

ANNEX IV: Quotes from Business Leaders

- **On an ambitious green industrial strategy and Green Deal Industrial Plan:**
 - **Harry Verhaar, Head of Global Public & Government Affairs, Signify:** “Businesses committed to net zero sustainability need stable, long-term strategy, targets and policies and public investment to drive market demand and innovation. Now more than ever, energy efficiency must remain the first priority for EU competitive sustainability, requiring a balanced demand and supply side approach. We believe that a well-designed GDIP can drive consumer as well as industrial demand for it and further accelerate investments in it in Europe and enable companies of all sizes and shapes to further innovate, develop skills and jobs here, and succeed internationally as a result.”
 - **Martin Porter, Executive Chair, Cambridge Institute for Sustainability Leadership (CISL), a lead author of the Competitive Sustainability Index and Senior Advisor to CLG Europe:** “The race to net zero has passed the tipping point and will determine global prosperity this century. This letter shows there’s a groundswell of support from businesses and NGOs for strengthening the EU’s strategy of competitive sustainability. EU leaders must now advance a genuinely ambitious and balanced Green Deal Industrial Plan and do so by working with the principles and priorities set out in this letter.”
- **On ambitious nature protection laws that tackle nature and biodiversity loss:**
 - **Ursula Woodburn, Director of CLG Europe:** “Continued degradation of nature threatens the sustainability of European businesses through unforeseen and often unmanageable disruptions from operations to supply chains. As we heard from the IPCC, if we do not act on climate mitigation this will only get worse. The IPCC report also flags the crucial role of nature in mitigating impacts for communities and removing carbon from the atmosphere. EU policies on nature and climate must therefore go hand in hand to protect European communities and businesses.

“The Nature Restoration proposal has the potential to increase the resilience of Europe and its economy. Ahead of decisive negotiations in the European Parliament, this call from business networks reminds MEPs of the critical need to offer clear policy direction to Europe’s economic actors on their commitment to a coherent, ambitious, robust Green Deal that increases the EU’s resilience.”
 - **Elise Attal, Head of EU Policy at UN Principles for Responsible Investment:** “The twin challenges of climate change and biodiversity loss can only be solved together. This is why nature needs to be a core component of a coherent, robust European Green Deal that increases the EU’s resilience and aligns with its global climate and biodiversity commitments. PRI strongly supports an ambitious EU nature restoration law, which enables the financial community to fulfil its fiduciary duties, mitigate nature-related investment risks, and direct capital flows to positive outcomes for nature and thriving ecosystems.”
 - **Marzena Strzelczak, President, CEO of the Responsible Business Forum and CSR Europe Board Member:** “Positioning nature at the heart of corporate strategy is vital for sustainable business and for our future. Thus, we need ambitious legislation that sets the framework for a comprehensive approach to key environmental challenges. Nature is everyone’s business and has a critical role in the success of every business.”

- **Rasmus Valanko, Managing Director, Systems Transformation, We Mean Business Coalition:** “The IPCC Synthesis report released last week re-emphasised the vital role of restoring nature in our fight against climate change. The overall mitigation potential to 2030 from the land and agriculture sectors are equivalent to the energy sector's potential. Therefore, it is crucial that the EU institutions and leaders work to strengthen the EU nature restoration law proposal with the same dedication as businesses take action on climate.”
- **On setting a 2040 GHG emissions reduction target of at least 90% net reduction compared to 1990 levels:**
 - **Harry Verhaar, Chair of CLG Europe and VP Global Public & Government Affairs at Signify:** “A robust emissions reductions target of at least 90% emissions reductions by 2040 is critical to ensure that the EU sets the right course to arrive at its destination of climate neutrality by 2050. Businesses are already taking action to translate climate objectives into concrete action on the ground and are willing to accelerate their efforts. At Signify this means we have already achieved carbon neutrality by 2020 and are on track to go beyond carbon neutrality and double our positive impact on the environment and society by 2025.”
 - **Tim Christophersen, Vice President of Climate Action, Salesforce:** “In setting a 2040 target, the EU can provide much needed leadership and give clear market and policy signals for climate action. We welcome a target that reflects the speed, urgency and benefits of near-term action, for people, the climate and nature.”
 - **Ursula Woodburn, Director of Corporate Leaders Group Europe:** “CLG Europe has been a longstanding proponent of setting ambitious climate targets to encourage businesses to decarbonise in a way that benefits the economy and society. The target we are now calling for of 'at least 90%' emissions reductions by 2040 is necessary, desirable and feasible. It will send a strong signal to speed up both decarbonisation efforts and the clean energy transition - and to increase the EU's industrial competitiveness, including through the successful implementation of the Fit for 55 package by 2030.”
 - **Lars Petersson, CEO of VELUX Group:** “To be ready for 2050, we need a 2040 EU emission reduction target of at least 90%. A significant part of this reduction needs to come from the building sector, which currently accounts for over a third of GHG emissions. At VELUX, by 2030, we aim to achieve a 100% reduction of operational emissions (scope 1 and 2) and reduce our carbon emissions from our value chain by 50% (scope 3). To get there, we collaborate closely with our whole value chain to create low carbon, energy efficient and healthy buildings.”
- **On the Fit for 55 Package:**
 - **Jesper Brodin, CEO, Ingka Group | IKEA:** “It is encouraging to see the EU take the next step in making the EU Green Deal work for both people and planet. The upcoming “Fit for 55%” package of climate legislation can turn commitments into action and make a real difference in the transition to a net-zero future.”
 - **Alan Jope, CEO, Unilever:** “Together, we have committed to build a growing, inclusive, net-zero economy. This can only be delivered in partnership - with ambitious climate action from business matched by ambitious public policy frameworks.”
 - **Ignacio S. Galán, Chairman & CEO, Iberdrola:** “Europe's leadership on climate action will be enhanced with a robust and coherent “Fit for 55%” policy package, which can create optimism for the whole world. The correct policy signals will give investors the certainty needed to accelerate the transition towards a net zero economy, by unlocking significant investment in renewable energy, networks,

storage and forward looking industries, such as green hydrogen. Ambitious climate policies will also drive the economic recovery.”

- **Andreas Regnell, Chairman of HYBRIT Development AB and Senior Vice President, Strategic Development, Vattenfall:** “We need a Fit for 55% policy framework that acknowledges technological shifts, and rewards companies that are frontrunners and make investments to achieve the transition to a fossil-free society.”
 - **Eric Rondolat, CEO, Signify:** “Climate action and economic prosperity go hand-in-hand. Europe’s recovery needs to be underpinned by investment in clean technologies. This is why the “Fit for 55%” by 2030 package is so important. It will accelerate the deployment of innovative technologies – like connected LED lighting – that reduce carbon emissions, create jobs and create a cleaner healthier environment for people.”
 - **Nick Molho, Executive Director, Aldersgate Group:** “The Fit for 55% package must include the concrete policy action that will set Europe on course for 55% reductions in greenhouse gas emissions by 2030, and have the flexibility for increased ambition as new technologies are added to our climate toolkit. The Commission has the opportunity to show that climate action is our route back from the pandemic, creating a strong signal for the necessary investments into decarbonisation and climate adaptation. This will be vital to achieving net zero by 2050 and delivering a sustainable recovery from the COVID-19 pandemic for Europe.”
 - **Ana Struna Bregar, CEO, CER - Sustainable Business Network Slovenia:** “Slovenian businesses recognise the economic benefits of increased climate action. They are already developing solutions and stand ready to increase investments to make the Fit for 55 Package a success. To fully tap into this potential, the package itself must provide a predictable and future proof framework fit to scale up clean economy markets and innovation at EU and national level. The Slovenian Presidency will be a crucial period to lay the ground for this framework for the benefit of economy, citizens and the environment.”
 - **Bjørn Haugland, CEO, Skift Business Climate Leaders:** “The ‘Fit for 55 Package’ provides a great opportunity for the European business sector to play a key role in the decarbonisation of the EU economy and in the development of zero emission solutions the world needs.”
 - **Sabine Nallinger, Managing Director, Stiftung KlimaWirtschaft :** “The success of the EU Green Deal will depend on bold political leadership. If Germany wants to become carbon neutral by 2045, the next federal government needs to push for an ambitious EU implementation package allowing to finance the transformation of the real economy, also in the buildings and transport sector.”
 - **María Mendiluce, CEO, We Mean Business Coalition:** “We must go all in for halving emissions by 2030. Europe needs a clear and ambitious policy framework to deliver climate action at this speed and scale. Over 325 European businesses are committed to a 1.5°C trajectory. Removing coal from EU operations, going all in on electric vehicles, mandatory climate disclosure and meaningful carbon pricing will help Europe be Fit for 55% and will also fit business plans.”
- You can find more quotes specifically on Fit for 55 [here](#).
 - **On greening the economic recovery:**
 - **Helena Helmersson, CEO, H&M Group:** “We have the chance to truly reconstruct a better future, and while doing it, we need to ensure that the recovery measures taken today are not at the cost of our

planet. It is now more important than ever that companies and governments show leadership standing by their commitments in climate action, and that we take responsibility together.”

- **Dimitri de Vreeze, co-CEO Royal DSM:** "We should not lose the opportunity to learn from the COVID-19 crisis and rebuild a better economy; we should not go back to normal but to a new normal. The new ways of collaborating for urgent solutions between governments and companies have been remarkable, and the potential to simultaneously catalyse the transitions needed for NetZero carbon economy through the stimulus measures designed to restart and reopen the economies must be seized. One of the key elements for Europe’s recovery, increasing its long-term resilience against challenges like climate change and resource scarcity, is to move towards a more circular economy, from circular product design to waste management. A political framework that supports the innovation and deployment of sustainable, low carbon materials, processes, and products will help to reap the associated economic, environmental, and social benefits and create jobs in the process.
- **José Manuel Entrecanales, Chairman and CEO, ACCIONA:** "Aligning financial flows with climate neutrality will increase the resilience of the financial system and the economy while avoiding future crises. The implementation of the European Commission’s new recovery plan is a case in point. It is now in our hands to create a double dividend or a double debt for the future."
- **On accelerating the green transition to achieve energy security objectives:**
 - **Eric Rondolat, CEO, Signify:** “Reducing energy consumption by scaling up energy efficiency in buildings and cities should be at the heart of the EU’s strategy to reduce both energy dependency from Russia and achieve its climate objectives and, as such, be one of the cornerstones of the upcoming RePowerEU Plan. As a leader in the development of efficient lighting solutions and user of renewable energy, Signify stands ready to play its part in the achievement of these objectives and the implementation of a plan that will not only help to deal with the immediate effects of this crisis but also put the EU on track to achieve climate neutrality in the long run.”
 - **Ignacio S. Galán, Chairman & CEO, Iberdrola:** “The current context demonstrates the need to accelerate the energy transition to guarantee a sustainable, robust and fair economy. The structural solution is clear: accelerating the implementation of “Fit for 55” while firmly supporting renewable energy, efficient storage and smart networks to avoid future shocks, promote a self-sufficient energy system and reduce emissions. We have the technologies, a massive social consensus, and, as companies, we are ready to do our part and accompany our leaders in defining clear, stable, and coherent frameworks, based on European coordinated solutions, without exceptions, to accelerate the process.”
 - **Eliot Whittington, Director, CLG Europe:** "Fossil fuels are on the way out and short-term pragmatism should not lock us in to outdated approaches that harm our economy and the planet. This letter demonstrates the broad and deep understanding in the EU business community that the best response to the Ukraine crisis lies in doubling down on the European Green Deal and accelerating energy efficiency and the transition towards clean energy. The EU should not miss the opportunity of the REPowerEU Plan to keep a 1.5°C compatible future in reach."
 - **Maria Mendiluce, CEO, We Mean Business Coalition:** "The EU has the chance to, once again, show climate leadership in the face of adversity with an ambitious REPowerEU plan that accelerates the just clean energy transition, reduces dependency on Russian fossil fuels and addresses soaring energy prices. Companies with operations in Europe are already innovating to support the clean energy transition, but the right government policies and investments that scale renewables, energy efficiency and electrification will help the private sector go even faster. We must take every measure to rapidly phase out fossil fuels to stabilize the climate and secure a livable future for all."

- **David Briggs, CEO, VELUX:** “With the window to achieve the 1.5C target closing fast and in the face of challenges from dependence on fossil fuels, we must all work together to accelerate the transition to a greener and more prosperous Europe. Over a third of global CO2 emissions come from the building industry, which means the sector has a critical role to play in tackling climate change. At VELUX we’re committed to the 1.5c pathway - bringing emissions from operations to near zero and halving value chain emissions by 2030. This means investing in energy efficiency and switching to 100% renewable energy in our production and partnering across our supply chain to find solutions together.”
- **Carey Causey, President, Ball Beverage Packaging EMEA:** “With our science-based target goals in mind, Ball has already achieved 100% renewable electricity in Europe, including through two long-term virtual power purchase agreements. The upcoming RePowerEU Plan should provide a clear signal that will enable companies to do their part and scale up their demand for renewable energy.”
- **Ron Wit, Director of Energy Transition, Eneco:** “In our hearts we all know it - there is no Planet B. There is only one Earth, and we need to take good care of it. We invite everyone to deliver on the Green Deal now! Because 2030 is tomorrow.”
- **Tim Höttges, CEO, Deutsche Telekom:** “Our dependency on fossil fuels is our Achilles’ heel. Ecologically, and also economically and politically. Every ton of less CO2 is a bit more future for all of us. It’s not about what we want to do tomorrow. It’s about what we do today.”
- **Francesco Starace, Chief Executive Officer and General Manager, Enel:** “We strongly support European Union’s commitment to accelerate energy transition towards a carbon free energy system. Therefore, an ambitious REPowerEU Plan will highly contribute to move away from fossil fuels and to ensure energy security, accelerating at the same time the electrification of the energy demand in a sustainable way in order to reach a net zero economy at European level as soon as possible.”
- **Dolf van den Brink, Chairman Executive Board / CEO, HEINEKEN NV:** “We believe that the REPowerEU Plan can play an important role accelerating the energy transition and helping to achieve the objectives of the European Green Deal. This is also important to us at HEINEKEN as we transition to clean energy sources and work to deliver our net zero carbon ambition.”
- **David Ducarme, Group Chief Operating Officer, Knauf Insulation:** “The Commission’s REPowerEU plan aims to reduce Europe’s dependence on energy supplies from Russia. But to ensure its success, energy efficiency must be put at the heart of every action. Energy efficiency must support the decrease of energy consumption and serve as a building block for an efficient roll out of solutions, such as heat pumps. Energy efficiency has to be the cornerstone of a new era of energy security for Europe.”
- **Jochen Eickholt, CEO, Siemens Gamesa:** “The role to be played by the wind industry, under the imperative of current events and the urgent focus on energy security, is critical. Our industry is ready to take up the challenge to deliver. REPowerEU should look to ensure that the appropriate policy framework is enacted to facilitate the achievement of climate targets in the time envisaged. That is to say we need to inject more speed in the permitting process, while reinforcing the resiliency of the supply chain and establishing the pillars for a fully transformational green economy.”
- **Aurélie Beauvais, Managing Director, Euroheat & Power:** “To break free from fossil fuels imports and accelerate the decarbonization of Europe's heating sector, we must massively deploy home grown and sustainable heating solutions. Efficient district heating is a critical piece of this equation.”

- **Nina Ekelund, Executive Director, Haga Initiative:** “A robust and long-term policy is needed for companies to invest in the climate transition. Don't create uncertainties about where policy is headed – keep your sights clear on climate transition in line with 1.5C degrees.”
- **Ana Struna Bregar, CEO, CER - Sustainable Business Network Slovenia:** “CER is proud to be the largest sustainable business network in Slovenia with 100 responsible business members, which consider that the green transition can only be achieved through synergies between business action and ambitious climate policies both at EU and national level.”
- **Valentín, Alfaya, President, Spanish Green Growth Group:** “We need to accelerate the ecological transition in order to address current energy challenges.”