

Date: October 1st, 2026

Lead markets for sustainable industry take center stage at Brussels meeting

European industry stands at a crossroads. How can Europe boost demand for sustainable industrial products and thereby accelerate investment in clean production? This question was the focus of a meeting in Brussels on Thursday, October 1, organized by the Demand Creation Coalition in collaboration with the Ministry of Economic Affairs and Climate Policy. Representatives from the European Commission, the European Parliament, industry, and civil society organizations met to discuss the role of lead markets and the impact of the proposed Industrial Accelerator Act (IAA). Dutch Minister for Climate and Green Growth Stientje van Veldhoven stated: "We want and need to decarbonize our economy while remaining a competitive market. When Europe provides clear and predictable direction, industry can respond accordingly. If we expect companies to invest in sustainability, we need to ensure they can sell their products."

Lead markets—markets where demand for sustainable products and materials is stimulated—can play a crucial role in making industry more sustainable and strengthening European competitiveness. Targeted policies can drive demand for products such as green steel and sustainable chemicals, giving companies greater certainty to invest in cleaner production.

Dutch Minister for Climate and Green Growth Stientje van Veldhoven delivered the keynote address, discussing the importance of lead markets and the Dutch position regarding the IAA. Olof van der Gaag, Chair of the NVDE, served as moderator. Aleksandra Kordecka (Cabinet expert for European Commissioner Stéphane Séjourné), Dick Benschop (Mission Possible Partnership), Marco Mensink (European chemical industry, Cefic), MEPs Dirk Gotink and Anna Cavazzini, and companies such as Thyssenkrupp and BASF also contributed to the program. The [Demand Creation Coalition](#) is led by the Dutch Renewable Energy Association (NVDE) and VNO-NCW, bringing together 112 European companies and organizations.



During a panel discussion, representatives from the European Commission, the European Parliament, and the business community discussed how lead markets and the Industrial Alliance for Accelerating (IAA) can contribute to increased investment in industrial sustainability. The conversation covered both the impact of current policy proposals and potential improvements.



The meeting also saw the premiere of a [new explainer video](#) by Ørsted, Energie Nederland, and NVDE. In just over two minutes, the film explains the concept of demand creation.

The event built upon last year's edition, which centered on the need for demand creation. This year, the focus shifted to the impact of concrete policy proposals and how Europe can stimulate sustainable industrial production and make European industry future-proof.

About NVDE:

The Dutch Association for Sustainable Energy (NVDE) is committed to an energy supply that is entirely based on renewable energy by joining forces across the entire sector. Sustainable energy activities at 1,600 affiliated companies already represent a turnover of more than €43 billion and nearly 200,000 employees in the Netherlands.

Note to editors (not for publication)

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