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THE CLEAN INDUSTRIAL DEAL:
CLIMATE, COMPETITIVENESS,
AND INDUSTRIAL TRANSITION
IN EUROPE

prepared by



ITALIAN NATIONAL AGENCY FOR
NEW TECHNOLOGIES, ENERGY AND
SUSTAINABLE ECONOMIC DEVELOPMENT

The Clean Industrial Deal is part of the European Union's response to the simultaneous challenges posed by climate change, loss of industrial competitiveness, and dependence on critical raw materials.

The strategy aims to integrate decarbonisation, economic growth, and security of supply into a single industrial policy framework.

A new model for European industry

The plan aims to make decarbonisation an achievable and profitable goal for businesses, with a focus on energy-intensive industries and the clean technology sector. Circularity plays a central role, both in reducing the vulnerabilities of value chains and in strengthening the strategic autonomy of the EU.

Pillars of intervention

The Clean Industrial Deal focuses on six key areas: access to affordable energy and infrastructure, creating lead markets for decarbonised products, mobilising public and private investment, developing the circular economy, strengthening international partnerships, and promoting skills and quality employment.

These actions are accompanied by horizontal interventions to reduce bureaucracy, speed up innovation, and improve policy coordination.

Impacts and opportunities for Italy

For Italy, the Clean Industrial Deal represents an important lever to support the competitiveness of the production system, foster technological innovation and create new skilled employment. The success of the initiative will depend on the ability to translate European objectives into coherent national policies, monitored through performance indicators, and on the active involvement of companies, territories, and stakeholders in the transition towards a sustainable and resilient industry.