

Our priorities for the 2025 Polish presidency of the Council

As of January 1, 2025, Poland has taken over the presidency of the Council of the European Union, outlining its priorities for the upcoming six months. While these priorities are ambitious, they remain subject to adjustment following the European Commission's work plan release on February 11. Several key areas on the agenda will have a direct impact on the home appliance sector. **We call on the Council and Parliament to secure the future of this strategic industry, recognizing its essential role in supporting Europe's environmental, societal, and economic objectives.**

Clean Industrial Deal

The Polish Presidency will continue discussions on the future of EU industrial policy and decarbonisation, with a focus on the *Clean Industrial Deal* and the *Affordable Energy Action Plan*.

What do we expect?

The Clean Industrial Deal is a crucial opportunity to strengthen Europe's home appliance manufacturing sector. Explicitly including home appliances in the Deal is vital to maximising their role in Europe's industrial strategy and supporting the clean transition. With over 130 manufacturing facilities across the EU, this industry employs more than 1 million people, making it a key driver in economic stability. The sector also plays an important role in reducing energy consumption, which accounts for a quarter of Europe's total energy use. Home appliances are essential to millions of European households, providing access to basic services such as food preservation and hygiene. However, high upfront costs for energy-efficient technologies, such as heat pumps, make them less accessible to vulnerable communities. The Clean Industrial Deal must ensure that these technologies remain affordable and widely available.

Simplification, Single Market, and Standardisation

Poland's presidency will focus on strengthening the Single Market by simplifying regulations and reducing bureaucratic burdens. This includes eliminating unnecessary or inconsistent requirements and streamlining reporting obligations.

What do we expect?

[Simplified, harmonised policies are critical for driving economic growth and innovation.](#) Streamlined regulatory frameworks and targeted measures can unlock

opportunities for households and businesses, fostering a competitive and sustainable European market.

Digital Policy

In digital policy, the Polish Presidency will prioritise cybersecurity and resilience. A comprehensive and horizontal approach to cybersecurity. The Presidency also aims to advance the draft AI Liability Directive.

What do we expect?

Progress on horizontal cybersecurity measures rules will strengthen trust and innovation in the digital sphere, benefiting the home appliance sector that increasingly relies on connected technologies. Any progress on the AI Liability Directive should take into account the work and rules already set in the AI Act and Product Liability Directive ensuring there is **no duplication of requirements**.

Energy

Energy security will be a central priority for the Polish Presidency. The Council will work on updating and strengthening the European energy security strategy. This strategy will address access to affordable energy, especially for energy-intensive industries, equitable access to new technologies, and alignment with climate and environmental goals.

What do we expect?

We expect the Polish Presidency to initiate discussions on the Affordable Energy Action Plan. These discussions should address the challenges of the Just Transition and explore ways to support households during the transition including **recognising home appliances are crucial enablers of energy efficiency and should therefore be an integral part of the Plan**.

Environmental Policy

The Presidency will focus on water resilience and simplifying environmental reporting requirements. It will also work on advancing negotiations on the Green Claims Directive.

What do we expect?

In the words of President Von der Leyen, "investment and competitiveness are founded on policy certainty and legal predictability." This makes it essential to strike the right balance



between verification and administrative burden for companies. Concretely, we expect (and need) more **clarity on the simplified procedure process** and ensure that the majority of claims can benefit from the simplified procedure.

