



THE ITALIAN CLIMATE CHANGE THINK TANK

Side-event at the Italian Pavilion at COP29, Baku

Shaping a new electrification action plan for Europe: Barriers and opportunities for industrial transformation

November 12th, 11:30 - 13:00 (UTC+4)

Electrification represents a key tool for reducing CO₂ emissions, as confirmed also within the Net Zero Emissions by 2050 Scenario by IEA. Furthermore, according to the study carried out by Fraunhofer Institut, "[Direct electrification of Industrial Process heat](#)", direct electrification technologies expected to be available by 2035 could meet 90% of energy demand for industrial process heat generation which is currently satisfied by fossil-based sources at European level.

Nonetheless, electrification so far has not been at the centre of policy attention. While both RES deployment and energy efficiency have dedicated targets set in legislation, the speed at which electrification needs to happen to reach the EU climate and energy objectives remains implicit within EU legislation and planning tools.

The upcoming mandate of the EU Commission as well as the need for establishing the 2040 target towards COP30 offer a strategic window within the climate agenda to discuss about the opportunities and barriers for electrification, taking into account the announced EU Electrification plan. In particular, panelists will be called to reflect on the role of electrification for industrial process heat, as a mean to effectively implement current objectives and move forward to 2040.

Agora Industry and ECCO will present the results of their recent studies and provide insights on the issue of electrification of industrial process heat. A panel of experts, moderated by ECCO Think Tank Executive Director, Mr. Luca Bergamaschi, will be called to discuss on the issue of electrification and focus on the elements which would be necessary within an EU electrification plan and its implementing legislation for effectively reconciling competitiveness and energy security with climate objectives.

AGENDA

Keynote speech - Why an EU electrification Plan? - ECCO Think Tank

Luca Bergamaschi, Executive Director and co-founder at ECCO think tank (10 mins)

Presentations

- **Introduction based on the study "[Direct electrification of Industrial Process heat](#)"**
Marco Giuli, Project Manager Climate-Neutral Industry EU, Agora Industry (15 mins)
- **Scenario analysis on Italian food&beverage and textile sectors – Barriers and opportunities**
Carolina Bedocchi, Researcher Industry, ECCO Think Tank (15 mins)

Discussion

The panellists, moderated by Mr. Luca Bergamaschi will be called to provide their views on the studies presented and opportunities for the new Commission (40 mins)

- **Elena Leonardi, Energy and Climate Manager, CEFIC**
- **Federico Musazzi, Secretary General, Assoclisma**
- **Kristian Ruby, Secretary General, EURELECTRIC**
- **Julia Souder, Chief Executive Officer, LDES Council**

Conclusions

Luca Bergamaschi, Executive Director and co-founder at ECCO think tank (10 mins)

Event language: English