



A CSR Europe Initiative:
**THE EUROPEAN PACT
4 SUSTAINABLE INDUSTRY**



Staying Together, Staying Ahead of Our Time

To all the enterprises, business networks, industry federations and policymakers:

'Business as usual' is no longer an option. Enterprises, large and small, and every industry federation must adopt a sustainable and inclusive approach to growth. They have to take into account their social, environmental and economic impact on society and human rights to the fullest degree and align their trajectory to the “well below 2 degrees increase” of the 2015 Paris Agreement. Today’s COVID-19 crisis is another, very loud, wakeup call to urgently protect life on Earth. In other words, the pandemic has made the global quest for solidarity, recovery, and a better future even more pressing.

Pioneering Together a Sustainable Europe 2030

Long before the outbreak of COVID-19, CSR Europe had invited business, policymakers, and civil society organisations to call for an [overarching Sustainable Europe 2030 Strategy](#). COVID-19 has accelerated our response with concrete actions. We are now inviting businesses, industry federations and policymakers across Europe to develop and implement a visionary and ambitious **European Pact for Sustainable Industry**. With the Pact, CSR Europe wants to initiate a **pan-European movement, at local and international level to invigorate leadership and engagement towards a Sustainable Europe 2030**. Time has come for all enterprises to join forces with their industry federations to transition towards circular production and consumption patterns by engaging the entire value chain – balancing economy, biodiversity and societal needs in order to maximize value creation to society.

Our Collective Duty to Collaborate

This requires a change in thinking, learning, working, producing, consuming, and investing. At every level, from local to global, we all have a **duty to collaborate** constructively, actively and on an ongoing basis:

- to care about people’s health, families, jobs, environment, and climate
- to increase the resilience of enterprises and support new forms of leadership, entrepreneurship and sustainable finance that creates value to society
- to achieve the UN SDGs and the European Union’s Green Deal, a common strategy for the public and private sectors, and civil society to protect and create jobs, and innovate economic activities within a socially inclusive, just, climate transition

Sustainability needs to get out of the small circles of sustainability networks and become mainstream. In the unprecedented times we are living in, thousands of men and women working in businesses, industry federations, governments, higher education institutions, civil society organisations, across cities, regions, and countries are showing us how this is possible. They are breaking free from old habits, and adopting a renewed entrepreneurial spirit, driven by the desire to collaborate, to take care of people and to generate value for society.

With the Pact, we want to continue fostering this new way of thinking and acting. With our Corporate Members, National Partner Organisations (NPOs), and Associated Partners, we aim to embody this spirit by supporting and connecting companies in engaging with their industry federations to incubate sustainable and scalable solutions to create a bottom-up dynamic for a “race to the top”.



A CSR Europe Initiative:
**THE EUROPEAN PACT
4 SUSTAINABLE INDUSTRY**



Restoring the old economic order is not an option. It would only intensify inequalities, creating new risks and uncertainties. Since the start of the millennium, Europe has undergone two severe economic crisis and one pandemic. We need to learn from them if we want to build back better, leaving no one behind and decoupling economic development from environmental degradation. We believe that by fulfilling the UN SDGs we can help pay tribute to all the women and men on the front lines of this transition towards an inclusive and sustainable economy.

Speed and Scale for System Change: Join the Pact

- if your business ambition is to foster a true sustainability culture, and scale it up to make systemic transformation possible;
- if your industry federation has the ambition to develop and implement gradually a holistic sustainability strategy for the entire sector, setting the direction for the thousands of your enterprises;
- if your mandate, as a policymaker, is to integrate the SDGs in your policies

Join us and showcase your involvement in this inter-industry, continent-wide effort to take sustainability from strategy to action. Through sector and cross-sector collaborative platforms, you will meet value-chain peers, competitors, customers, and experienced stakeholders, with whom you can build collective intelligence and methodologies to tackle shared sustainability challenges in your industry. At the same time, you will be able to engage in a systematic dialogue on forthcoming policy initiatives linked to the Paris Agreement, the EU Green Deal and Industrial Strategy.

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 monitor the progress made, the Pact will release a (bi-) annual **Sustainable Industry Barometer** on the level of maturity and integration of SDGs in the European industry sectors. This Barometer will also illustrate best practice of collaborative, sector, and cross-sector initiatives undertaken at national, European, and international level. Thereby, the Barometer will help contextualise the EU Semester - in which President Ursula Von der Leyen requires to integrate the SDGs - and the annual Eurostat Monitoring report on progress towards the SDGs.

To check whether your company/industry federation/NPO can engage in the Pact, [view our Q&A document](#).

If you support the spirit of the Pact and would like to share our message: [Join the social media campaign](#)