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**To:** Ursula von der Leyen  
President of the European  
Commission

**From:** Hakan Bulgurlu  
APPLiA President

## **Subject: A Fair, Sustainable, and Prosperous Europe**

Dear President of the European Commission,

APPLiA, representing home appliance manufacturers in Europe, is deeply committed to building a future where Europe is not only climate-neutral but also fair, sustainable, and thriving by 2029. This vision hinges on a three-pronged approach:

Firstly, we must enable a swift and effective transition to a climate-neutral economy. We call on the new European Commission to present a bold Decarbonisation Plan within its first 100 days, leaving no stone unturned in identifying, supporting, and rewarding technologies that drive decarbonisation. Additionally, a dedicated financial framework must be established to incentivise and support investments in this transition. Crucially, our energy system must undergo a profound modernisation, embracing large-scale electrification, smart technologies, and an upgraded energy grid, leading to lower emissions and reduced energy costs for all.

Secondly, the transition must be inclusive, supporting all citizens. Consumers should be empowered through meaningful incentives like real-time energy billing, personalised tariffs, and subsidies for energy-efficient appliances. We must ensure that low-income households are not left behind, providing targeted support for the adoption of energy-efficient solutions. A strategic approach to replacing outdated, energy-intensive appliances is essential, both for energy savings, responsible recycling and effective material recovery. Just as there is a single market to place new products on the European market, we fully support your recent call for a single market for waste and secondary material resources. This would ensure that millions of products can more easily get a new life, and more resources can be recovered, at higher quality, at a lower cost.

Finally, this transition is an opportunity to bolster Europe's economy and manufacturing, relying on a diversified and democratic workforce. We can and should become a global leader in clean technology innovation by fostering a supportive environment for early-stage ventures. Removing unnecessary regulatory hurdles, streamlining technical standards and fostering global competitiveness shall be at the core of all new legislation. A resilient circular economy is also key, necessitating a focus on closing gaps in recycling processes, securing strategic partnerships, and safeguarding European jobs. Lastly, a clear and



decisive European voice on industry policy and decarbonisation, embodied by a dedicated Vice-President and Commissioner, is paramount to driving this agenda forward.

We invite you to consider our points in shaping the new European Commission. By taking decisive action now, we can build a Europe that not only thrives economically but also safeguards our environment for future generations.

Sincerely,

Hakan Bulgurlu  
APPLiA President