

CEOs Call To Action

To Businesses, Policymakers, and Civil Society Organisations

A New Deal for Europe

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 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.

Almost 400 CEOs have endorsed the Call so far:

Comte Étienne Davignon
President of CSR Europe

Henning Ohlsson
Epson Deutschland GmbH

Denis Machuel
Sodexo Group

Yoshiyuki Ogura
Hitachi Europe Ltd.

Magnus Hall
Vattenfall

Leonardo Rubattu
Iccrea Banca

Masahiro Okafuji
ITOCHU

Wiebe Draijer
Rabobank

Julian Yarr
A&L Goodbody

Juraj Palčinský
Antalis CZ

Tolis Vasilakakis
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Michaela Chaloupková
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Coral AE

Andreas Savvides
Curis Network

Diana Rádl Rogerová
Deloitte Czech Republic

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EDA-Attikis S.A.

Volkert Engelsman
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Michael Spanos
Global Sustain SA

Eleni Kalogirou
Hermes Airports Ltd

Dr. Theodoros Kringou
Infocredit Group Ltd

Mohamed Ahmed
Intracom S.A. Telecom Solutions

Ilham Kadri
Solvay S.A.

Patrick Pouyanné
Total S.A.

Dr. Johan van Zyl
Toyota Motor Europe

Ignacio S. Galán
Iberdrola

Marco Tronchetti Provera
Pirelli & C. S.p.A.

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Titan Cement Company S.A.

Efstathios Tsotsoros
Hellenic Petroleum S.A.

Marica Labrou
Kafkas S.A.

Sven Eggefalk
Länsförsäkringar Bank

Lars Appelqvist
Löfbergs

Gé Moonen
Moonen Packaging

Chris Martin
Musgrave Group

Casper von Koskull
Nordea Bank Abp

Erik Kemink
PitPoint clean fuels

Dr. Michael Neoptolemou
Remedica Ltd

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Seamus Egan
Transdev Ireland

Peter Blom
Triodos Bank

Petr Dvořák
Vodafone Czech Republic

Dr. Rolf Martin Schmitz
RWE AG

Giorgos Iliopoulos
Aiphoria

Francesco Starace
Enel S.p.A.

Jean-Pierre Clamadiou
Engie S.A.

Dr. Martin Bruder Müller
BASF

Carlos Torres Vila
BBVA

Erwin Pardon
McCain Continental Europe, Russia and MENA

Gabriele Galateri di Genola (Chairman)
Assicurazioni Generali S.p.A.

Steven Van Hoorebeke
SD Worx

Vincenzo Onorato
Consorzio Integra

Paolo Lanzarotti
Asahi Breweries Europe Group

Rolf Stub
Bluestep Bank AB

Tomáš Koranda
Hochtief CZ

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Insights Market Research Ltd

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Andreas Neocleous
Cyta Ltd.

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Georgios Briskolas
Eurocert SA

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Grupo Sousa – Investimentos SGPS, Lda.

Bryan O'Donnell
Janssen Pharmaceutical Ireland

DI Dr. Rudolf Kanzian
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Iakovos Andreanidis
Lidl Hellas

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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.

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Together, we are calling to Businesses, Policymakers, and Civil Society Organisations 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 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**, policy coherence and meaningful transparency to obtain a sustainable level playing field.

This Call has been initiated by:



**Responsible Business,
Better Future.**

For more information about the results and follow up actions you can undertake, please contact:

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