



Clean Industrial Deal clear ambition, now time for concrete steps

Opinion

27 February 2025

#Sustainability

Downloaded on 19-06-2026

Europe awakens

On February 24, 2022, Europe was shaken awake by a Russian invasion on Ukrainian territory. The European Union responded with sanctions limiting trade with Russia. When a short period later the Nord Stream gas pipeline between Russia and Germany was sabotaged, one thing was painfully clear: Europe cannot stand on its own two legs.

While Europe could previously rely on the United States, the announced import tariffs and the United States stance towards Russia seem to be driving a wedge between Europe and the United States. Europe really needs to start looking at itself now.

In recent years, the European Union has fallen behind compared to the other global powerhouses. Europe must work hard to strengthen its foundations and accelerate its economic prowess to close the gap and compete again on the world stage.

Alternative fuels a spearhead

Yesterday, Ursula von der Leyen announced the Clean Industrial Deal, which is meant to be the starting point for a stronger Europe. The report outlines a clear European ambition: Strengthen Europe's competitiveness by focusing on sustainable innovation.

The Dutch maritime shipping sector welcomes the ambitions emerging from the Clean Industrial Deal. Especially the strong focus on investing in the development and deployment of alternative fuels, focused on the maritime and aviation sectors. It is also good that the Commission recognizes the importance of public funding as a springboard to mobilize private investments.

The plan also describes several measures that should stimulate investments in the energy transition within the transport sector. The European Union wants to bring hydrogen suppliers and users together with the "Hydrogen Mechanism." The ambition to create a market for captured CO2 is emphasized, and the short-term measures to promote the use of low carbon fuels will be outlined in the Sustainable Transport Investment Plan. This policy initiative is expected after the summer. Additionally, the Commission aims to reduce regulatory and administrative burdens, which will further promote investments.

"Innovation, innovation, innovation!"

URSULA VON DER LEYEN

Conclusion

In conclusion, with the Clean Industrial Deal, Europe is betting on competing through innovation. The quote from Ursula von der Leyen - "Innovation, innovation, innovation!" seems to become the European counterpart of the American "Drill baby drill!"

Expectations are high, and now it's time to translate the ambition of the Clean Industrial Deal into action. The shipping industry stands ready to collaborate with the European Union to turn these goals into reality!

Get in touch with...

Author



Bart van Bemmelen

COMMUNICATION

+31 (0)6 8118 5295

bemmelen@kvnr.nl



Other interesting items...

News





Statement KVNR: reopening Strait of Hormuz

The KVNR has taken relieved note of the ceasefire agreement between the United States and Iran, which seems to have prevented the further escalation previously announced in t...

17-04-2026



May 20: KVNR Networking Event

The Royal Association of Dutch Shipowners (KVNR) is organizing the spring edition of its Networking Event on Wednesday, May 20, 2026. The event will take place at the Mariënhof...

07-04-2026

News



KONINKLIJKE
VERENIGING VAN
NEDERLANDSE
REDERS

Developments in the Middle East

Since Saturday, February 28, 2026, the security situation in the Persian Gulf, Strait of Hormuz, and adjacent waters has deteriorated due to the armed conflict in the Middle East...

24-03-2026