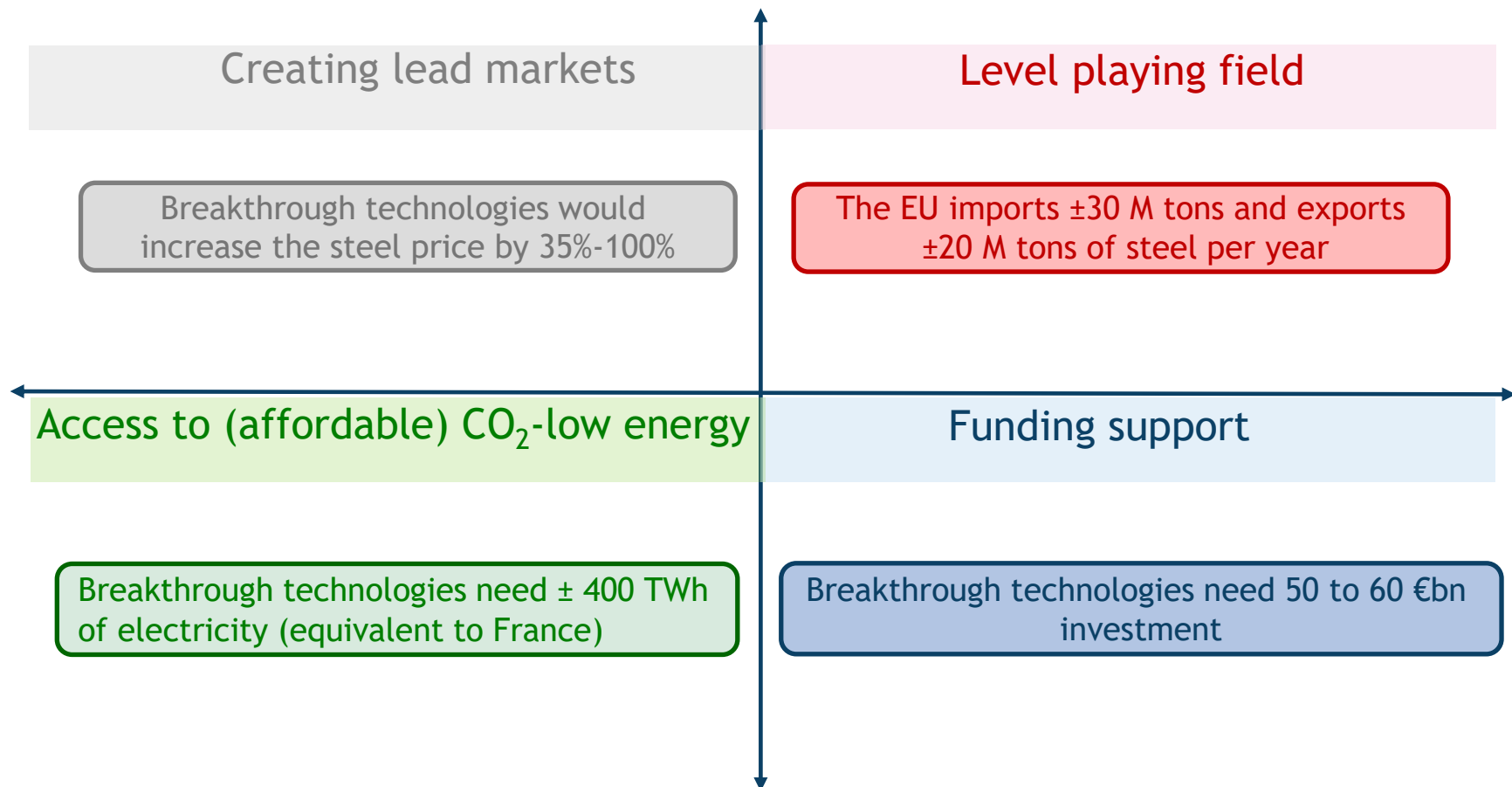




## CREATING MARKETS FOR LOW-CARBON PRODUCTS IN THE EU

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- Push and pull measures are necessary (experience with renewables)
- Creating lead markets is a necessary condition for climate ambition but not sufficient for growth strategy (experience with solar panels)
- Existing EU companies are world leaders in R&I and will be the key players in the new markets => preserving their competitiveness in short/medium term is essential
- Large investment decisions are difficult to justify only with small niche markets

- Contracts for difference as a structural solution to de-risk breakthrough technologies (Environmental and Energy Aid Guidelines)
- Proper life cycle assessment methodology and related GHG saving threshold in the implementation of the Renewables Directive for untapping the potential of recycled carbon fuels from carbon capture and usage technologies
- New regulatory framework to support other carbon capture and usage solutions as chemical feedstock
- Extending Eco-innovations to low carbon materials under the EU regulation on CO<sub>2</sub> emission performance standards for passenger cars and light commercial vehicles
- Robust product policy based on harmonised full life cycle methodology rewarding circular and recyclable materials
- Public procurement as a tool to create lead markets in some sectors (e.g. construction)
- Additional solutions will be necessary also to consolidate such lead markets (e.g. standards, carbon footprint legislation, etc.)



# THANK YOU FOR YOUR ATTENTION

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