

A New Deal for Europe ***Towards a sustainable future in the world***

CALL for Action and Collaboration To Business, Politics and Civil Society

Europe is in turbulent waters – navigation becomes more difficult as multilateralism, partnerships and common visions are challenged. What we need is a New Deal for Europe – for a Europe with a shared sustainable vision for its future. We are convinced that Europe has the potential to accelerate growth and further the achievements of recent decades to be a more forward-looking, productive, sustainable and inclusive Union.

We are business leaders that take the United Nations Sustainable Development Goals as a compass to make the transformation required to face the challenges. The Paris Agreement and the UN Guiding Principles on Business and Human Rights are the beacons on our journey.

As business we want to provide value to society and sustainable profitability through a strong purpose and ethical foundation of our business. We believe in a democratic society in Europe where the rule of law, cooperation between enterprises, civil society and governments are our greatest assets to respond to the public concerns on the path to the future of Europe; a Europe that leaves no one behind.

Therefore, we are calling:
Businesses, Politics and Civil Society to join forces in action

- * **To innovate business models and accelerate transformation** to drive global and local competitiveness by tackling climate change and enhancing social inclusion through an overarching Sustainable Europe 2030 Strategy.
- * **To engage in a critical but trust-building dialogue** at local, national and international level, to tackle the challenges and unlock the opportunities.
- * **To create collaborative platforms and finance models** for more innovation towards the implementation of a more sustainable and circular economic model.
- * **To transition towards sustainable production and consumption patterns** by leveraging digital transformation and engaging the entire value chain – balancing economy, ecology and societal needs in order to maximize value creation to society.
- * **To stimulate and promote strong education at all stages of life** to foster lifelong employability and social cohesion, building up prosperous communities.
- * **To increase societal participation** and civic engagement also connecting and leveraging the younger generations' sense of urgency and innovation to a wider sustainability movement.
- * **To spearhead shared standards, rules-based global trade, policy coherence and meaningful transparency** to obtain a sustainable level playing field.

Each of us carries responsibilities and has unique contributions to bring. We trust that together we have the energy to strive for what Europe needs for a sustainable future:

A New Deal for Europe.

A New Deal For Europe

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