26 November 2026
Brussels

Subject: One year of EU Bioeconomy Strategy, a call for prompt action to roll-out demand-side measures

Dear Commissioner Roswall,
Dear Commissioner Séjourné,

The Clean Industrial Deal says it clearly: “Businesses will only make the necessary investments if they are sure there is a market for their products.” This is why the EU Bioeconomy Strategy and several other EU initiatives have committed to delivery of demand-side measures to boost investments and competitiveness. Yet, one year on, industry continues to await the demand-side measures envisaged under the EU Bioeconomy Strategy. We therefore urge the Commission to accelerate their implementation, strengthening the business case for investment in EU bio-based production and manufacturing.

Investments in decarbonization require a strong business case. This is recognized in several Commission white papers. The Competitiveness Compass from January 2025 states that “the EU needs to develop lead markets and policies to reward early movers.” This was followed by the Clean Industrial Deal, Chemical Industry Action Plan and EU Bioeconomy Strategy later in 2025 which all promise demand-side measures for bio-based production.

It is now urgent to turn these commitments into action. The Industrial Accelerator Act is the main flagship initiative delivered under the Clean Industrial Deal so far. It rightly offers immediate support for other sectors but defers demand-side measures for bio-based production to the future.

At the same time, EU policy increasingly expects industry to make substantial investments in Europe. For example, the ETS revision proposal links free allocation to investment in the EU. These investments need to be incentivised by demand-side measures that create certain market conditions necessary for industry.

The costs of EU inaction are major. While the bioeconomy offers immediate opportunities to reduce dependence on fossil resources, the EU is not taking advantage of its potential. Failing to capitalize on existing solutions is a mistake as the EU confronts the painful lessons of its high fossil dependencies for both energy and materials.

Our ask is simple and concrete: **2030 should be the key milestone for binding targets on high-impact sectors**, in line with the Critical Chemicals Alliance and Lead Markets recommendations. To that effect, relevant legislative reviews should be accelerated. **An ambitious proposal for a Biotech Act II is therefore highly anticipated.**

Now is the moment to turn commitment into action. We stand ready to work alongside the Commission in swiftly deploying demand-side measures that unlock the full potential of bio-based

production in Europe. Decisive leadership today will directly advance the EU's dual objectives of industrial competitiveness and decarbonization.

Sincerely,

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