

---

# Shaping an Electrification Action Plan for European Industry: barriers and opportunities

---

Wednesday, 11 December 2024, 12:00- 13:30 | In-person event with livestream

---

Residence Palace, Rue de la Loi 155, 1040 Brussels | Passage Room

---

As the EU accelerates its path towards climate neutrality, electrification has emerged as a key pathway for industrial decarbonisation. With process heat accounting for 75% of EU industrial emissions (2019), direct electrification technologies show considerable technical potential for replacing fossil fuels in the coming decade, entailing substantial benefits in terms of energy savings, security and long-term competitiveness for European industries.

In its impact assessment for a 90% emissions reduction target by 2040, the European Commission expects the electrification rate of European industry to double by the end of the next decade. Nevertheless, the path to electrification still faces significant hurdles, including power price volatility, infrastructure bottlenecks and a clear demand trajectory for electrification technologies. To address these challenges, the European Commission is preparing an Electrification Action Plan as part of the Clean Industry Deal announced by President von der Leyen.

At this event, organised in cooperation with RAP and E3G, leading experts and stakeholders will discuss critical questions such as: What are the latest advances in electrification technologies, and how can they be scaled across industries? How can policymakers create supportive frameworks to drive electrification uptake and innovation? What strategies can overcome existing barriers to progress?

The event will begin with insights from Agora Industry and RAP, followed by a panel discussion with policymakers, NGOs and industry stakeholders. The discussion will focus on creating the necessary conditions to decarbonise key areas of industry through direct electrification, while maintaining economic competitiveness and ensuring industrial resilience.

## Registration

Participation at this event is free of charge. You can register here: <https://www.agora-industry.org/news-events/shaping-an-electrification-action-plan-for-european-industry>

## Recording

We are planning to record the event and will publish it on our website.

---

## Programme

---

- 11:45      Registration  
**Moderation: Andreas Graf**, Programme Lead EU Climate and Energy Policy, Agora Energiewende
- 
- 12:00      **Welcome & introduction**  
**Émeline Spire**, Director EU, Agora Energiewende
- 
- 12:05      **Input statements**  
**Alexandra Langenheld**, Project Manager Climate Neutral EU, Agora Industrie  
**Jan Rosenow**, European Programme Director, Regulatory Assistance Project
- 
- 12:20      **Paneldiscussion**  
**Malgosia Rybak**, Climate Change and Energy Director, CEPI  
**Aleksandra Waliszewska**, Senior Researcher, E3G  
*Representative of Rondo Energy (requested)*  
*Representative of European Commission (requested)*  
*Representative of European Parliament (requested)*
- 
- 13:30      **Networking lunch**
-