



Pilot Projects: Transatlantic Methods for Handling Global Challenges in the European Union and the United States

The origins of the Pilot Project initiative 'Transatlantic Methods for Handling Global Challenges' dates back to 2007 when the European Parliament allocated EUR 2.5 M and another EUR 3 M in 2009 for projects that would generate shared transatlantic analyses of global problems. The general objective of this initiative was to promote mutual understanding and learning among EU and US policy researchers and policymakers on a number of **challenges with a global dimension**. Over the period of 2008-2011, 12 projects fostered common and more effective approaches to key international policy challenges, such as the regulation of emerging technologies, energy and energy efficiency, the environment including bio-safety and biodiversity, public health, development, and internal and external security issues.

In November 2009, the European Commission organised a conference to introduce findings of the first round of projects implemented in 2008-2009. On **10 November 2011**, the European Union External Action Service and the European Commission's Service for Foreign Policy Instruments are organising a conference which will bring the policy makers from the European institutions, Member States and the US Mission to the EU with the representatives of the second round of projects. The particular aim of this 2011 event is to explore the opportunities **for enhanced transatlantic dialogue** in the areas of cooperation covered by the projects.

Projects 2010-2011:

EU-US Security Strategies: Comparative Scenarios and Recommendations

Lead beneficiary: Istituto Affari Internazionali (Italy).

Partners: Center for Strategic and International Studies (US), Fondation pour la Recherche Stratégique (France), Swedish Institute of International Affairs (Sweden)

This project, led by the Istituto Affari Internazionali (IAI, Rome) assessed EU-US external security strategies, with a view to deepening comparative analysis and proposing policy recommendations to foster EU-US common approaches to security challenges.

Four broad topics, chosen for their strategic relevance in the EU-US partnership, were investigated. First topic examined how Europeans and Americans have defined external security and conducted strategic security reviews, comparing recent American and French national security reviews, the 2003 European Union Security Strategy and its subsequent review in 2008, and the 2010 NATO Strategic Concept. Second topic examined the borders between internal and external security and how various threats can be addressed by the EU and the US. It focused in particular on cross-border threats in the areas of cyber security, biosecurity, pandemic preparedness and response, and disaster preparation and response. The third topic dealt with current trends in the defence and security market and related industrial perspectives in Europe and the United States. American and European security and defence industrial bases were examined and it was determined that both are undergoing a comprehensive restructuring with the security industrial base and market requiring the more dramatic transformation. Finally, the fourth topic delved into EU-U.S. cooperation in the field, examining four complex security problems, i.e., a nuclear-armed Iran, Afghanistan, the Haiti earthquake and natural disasters, and piracy off the coast of Somalia.

Improving EU and US Immigration Systems' Capacity for Responding to Global Challenges: Learning from experiences

Lead beneficiary: European University Institute (Italy)
Partner: Migration Policy Institute (US)

The United States and the European Union face some similar challenges and opportunities in the field of human mobility and migration, despite the differences between them. As they deal with shifting economic, demographic, and geopolitical circumstances and priorities, not to mention the legacy of a deep recession and a rapidly changing neighbourhood, policymakers on both sides of the Atlantic must ensure that their immigration systems are resilient, flexible, and responsive.

The project analysed key aspects of immigration policy in the European Union and the United States to set the stage for policymakers on both sides of the Atlantic to learn from each other and cooperate more closely as they review and adjust their immigration policies. This review took place within the context of substantial short-term uncertainties arising from the economic, jobs and fiscal crises and (in the case of Europe) from geopolitical upheaval in the Arab world. It must also be seen in the context of ongoing institutional, economic, and demographic changes, as well as governments' growing recognition that deeper cooperation with both sending and receiving countries are crucial to the effective management of migration.

The project has analysed shared challenges on either side of the Atlantic, including: (1) Economic competitiveness, (2) Addressing the impacts of demographic change, (3) Immigrant integration and employment, (4) Social Cohesion, (5) Border management and security, (6) Humanitarian protection, (7) Development in countries of origin, (8) Cooperation with sending countries.

Promoting Evidence-Based Transatlantic Dialogue and Convergence on Food Aid and Food Assistance Policy and Practice

Beneficiary: Global Public Policy Institute (Germany)
Partner: Cornell University (US)

The project's objective was to assemble and communicate empirical evidence on food assistance in order to inform transatlantic dialogue and support convergence among key European and US policymakers and practitioners. The project concluded that the EU and US have important opportunities for working together more closely on food assistance issue.

Based on an assessment of current challenges, as well as the growing coherence between the EU and US, the project provided recommendations for the European Commission and the US government on how to strengthen the global governance of food assistance, ensure needs-based responses, link relief and development and improve donor coordination.

Transatlantic Opportunities for Meeting Challenges in Energy Efficiency and Low Carbon Technologies (Atlantic Energy Efficiency)

Lead beneficiary: University College Dublin, National University of Ireland (Ireland)
Partners: Sustainable Energy – Ireland, University of California, Berkeley (US), Centre for European Policy Studies (Belgium)

The project analysed EU and US energy technology road maps with regard to the potential for synergies and opportunities for mutual learning and harmonisation with a focus on policy, performance, and energy R&D and associated policies aimed at enhanced energy efficiency. It identified joint EU-US approaches to supporting emerging economies' (China and India) own efforts to embrace energy efficient and low carbon technologies as well as being informed by developments in Japan. Specifically, the project aimed to highlight how and to what extent support for energy efficiency and associated technologies and innovation can contribute to wider economic stimulus packages.

CALAMAR: Cooperation Across the Atlantic for Marine Governance Integration

Lead beneficiary: Ecologic Institute (Germany).

Partners: Meridian Institute (US), Duke University (US), The Institute for Sustainable Development and International Relations (France), University of Delaware (US).

The CALAMAR project aimed to strengthen networks among key maritime stakeholders in the EU and US, and contribute policy recommendations to improve integration of maritime policies and promote transatlantic cooperation. CALAMAR convened a dialogue of more than 40 EU and US experts to foster strategic marine policy reform and encourage the sharing of best practices. These experts represented government, industry, science and non-governmental organizations. Over the course of the project (January 2010 to June 2011), the CALAMAR experts collaborated in four working groups, each based on a cross-cutting issue: (1) Oceans and climate change, (2) High seas, (3) Integrated marine policies and tools, and (4) EU/US transatlantic cooperation. Over 50 separate policy recommendations were produced, highlighting the enormous potential and benefits for enhanced EU-US cooperation in marine governance.

Transatlantic Observatory for Meeting Global Health Policy Challenges through ICT-Enabled Solutions. ARGOS eHealth

Beneficiary: The Eurorec Institute for Health Records

Partners: Gesellschaft für Kommunikations- und Technologieforschung (Germany), Istituto Ortopedico Rizzoli (Italy), American Medical Informatics Association (US), University at Buffalo, Ontology Research Group (US)

The ARGOS eHealth project has contributed to establishing a “Transatlantic Observatory for Meeting Global Health Policy Challenges through ICT-Enabled Solutions” in order to develop and promote “Common Methods for Responding to Global eHealth Challenges in the EU and the US”. EU and US care about the global challenges because (a) citizens travel and migrate globally and there is a wish to foster good healthcare everywhere, (b) the EU and US wish to refine their products to better penetrate global markets, (c) experiences and lessons learned globally are useful in Europe and the US.

The Observatory promotes mutual understanding and learning among EU and US policy researchers and policy makers on the following challenges: (1) Improving health and well-being of citizens through accelerating eHealth strategy development and through supporting large scale eHealth infrastructure implementations; (2) Supporting R&D in eHealth to promote the benefits from the pursuit of consistent strategies.

In this project, the following specific target areas have been addressed: interoperability in eHealth and certification of Electronic Health Record systems (EHRs); definition of a common, consistent approach and identification of indicators and tools for measuring the adoption, usage and benefits of eHealth; modelling and simulation of human physiology and diseases with a focus on the Virtual Physiological Human (VPH) and the use of such solutions to support the diagnosis and treatment of rare diseases; strategies for the development of a skilled health IT workforce.

Policy Focus on Child Obesity and Commerce. Marketing Food and Beverages for Children: Setting the Right Standards (STANMARK)

Beneficiary: International Association for the Study of Obesity

Partners: Rudd Center for Food Policy, Yale University (US), Department of Public Health Nutrition, Suhrs University (Denmark)

Should governments ban “junk food” advertising directed towards children? Can the food and beverage industry regulate itself with voluntary measures? Is there a set of marketing standards which can apply at global level?

International agencies recognise the need for a code of marketing standards for promoting food and beverages to children, especially where this marketing crosses national borders – e.g. through media such as the internet, satellite TV channels, and product placement in broadcast sports events and in internationally distributed games, videos and movies. The StanMark project aimed to bring together researchers and policy-makers to establish a set of standards for marketing foods and beverages consistent with the recommendations of the World Health Organisation.

