



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



How Industry Federations 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 industry federations 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.

Industry Federations who decide to use the social media toolkit, can also **modify the posts** to showcase their ongoing collaborative efforts.

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

2. WHY YOUR INDUSTRY FEDERATION SHOULD ENGAGE IN THE PACT

By engaging in the Pact, your industry federation can:

- **Care with dignity**, throughout its value chain, about workers' health, safety, skills, and jobs, as well as the well-being of communities it affects
- **Increase resilience and sustainable transformation**, by developing scalable solutions through sector/cross-sector collaborative efforts
- **Achieve the UN SDGs and European Green Deal**, moving from a volume to a value driven economy and within a socially inclusive and clean energy and climate transition

3. HOW CAN INDUSTRY FEDERATIONS ENGAGE IN THE PACT?

Industry federations can engage in the Pact if they are:

- Actively involved in sector and/or cross-sector collaborative partnerships
- Working to develop/implement a sustainability roadmap

If the industry sector fulfils one or both conditions, then it 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**
 - Access to best practices and Europe-wide opportunities for collaboration
3. **Policy dialogue**
 - Engage in a systematic dialogue on forthcoming policy initiatives linked to the Paris Agreement, the EU Green Deal and Industrial Strategy

4. Visibility:

Your industry federation:

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: € 3.000

4. CONTACT DETAILS

- For industry federations 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*