

P R E S S R E L E A S E

New industrial transformation masterplan “an essential step towards integration of EU Green Deal and Industrial Strategy”

- **Official *Masterplan for a competitive transformation of EU Energy Intensive industries* [released today](#) after unprecedented collaboration between EU regulators, Member States, industries & civil society**
- **Metals industry’s main ask is for Europe to deliver competitive carbon-free electricity to its industries while giving them the platform to compete internationally**
- **Other Masterplan priorities include creating markets for low-carbon products, supporting breakthrough innovation programmes, and realising a European Circular Economy**

Brussels, 28 November 2019: “Today’s Masterplan for energy-intensive industries is an essential step towards the EU integrating its work on the Green Deal and new Industrial Strategy”, Guy Thiran, Director General of Eurometaux, the European metals association, said today. Thiran made his comments on the publication day of a new report from the EU’s High-Level Group on Energy Intensive Industries, which outlines the framework conditions required for their competitive transformation towards a climate-neutral and circular economy.

“The metals sector has worked with the European Commission, Member States, energy-intensive industries and other stakeholders to provide common recommendations for Europe’s industrial climate transformation. We’re convinced that Europe’s climate-neutrality & circular economy goals must be achieved through partnership between regulators and their essential industries. Urgent action is needed now to ensure industry is positioned to make the scale of investments required”.

“Our sector’s main ask is for Europe to deliver competitive carbon-free electricity to its industries while giving them the platform to compete internationally”, continued Thiran. “The metals industry is an early electrification leader, with the built-in potential to reduce our CO2 emissions by 81% (vs. 1990 levels) if the power sector continues its path of decarbonisation. Other sectors plan a similar shift towards electricity in the next three decades, and together we need confidence that enough green power will be available at competitive prices”.

The new Masterplan was developed through contributions from the European Commission, EU Member States, the energy sector as well as workers’ organisations, NGOs, think tanks and academia. It recommends that the EU now takes actions in three priority areas to secure a successful industrial transformation:

1. Creating markets for climate-neutral, circular economy products;
2. Supporting rapid demonstration of breakthrough technologies on an industrial scale through major R&D&I programmes and access to private finance;
3. Securing industry’s access to alternative energy and feedstock sources at competitive prices

Moving forward, the metals industry urges the new European Commission and Parliament to make the Master Plan’s conclusions a vital link between the EU’s forthcoming Green Deal and new Industrial Strategy.

Thiran concluded: “Our industry and other energy-intensive sectors make and recycle products essential to Europe’s climate transition, with a carbon footprint already significantly lower than other areas of the world. It’s vital that the new EU institutions take bold action to encourage new investments and support our transition, with a recognition of the scale of the challenge involved in meeting a 2050 climate-neutrality target”.

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ABOUT EUROMETAUX

Eurometaux is a trade association representing the collective European non-ferrous metals industry, including smelters, refiners, transformers and recyclers of all non-ferrous metals produced industrially in Europe. In total the industry employs 500,000 people across over 900 facilities, with an annual turnover of €120bn.

In October 2019, Eurometaux released a report – [Metals for a Climate-Neutral Europe: A 2050 Blueprint](#) – which outlines the European non-ferrous metals industry’s potential and challenges in meeting a 2050 climate-neutrality target, plus five recommendations for an enabling EU industrial strategy.

ABOUT ALLIANCE OF ENERGY INTENSIVE INDUSTRIES

The Alliance of Energy Intensive Industries has released a joint reaction to the Masterplan [here](#).

The list of industry associations that has contributed to the Masterplan:

- Eurometaux
- Cefic
- Eurofer
- Cembureau
- FuelsEurope
- Cepi
- FertilizersEurope
- EuLA
- Glass for Europe
- Cerameunie
- EuroAlliages

