

APPLiA's initial reactions to the Clean Industrial Deal

Today the European Commission presented its flagship Clean Industrial Deal, a pillar of the EU's executive competitiveness plan for the coming years.

APPLiA, representing top European home appliance manufacturers, issued the following statement in reaction.

APPLiA Director General Paolo Falcioni said: "The Clean Industrial Deal offers the EU a crucial opportunity to redefine industrial success by fostering a thriving, competitive industrial ecosystem that can lead the global transition to a clean, sustainable future. This is a vision we fully support and have long been advocating for. However, while the Deal prioritises energy-intensive industries, it is crucial that all sectors, including the home appliance industry, are given adequate attention and support to achieve Europe's decarbonisation and competitiveness goals."

The Deal includes encouraging messages on key themes such as affordable energy, circularity, simplification of state aid rules and carbon leakage protection. These are welcome developments, but their effectiveness depends on swift and sustained action.

Affordable energy is crucial for the survival and competitiveness of European industries. The Deal rightly emphasises this, aligning with APPLiA's calls for action, but the challenge now is in implementing this promise.

Access to raw materials is another key concern. Europe's industrial competitiveness depends on reliable, cost-effective access to these materials. Without ensuring industries can secure the resources they need at fair prices, Europe risks falling behind in the global market. These interconnected issues, affordable energy and materials access, must be addressed simultaneously for Europe to maintain its industrial strength.

The creation of **lead markets to foster demand for clean products** is an important step forward. However, it is crucial that all industries, including home appliances, which play an integral role in the clean-tech sector, are included in these efforts. As industry leaders in decarbonisation, we want to see the market shift toward more sustainable solutions, and we are committed to collaborating across sectors to make that a reality. The entire industrial ecosystem must be supported to meet the EU's decarbonisation and competitiveness targets.

Circularity, a central pillar of the Deal, is also essential. The circular economy is central to APPLiA's work on product-related legislation, and the focus on ensuring a sustainable lifecycle for products is something we strongly support. We must continue pushing for effective waste management policies, and the concept of Trans-Regional Circularity Hubs will be an interesting avenue to explore. We are ready to advocate for a true **Single Market for Waste**, ensuring that recycling can take place efficiently and on a large scale.

The **simplification of state aid rules** is a welcome development that could level the playing field for European industries. However, to truly compete internationally, European businesses need fair access to financing and resources.

The Deal also emphasises the need for **skills enhancement**, which is an obvious but necessary focus. The future of European industry hinges not just on technology but on the talent that drives innovation. Providing a framework for sectoral skills development is vital to securing the workforce of tomorrow.

Finally, the creation of **Clean Industrial Deal Industry Hubs** is a positive step toward facilitating cooperation at the national level. These hubs can streamline efforts across Member States and connect stakeholders in the clean energy space. The Commission's commitment to public procurement as a tool to drive the industrial transformation further demonstrates the importance of aligning policy with real-world actions.

In conclusion, while the Clean Industrial Deal marks an important milestone in Europe's journey toward industrial decarbonisation and sustainability, it is essential to ensure that all industries receive the support they need. **The home appliance industry, though not directly mentioned, is an [integral part of the industrial transformation](#) that this Deal envisions.** The sector is pivotal in decarbonisation, boosting competitiveness, and enabling European industry to meet its climate goals.

The European Commission has laid out a strong framework, and now it is crucial to implement these actions effectively. APPLiA stands ready to engage with all stakeholders to make this vision a reality and ensure Europe's industrial future is clean, competitive, and resilient.