

Carta di Milano

Enterprise 2020

The Future for Europe We Need

Contributo n° 102

◆ ENTERPRISE 2020 MANIFESTO ◆

THE FUTURE FOR EUROPE WE NEED



◆ *Business and governments working together for a more inclusive and sustainable society by putting their words into action* ◆

THE FUTURE FOR EUROPE WE NEED

There is a pressing need for transformative and innovative societal and economic changes in Europe in the coming years. Unemployment rates have remained too high for too long and too many people are still excluded. Furthermore, climate issues, resource depletion, financial disruption and demographic changes all require a more collaborative and innovative approach.

Building on its values, Europe can and must play an innovative and leading role in the implementation of an inclusive and sustainable economy; an economy which will enhance its competitiveness AND safeguard its social model.

Better use of big data, the internet of things, new mobility concepts, smart manufacturing, new collaborative models, circular thinking, alternative employment models are some of the key trends that represent unique opportunities for business, governments and other stakeholders to save on natural resources and lead to additional employment, business growth and shared value.

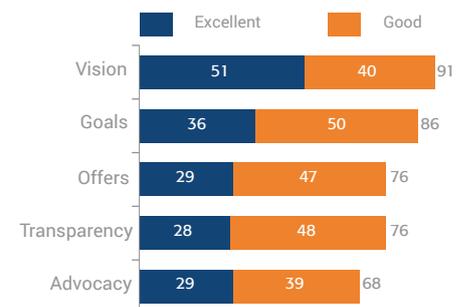
The time to show true leadership on sustainable growth is now. Together we can create a more circular and inclusive economy.

Unemployment Rate by Age, Dec. 2014
EU28 Area



Source: Eurostat

Attributes of Sustainability Leadership
"Excellent" and "Good" (4+5)

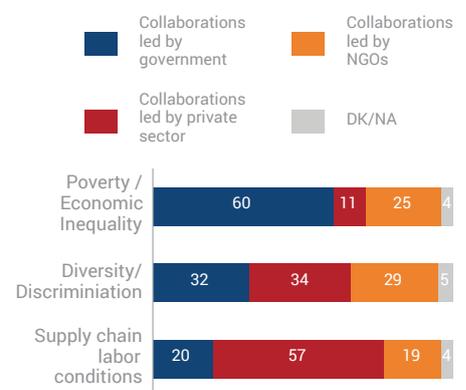


Source: GlobeScan/SustainAbility

The power of collaboration

The urgency of the current challenges requires all companies, governments, civil society, investors and other stakeholders to step up their **individual and collective efforts**. Only practical collaboration will accelerate the pace of change toward sustainable society.

Collaborations Best Equipped to Lead on Different Issues



Source: GlobeScan/SustainAbility

The purpose of business

As the driving force behind economic growth, business – from small to multinational enterprises - is uniquely positioned to help establish a more equitable, inclusive and sustainable society. Many business champions have already developed circular business models leading to new opportunities and market leadership. However, a transformative change in Europe requires all companies to further integrate environmental, social, ethical and good governance approaches into their strategies and to focus on creating shared value. This is the true contribution of corporate responsibility to a sustainable world.

Over the past 20 years CSR Europe and its 42 National Partner Organisations have elevated sustainability as a business issue and supported their more than 10,000 member companies in integrating sustainability into their strategy and processes. This practical approach will be further reinforced over the coming five years and geared toward more impactful efforts.

We call on all companies and governments to join us and take up this challenge ...

PUTTING OUR WORDS INTO ACTION

In order to achieve a European, and global, transformation toward a more inclusive and sustainable society, we will inspire, challenge, support and engage our members to be at the forefront of change and:

- 1. Make employability and inclusion a priority across boards, management and value chains.** How? Through increasing structural public-private partnerships on work and education, workplace innovation and entrepreneurship support in addition to enhancing employability and entrepreneurship through formal and non-formal learning of hard and soft skills. Thereby, we will contribute to making Europe the best place for work.
- 2. Stimulate our member companies to engage as committed partners with communities, cities and regions to develop and implement new sustainable production methods, consumption and livelihoods.** How? Through innovation of products, services and business models and a systematic engagement with local governments and community stakeholders. A more circular approach limits the use of resources and environmental impacts while also creating jobs and strengthening the economy.
- 3. Put transparency and respect for human rights at the heart of business conduct.** How? Through pushing for superior reporting, stakeholder engagement and integrated thinking in boards, improved management systems and an integrated management of the value chain.

Business

We call on companies, small, medium and large, to contribute to this movement and be the agents of change by:

- a.** Embracing transparency and respect of human rights as standard company practice.
- b.** Accelerating the adoption of new technologies and competencies to foster inclusive and sustainable business models and to engage all their affiliates on the agenda of the countries and regions they operate in
- c.** Striving for the smallest possible ecological footprint, optimal employability and the largest possible societal benefits within a mid- and long-term business perspective.
- d.** Leading and engaging in collaborative platforms with all stakeholders in support of societal and economic changes.

Governments

We call on European, national and sub-national governments to support these ambitions with smart policies and measures to empower forward looking companies who are prepared to take their own responsibility in this area. Three policy actions are considered key priorities:

- a.** Embed structural collaboration between business and formal/non-formal education through a set of ambitious targets and KPIs.
- b.** Foster innovation and competitiveness to make Europe the world hub of sustainable communities by means of:
 - a.** Supporting the development and impact of collaborative platforms
 - b.** Leading by example through integration of environmental, social and governance considerations in policy development.
 - c.** Developing incentives to encourage the implementation of circular business models.
- c.** Create a policy framework that favours mid- and long-term approaches over short-term actions to govern labour, industrial and financial markets, such as support for effective flexicurity approaches, fiscal policies that support sustainable growth, and industrial policies that stimulate the transformation to a circular economy.

CSR Europe is the leading European business network for Corporate Social Responsibility. Through its network of around corporate members and **42 National CSR organisations**, it gathers over 10,000 companies, and acts as a platform for those businesses looking to enhance sustainable growth and positively contribute to society. In its mission to bring the CSR agenda forward, CSR Europe goes beyond European borders and cooperates with CSR organisations in other regions across the world. In order to deliver on the Enterprise 2020 Manifesto, CSR Europe facilitates two European Business Campaigns: "Skills for Jobs" and "Sustainable Living in Cities". For more information please visit www.csreurope.org

ENTERPRISE 2020 IS A JOINT INITIATIVE FROM:

