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CLEANTECH CONFERENCE: DRIVING SUSTAINABLE INNOVATION

How to boost cleantech
manufacturing in the EU



INNOVATION FUND

Funded by the EU Emissions Trading System

MADE IN EUROPE: HOW TO BUILD A SUCCESSFUL MANUFACTURING BUSINESS IN THE EU

HENRIK STIESDAL
Stiesdal A/S



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DRIVING SUSTAINABLE INNOVATION WITH SUCCESSFUL MANUFACTURING BUSINESSES

Sustainable – the object

- Products and services that deliver reductions in emissions and waste
- Products and services that themselves have a minimal impact on the environment

Sustainable – the subject

- An enterprise that is long-term economically viable
- An enterprise committed to fair practices of social equity and ethics throughout its field of activity

A SUCCESSFUL MANUFACTURING BUSINESS - THE DANISH WIND INDUSTRY

How did the successful manufacturing business of the Danish wind industry get established, and what made it long-term sustainable?

1. The government wanted it to happen
2. Long-term frame conditions were established
3. Selected demonstration projects received specific subsidies
4. Strong links were established between industry and research

A SUCCESSFUL MANUFACTURING BUSINESS - APPLYING A SUCCESSFUL RECIPE

The government intents

- ✓ The EU Institutions continue to demonstrate dedication and support to sustainable innovation

A SUCCESSFUL MANUFACTURING BUSINESS - APPLYING A SUCCESSFUL RECIPE

The establishment of long-term frame conditions

- ? Significant gaps in the chain of ambition – planning – execution, creating chicken-and-egg situations and supply chain constraints
- ? Geopolitical challenges, including but not limited to unfair competition and critical materials

A SUCCESSFUL MANUFACTURING BUSINESS - APPLYING A SUCCESSFUL RECIPE

Project-specific subsidies

- ✓ Well-established support mechanisms in the EU, including but not limited to the Innovation Fund
- ? Cumbersome and very resource-demanding application processes compared with competition

A SUCCESSFUL MANUFACTURING BUSINESS - APPLYING A SUCCESSFUL RECIPE

The establishment of strong links between industry and research

- ✓ The EU Institutions continue to demonstrate dedication and support to the establishment of the necessary links between industry and research

WHERE DOES THIS LEAVE US REGARDING NEW CLEANTECH MANUFACTURING IN THE EU?

Suspended on a strong chain with weak links

- ✓ Dedication and support to sustainable innovation from the EU Institutions
- ? Significant gaps in the chain of ambition
- ? Geopolitical challenges
- ✓ Well-established support mechanisms in the EU
- ? Uncompetitive support application processes
- ✓ Dedication and support to the establishment of industry-research links

STRENGTHENING THE WEAK LINKS

In principle it is simple

- Close the gaps in the chain of ambition – focus on planning and execution
- Face the fact that the market may not be up to the task
- Reconsider the countermeasures to the IRA and unfair industrial competition
- Reconsider (once more) the support application processes

In practice it is not that simple, of course!

- Nevertheless, the challenges and threats to present and new sustainable manufacturing businesses are real and need to be acted on

THANK YOU!



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