



# The development of the drone applications market

**High Level Conference on Drones**  
23-24 November 2016, Warsaw, Poland

***Jean-Pierre LENTZ***  
*European Commission DG GROW*

# How to speed up the drones operations?



## Support businesses development

Applications development  
Funding and business support

## Technology for airspace insertion

Validation and deployment



## European Regulation

secure everybody's trust  
matches businesses needs



## ➡ ***Responsible for Industry, Entrepreneurship and SMEs***

- Ensure the development of the done services' sector
  - ✓ A Regulation which contributes to secure everybody's trust and match market needs
  - ✓ An overall ecosystems that supports business development

## ➡ ***Responsible for Internal Market***

- Develop and implement the CE marking approach applying on consumer/prosumer drones (Open category)

## a European regulation which secures everybody's thrust



### Airspace users

Ensures the necessary level of **Safety**



### Security forces

Supports fight against **Security** threats

✎ Incorporate  
MoI & police  
requirements

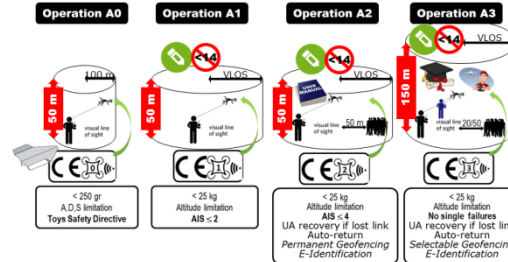
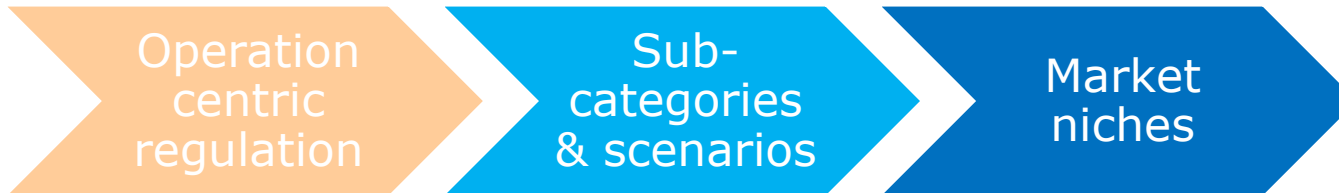


### Citizens

Supports enforcement of **Privacy and data protection** rights

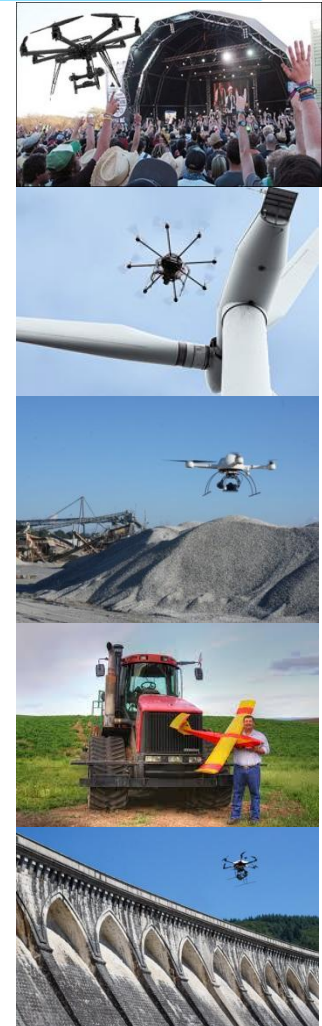
Consult DPA

## a European regulation which matches market needs



***Only well-defined scenarios reflecting the business needs will support market development***

➡ Operators must be closely associated to their definition



# Support knowledge and access to the rules

## ➡ **DRONERULES.EU project funded by COSME program**

- Awareness raising & access to regulation
- 22 languages
- Professional & recreational
- Safety, insurance and privacy
- Summaries, guidelines, quiz, videos, detailed information



**DroneRules** EU

In Europe, the use of drones is only possible under certain conditions established by law. When you fly a drone, you become de facto users of the airspace. Airspace is a regulated space. To operate your drone, you must therefore obey the aviation rules applicable in your country. The use of a drone equipped with a camera or other sensor might be highly intrusive. You must always respect others' privacy and personal data, complying to the applicable regulations. Finally, as operating a drone may represent safety risks, do not forget to comply with your insurance obligations.

It is always your responsibility as the operator of a drone to stay informed about the regulations and restrictions that are applicable. This website provides you with the basic information and the necessary guidance material on how to responsibly operate a drone in the European airspace.

When you have doubts about whether your **recreational** or **professional** drone use is permitted and under which conditions by law, always refer to the national authorities.

**PROFESSIONAL**  
Flying a drone for a BUSINESS ACTIVITY?

**RECREATIONAL**  
Flying a drone for a PRIVATE ACTIVITY?

**Fly respectfully, consider privacy**

**Fly safely, follow the flight safety rules**

**Fly responsibly, be Insured**

 Co-funded by the COSME programme of the European Union

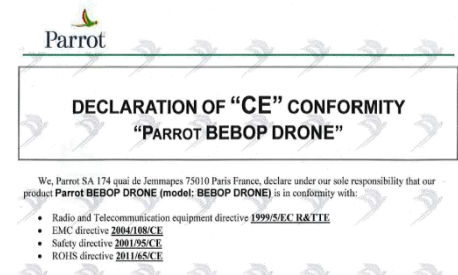


# CE marking for consumer products



## ➔ Requirements imposed on consumer products (open category)

- performances limitations and functionalities (e-identification, etc)
- imposed through CE marking like other applicable requirements (RED, LVD, etc)
  - ➔ Manufacturer responsibility
  - ➔ Market surveillance



# Financial instruments

## ➡ ***R&D grant to support applications development***

### ➤ Horizon 2020

- ✓ Collaborative projects (Galileo, ICT, Transport, Security, etc)
- ✓ SME instrument (Single SME, up to 2,5 M€, phased approach)

### ➤ EUROSTARS

## ➡ ***Financial instruments (COSME Program)***

- Through national intermediaries
- See [Access to Finance website](#)





European  
Commission



THANK YOU!

