



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



How National Partner Organisations (NPOs) 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 National Partner Organisations (NPOs) 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.

National Partner Organisations (NPOs) 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 YOU SHOULD ENGAGE IN THE PACT AS AN NPO?

By engaging in the Pact, your organisation 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 YOU ENGAGE IN THE PACT AS AN NPO?

National Partner Organizations can engage in the Pact if they:

- Are actively involved in sector and/or cross-sector collaborative partnerships
- Are working with industry federations
- Can contribute to the creation of a best-practice database

If the NPO fulfils one or more of these conditions, then it can be part of European Pact for Sustainable Industry.

This allows the NPO to:

1. Use the logo of the Pact 4 Sustainable Industry
2. Be included on the [webpage](#) on the Pact
3. Have an active role in the European SDG Summit
4. Be included in the Sustainable Industry Barometer, which will keep track of the progresses made by the Pact

Annual Fee: FREE

Companies who are members of CSR Europe's National Partner Organisations can engage in the Pact at a discounted rate (see document "How Companies Can Engage").

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*