DEAL AGILE

Safe Time

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Turning ambitions into results: Closing the execution gap in the Clean Industrial Deal

Executive Summary:
European heavy industry is undergoing the most massive transformation in its history. Billions are being invested in DRI plants and innovative smelting furnaces. However, while technological roadmaps are meticulously detailed, traditional organizations often lack the flexible project governance required to actively engage their workforces. As a neutral non-profit organization (AISBL), ciDA (Clean Industrial Deal Agile) bridges this critical gap between technological plans and human execution on the shopfloor, drastically reducing project deviations and operational risks.

1. The foundation: who we are

DealAgile (ciDA – Clean Industrial Deal Agile) is a European non-profit organization (AISBL) dedicated to stabilizing and accelerating industrial transformation projects within heavy sectors – specifically steel, glass, cement, and basic chemicals. We operate on a technology-neutral, market-driven, and competitive basis. Our core focus centers on operational de-risking, job security, and safeguarding industrial value creation across Europe.

2. The context: the execution risk

We are now in the critical implementation window for industrial climate action in Europe. While technological blueprints and financial frameworks are rapidly advancing, traditional industrial organizations face systemic barriers during practical execution:

- **Project Governance:** Complex megaprojects frequently face delays, baseline deviations, and schedule overruns despite secured funding due to rigid, outdated structures.
- **Project Mindset:** Functional silos, inflexible hierarchies, and low process transparency stifle rapid, cross-functional decision-making.
- **Workforce Integration:** Technology blueprints fail if shopfloor teams are not actively empowered. Methodology changes people, and people deliver the actual transformation.

3. The solution: the three ciDA pillars

ciDA bridges the operational execution gap on major construction sites and industrial plants through a practical, 360-degree perspective:

- **Pillar 1: Deep heavy industry expertise:** Our team brings decades of direct experience in integrated steelworks, EAF systems, and production logistics. We understand shopfloor realities and collaborate seamlessly with works councils and union representants.
- **Pillar 2: Industry tailored LEAN/agile methods:** We eliminate IT-heavy consultant buzzwords. Instead, we implement streamlined, unbureaucratic stabilization methods (such as rolling risk reviews and transparent project rooms) to minimize ramp-up risks.
- **Pillar 3: Neutral stakeholder management:** Operating as an independent platform, we build reliable bridges between engineering, operations, health & safety, and executive management. We operationalize a Just Transition by turning employees into active co-pilots of change.

4. Measurable Value for Our Stakeholders

Stakeholder Group	Value Proposition & Core Message
Policy & Institutional Funding	Strengthens social legitimacy; protects multi-billion publicly funded investments from costly operational failures.
Industrial Clusters	Accelerates project execution; significantly reduces expensive construction delays and supply chain bottlenecks.
Workforce & Unions	Supports co-determination rights; provides low-threshold, practical tools for daily on-site engagement.
Partner NGOs & Philanthropy	Maximizes climate impact by removing structural execution bottlenecks to accelerate industrial decarbonization.

5. Strategic Outlook & EU LIFE-SAP Program

The implementation window running through 2027 will dictate the long-term competitiveness of European heavy industry. Delays today lock in high emissions, volatile costs, and social friction for decades. ciDA is actively scaling its cLEAN Academy to establish a sustainable source of financial self-sufficiency. To safeguard and scale these governance frameworks across Europe, ciDA is embedded within the ongoing EU LIFE-SAP funding program. In this context, the consortium is currently finalizing strategic milestones ahead of the upcoming application window in **September 2026**.