

Corporate Leaders Group Europe

Advocacy Toolkit
for Business
Climate Leaders

Table of Contents

Executive Summary.....	3
The four dimensions of business climate leadership	4
Businesses as key actors of climate action.....	5
<u>A.</u> Businesses are making commitments to reduce emissions in line with net zero:	5
<u>B.</u> Energy: Businesses are already developing renewable energy, electrification and energy efficiency solutions that can contribute to achieving climate and energy security objectives:	5
<u>C.</u> Industry: Companies are producing and creating demand for climate neutral and circular materials:..	6
<u>D.</u> Transport: Manufacturers are shifting to electric and zero emissions vehicles:.....	6
<u>E.</u> Finance: Investors and banks are committing to net zero and greening their investment portfolios: ...	7
Why should companies engage in policy?	7
Examples of Advocacy activities.....	11
Examples of policy messaging from progressive businesses.....	13
Annexes	15

Executive Summary

The climate and energy crises call for consistent and bold leadership from the private sector and governments. Businesses from across the EU have recognised the overwhelming evidence of the urgency to act to face the climate challenge and the economic benefits associated with this action. There is a growing momentum of businesses making commitments to reduce emissions in line with net zero and developing solutions that can contribute to achieve climate and energy security objectives.

Companies are also increasingly aware that policy is a key driver in enabling them to develop and scale up their activities. Therefore, companies which strive to completely integrate sustainability in their strategy and activities are engaging in the decision-making process, supporting ambitious climate policies throughout all sectors of the economy. This proactive role responds both to a need for policymakers to build alliances to enact these policies and a need to counter groups which, on the contrary, are working to dilute their ambition.

It is a crucial period to engage in EU policy. The Green Deal provides a clear roadmap for the transition towards climate neutrality and path towards sustainable growth in the EU. It provides businesses with a predictable framework to invest in the green economy. At the same time, policies and measures developed now to face the climate and energy crisis will either accelerate or hamper the clean energy transition in the long run, and as such, the EU's ability to achieve its climate objectives.

The aim of this toolkit is to:

- Incentivise and support businesses to advocate for ambitious climate and energy related policies fit to deliver the transition towards a climate neutral and prosperous Europe.
- Set out what constitutes climate leadership for a company, including advocacy engagement.
- Explain why it is important for companies to engage on policy now and the concept of the ambition loop.
- Outline commitments and set of best practices from companies across sectors to showcase the growing momentum of businesses taking action in the EU and worldwide to reduce emissions in their operations and value chains and invest in the green economy. These examples can be used to either inspire other companies to act or demonstrate to policy makers that the business sector as a whole is already a key actor on climate action on which they can rely when developing ambitious legislation.
- Provides examples of positive advocacy and messaging which could be incorporated by companies in their messaging for their engagement with policymakers.

Upcoming crucial milestones and developments for the next years include the conclusion of political negotiations on the Fit for 55 Package, the continuation of the debate on energy prices and energy security, the elaboration of the EU's greenhouse gas emissions reduction target for 2040, international COP discussions and the establishment of a new European Parliament and European Commission in 2024.

This toolkit is intended to be a resource companies can use to engage in advocacy and from which they can extract the information they deem relevant to support this engagement. The toolkit is therefore a 'living document' which will be updated regularly to reflect the latest business practices, policy developments and related advocacy. It is not to be considered as a CLG or CISL publication. **The toolkit was last updated on 10 February 2023.**

The four dimensions of business climate leadership

Progressive businesses have the opportunity to show genuine climate leadership in the transition to a climate neutral Europe by integrating sustainability in all parts of the business. According to sources like the We Mean Business Coalition's [Guide to Climate Leadership](#) and Cambridge for Sustainability Leadership (CISL) report on '[Leading with a sustainable purpose](#)', there are four main dimensions to business climate leadership:

Ambition

- [Set a science-based target with a clear pathway to reach net zero emission](#), preferably by 2040
- Address emissions throughout your value-chain and support your suppliers' transition
- Fully integrate your ambition throughout your business: engaging with your own employees and Board, and integrating climate and sustainability ambition into your strategies, objective-setting, and overall purpose.

Action

- Fully integrate your climate ambition into your core business practices. This includes aligning rewards and incentives internally to support sustainable practices and building employees' capacities and capabilities in sustainability practices.
- Take action with full consideration of intersecting issues to ensure a just transition.
- Build partnerships and work with action collaborations to deliver climate action at scale.

Advocacy

- Engage with external stakeholders and policymakers, practicing advocacy for ambitious science-based climate policy and climate action across sectors.
- Take stock of your links to trade association and evaluate their alignment with a green transition that ensures 1.5C°. Take action if there is misalignment.
- Engage with other businesses to encourage industry decarbonisation and accelerate change through progressive business coalitions.
- Integrate your climate positions into your corporate positioning and communications strategy.

Accountability

- Report and disclose all climate-related information to help guide your own work and ensure external strategies are better informed.
- Integrate climate and sustainability aspects into internal metrics and formal mechanisms as well as external disclosure.
- Ensure external and internal critics are heard and your strategies align with the latest science.
- Develop a climate committee supported by your business directors and open to external input from experts.

A new CISL report on '[Net Zero Business Transformation - A framework for accelerating change in an era of turbulence and complexity](#)' also provides a framework to help companies achieve their net zero goals by taking a whole system approach to net zero transformation.

Businesses as key actors of climate action

There is growing momentum of businesses taking action in the EU and worldwide to reduce emissions in their operations and value chains and invest in the green economy. They recognise that the transition towards a climate neutral and sustainable Europe can bring about significant economic benefits¹ and are developing solutions across all sectors to make this transition a success. As such, businesses are making commitments to reduce emissions in line with net zero by 2050, increasing their investments and demand in renewable energy and electrification, producing and creating demand for climate neutral and circular materials, shifting to electric and zero emissions vehicles and greening their investment portfolios.

A. Businesses are making commitments to reduce emissions in line with net zero:

- The UN's [Race to Zero Campaign](#) continues to grow, with more than 8307 businesses taking part in this alliance committed to achieving net zero by 2050 at the latest. With the other actors involved, they now cover almost 25% of global CO₂ emissions and 50% of global GDP.
- **3,944 businesses have joined the [Science Based Targets Initiative](#)**. This initiative aims to encourage companies to adopt targets in line with the goals of the Paris agreement to limit global warming to well-below 2°C above pre-industrial levels and pursuing efforts to limit warming to 1.5°C. Companies then need to establish a plan to meet these targets and commit to disclose a report on company-wide emissions and progress against these targets on an annual basis. The full list of companies is available [here](#). A [report](#) shows that more than 330 of these firms have reduced their emissions by a quarter in five years since the Paris agreement.
- **1480 companies, representing more than \$13 trillion in market cap, have committed to reach net-zero global emission by 2050 at the latest in order to limit global warming to 1.5°C** under the Science Based Targets Initiative's [Business Ambition for 1.5°C](#).
- **More than 5160 SMEs all over the world are committed to net-zero by 2050** through the [SME Climate Commitment](#).
- **376 companies have signed the [Climate Pledge](#), with the objective of reaching net-zero by 2040.**
- A report by CDP shows the number of European companies with [approved science-based climate targets grew 85%](#) last year, to now cover businesses responsible for a third of reported emissions.

B. Energy: Businesses are already developing renewable energy, electrification and energy efficiency solutions that can contribute to achieving climate and energy security objectives:

- An [annex](#) of a letter signed by 150 business calling on the EU to accelerate the green transition in order to achieve energy security, includes more than 40 case studies of solutions across sectors that can contribute to achieve climate and energy security objectives. These include businesses increasing their investments and demand in renewable energy and electrification, developing clean heating and cooling technologies and energy efficiency solutions for buildings and households, and reducing the carbon footprint of materials by increasing their circularity.
- **The Climate Group's [RE100](#) initiative has more than 387 company members**. RE100 companies are committed to use 100% renewable energy for their operations by 2050, with interim targets of 90% by

¹ Please refer to Annex 1 for more information on the economic benefits of climate action

2040 and 60% by 2030. Their combined demand for renewable electricity of 334 TWh globally represents a bigger electricity demand than either the UK or Italy.

- [Corporate renewable energy sourcing is booming across Europe](#) as businesses have signed over 15 gigawatts (GW) of renewable power purchase agreements (PPAs) making 2021 a record year
- **28 companies joined [the initiative H2Zero](#), pledging to grow the green hydrogen market.**
- **135 businesses and organisations have joined [the World Green Building Council's commitment](#) for net zero carbon buildings.**
- **The Climate Group's [EP100 initiative](#) has reached 124 companies.** EP100 companies are committed to improve their energy productivity. Companies include Danfoss, H&M, Schneider Electric, Siemens and SSE.

C. Industry: Companies are producing and creating demand for climate neutral and circular materials:

- [ConcreteZero](#) is a global initiative bringing together companies to create a global market for net zero concrete. The [SteelZero](#) alliance works with companies to speed up the transition to a net zero steel industry.
- Hybrit, the company owned by SSAB, Vattenfall and LKAB, delivered its first batch of green steel [made with hydrogen](#) as a test with Volvo before fully commercialising production in 2026.
- European construction company Peab plans to use SSAB's [fossil-free steel](#) in construction projects from 2026 onward, having agreed a partnership, and SSAB has also announced its partnership with Daimler's Mercedes-Benz to introduce [fossil fuel-free steel](#) into vehicle production. [The Volvo Group and SSAB have joined forces](#) to develop the world's first trucks to be made of fossil-free steel.
- As part of its 2030 Sustainability Strategy, the VELUX Group aims to green its packaging for both windows and accessories, making it not only zero plastic, but also single material and 100 percent recyclable by 2030. To achieve this ambition, in 2020, VELUX, in close collaboration with its suppliers, started to adjust its product packaging from a mix of paper/cardboard-based materials and single use plastic to solely paper/cardboard.

D. Transport: Manufacturers are shifting to electric and zero emissions vehicles:

- **Companies are committing to massively manufacture electric and zero emissions vehicles.** Volvo has pledged to only sell fully electric vehicles by 2030 and phase out all other ICE models. [Volvo Trucks](#) has announced it is aiming for half its European sales to be electric by the end of the decade as it outlined plans to boost its range of zero-emission vehicles. Daimler will accelerate its [shift to EVs](#), aiming for hybrid or all-electric cars to make up more than 50% of its car sales sooner than their previously announced 2030 target. Ford has committed to stop selling cars with any form of [combustion engine](#) in the UK and Europe by 2030. [Mercedes-Benz](#) has announced that it hopes to transition to only manufacturing EVs by 2025. By 2022 the company will have an electric alternative in "all segments the company serves". Analysis by Bloomberg shows that [these commitments are reflected in the automakers' investment plans](#).
- The truck manufacturing units of [Volkswagen, Daimler and Volvo](#) announced that they will team up to **build a network of 1,700 charging points for heavy-duty vehicles in Europe.**
- **37 companies [commit to accelerate the roll-out of EV-charging infrastructure](#)**, including ChargeUp Europe, Volvo and Scania

- **127 companies have become members of the Climate Group’s [EV100 initiative](#).** EV100 companies are committed to switch their fleets to electric vehicles, and/or install EV charging for staff and/or customers by 2030. They include Aviva, Coca Cola European Partners, Danfoss, Deutsche Post, E.ON, EDF, EDP, Iberdrola, METRO and Ingka Group/Ikea. According to the [latest EV100 report](#), the number of electric vehicles deployed by members has more than doubled in the past year, reaching 169,000.
- **Automotive manufacturers commit to having all sales of vans and cars being zero emission by 2040, and 2035 in leading economies.** Companies include Volvo and Mercedes-Benz and [signed the COP26 agreement](#) together with governments and other actors.
- **Companies signed a [Global Agreement on Zero-Emission Trucks and Buses](#) at COP 26, to achieve 100% new medium- and heavy-duty vehicle sales being zero emission by 2040, with an interim target of 30% by 2030.** Companies include Scania, DHL and Heineken.

E. Finance: Investors and banks are committing to net zero and greening their investment portfolios:

- **Leading finance firms have joined the [Glasgow Financial Alliance for Net Zero](#).** In this initiative 160 companies, including 43 banks from 23 countries, representing \$70 trillion in assets will set targets to cut the carbon content of their assets by 2030, in line with an overall goal of net zero emissions by 2050.
- **43 banks from 23 countries with US\$28.5 trillion in assets have announced the formation of the [Net-Zero Banking Alliance](#)** which will work to align the industry with Paris targets.
- **128 asset managers, representing \$43 trillion in assets under management, have signed the [Net Zero Asset Managers Initiative](#).** Signatories commit to a net-zero goal and a Paris-aligned investment portfolio by 2050.
- **The Insurer AIA, with 326 billion dollars in assets, [will shed its coal investments by 2028](#).**

Why should companies engage in policy?

Companies need an ambitious and predictable policy framework that will enable them to develop, scale up and transform their activities to lower emissions and drive the development of a ‘sustainably competitive’ industry, clean technologies and energy. They are increasingly aware of the existence of a virtuous circle between their actions and policies in the field of climate action. According to the concept of the [ambition loop](#), solutions companies develop on the ground, serve as a basis on which policymakers can build ambitious climate policies, which will in turn enable these companies to scale up measures in line with the transition towards a climate neutral and competitive Europe. Therefore, companies which strive to completely integrate sustainability in their strategy and activities are engaging in the decision-making process, supporting ambitious climate policies throughout all sectors of the economy.

Companies and business networks, like [CLG Europe](#), express this support and call for climate policies in line with the objectives of the Paris agreement. This proactive role responds both to a need for policymakers to build alliances to enact bolder climate policies and a need to counter groups which, on the contrary, are working to dilute the ambition of these policies.

Why engage in EU policy now?

This is an important period to engage with EU policy as the [European Green Deal](#), which is both the roadmap for the EU to achieve climate neutrality by 2050 and its growth strategy, provides an unprecedented opportunity to combine climate and economic benefits.

Moreover, policymakers are also in the process of concluding negotiations on files under [the Fit for 55 Package](#), the largest piece of climate and energy legislation ever to be proposed, which will set the political framework to enable the EU to implement its 2030 target of at least 55% with far reaching and long-term consequences on all economic sectors. In parallel, European leaders and institutions are developing measures to deal with the energy related crises in the wake of the war in Ukraine, such as the [RePowerEU Plan](#). Depending on their design, these measures could either accelerate or hamper the green transition.

Climate and energy files are also subject to a tremendous amount of [lobbying](#), including from business organisations which are trying to water down their ambition. This is therefore a crucial time to engage on EU climate policy and ensure that the Green Deal and the Fit for 55 Package maintain a high level of ambition and effectively deliver the transition towards a climate neutral, prosperous, and socially just economy.

Upcoming engagement opportunities

There is a wide range of climate and energy related policy developments which will provide opportunities for progressive businesses to engage in advocacy. The next few months will see the continuation of discussions on the remaining Fit for 55 files including the Energy Performance for Buildings Directive and the Renewable Energy Directive. Moreover, the debate on energy prices and energy security is likely expected to continue for at least another year, thereby providing an opportunity to push for an acceleration of the clean energy transition. Other important milestones throughout the next year also includes the elaboration of the EU's greenhouse gas emissions reduction target for 2040 which will need to be ambitious for Europe to stay on the path to climate neutrality by 2050. The establishment of a new European Parliament and European Commission in 2024 will be a key moment to set a progressive business agenda for the new institutions.

Key targets to reach out to with messaging and outreach include the European Parliament, the European Council, the European Council (EURO), and various Council formations such as the Environment Council and Energy Councils. Council Presidencies also play an important role in the EU's decision-making process.

Please find below more details on upcoming milestones.

2022 - 2023 timeline and activities



- 12 Jan: ENVI
- 16-19 Jan: EP Plenary (EPBD)
- 16-20 Jan: Davos
- 22 Jan: Franco-German Summit
- 23-24 Jan: ITRE
- Feb: EU-USA energy council
- 1 Feb: Green Deal Industrial Plan (EC Communication)
- 6-8 Feb: Informal Competitiveness Council
- 7 Feb: EED trilogue
- 9 Feb: ENVI
- 9 Feb: ITRE (EPBD vote)
- 9-10 Feb: Special EUCO on IRA
- 13-16 Feb: EP Plenary
- 14 Feb: : Review of the CO₂ emission standards for heavy-duty vehicles
- 27-28 Feb: Informal Energy Council
- Q2: Initiative on protecting, sustainably managing and restoring EU soils
- Q1 or Q2: trilogues on nature restoration law

2022 - 2023 timeline and activities



- Mar: Revision of EU's internal electricity market design reform (tbc)
- 2 Mar: Competitiveness Council
- 2 Mar: EED Trilogue
- 6 Mar: RED Trilogue
- 8 Mar: Critical Raw Materials Act
- 8 Mar: Net-Zero Industry Act
- 9 Mar: EED Trilogue
- 13-16 Mar: EP Plenary (EPBD vote)
- 13-17 Mar: IPCC
- 16 March: Environment Council
- 22 Mar: 22nd: Consumers package: Substantiating environmental claims + right to repair
- 23-24 Mar: EUCO
- 28 Mar: Energy Council
- 29 Mar: RED Trilogue
- 31 Mar: end of MS reduction targets for energy consumption
- 15-16 Apr: G7 Climate & Energy
- 17-20 Apr: EP Plenary
- 19-21 Apr: G7
- 18-19 Apr: Informal Environment Council
- Q2: MFF review

2022 - 2023 timeline and activities



- 8-11 May: EP Plenary
- 17 May: EU Hydrogen Bank
- 17 May: Measures to reduce the release of microplastics in the environment
- 22- 23 May : Competitiveness Council
- 24 May : Greening Transport Package
- 1 June: Transport Council
- 5-15 June: UNFCCC sessions
- 7 June: Sustainable agrifood systems and use of resources
- 12-15 June: EP Plenary
- 13 June: Regulation on environmental, social and governance ratings
- 19 June: Energy Council
- 20 June: Environment Council
- 21 June: Greening transport package
- 29-30 June: EU CO
- 31 June: end of mandatory cap on market revenues

2022 - 2023 timeline and activities



- 1 July: Start of the Spanish Presidency
- 18 Sep: UN SG Climate Summit
- Q3 2023: Greening corporate fleets initiative
- Q3 2023: Revision of the roadworthiness package (compliance with emission standards).
- November: COP 28 and end of global stocktake
- Q4 2023: REACH revision

Why engage on policy at national level?

Policy engagement at **Member State level** is crucial to ensure that the right policies are developed nationally, and actions taken to implement EU climate related legislation. Moreover, countries also play a key role in decision making at EU level through [the European Council](#) as heads of states and governments decide the EU's political priorities and agree on legislation with the EU Commission and Parliament. Different [Council configurations](#) bring together Ministers from different sectors (Environment, Finance, Agriculture, Industry, Transport) to discuss and present positions on political issues. The work of the different Council configurations is prepared by the Member States' permanent representations in Brussels including deputy permanent representatives ([Coreper 1](#)), for environment and employment and competitiveness issues, and permanent representatives ([Coreper 2](#)) for economic and financial issues. Moreover, Members of the [European Parliament](#), who develop resolutions and negotiate policy files with the European Commission and the Council, have the duty to represent their constituency.

Please refer to **Annex II** for more information on the EU institutions

Please refer to **Annex III** for more information on the Green Deal, Fit for 55 Package, RepowerEU and upcoming political milestones.

For more information on upcoming advocacy opportunities, please contact romain.pardo@cisl.cam.ac.uk

Examples of Advocacy activities

Companies are calling on policymakers to increase climate ambition and develop the right policy framework and initiatives to achieve the transition towards a climate neutral and prosperous Europe and world, in the run up and during crucial policy milestones. Companies can publicly call on political leaders to act through letters, statements or via social media, or exchange with them and provide recommendations at events or during targeted bilateral meetings.

a) At EU level:

- In [an open letter coordinated by the Corporate Leaders Group](#) to European leaders, more than 200 CEOs expressed their support for an EU climate target of at least 55 percent, ahead of a European Council endorsement of this objective last December. The letter also called on EU leaders to endorse the ambition of the Green Deal and submit resilient recovery plans which enable the green investments needed to deliver climate neutrality in the wake of the Covid pandemic. The letter was mentioned by the Commission President Ursula von der Leyen during her [State of the Union speech](#) (at 24.00).
- In [another open letter coordinated by the Corporate Leaders Group](#) to European leaders, 75 business leaders and business networks set out ten principles for the Fit for 55 package, ahead of its publication by the European Commission.
- CLG Europe coordinated an [open letter](#) signed by more than 150 businesses calling on the EU to strengthen energy security by accelerating the green transition.

- In an open joint statement, [E3G and 11 other business and civil society](#) organisations called on the EU to use the Green Deal as a compass for RepowerEU.
- The Czech business organisation [Change for the Better released a statement](#) (in Czech) with five recommendations to the Czech Presidency of the European Council to support progressive companies.
- [A statement from the Coalition for Higher Ambition](#) coordinated by CAN Europe and signed by civil society and business organisations, including CLG Europe, EEB, Eurima, SolarPowarEurope, calls for a higher ambition for the EU's energy system.
- In an open call to EU Commission and Parliament and Governments, [EV100 and companies like Volvo, called for ICE phase-out](#) no later than 2035.
- [InfluenceMap](#) conducted an extensive analysis on the extent to which businesses and business associations advocacy is aligned with Paris Agreement targets, and produced a scoreboard rating their engagement, including on the Fit for 55 package. Scores are based on [trade associations'](#) and [companies'](#) policy positions measured against the level of ambition and content of their statements made to government-mandated bodies on climate and energy policies including on Fit for 55 related files

b) At national level:

- In [an open letter](#) organised by the Finnish Climate Leadership Coalition, signatories, representing more than two thirds of all private sector employees, called on Finland's government and Parliament to adhere to the climate targets set in the draft Finnish Climate Law, in the EU Climate Law and in the Fit for 55 package, and tighten targets as climate change impacts worsen. The coalition also released [a statement](#) calling on the EU to accelerate the development towards clean and secure energy system as climate change mitigation and energy security have compatible goals.
- In Sweden, [the Haga Initiative](#) called on the government to strengthen the 2017 Sustainability Reporting Act, so that companies are required to disclose more details of their pathway to carbon neutrality.
- [The Spanish Green Growth Group](#) has expressed its support for the establishment of a fund for the sustainability of the electric system, which would further support the decarbonisation of the country.
- [The Dutch Sustainable Growth Coalition](#) has asked Dutch political leaders to put the 17 UN Sustainable Development Goals at the centre of the next government's programme.
- During the coalition talks following the German election 2021, Stiftung KlimaWirtschaft [launched an appeal signed by 69 businesses](#) to push for climate action to remain high on the political agenda, and for the new government to implement a programme for climate neutrality during its first 100 days in office.
- In the past year there have been multiple calls for greening the economic recovery made by business networks EU member states including in [Germany](#), [France](#), [Spain](#), [Slovenia](#), and the [Netherlands](#).

c) **At international level:**

- At COP27, the We Mean Business Coalition and the B Team coordinated a [statement](#) signed by more than 200 businesses and civil society organisations urging world leaders to uphold their commitment to keep global temperature rise to 1.5°C and to move swiftly to its delivery.
- [The We Mean Business Coalition coordinated an open letter to the G20 leaders](#), with over 700 company-signatories, before the G20 meeting in October 2021. It called on the G20 leaders to take responsibility and do everything possible to help the world reach the Paris target of 1.5°C.
- More than [400 businesses and investors, including from the EU](#), called on the Biden administration to set a climate target of at least 50 percent below 2005 levels by 2030 through a letter organized by the We Mean Business coalition and Ceres, ahead of the Biden Summit.
- Several European national business groups together with the Climate Leadership Coalition [have urged governments](#) to adopt robust carbon pricing instruments to support net-zero targets.
- 733 investors representing more than half of all assets under management globally [signed a call](#) ahead of COP26 for governments to end fossil fuel subsidies, phase out coal and mandate climate risk disclosure.
- The Alliance of CEO Climate Leaders published [an open letter ahead of COP26](#), urging governments to develop ambitious and Paris-aligned NDCs with robust roadmaps and interim targets, ensure climate finance to developing countries exceed \$100 billion and ensure development finance institutions commit to science-based guidelines, eliminate fossil fuel subsidies and develop carbon pricing, support first-movers and invest in climate adaptation.
- In the US, Ceres published a letter which has been signed by 50 leading business. The [letter](#) came as the Congress reconvened and called for an accelerated progress on energy security, greater investments in clean energy and secure affordability to consumers.

Examples of policy messaging from progressive businesses

Here are some examples of messaging that have been delivered by businesses in order to advocate for increased climate ambition, including during key milestones such as the release of the Fit for 55 Package and the RePowerEU plan.

- **To highlight the business support for higher ambition and need for an enabling policy framework for companies.**
 - **All across Europe, businesses have been working actively to increase climate ambition recognising the economic, social and environmental benefits of the transition towards a climate neutral, resource efficient and sustainable Europe.** They are driving changes in the real economy through investments in renewable and low carbon technologies and shifting towards more sustainable business models producing EVs and developing energy efficiency and circular economy solutions.
 - **In order to develop and scale up these solutions and stimulate investments business need an ambitious, predictable policy framework at both EU and national level.**

- **Businesses are ready to work with policymakers to help accelerate climate ambition.** This is the time for bold and transformational action.
- **We believe that the EU and its Member States have both the responsibility and unique opportunity to set the right enabling framework** to achieve emission reduction objectives in a way that brings about climate, economic and social benefits while creating the right conditions for businesses to play a key part in the transition.
- **To highlight the economic benefits of climate action and necessary actions to bring about these benefits:**
 - **Climate action constitutes an opportunity to modernise the economy** in a way that boosts innovation and green investments creating employment, including in the short term, and increasing the EU's competitiveness.
 - **The transition to climate neutrality presents an enormous opportunity for EU industry** in the context of a changing global paradigm towards industrial competitiveness with huge new markets for clean technologies and products.
 - **The EU needs to develop and deliver an effective strategy to ensure competitiveness** for current and future industries in a net zero world.
 - **It is clear that the Green Deal and the EU's growth strategy are one and the same** as such the Green Deal should stay at the heart of the EU's economic and financial agenda.
 - **[In the letter with 10 principles for the Fit for 55 Package](#)**, 75 leading businesses ask EU leaders to **provide policy certainty for businesses through governance and regulatory frameworks and transparent stakeholder engagement and plan for potential ambition increases beyond 55%.** More detailed messaging is available here: ['Fit for 55? A progressive business perspective on the EU's transformative climate package'](#).

Please refer to *'Annex I: Evidence on the economic and energy security related benefits of Climate Action'* for data that can be used to support these arguments.

- **On the need to accelerate the green transition to increase energy security:**
 - At the core of the current energy security and price crises sits an overdependence on volatile, imported fossil gas, oil and coal. **It is time for all of us to take the necessary steps to strengthen Europe's energy security and resilience by accelerating the green transition.**
 - **The current energy crisis must not become a driving argument to halt long-term goals for a transition to a green and sustainable economy.** If anything, the fact that this crisis is being driven by increasing gas prices demonstrates that we must implement clean technologies at a greater pace.
 - **Accelerating measures to reduce energy consumption through energy efficiency improvements for both households and industries and through the circular economy will be key to reduce fossil fuel demand and to alleviate the burden of high energy prices.**

- **The best way to address these inherent weaknesses of the current global energy system, is to transition even faster to renewable energy and fossil free powered electrification across industry, transport, heating and cooling, and buildings.**
- **The EU should not miss the opportunity to develop a more resilient decarbonised energy sector, with reduced reliance on fossil fuel imports.**
- The climate crisis cannot wait, and the EU cannot lock-in ‘transitional’ fossil fuels such as natural gas – according to the [IEA’s roadmap to net zero 2050](#), **by 2040 unabated natural gas fired generation need to be 90% lower in 2040 worldwide.** Investments in natural gas would thus risk significant stranded assets and use up resources better needed elsewhere, as well as come with the risk of continued use of natural gas beyond what is feasible to stay within 1.5 C°.
- **Retrofitting buildings to improve their energy efficiency**, combined with large-scale installation of efficient heating and cooling systems using renewable electricity, will help save energy, improve living conditions and health, reduce the risk of energy poverty and create local, skilled jobs.
- **Citizens from all regions want a transition to renewables** – According to a [Eurobarometer](#) study published in Summer 2022, 87 percent of Europeans think “the EU should invest massively in renewable energies such as solar and wind” and “reduce its dependency on Russian sources of energy as soon as possible”.
- **Europe should accelerate the transition of our energy systems, and push towards 100% clean power by 2040.** Advancing fair access to clean energy and addressing issues of climate equity and a just transition will be equally important.
- Please find more detailed messaging [here](#).

Please refer to **Annex I** *Evidence on the economic and energy security related Benefits of Climate Action* for data that can be used to support these arguments.

Annexes

[Annex I](#): Evidence on the economic and energy security related benefits of climate action.

[Annex II](#): Who is who at the EU.

[Annex III](#): Presentation on the Green Deal, Fit for 55 package and upcoming political milestones.

[Annex IV](#): Quotes from business leaders.

For more information on the toolkit or upcoming engagement opportunities please contact:

- Romain.pardo@cisl.cam.ac.uk