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Consultation Secretariat
Ireland 2026 EU Presidency Team
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Subject: Public Consultation on Ireland's 2026 Presidency

To whom it may concern:

The U.S. Chamber of Commerce ("the Chamber"), representing over three million businesses across every sector of the economy, welcomes the opportunity to provide input as Ireland prepares for its Presidency of the Council of the European Union (EU) in the second half of 2026. The Chamber deeply values its longstanding relationship with the government and people of Ireland, and we recognize Ireland's unique role as a bridge-builder within the EU and across the Atlantic.

Ireland will hold the presidency at a defining moment for Europe, amid complex geopolitical challenges and economic headwinds. The EU must continue to address vital issues including competitiveness, energy security, digital transformation, and sustainability, all while reinforcing democratic values and global partnerships. For U.S. companies, Ireland and the EU are not only trusted partners, but also critical hubs for investment and innovation.

According to the Chamber's Transatlantic Economy 2025 Report, the $9.5 trillion transatlantic commercial relationship remains the largest and most integrated in the world. Ireland plays a unique role in this partnership: Two-way trade in goods and services exceeds $230 billion, and $815 billion in two-way investment supports nearly 560,000 jobs in our two countries. Ireland is well positioned to play a pivotal role in advancing policies that strengthen competitiveness, foster innovation, and deepen transatlantic ties, delivering tangible benefits for businesses, citizens, and communities across the EU and U.S.

Question 1: What should Ireland choose as the high-level thematic priorities for its Presidency of the Council in 2026?

Ireland's Presidency should articulate a vision for an EU that is globally competitive, digitally advanced, economically resilient, and inclusive. To operationalize this vision, Ireland should focus on three overarching priorities that align with the EU's 2026 Work Programme and that can enable economic growth and private sector investment.

<u>1. Competitiveness and Regulatory Simplification</u>

Europe's must reduce unnecessary regulatory complexity and foster an environment conducive to investment and innovation. To that end, Ireland should prioritize conclusion of various omnibus simplification measures, including on sustainability (Omnibus I), investment (Omnibus II), small mid-caps and digitalization (Omnibus IV), defense (Omnibus V), and chemicals (Omnibus VI), digital (Omnibus VII) as well as forthcoming measures related to energy and environment.

A central element of this agenda must be further pragmatic revisions to the Corporate Sustainability Reporting Directive (CSRD) and the Corporate Sustainability Due Diligence Directive (CS3D). These directives, while well-intentioned, impose significant extraterritorial obligations that risk undermining trade relationships and foreign investment. Ireland should drive further efforts to address jurisdictional overreach, harmonize standards with international frameworks, and ensure that due diligence obligations are proportionate and workable.

Ireland should also reinforce the principle that effective policymaking requires transparent, ongoing engagement with stakeholders. This includes structured dialogue with industry to ensure that legislative proposals reflect diverse perspectives and deliver balanced outcomes. Robust competitiveness assessments and impact analyses should guide decision-making, taking into account inputs from stakeholders and ensuring that new measures do not impose disproportionate burdens or undermine Europe's competitiveness. By embedding evidence-based policymaking into the Council's work, Ireland can demonstrate that EU governance is pragmatic, inclusive, and responsive to real-world needs.

<u>2. Digital Transformation and Innovation</u>

Digital technologies are the backbone of Europe's competitiveness and societal progress. Ireland should drive efforts to amend the EU AI Act and deliver a Digital Omnibus that is balanced and innovation-friendly, relying on risk-based approaches aligned with international standards. Ireland should promote interoperability and non-discriminatory access for U.S. firms through the DMA and DSA, as well as the cloud services and cybersecurity certification, while also safeguarding against tech sovereignty requirements that discriminate against U.S. firms. Ireland should also support collaboration on emerging technologies, including AI, semiconductors, 5G/6G, quantum computing, and Web 4.0, and ensure that digital regulations avoid fragmentation and provide clarity for businesses operating across borders. By advancing a digital agenda that supports innovation and safeguards trust, Ireland can position the EU as a global leader in technology and data governance.

3. Transatlantic Partnership and Economic Security

During its presidency, Ireland should reaffirm the EU's commitment to openness and partnership, particularly with trusted allies. This means resisting protectionist measures and ensuring that EU procurement rules, incentives, subsidies, and regulations are applied in a manner that fosters fair competition, maximizes value, and encourages market access for trade and investment partners. Ireland should therefore resist the proposed local content laws reflected in the EU Industrial Accelerator Act. While enhancing domestic manufacturing capacity is laudable, proposals such as these create higher costs and inefficiencies to the detriment of EU competitiveness.

The EU and the U.S. should continue to pursue coordinated approaches to counter anti-competitive behavior by non-market economies and protect our national security and economic security interests. Ireland should emphasize the importance of this alignment and cooperation to incentivize innovation and boost economic growth and national security, while minimizing market distortions.

Question 2: Which particular policy areas and legislative proposals should be a focus of work for the Irish Presidency of the Council in 2026? What should the Irish Presidency aim to achieve in these areas?

Ireland's Presidency should emphasize a clear, forward-looking vision for a competitive and innovative Europe. In addition to the overarching themes highlighted in Question 1, the U.S. Chamber believes the following steps will deliver tangible economic benefits, reduce regulatory burdens, strengthen Europe's industrial base, and reinforce the transatlantic partnership.

A – Trade and Economic Security

Ireland's Presidency should prioritize strengthening the EU's role as a global trade leader while reinforcing transatlantic economic resilience. The transatlantic commercial relationship is the largest in the world, and policies that reduce barriers and enhance cooperation will deliver tangible benefits for businesses and citizens on both sides of the Atlantic.

A.1. Eliminate Tariff and Non-Tariff Barriers

Ireland should champion efforts to minimize trade irritants by leveraging and building on the Framework for Reciprocal, Fair, and Balanced Trade to eliminate tariff and non-tariff barriers that impede transatlantic commerce. This includes avoiding new tariffs or rebalancing measures and mitigating regulatory requirements that act as non-tariff barriers to trade. By promoting regulatory cooperation and harmonization, Ireland can help prevent fragmentation and ensure that businesses operate seamlessly across borders.

A.2. Resist Protectionism

Ireland must ensure that any “Buy European” mandates under the Industrial Accelerator Act or other measures not lock out U.S. suppliers, particularly in sectors like technology, pharmaceuticals, defense, and energy where transatlantic supply chains are deeply integrated. As the EU considers changes to procurement laws and Buy European preferences, Ireland should spearhead efforts that safeguard competitiveness, avoid retaliatory measures, and strengthen the EU-U.S. economic partnership.

A.3. Modernize Customs Procedures

Revisions to the Union Customs Code must enhance trade facilitation without imposing disproportionate burdens on exporters. Ireland should advocate for pragmatic reforms that streamline customs processes, reduce administrative complexity, and leverage advanced technologies to enable digital trade facilitation. These measures will improve efficiency, minimize disruptions, and strengthen Europe’s competitiveness in global markets.

A.4. Address Carbon Border Adjustment Mechanism (CBAM) Challenges

CBAM implementation remains a top concern for U.S. companies. Ireland should lead efforts to clarify and simplify reporting requirements, extend transition timelines, introduce effective measures to avoid export related carbon leakage risks, and ensure that default values reflect the comparatively lower emissions profile of U.S. industry. These adjustments are essential to avoid unintended trade distortions and maintain stable transatlantic commerce while supporting climate objectives.

A.5. Strengthen Supply Chain Resilience

Ireland’s Presidency should prioritize policies that reinforce supply chains for critical goods, semiconductors, and clean energy technologies. Coordinated approaches to investment and infrastructure development will help secure Europe’s economic future and reduce vulnerabilities to external shocks. By fostering resilience and connectivity, Ireland can continue to position the EU as a reliable partner in global supply chains.

A.6. Coordinate on Economic Security Measures
The U.S. and EU have a major opportunity to coordinate and, ultimately, align on economic security measures critical to both markets. Increased collaboration on export controls and outbound investment screening mechanisms will ensure such tools are narrowly targeted to address legitimate national security concerns while avoiding unintended impacts on business activity. Ireland should also ensure that EU measures targeting non-market economies, such as the Foreign Subsidies Regulation and Anti-Coercion Instrument, do not harm U.S. businesses or impede transatlantic coordination. By promoting balanced, proportionate approaches, Ireland can safeguard security without undermining competitiveness.

B – Digital Transformation and Technology Leadership

Digital technologies are the backbone of Europe's competitiveness. Ireland's Presidency will coincide with critical implementation phases for major digital legislation, offering a unique opportunity to shape a framework that fosters innovation while safeguarding trust.

B.1. AI Act Implementation and Digital Omnibus
Ireland should advocate for a two-year pause in enforcement of the EU AI Act to facilitate improvements that reflect risk-based, innovation-friendly approaches aligned with international standards. This pause will provide time for regulators to develop clear guidance, avoid unintended trade barriers, and ensure that compliance obligations do not stifle competitiveness. In parallel, Ireland should lead on the Digital Omnibus, which aims to clarify overlaps between key laws such as GDPR, the Data Act, NIS2, and the Cyber Resilience Act (CRA). By reducing fragmentation and compliance complexity, Ireland can help create a coherent digital regulatory environment that supports growth and innovation.

B.2. Digital Markets Act (DMA) and Digital Services Act (DSA)
To the extent that the DMA and DSA remain in force, Ireland should ensure that their implementation is firmly rooted in non-discrimination, guaranteeing fair treatment for U.S. firms and all market participants. The Presidency should advocate for clear, proportional enforcement that avoids subjective interpretations of gatekeeper obligations and systemic risk provisions that could unfairly target specific companies or jurisdictions. As discussions expand to emerging areas such as AI and cloud services, Ireland should promote regulatory approaches that support competition, innovation, interoperability, and consumer choice. Structured stakeholder engagement is essential to identify compliance challenges and prevent fragmentation across Member States, ensuring a level playing field for all.

B.3. Cybersecurity Certification and Market Access

The EU Cybersecurity Certification Scheme for Cloud Services (EUCS) must exclude sovereignty requirements that would fragment markets and undermine competitiveness. Ireland should champion a non-discriminatory, international standards-based approach that ensures interoperability and fair access for U.S. and EU firms. This will strengthen trust in cloud services while preserving the openness that drives innovation.

B.4. Emerging Technologies Collaboration

Ireland's Presidency should promote collaboration on emerging technologies, including AI, semiconductors, 5G/6G, quantum computing, and Web 4.0. Coordinated investment and research partnerships will position Europe as a global leader in next-generation technologies while reinforcing transatlantic ties.

B.5. Data Flows and Privacy Frameworks

Ireland should support expanding the EU-U.S. Data Privacy Framework to include additional sectors such as financial services, ensuring that transatlantic data flows remain secure and reliable. By promoting interoperability and harmonization of data governance standards, Ireland can help businesses operate seamlessly across borders while safeguarding privacy and trust.

B.6. Network and Information Systems Directive 2

Ireland's Presidency should prioritize simplifying NIS2. The directive's overlapping data-sharing obligations and complex compliance rules across, and within, the Commission and Member States create regulatory uncertainty and can inadvertently increase cybersecurity risks for international companies operating across borders.

C – Energy Security and Sustainability

Affordable, reliable, and clean energy is essential to boost Europe's competitiveness and achieve its climate objectives. Ireland's Presidency should advance policies that strengthen energy security, accelerate the transition to a low-carbon economy, and ensure fair access for U.S. companies to projects supporting Europe's renewed focus on energy security, as well as decarbonization.

C.1. Broaden the EU-U.S. Energy Partnership

Ireland should push for tangible policies that deliver on commitments under the EU-U.S. Joint Statement, enabling greater exports of U.S. liquefied natural gas (LNG) and other energy products and technologies to Europe. The Presidency should include nuclear energy, critical minerals, and other energy resources within the partnership, and also seek to foster collaboration on clean energy innovation and infrastructure modernization.

C.2. Amend Methane Regulations to Maintain Trade Stability

As part of the forthcoming energy omnibus, Ireland should support calls from U.S. and EU industry for amendments to and a delay in implementing the Methane Regulation in order to maintain stable transatlantic energy trade. These steps will prevent supply disruptions and price increases and reinforce energy security as Russian natural gas imports are phased out.

C.3. Accelerate Permitting and Infrastructure Development

Permitting delays remain a major obstacle to deploying renewable energy and clean technologies. Ireland should champion streamlined permitting processes for projects involving renewables, nuclear, and hydrogen, ensuring that these technologies are recognized as key tools for emissions reductions. Accelerating infrastructure development will help meet growing energy demands while supporting climate goals.

C.4. Advance Technology-Neutral Incentives

Ireland should lead efforts to implement the Clean Industrial Deal in a manner that is technology-neutral, globally competitive, and free from discriminatory provisions against U.S. companies. Incentives should promote investment in carbon capture and storage, nuclear, hydrogen, biofuels, and other clean technologies that reduce emissions and enhance competitiveness.

D – Sustainability and Circular Economy

Ireland's Presidency will play a critical role in shaping the EU's sustainability agenda. While environmental objectives are essential, they must be pursued in a manner that is proportionate, risk-based, and globally aligned to avoid imposing excessive burdens on businesses and undermining competitiveness.

D.1. Corporate Sustainability Reporting and Due Diligence

As noted earlier, Ireland should champion ongoing pragmatic revisions to the Corporate Sustainability Reporting Directive (CSRD) and the Corporate Sustainability Due Diligence Directive (CS3D). These revisions should streamline reporting requirements to reduce compliance costs, limit extraterritorial overreach, and consolidate reporting at the global group level.

D.2. Chemical Regulations and PFAS

The Presidency should advocate for risk-based approaches to chemical regulation, including policies on per- and polyfluoroalkyl substances (PFAS). Measures must balance scientific evidence and environmental goals with economic and supply chain considerations, targeting restrictions on substances with high potential for exposure to hazardous materials while avoiding blanket bans that disrupt critical industries, such as pharmaceuticals.

D.3. Circular Economy Initiatives

Ireland should ensure that initiatives such as the Packaging and Packaging Waste Regulation, Green Claims Directive (GCD), and Ecodesign for Sustainable Products Regulation effectively reduce waste without creating excessive burdens for businesses. The GCD should preserve incentives for investments in carbon removal credits and climate mitigation efforts, rather than removing them. Implementation must be practical, proportionate, and aligned with global standards to maintain competitiveness.

D.4. EU Deforestation Regulation (EUDR)

Ireland should lead efforts to amend the regulation as soon as possible to provide clear implementation guidelines, feasible data collection systems, and critical definitions. Introducing a zero-risk designation that can encompass U.S.-made products will ensure that compliance does not undermine transatlantic trade.

D.5. Emissions Trading and Clean Industrial Deal

As monitoring and reporting under ETS II for buildings and road transport began in 2025, Ireland should ensure workable reporting and collection systems that minimize cost increases and prevent inclusion of additional sectors. The Presidency should also advance the Clean Industrial Deal in a technology-neutral manner, promoting globally competitive incentives free from discriminatory provisions against U.S. companies.

E – Financial Services and Tax

Ireland's Presidency should ensure that financial services and tax measures support competitiveness, innovation, and market integration while maintaining stability and consumer trust.

E.1. Sustainable Finance Disclosure Regulation (SFDR)

Ireland should lead efforts to revise the SFDR to address legal and technical uncertainties that have created compliance challenges for businesses. Reforms should ensure that sustainability disclosures are proportionate, streamlined, based on materiality and consistent with international standards, reducing complexity and avoiding duplication. By promoting clarity and harmonization, Ireland can strengthen investor confidence and facilitate cross-border investment.

E.2. Savings and Investment Union

The Presidency should prioritize measures that enhance the EU's financial market integration, including harmonized insolvency regimes under the Savings and Investment Union. These reforms will unlock capital flows, improve access to financing for businesses, and support Europe's long-term competitiveness.

E.3. Digital Euro
Ireland should advocate for a balanced and pragmatic approach to the consideration of adopting a Digital Euro that is backed by continued consultations of consumers and lenders, prioritizes privacy, minimizes market disruptions, and ensures collaboration between public and private sectors.

E.4. Artificial Intelligence in Financial Services
The Presidency should encourage a flexible and balanced approach to AI regulation in financial services. Measures must avoid unnecessary, high-risk designations and acknowledge existing frameworks that already address AI-related risks. This will enable financial institutions to leverage AI for efficiency and innovation while maintaining robust safeguards.

F – Life Sciences

Life sciences are central to Europe's competitiveness, public health resilience, and ability to respond to future crises. Ireland's Presidency will oversee development and implementation of major legislative changes, including the EU General Pharmaceutical Legislation, Patent Package, Biotech Act, and Critical Medicines Act, and the Life Sciences Strategy that will shape innovation, supply chains, and patient access for years to come. These reforms must foster research and innovation, safeguard intellectual property, and ensure predictable regulatory pathways that enhance the EU's competitiveness.

F.1. EU Pharmaceutical Legislation and Patent Package
Ireland should advocate for a strong IP framework to safeguard and incentivize innovation, particularly for unmet medical needs and rare diseases. Weakening regulatory data protection and expanding the Bolar exemption to include commercial activities would reduce Europe's attractiveness for investment and delay patient access. Ireland should also promote streamlined approval pathways and avoid duplicative compliance burdens to enable faster patient access to innovative treatments

F.2. Biotech Act
Ireland should leverage its Presidency to advance a coherent EU regulatory framework that harmonizes requirements, reduces duplication, and supports patient access and scientific progress. It should champion a dedicated EU Biopharmaceutical Task Force, bringing together Member States, Commissioners, and industry, to accelerate policy solutions, ensure legislation reflects public and private needs, and strengthen Europe's competitiveness. Priorities should include stronger IP protections, reliance mechanisms, integration of digital tools, dedicated EU funding instruments,

and active engagement from key Member States and EU Trade and Health Commissioners to drive innovation and resilience in life sciences.

F.3. Critical Medicines Act (CMA)

Ireland should steer CMA implementation toward proportionate, risk-based obligations that strengthen supply resilience without imposing discriminatory procurement rules. Measures should leverage existing EU data systems and avoid fragmented reporting that could disrupt global supply chains.

F.4. Clawback and Pricing Policies

Ireland should use its Presidency to foster dialogue among Member States on treating health as an investment and exploring innovative ways to partner with industry. This includes encouraging approaches that balance access, sustainability, and innovation, such as value-based pricing models, and ensuring that incentives for R&D intensive firms are preserved. By promoting collaboration rather than cost containment measures alone, Ireland can help build a framework that supports patient access and long-term competitiveness.

F.5. Medical Device Regulation (MDR/IVDR)

Ireland should champion reforms to MDR/IVDR to reduce delays in approvals and ensure predictable timelines for innovative devices. Clearer guidance and harmonized conformity assessments will prevent supply disruptions and maintain patient access.

F.6. Health Emergency Preparedness

Ireland should promote harmonized EU approaches to crisis management and supply chain resiliency, avoiding unilateral actions that disrupt access to critical health products. Coordinated planning and interoperable logistics systems will strengthen Europe's preparedness.

F.7. Health Technology Assessment (HTA)

Uniform implementation of HTA processes across Member States is essential to ensure timely access to innovative treatments. Ireland should advocate for transparent timelines and alignment to avoid fragmentation.

F.8. European Health Data Space (EHDS)

Ireland should advocate for an EHDS that ensures clear rules on data access, strong IP protections, and alignment with GDPR to safeguard innovation. The Presidency should promote interoperable standards and avoid fragmented interpretations or excessive compliance burdens. Structured stakeholder engagement is essential to deliver regulatory certainty, preserve incentives for R&D, and support timely patient access.

G – Defense and Security

Europe's security architecture must remain robust, interoperable, and open to trusted partners. Ireland's Presidency will influence defense procurement, strategic autonomy initiatives, and emerging domains such as space and cybersecurity. Policies should strengthen interoperability between allies, promote fair market access, and encourage innovation in defense technologies.

G.1. European Defense and Procurement

Ireland should advocate for procurement policies that do not create barriers for U.S. companies, but instead open pathways for the U.S. to continue to play a critical role in supporting European security. Fair access for transatlantic suppliers is essential to maintain a unified security alliance.

G.2. Strategic Autonomy in Defense Procurement

Ireland should ensure strategic autonomy initiatives do not exclude U.S. defense firms. Discriminatory measures will undermine shared security goals by weakening transatlantic cooperation, slowing technological advancements and innovation, disrupting global defense supply chains, increasing costs and reducing the overall efficiency of military procurement, and spreading fragmentation.

G.3. Defense Health

Ireland should encourage U.S. and EU collaboration on battlefield medicine and health systems for warfighters, including improved preparedness for medical emergencies. Joint R&D efforts on military health innovations and interoperable logistics should be prioritized.

G.4. Space Law and Cybersecurity

Ireland should support balanced EU regulations on space safety and cybersecurity that foster innovation and ensure non-discriminatory access for U.S. firms. Collaboration through mechanisms such as the European Union Space Act will strengthen transatlantic leadership in space governance.

H – Transport and Connectivity

Efficient, sustainable transport systems are essential for trade, mobility, and competitiveness. Ireland's Presidency should ensure transport policies advance climate objectives in a practical, proportionate manner while supporting innovation and connectivity.

H.1. Restrictions on Night Flights

Ireland should advocate against disproportionate restrictions on night flights at major European airport hubs. The Presidency should emphasize adherence to the ICAO Balanced Approach so that noise mitigation efforts do not undermine trade and logistics efficiency.

H.2. Greening of Corporate Fleets Proposal

Ireland should ensure forthcoming proposals incorporate technology neutrality, allowing companies to meeting targets through solutions including hybrids and sustainable e-fuels. We also encourage Ireland to oppose local content rules which risk fragmenting the single market and creating trade barriers with trusted partners.

H.3. ReFuelEU and SAF Mandates

Ireland should encourage balanced implementation of SAF mandates, advocating for regulatory clarity, feedstock flexibility, and transparent allocation mechanisms. Investment incentives should be prioritized over binding blending targets, transatlantic cooperation should be strengthened to scale SAF production, and book and claim systems should be introduced to boost SAF uptake and allow airlines and fuel suppliers to account for SAF purchases and environmental benefits without requiring physical delivery at specific airports.

H.4. 2035 Internal Combustion Engine Ban Review

Ireland should build on the Commission's review of the 2035 ICE phase-out and recalibrate EU policy in favor of competitiveness balanced with climate goals. We urge Ireland to maintain flexibility around the role of low-carbon e-fuels and hybrid technologies alongside electrification. Regulatory certainty and realistic timelines are critical to prevent supply chain disruptions and preserve competitiveness of European markets.

Question 3: How can the work of the Council during the term of the Irish Presidency make the most substantial positive impact for people, businesses, and communities across the EU?

Ireland's Presidency offers a unique opportunity to demonstrate that EU policymaking can deliver real-world benefits for citizens and businesses alike. By prioritizing competitiveness, connectivity, and innovation, Ireland can ensure that the Council's work translates into prosperity, sustainability, and trust in EU institutions.

1. Unlock Growth and Job Creation through Competitiveness Reforms

A Presidency focused on competitiveness and regulatory simplification will unlock growth and job creation across the EU. Streamlining compliance obligations through the omnibus simplification packages and embedding competitiveness checks into legislative proposals will reduce complex compliance burdens, thus freeing up resources for investment in innovation and workforce development, strengthening Europe's industrial base, catalyzing growth, and creating high-quality employment opportunities.

2. Empower People and Businesses through Digital Transformation

Ireland's leadership on digital transformation will empower people and businesses to thrive in an increasingly connected economy. Non-discriminatory and balanced implementation of the AI Act, DMA/DSA, and Digital Omnibus must foster innovation while safeguarding trust, thereby enabling companies to deploy cutting-edge technologies without facing disproportionate compliance costs. By promoting interoperability and reducing fragmentation, Ireland can ensure that businesses operate seamlessly across borders, while investments in digital skills will equip citizens to participate fully in the digital economy.

3. Deliver Environmental and Economic Benefits through Energy Security and Sustainability

Advancing energy security and sustainability will deliver environmental and economic benefits across Europe. Accelerating permitting for clean energy projects, broadening the EU-U.S. energy partnership to include LNG, nuclear, and other clean energy technologies, and ensuring legislation does not negatively impact or preclude energy cooperation will stabilize energy prices and support the transition to a low-carbon economy. These actions will reduce emissions, enhance competitiveness, and protect households from volatility in global energy markets.

4. Improve Quality of Life through Health and Safety Measures

Predictable regulatory timelines for pharmaceuticals and medical devices, coupled with harmonized approaches to health emergency preparedness and Health Technology Assessment, will ensure timely access to innovative treatments. By fostering collaboration on life sciences and critical medicines, Ireland can strengthen Europe's resilience against future health crises.

5. Reinforce Trust through Inclusive Engagement and Transparency

Ireland can reinforce trust in EU governance by promoting inclusive stakeholder engagement and transparent communication. Regular dialogue with industry and other stakeholders will ensure that policies reflect diverse perspectives and deliver balanced outcomes. By demonstrating that decisions are informed, pragmatic, and responsive, Ireland can build confidence in the EU's ability to deliver results.

Question 4: How can we best communicate the values and benefits of EU membership to its citizens and create a sense of ownership, amongst citizens, over Ireland's Presidency of the Council of the EU?

Ireland's Presidency provides a platform to reaffirm the values of the European Union, while demonstrating the tangible benefits of membership for citizens and communities. Effective communication will be essential to foster trust, engagement, and a sense of shared ownership over the Presidency's achievements.

<u>1. Showcase Practical Achievements through Citizen-Centric Narratives</u>
Ireland should highlight how EU policies deliver real-world benefits for people and businesses. For example, demonstrating how competitiveness reforms reduce costs for small businesses, how energy initiatives stabilize household bills, and how digital policies expand access to secure online services will make the Presidency's work relatable and meaningful. Messaging should emphasize that competitiveness, sustainability, and innovation are complementary goals that strengthen Europe's resilience and global leadership.

<u>2. Promote Transparency and Participation</u>
Transparency and participation are critical to building trust. Ireland should leverage digital platforms, regional forums, and stakeholder roundtables to ensure that citizens and businesses have opportunities to contribute to the Presidency's agenda. Interactive online portals and public consultations can help create a sense of shared responsibility for outcomes. By fostering open dialogue, Ireland can demonstrate that EU governance is inclusive and responsive.

<u>3. Highlight Ireland's Role as a Bridge-Builder</u>
Ireland should communicate its unique position as a connector between Europe and the United States, reinforcing the value of openness and partnership in addressing global challenges. This narrative will underscore Ireland's leadership in promoting cooperation, innovation, and shared prosperity.

Conclusion

Ireland will hold the Presidency of the Council of the European Union in 2026 will take place at a pivotal moment for Europe and its global partners, a moment that demands vision, pragmatism, and leadership. This Presidency represents a consequential opportunity to advance competitiveness, deepen transatlantic cooperation, and foster innovation, while ensuring that EU policies deliver tangible benefits for people, businesses, and communities. Ireland should embrace its role as a convener and consensus-builder, leveraging its reputation for openness and pragmatism.

The Chamber underscores the importance of inclusive stakeholder engagement and evidence-based policymaking throughout the Presidency. Structured dialogue with industry, civil society, and regional authorities, combined with competitiveness assessments and impact analyses, will ensure that legislative decisions are balanced, practical, and responsive to real-world needs.

The Chamber is honored to support Ireland as it prepares for this critical role. Our member companies, spanning technology, life sciences, energy, financial services, manufacturing, consumer goods, aerospace, transport, and defense stand ready to collaborate with the Government of Ireland and EU institutions to achieve these shared objectives. Together, we can deliver meaningful progress for citizens and businesses on both sides of the Atlantic and build a competitive, innovative, and sustainable Europe for all.

Sincerely,

Marjorie Chorlins
Senior Vice President, Europe
U.S. Chamber of Commerce