

Joint Statement on the upcoming proposal for an Industrial Accelerator Act

We, the undersigned organisations and business representatives across industrial and manufacturing sectors, research organisations, think tanks, and civil society, wish to reiterate [our recommendations](#) for the forthcoming Industrial Accelerator Act and stress the importance of lead markets for European low-carbon products.

While we welcome the Commissions' efforts to promote clean manufacturing, we are concerned that the initial ambition for this Act has been diluted. Demand-side provisions appear largely confined to public procurement and public support schemes, as well as restricted to a few sectors, namely steel, cement, aluminium, and plastics used in construction. We strongly support demand-side initiatives for the public sector as an effective lever to create demand. However, the **public sector alone cannot create sufficient demand** for low-carbon products at scale, and the **limited number of sectors targeted** risks increasing market fragmentation.

Furthermore, the Commission's internal draft is unclear as to whether low-carbon requirements for public procurement and public schemes would be complementary or subordinated to origin-based criteria. When setting out, via implementing acts, specific products to which these criteria apply, discretion is seemingly left to the Commission to choose between either "minimum Union content" or "low-carbon Union content" requirements.

This risks **relegating decarbonisation efforts and clean manufacturing to an optional element** for strategic sectors and products falling under such implementing acts when the very aim of the Industrial Accelerator Act has always been to accelerate industrial decarbonisation. Likewise, labels can be useful to identify and support first movers, but do not suffice to establish fair competition between conventional and low-carbon products as long as they **remain voluntary and limited in sectoral scope**, nor guarantee that the market will actually adopt them.

Creating lead markets for clean industrial products is one of the [core priorities under the Clean Industrial Deal](#). Member States including [France, Germany and Italy](#) have called for stronger EU action to accelerate their development, and the [European Commission's 2026 Work Programme](#) confirms that advancing European lead markets – **particularly through private demand** – is a key priority for the Union's industrial and innovation agenda. Public and private demand side instruments are also [widely recognised](#) by European industries and civil society organisations as essential policy levers to create the business case for industrial decarbonisation.

The Industrial Accelerator Act represents a timely opportunity to stimulate clean industrial manufacturing in Europe and market demand for low-carbon products. This is key to reinforce Europe's economic resilience, scale the full portfolio of net-zero technologies, support quality jobs, and strengthen Europe's industrial competitiveness in the transition to a net-zero economy.

Therefore, we recommend to:

- Broaden the scope of lead market measures to include a **wider range of sectors**, such as the chemical and fertiliser industries as well as plastics used beyond construction, with differentiated and targeted approaches reflecting their specific decarbonisation pathways.
- Establish **EU-wide, harmonised and performance-based product standards**, which will be crucial to support predictable private demand. Given that the Commission intends to develop these in secondary legislation under the Ecodesign for Sustainable Products Regulation and the Construction Products Regulation, the IAA could be used to bring additional predictability, for example by setting clear timelines for these processes.
- Establish **mandatory green public procurement** with clear, minimum content quotas for **both low-carbon and EU/EEA origin requirements**. These criteria must be complementary and

mutually reinforcing. They should be set in a way not to distort competition, while recognising the diversity of sectors.

- Establish durable and predictable **private demand** by combining gradual demand-side mandates with EU and national financial de-risking instruments and financial incentives to facilitate long-term offtake agreements.

Supporting organisations







List of signatories

Airborne Wind Europe	E3G (Third Generation Environmentalism)
Bellona	ECOS (Environmental Coalition on Standards)
Bioenergy Europe	Energie Nederland
BVCM (Bundesverband Carbon Management)	EPICO
Carbon Gap	ePURE
CCS Europe	ESWET (European Suppliers of Waste to Energy Technology)
Change for the Better (Změna k lepšímu)	Euromines
Chemelot	FME
Clean Air Task Force	France Hydrogène
Cleantech for Europe	GravitHy
CLG Europe	Heidelberg Materials
Climate Strategy	Hydnum Steel
CO2 Value Europe	Hydrogen Europe
Concito	I4CE
Demand Creation Coalition	INCIEN
Deutscher Naturschutrzring	

Mission Possible Partnership

Transport & Environment

NedZero

VNCI (Dutch Chemical Industry)

NGO Shipbreaking Platform

Yara

SINTEF

Zero Emissions Platform

Tech for Net Zero