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- EU has high ambitions in the Green transition
- Proposals in FitFor55 are often the strictest world wide
- Remaining problems: cost increases, effects on competitivness, questionable social acceptance
- Solutions must be acceptable, managable, credible, flexible



- Key concepts: technological neutrality, coherent and flexible solutions, cost efficiency, measurable results, social acceptance
- Less sticks, more carrots green transition must be attractive to business and people.
- The most essential condition for the Green Deal to be a success and for the EU to really take the lead in the green transition is <u>acceptance</u> by citizens and business. They must be ready to buy into both the 90 % emissions reduction objective 2050 and in particular the means used to get there.



- We see three main conditions for such a success:
- First Business must feel that they are not burdened with excessive costs and that they will remain competitive, not only within but also outside the EU.
- Second employees must experience the transition as acceptable and be given a real possibility to adapt to news working conditions in a socially acceptable manner.
- Third citizens both in agglomerations and rural areas must be granted accessibility and mobility at a reasonable cost and under good general conditions.



- Important tools: digitalisation, development of renewables, improved efficiency, multimodality, optimal use of available solutions, technological neutrality, credible management, flexible solutions (less one-size-fits-all), create consensus through social dialogue
- Focus should be on the best way of getting results, with more emphasis on encouragement than restrictions!