



**A European Roadmap for Businesses
Towards a Sustainable and Competitive Enterprise**

Make The Shift

A EUROPEAN ROADMAP FOR BUSINESSES

“Towards a Sustainable and Competitive Enterprise”

AN OPEN INITIATIVE FOR ALL ENTERPRISES ACROSS EUROPE

TOWARDS AN ENTREPRENEURIAL, COMPETITIVE AND INCLUSIVE EUROPE

I. OUR VISION FOR A EUROPEAN CONTRIBUTION TOWARDS A SUSTAINABLE AND COMPETITIVE ENTERPRISE

II. OUR COMMITMENTS TO A SUSTAINABLE AND COMPETITIVE EUROPEAN ENTERPRISE

Our Goals

1. Innovation and entrepreneurship
2. Skills and competence building
3. Equal opportunities and diversity
4. Health and safety
5. Environmental protection

Strategies to achieve these goals

6. Corporate responsibility in the mainstream of business
7. Stakeholder engagement
8. Leadership and governance
9. Communication and transparency
10. Business-to-business co-operation and alliances

III. OUR BUSINESS APPEAL TO THE EUROPEAN UNION, GOVERNMENTS AND STAKEHOLDERS

AN OPEN INITIATIVE FOR ALL ENTERPRISES ACROSS EUROPE

This European Roadmap for Businesses is an initiative led by CSR Europe together with its National Partner Organisations in one same commitment. In our view, there cannot be a trade off between profits and people. Economic growth is vital to build a competitive, sustainable and inclusive Europe holding its rank worldwide.

Building on ten years of business engagement, solutions and dialogue with the European Union and other stakeholders, this Roadmap is an open initiative for all companies across Europe ready to

- Share our vision towards a European enterprise built on short and long-term value creation, stakeholder engagement, new skills and innovation in every compartment of business activity.

- Commit to strategic goals and processes articulating corporate responsibility and competitiveness.

- Appeal to the European Union and stakeholders to develop action and forge partnerships allowing business to manage change in a sustainable and competitive way.

Our ambition is to energise the European movement of corporate responsibility. The purpose of this Roadmap is to rally a critical number of businesses willing to contribute solutions and to innovate in line with shared vision and commitments. Cooperation with other organisations is therefore most welcome.

Companies actively supporting this initiative will be invited to sharing all necessary data allowing to assess the progress made in terms of the Roadmap's goals and strategies. The information collected will be made publicly available in the form of an Annual Roadmap Scorecard.

CSR Europe is willing to act as the Liaison for regular meetings between top EU leaders and CEOs supportive of this Roadmap. These meetings will offer the opportunity for businesses to participate in the debate on European competitiveness and sustainable development. They will also provide visibility for the contribution of corporate responsibility to the achievement of the renewed Lisbon Strategy 2010.



