

CEOs Call To Action

To Businesses, Policymakers, and Civil Society Organisations

A New Deal for Europe

Europe is in turbulent waters – navigation becomes more difficult as multilateralism, partnerships and common visions are challenged. **What we need is a New Deal for Europe – for a Europe with a shared sustainable vision for its future.**

We are business leaders that take the United Nations Sustainable Development Goals as a compass to make the transformation required to face the challenges. The Paris Agreement and the UN Guiding Principles on Business and Human Rights are the beacons on our journey.

As business we want to provide value to society and sustainable profitability through a strong purpose and ethical foundation of our business. We believe in a democratic society in Europe where the rule of law, cooperation between enterprises, civil society and governments are our greatest assets to respond to the public concerns on the path to the future of Europe; a Europe that leaves no one behind.

+350 CEOs have endorsed the Call to Action

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**Each of us carries responsibilities and has unique contributions to bring.
We trust that together, we have the energy to strive for what Europe needs for a sustainable future.**

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10 December 2019

Together, we are calling to Businesses, Policymakers, and Civil Society Organisations to join forces in action:

- * **TO INNOVATE BUSINESS MODELS AND ACCELERATE TRANSFORMATION** to drive global and local competitiveness by tackling climate change and enhancing social inclusion through an overarching Sustainable Europe 2030 Strategy.
- * **TO ENGAGE IN A CRITICAL BUT TRUST-BUILDING DIALOGUE** at local, national and international level, to tackle the challenges and unlock the opportunities.
- * **TO CREATE COLLABORATIVE PLATFORMS AND FINANCE MODELS** for more innovation towards the implementation of a more sustainable and circular economic model.
- * **TO TRANSITION TOWARDS SUSTAINABLE PRODUCTION AND CONSUMPTION PATTERNS** by engaging the entire value chain – balancing economy, ecology and societal needs in order to maximize value creation to society.
- * **TO STIMULATE AND PROMOTE STRONG EDUCATION AT ALL STAGES OF LIFE** to foster lifelong employability and social cohesion, building up prosperous communities.
- * **TO INCREASE SOCIETAL PARTICIPATION AND CIVIC ENGAGEMENT** also connecting and leveraging the younger generations' sense of urgency and innovation to a wider sustainability movement.
- * **TO SPEARHEAD SHARED STANDARDS**, policy coherence and meaningful transparency to obtain a sustainable level playing field.

This Call has been initiated by:



**Responsible Business,
Better Future.**

For more information about the results and follow up actions you can undertake, please contact:

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