

Commission's 2025 work programme: a game changer if implemented right

Today the European Commission presented its 2025 Work Programme guiding the EU executive's work for the coming five years.

APPLiA Director General Paolo Falcioni said: The Commission's 2025 work programme points to the right problems facing EU businesses today: high production costs, rising competition, and increasing regulatory burdens. Now, it is crucial to implement the right solutions. Under the theme of 'competitiveness and simplification,' the programme has the potential to transform policymaking and significantly benefit EU businesses. To achieve this, it must leverage and capitalise on the interconnectedness of the entire industrial ecosystem.

The home appliance industry is central to Europe's competitiveness, essential in every EU home, and a major employer. As a prime example of *Made in Europe, for Europe*, the sector supports sustainable lifestyles and contributes to the EU's environmental goals. With over 1 million Europeans employed, it strengthens local economies and the labor market.

Proposed measures such as the Circular Economy Act, focusing on electronic waste and waste management revisions, offer significant opportunities for appliance manufacturers to create secondary markets for critical raw materials and enhance recycling efforts. The Clean Industrial Deal, centered on innovation and energy efficiency, provides a framework for the sector to improve its competitive edge. The Action Plan on Affordable Energy could incentivise energy-efficient appliances, benefiting households. The European Affordable Housing Plan may drive demand for energy-saving appliances, and the Single Market Strategy aims to reduce barriers, boosting the appliance sector's competitive potential. Finally, the Omnibus simplification package can streamline reporting obligations and align sustainability requirements, benefiting manufacturers of all sizes.

It is vital that appliances remain a central focus within these initiatives, enabling the sector to continue to contribute to a sustainable, competitive, and energy-efficient Europe. We call on EU decision-makers to remove remaining barriers to growth, unlocking new opportunities for innovation, sustainability, and economic success.