

# Roadmap to a fair, sustainable & prosperous European society

Our recommendations for the 2024-2029 European Union's legislative term



APPLiA – Home Appliance Europe has prepared the following roadmap to provide actionable recommendations for the European Commission, the European Parliament and the 27 national governments throughout the 2024-2029 legislative term.

**Home appliances are strategic enablers of sustainability.**

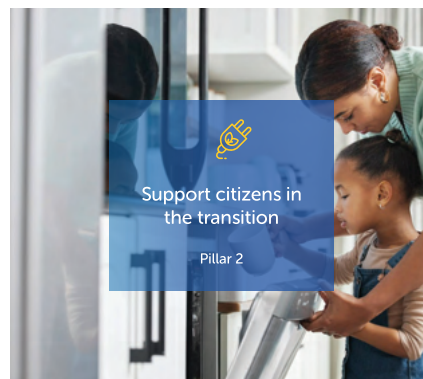
From refrigerators, washing machines, vacuum cleaners, irons, to air conditioners and heat pumps, they are present in each and every household and can significantly reduce everyone's energy consumption and carbon emissions, provided that the right policy conditions are in place.

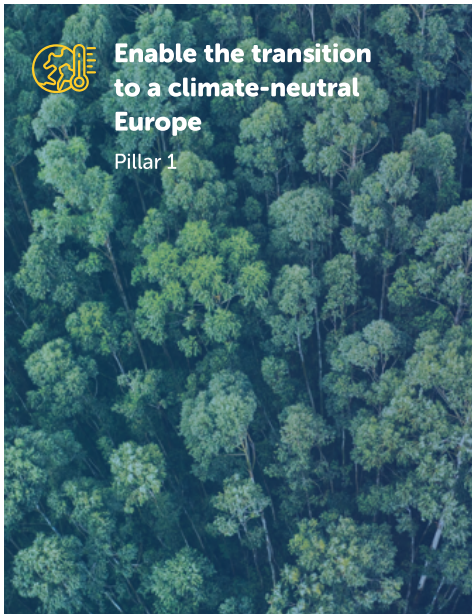


APPLiA represents 25 direct members and 26 national associations across 25 countries.

The roadmap includes  
 ★ 3 pillars &  
 ★ 9 recommendations

that the European Union should implement from 2024 to 2029, in the aim of reaching climate-neutrality while supporting citizens, preserving jobs and promoting growth in Europe.





## Enable the transition to a climate-neutral Europe

Pillar 1

### Recommendation 1

#### A Decarbonisation Plan for Europe

The new European Commission should present a Decarbonisation Plan for Europe in its first 100 days in office. The Decarbonisation Plan will logically follow and complement the European Green Deal strategy (2019), yet with a strong focus on the implementation to reach the (now agreed) climate objectives for 2030 and 2050.

The Decarbonisation Plan should aim at finding, accelerating, and rewarding all possible technologies that contribute to decarbonise Europe,

### Recommendation 2

#### Enable and reward transition investments for decarbonisation

A new transition finance framework should complement the former EU sustainable finance agenda, to enable and reward all possible decarbonisation investments. The financial system should not simply reward green assets; it should actively enable the transition of all sectors on the pathway towards sustainability.

### Recommendation 3

#### Modernise our energy system to reduce CO2 emissions and bills

A modernised energy system is indispensable to permanently reduce carbon emissions, energy consumption and bills. Energy consumption can (and should) be optimised with smart and efficient devices, such as modern home appliances.

### Recommendation 4

#### Reward and empower consumers with meaningful incentives

Reward citizens whenever they decrease, optimise or decarbonise their own energy consumption. This is much more than carbon taxes: a full set of incentives for energy-efficient behaviours should be put in place.

### Recommendation 5

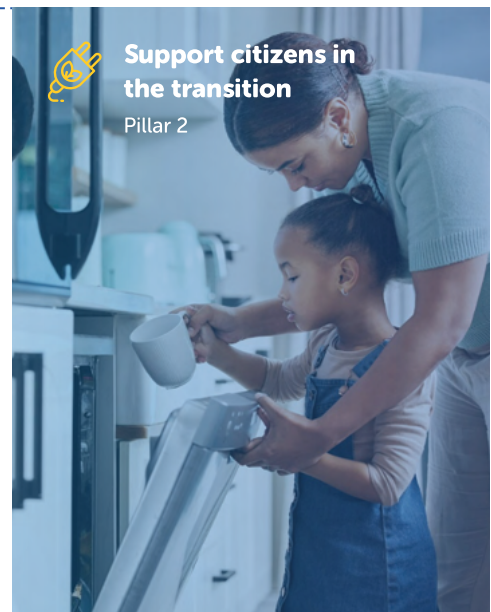
#### A European strategy to replace old energy-intensive appliances

The correct handling of the resources in old appliances can be ensured, provided that all actors join forces and work collectively in this massive organisational challenge. However, the replacement of appliances should consider the actual improvement in energy efficiency, the environmental footprint during its whole life cycle, the durability of an appliance and differences across product categories.

### Recommendation 6

#### Support for low-income households to install energy efficient appliances

Advanced energy-efficient and sustainable technologies should be affordable to all. In this aim, strong support for low-income households to install energy efficient appliances should be organised via a European coordination scheme, building upon national initiatives and (if needed) with additional EU funding



## Support citizens in the transition

Pillar 2



## Preserve jobs and promote growth in Europe

Pillar 3

### Recommendation 7

#### Make Europe a worldwide leader of clean tech innovation

Europe can become the "number one" investment hub for clean tech innovation in the world, provided that the conditions for successful market scale-up are in place. New decarbonisation technologies should find sufficient capital in Europe both for research and mass production.

### Recommendation 8

#### Build a crisis-proof European circular economy

The EU should build a crisis-proof circular economy by identifying and fixing the "missing links" of the recycling loop, by securing strategic partnerships with reliable suppliers abroad, and by preserving its local workforce – in particular through professional reconversion in carbon-intensive regions.

### Recommendation 9

#### A clear European voice on industry policy and decarbonisation

The new European Commission should aim to promote, as much as possible, a stronger alignment on some of the most important industry policy decisions with all 27 governments for a more harmonised internal market.

