



# Accelerating clean industrial deployment: insights, challenges, and opportunities

12 May 2026, Brussels



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# Panel 3 Break out session

## Low-carbon technologies in energy-intensive industries

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# Topics

- Investment risk and financing the first industrial plants
- Business case for low-carbon production
- Permitting, regulation and speed of deployment
- Market demand for green industrial products

# Investment risk and financing the first industrial plants

- Low-carbon technologies in EIs often require first-of-a-kind industrial plants with very high capital costs.
  - Technologies still technologically and commercially unproven at scale
  - Very high CAPEX
  - Even with EU IF support the challenge and risk remains high
  - Funding volume is limited – few projects
  - Not supporting sector wide transformation
  - Application process too complex -
- Questions
  - What is the largest financial barrier to deploying low-carbon technologies at industrial scale?
  - Are current funding instruments addressing the real risks companies face?
  - What type of risk-sharing mechanism would unlock investment decisions?

# Business case for low-carbon production

- Many low-carbon industrial technologies are significantly more expensive to operate than established processes.
  - Competitiveness depends on ETS pricing, electricity prices, global pricing of commodities
  - High European electricity cost
  - Global competition with limited ability to have customers paying more for green products
- Questions
  - What is needed to make low-carbon production competitive?
  - How large is the cost gap vs conventional production?
  - What policies is needed to improve the business cases?

# Permitting, regulation and speed of deployment

- Industrial transformation projects face complex and lengthy permitting processes
  - Permitting timelines, regulatory uncertainty/unclear rules for emerging technologies, investment uncertainty
  - Efforts to accelerate deployment are being discussed e.g. Net-Zero Industry Act
- Questions
  - Where are the biggest regulatory bottlenecks today?
  - How much do permitting timelines influence investment decisions?
  - What regulatory change would most accelerate deployment?
  - Improvement with Net-Zero Industry Act?



# Market demand for green industrial products

- Even if companies produce low-carbon steel, cement, or chemicals, they often struggle to secure long-term demand at the price needed.
  - The market are not willing to pay more for green products.
  - Lack of standardized definitions of “green” materials or products (Carbon footprint standards)
  - No “guaranteed” demand
- Questions
  - What is currently limiting demand for low-carbon industrial products?
  - Which sectors could become early adopters?
  - What mechanisms could create reliable lead markets?



# Thank you!



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