



The European Pact for Sustainable Industry

How Companies can Engage

1. INTRODUCTION

With the European Pact for Sustainable Industry, CSR Europe wants to initiate a pan-European movement, at local and international level to **invigorate leadership and engagement towards a Sustainable Europe 2030**.

The Pact has three targets:

1. **Target at Industry Sector Level**

By 2024, all the industry federations will have developed a sustainability roadmap.

2. **Target at Company Level**

By 2030, 10.000 companies will be engaged in sectorial- and cross-sectorial collaborations contributing to the UN Sustainable Development Goals.

3. **Target at Policy Level**

For policymakers to leverage the collaborative actions of companies and develop and implement an inclusive level playing field contributing to support systemic change to reach a Sustainable Europe 2030.

To give visibility to the Pact, **on 18 May, CSR Europe has officially started a social media campaign** on LinkedIn and Twitter to promote the three core messages underpinning it:

- **CARE:** The Covid-19 crisis is testing the **solidarity** ambition that is at the heart of the European project.
- **TRIBUTE:** Business transformation is no longer a fashionable concept, but an **economic and moral obligation**.
- **BUILD BACK BETTER:** At every level, from local to global, solidarity places on all actors a **DUTY TO COLLABORATE** constructively, actively and on an ongoing basis.

For all the companies who support the spirit of the Pact, CSR Europe, in collaboration with Edelman, has developed a **[FREE TO USE Social Media Toolkit](#)** comprising:

- [Overview document on the social media campaign](#)
- [Ready-made messages for the social media posts](#)
- [Four graphics](#) to accompany the posts that can be modified to include their logo next to the CSR Europe's logo.

The social media campaign will run until the end of the year.

2. WHY YOUR COMPANY SHOULD ENGAGE IN THE PACT

By engaging in the Pact, your company can:

- **Assume leadership** to Build Back Better towards a purpose based and sustainable economy that leaves no one behind
- **Engage in practical collaborations** with value-chain peers, competitors, and other relevant stakeholders to tackle together sector and/or cross-sector sustainability challenges
- **Become a sustainability ambassador** and lead your industry federation to scale up sustainability efforts

3. HOW CAN COMPANIES ENGAGE IN THE PACT?

Companies can engage in the Pact if they are:

- Actively involved in sector and/or cross-sector collaborative partnerships at national, European and international level
- Working with its industry federation to develop a sustainability roadmap

If your company fulfils one or both conditions, then your company can be part of European Pact for Sustainable Industry.

As a result, you will benefit from:

1. **Guidance on partnerships**
 - Practical supportive measures & methodologies to learn, share and build capacity to create & engage in collaborative platforms on sustainability topics/issue
2. **Collaborative efforts related to the UN Sustainable Development Goals**
 - Opportunity to join/develop collaborative platforms via the entire CSR Europe network, at European or national level.
 - Access to best practices and Europe-wide opportunities for collaboration
3. **Policy dialogue**
 - Influence forthcoming policy initiatives linked to the Paris Agreement, the EU Green Deal and Industrial Strategy

4. Visibility:

Your company:

1. Can make use of the logo of the Pact in its communications
2. Will be included on the [webpage](#) on the Pact
3. Will be invited to the European SDG Summit
4. Will be included in the Sustainable Industry Barometer, which will keep track of the progress made by the Pact

Annual Fee:

- Companies..... € 3.000
- Companies who are members of the NPOs..... € 1.000
- CSR Europe members..... FREE

4. CONTACT DETAILS

- For companies interested in engaging in the Pact:
[Please, contact Stefan Crets](#), *Executive Director CSR Europe*
- For more information on the campaign run with Edelman
[Please, contact Daria Delnevo](#), *Senior Communication Manager, CSR Europe*