enabling early detection, rapid response, and streamlined maintenance processes.

Stimulating research initiatives and encouraging investment in groundbreaking technologies is crucial for the sustainable evolution of the fire safety and security sector. By stimulating research and development activities, Euralarm helps the industry cultivate a culture of innovation and

resilience, fostering the creation of novel solutions that address complex challenges and anticipate future needs. Euralarm fosters collaboration between industry players, academic institutions, and research organizations to facilitate a comprehensive approach to innovation, leveraging diverse expertise and resources to drive impactful advancements.

Ultimately, the commitment to monitoring market trends, stimulating research, and promoting innovative technologies serves as a cornerstone for the sustained growth and advancement of the fire safety and security industry, ensuring the continued protection and well-being of communities in Europe and worldwide.



Fast and Flexible standardization

In the ever-evolving landscape of the fire safety and security industry, the paradigm of fast and flexible standardization is gaining prominence, posing pertinent questions about the necessity of new industry standards. Harmonized standards traditionally serve as a unifying force in Europe. However the complexity of modern safety challenges necessitate a more agile approach that prioritizes innovation, flexibility, and relevance.

By fostering a collaborative framework that encourages the input of industry experts, policymakers, and relevant stakeholders, new standards should be tailored to address emerging risks, technological advancements, and evolving regulatory requirements, ensuring that they remain at the forefront of safeguarding European communities.

It is imperative that these standards maintain a cohesive European identity and avoid becoming overly fragmented or country specific. Adherence to a unified set of core principles, coupled with comprehensive cross-border collaboration, can help ensure that the new industry standards in fire safety and security retain their European essence while accommodating specific national or regional nuances.



European-wide approach to Testing and Certification

A comprehensive European-wide approach to testing and certification plays a pivotal role in facilitating international trade and promoting the export of goods within and beyond the European Union (EU). Harmonization of testing methods and formats, especially in critical sectors such as fire safety and security, ensures a consistent and unified approach to product evaluation, enabling manufacturers to meet stringent quality standards and comply with regulatory requirements across different European markets without losing time to market.

Combined with the CE mark, mutual recognition of test results and certification confirms that a product complies with essential health, safety, and environmental protection requirements. Using this standardized

marking facilitates the free movement of goods across EU member states and increases international stakeholder confidence in the quality and safety of European products.

This approach, however, is effective when testing methods and formats are harmonized. This ensures uniform product evaluation processes across diverse European countries, such as France and Germany. Streamlining the certification process, reducing trade barriers, and boosting the international competitiveness of European manufacturers can be achieved by establishing a centralized testing framework that incorporates the latest technological advancements and aligns with international best practices.

International export

Furthermore, promoting the CE mark as a symbol of compliance underscores the commitment of European industries to upholding rigorous standards, fostering consumer trust, and facilitating market access on a global scale. By prioritizing a European-wide approach to testing and certification, the EU can strengthen its position as a leading global exporter, driving economic growth, and ensuring the continued relevance and recognition of European products in the international marketplace.



Addressing horizontal legislation

Addressing horizontal legislation involves handling regulatory frameworks that apply across various sectors and disciplines. It requires an understanding of how legislation, such as building codes, product standards, and safety protocols, are interconnected. Developing a cohesive framework that incorporates these elements will enable industry stakeholders to navigate the complexities of compliance more effectively.

Managing horizontal legislation involves fostering collaboration and coordination among regulatory bodies, industry associations, and policymakers. By promoting cross-sectoral dialogue and information exchange, Euralarm can identify common challenges, streamline regulatory processes, and develop unified guidelines that facilitate a seamless and integrated approach to compliance.

Furthermore, engaging in proactive advocacy efforts can help shape policy discussions and influence the development of horizontal legislation that promotes the advancement of the fire safety and security industry. By advocating for standardized practices, streamlined certification procedures, and consistent enforcement mechanisms, industry stakeholders can contribute to the establishment of a robust regulatory framework that promotes safety, innovation, and sustainable growth within the sector.



Euralarm represents the fire safety and security industry, providing leadership and expertise for industry, market, policy makers and standards bodies.

Our members make society safer and secure through systems and services for fire prevention, detection and extinguishing, intrusion detection, access control, video monitoring, alarm transmission and alarm receiving centres.

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