



Action Over Ambition

Delivering a Just Industrial Transition

for a Sustainable Europe 2030

THE CSR EUROPE BUSINESS MANIFESTO 2024-2029

#Action4Impact

PURPOSE OF THE SOCIAL MEDIA TOOLKIT

Welcome to the CSR Europe’s Business Manifesto **Social Media Toolkit**.

The upcoming European elections in June 2024 mark a pivotal moment to reshape Europe’s trajectory. In anticipation of this crucial event, CSR Europe, the leading European Business Network for Corporate Sustainability and Responsibility, wants to **pro-actively convey the imperative for a just industrial transition, crucial for achieving a sustainable Europe by 2030**.


This Manifesto is intended for the current and future policy leaders at both national and European levels, to inform their policy discussions and choices. Back in 2018, CSR Europe collaborated with 30 leaders from civil society in the European Commission’s high-level multistakeholder platform on the Sustainable Development Goals (SDGs) to formulate proposals for an ambitious strategy for a Sustainable Europe 2030, contributing to the Reflection Paper “Towards a sustainable Europe by 2030”. The following year, under our leadership, 380 CEOs called on businesses, civil society, and policymakers for a New Deal for Europe. **Today, we trust our collective voice will resonate even more powerfully.**

HOW TO USE THE TOOLKIT

Here below you can find **8 social media posts and graphics** that you can use to promote the Business Manifesto. Whenever you publish, please remember to:

- **TAG CSR Europe on LinkedIn (@CSR Europe).**
- **USE THE OFFICIAL CAMPAIGN HASHTAG: #Action4Impact**

POST #1 MANIFESTO OVERVIEW

 I am thrilled to see the release of the @CSR Europe **Business Manifesto 2024-2029: Action over Ambition** – Delivering a Just Industrial Transition for a Sustainable Europe 2030!

Leading #business networks and companies are calling on #EU policymakers for a **European Just Industrial Deal** aimed at strengthening Europe’s economic competitiveness, social stability, and democracy.

To this end, they have outlined 5 recommendations:

- 1 **Set up an Industry Alliance for Inclusive Prosperity** to support businesses in making their operations more human-centered, resilient, and sustainable across their business models, workforces, communities, customers, and supply chains.
- 2 **Set up European Sector Alliances for Due Diligence and Local Sustainability Networks** to enhance sustainable #sourcing practices and position Europe as a preferred partner.
- 3 **Accelerate the Capital Markets Union (CMU) and a European Social Investment Framework** that would complement the existing climate and environmental taxonomy.

4 **Integrate Behavioral Science** to support companies in the creation of products and services that address social needs, tackle unconscious bias, and overcome other barriers.

5 **Set up a European Sustainability Dialogue** to shape the EU's sustainability agenda.

👉 Read the CSR Europe Business Manifesto here: <https://shorturl.at/dLX28>

#Engaged4Change #Action4Impact #eugreendeal #sustainability #leadership #industry 50 #greentransition #corporatesocialresponsibility #socialimpact

SUGGESTED GRAPHICS (GIFs):



[DOWNLOAD](#)

Cover slide + 1 slide with 5 recommendations



[DOWNLOAD](#)

Cover slide + 5 slides (one per recommendation)

POST #2 FOCUS ON JACQUES DELORS/EU ELECTIONS

EU Ahead of the #EUElections2024, policymakers should articulate the European project around the fight against social exclusion.

How? With a **European Just Industrial Deal** that fosters:

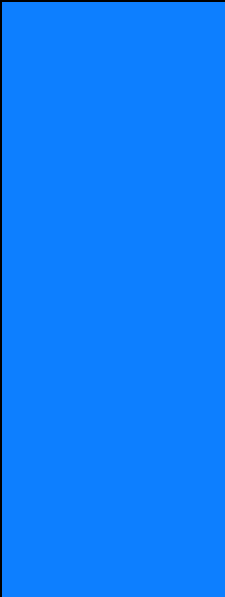
🚀 **Industrial #leadership:** to revitalise the competitive edge of European industry in technologies, products, and services, ensuring a profitable and impactful transformation.

🔧 **Collaborative #innovation and #skills:** to scale up inclusive solutions, address skills shortages, and people's well-being amidst green, digital, and demographic shifts.

💰 **Access to #finance for the transition:** to streamline access to funding and eliminate barriers, empowering stakeholders to achieve ambitious sustainability goals.

🤝 **Policy WITH trust:** through transparent dialogue and engagement, effectively addressing the concerns of civil society and business.

Amidst uncertain times we have an economic, political, and moral duty to collaborate and advance relentlessly towards peace, sustainability, and prosperity together.



Read more in the @CSR Europe's **Business Manifesto 2024-2029: Action over Ambition** 🖱️ <https://shorturl.at/dLX28>

#Engaged4Change #Action4Impact #eugreendeal #sustainability #industry50 #greentransition #corporatesocialresponsibility #socialimpact #inclusion #sustainablefinance #esg

SUGGESTED GRAPHICS (GIFs):



[DOWNLOAD](#)

Cover slide + 1 slide with reference to vulnerable people

POST #3
FOCUS ON
POST EU
ELECTIONS &
EUROPEAN
SUSTAINABLE
INDUSTRY
SUMMIT

In the aftermath of the #EUElections2024, 60 leading CSR networks and companies are calling on policymakers to build a **European Just Industrial Deal** aimed at strengthening Europe's economic competitiveness, social stability, and democracy.

Read more about the @CSR Europe **Business Manifesto 2024-2029: Action over Ambition** – Delivering a Just Industrial Transition for a Sustainable Europe 2030
🖱️ <https://shorturl.at/dLX28>

What happens next?
On 25-26 June, many sustainability leaders will come together at the **European Sustainable Industry Summit 2024**: Pioneering the Next Generation of Corporate Sustainability Practices.

Register and secure your spot 🖱️ <https://shorturl.at/gxzWX>

#Engaged4Change #Action4Impact #eugreendeal #euis #sustainability #industry50 #greentransition #corporatesocialresponsibility #socialimpact #inclusion #sustainablefinance #esg

SUGGESTED GRAPHIC (GIFs):



[DOWNLOAD](#)

Cover slide + 1 slide with reference to Summit

POST #4

🌍 As a #sustainability practitioner, I know value creation that is not done sustainably has no future.

**FOCUS ON
MANIFESTO
PROPOSAL #1:**

For an Industry Alliance that fosters Inclusive Prosperity

In this spirit, I stand with @CSR Europe in calling on #EU policymakers **to set up an Industry Alliance for Inclusive Prosperity!**

Together with the @European Commission, we have the power to bridge the gap between the ambitious plans laid out in the Just Transition, the Green Deal Industrial Plan, the Industry 5.0 Community of Practice and their **practical implementation.**

Read more in the CSR Europe **Business Manifesto 2024-2029: Action over Ambition** – Delivering a Just Industrial Transition for a Sustainable Europe 2030.

👉 <https://shorturl.at/dLX28>

#Engaged4Change #Action4Impact #eugreendeal #sustainability #leadership #industry 50 #greentransition #corporatesocialresponsibility #socialimpact

SUGGESTED GRAPHIC (GIFs):



[DOWNLOAD](#)

Cover slide + 1 slide proposal #1

**POST #5
FOCUS ON
MANIFESTO
PROPOSAL #2:**

Bridge the gap on responsible materials

🔧 Bridging the current gaps in responsible #rawmaterials #sourcing is crucial for achieving a Just Industrial Transition and ensuring a Sustainable Europe 2030.

🗣️ This is why I am standing with @CSR Europe in urging policymakers to establish **European Sector Alliances for Due Diligence** and **Local Sustainability Networks.**

Why is this important?

● **The European Sector Alliances for Due Diligence** would serve as collaborative platforms, bringing together industries and stakeholders to monitor corporate respect for #humanrights while fostering dialogue and policy coherence.

● **Local Sustainability Networks** would bolster capacity-building and #collaboration within the ecosystems from which Europe is sourcing its raw materials, thus promoting local job creation and sustainable livelihoods in the regions involved.

Read more in the CSR Europe **Business Manifesto 2024-2029: Action over Ambition** – Delivering a Just Industrial Transition for a Sustainable Europe 2030.

👉 <https://shorturl.at/dLX28>

#Engaged4Change #Action4Impact #eugreendeal #sustainability #justtransition #greentransition #supplychain #procurement #corporatesocialresponsibility #socialimpact #supplymanagement

SUGGESTED GRAPHIC (GIFs):



[DOWNLOAD](#)

Cover slide + 1 slide proposal #2

POST #6
FOCUS ON
MANIFESTO
PROPOSAL #3:

Unlock sustainable finance via meaningful disclosure

💰 Meaningful #disclosure is key to unlock #sustainablefinance and power a Sustainable Europe 2030.

For this reason, I stand with @CSR Europe and other 60 leading CSR networks and businesses, in asking #EU policymakers to:

🟢 **Accelerate the Capital Markets Union (CMU)** and explore innovative financing mechanisms to attract fresh resources and #talents towards #sustainability.

🟢 **Entrust and support business networks and associations** in providing best practices, methodologies, and resources to empower companies in using #reporting standards as an opportunity y.

🟢 **Develop a comprehensive disclosure framework for social and governance matters**, complementing the climate and environmental #taxonomy. How? Via a voluntary two-layered European Social Investment Framework.

🔍 Read more in **the CSR Europe Business Manifesto 2024-2029: Action over Ambition** – Delivering a Just Industrial Transition for a Sustainable Europe 2030.

👉 <https://shorturl.at/dLX28>

#Engaged4Change #Action4Impact #csrd #reporting #esrs #sustainability #eugreendeal #esg #impactinvesting #greenfinance #climatefinance #greentransition #corporatesocialresponsibility #socialimpact

SUGGESTED GRAPHIC (GIFs):



[DOWNLOAD](#)

Cover slide + 1 slide proposal #3

POST #7

FOCUS ON MANIFESTO PROPOSAL #4:

Connect the environment with human behaviour

🔍 How can we empower #EU governments and industries to create products and services that not only meet environmental standards but also address social needs and hidden biases?

💡 The answer lies in integrating #behaviouralscience into transition strategies.

For this reason, I stand with @CSR Europe in asking #EU policymakers to **leverage behavioural science for the promotion of sustainable lifestyles.**

📖 Read more in **the CSR Europe Business Manifesto 2024-2029: Action over Ambition** – Delivering a Just Industrial Transition for a Sustainable Europe 2030 🖱️ <https://shorturl.at/dLX28>

#Engaged4Change #Action4Impact #eugreendeal #justtransition
#greentransition #corporatesocialresponsibility #socialimpact
#BehavioralScience #Neuroscience #industry50 #business

SUGGESTED GRAPHIC (GIFs):



[DOWNLOAD](#)

Cover slide + 1 slide proposal #4

POST #8

FOCUS ON MANIFESTO PROPOSAL #5:

For a European Sustainability Dialogue forging a common desire for progress

🌍 To address the critical and complex #sustainability challenges of our times, it is imperative that we unite our hopes, talents, and financial resources to build a secure, green, and democratic future.

🤝 How? By creating of a **European Sustainability Dialogue** aimed at enhancing the responsiveness of the #EU's governance to the evolving needs of both #industry and civil society.

This platform, hosted by the European Commission, would offer a holistic overview for public and private sector, and civil society to:

● **Address the growing scepticism** surrounding sustainability by identifying both the trade-offs and co-benefits.

● **Forge compromises** that drive progress and policy cohesion.

● **Prioritize the inclusion of people left behind** and secure a sustainable legacy for all generations.

Read more in **the CSR Europe Business Manifesto 2024-2029: Action over Ambition** – Delivering a Just Industrial Transition for a Sustainable Europe 2030.

🖱️ <https://shorturl.at/dLX28>

#Engaged4Change #Action4Impact #eugreendeal #greentransition
#justtransition #inclusion #InclusiveLeadership #Equality #socialimpact

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|--|---|---|
| | <p>SUGGESTED GRAPHIC (GIFs):</p>  | <p>DOWNLOAD</p> <p><i>Cover slide + 1 slide proposal #5</i></p> |
|--|---|---|

MILESTONES TIMELINE

Here below you can find the **key milestones for you to include in your social media content calendar:**

| COMMUNICATION MILESTONE | SUGGESTED POST TO USE |
|--|-------------------------|
| 21 March <u>European Research and Innovation Days</u> | POST #1 |
| 1 May <u>International Workers' Day</u> | POST #8 |
| 9 May <u>Europe Day</u> | POST #1 |
| 5 June Pre European Elections | POST #2 |
| 6-9 June European Elections 2024 | POST #3 |
| 25-26 June European Sustainable Industry Summit | POST #3 |
| 16 July European Parliament takes office | POST #3 |
| 18 September - 08 October <u>European Sustainable Development Week</u> | POST #4 |
| 7 October <u>World Day for Decent Work</u> | POST #8 |
| 17 October <u>International Day for the Eradication of Poverty</u> | POST #2 |
| TBD November European Commission takes office | POST #1 |
| 10 December <u>Human Rights Day</u> | POST #7 |