

Corporate Leaders Group Europe

Advocacy Toolkit
for Business
Climate Leaders

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Executive Summary

The climate, energy and nature 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 climate and nature related challenges, 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 the transition towards a climate neutral, nature positive and prosperous economy.

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 and sustainability 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. As the EU approaches a new institutional cycle in 2024, with new strategic priorities, the time has come to build on the legacy of the Green Deal and call on EU and national policymakers to place climate and sustainability at the forefront of the political agenda.

The aim of this toolkit is to:

- Incentivise and support businesses to advocate for ambitious climate, energy and nature related policies fit to deliver the transition towards a climate neutral, nature positive and prosperous Europe.
- Set out what constitutes climate and sustainability 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 taking 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 implementation of recently agreed climate and energy policies, the establishment of the next EU institutions, the future model for Europe's industry and competitiveness, the elaboration of the EU's greenhouse gas emissions reduction target for 2040, increasing nature restoration and international climate discussions.

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 Europe or CISL publication. **The toolkit was last updated on 26 February 2024.**

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 (WMBC) [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 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.

The WMBC published a [Framework for Responsible Policy Engagement](#) enabling companies to reap the business benefits of responsible advocacy and respond to rising stakeholder expectations.

Businesses as key actors of climate and nature action

There is growing momentum of businesses taking action in the EU and worldwide to reduce emissions in their operations and value chains, adopt more nature positive practices, and invest in the green economy. They recognise that the transition towards a climate neutral, nature positive 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 emissions, increasing their investments and demand in renewable energy and electrification, producing and creating demand for climate neutral and circular materials, tackling nature loss, 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 9000 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.
- **7624 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.
- **1799 companies with approved targets, 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](#). Europe has the [highest number of companies](#) committed to ambitious emission reduction targets based on climate science through the Science Based Target initiative (SBTi).
- **7398 SMEs from all over the world are committed to net-zero by 2050** through the [SME Climate Commitment](#).
- **468 companies have signed the [Climate Pledge](#), with the objective of reaching net-zero by 2040**, including Amazon, Salesforce, GSK and Unilever.
- **Coca-Cola Europacific Partners** has a short-term target to reduce its absolute scope 1, 2 and 3 emissions by 30% by 2030 vs a 2019 baseline, and a long-term target [to reach net-zero by 2040](#). With plans to move to fully electric or hybrid company cars and vans, manufacturing sites powered by 100% renewable electricity by 2030 across all markets, and an ambition to stop using oil-based virgin plastic in its bottles, the company anticipates being able to reduce its emissions across the business by approximately 1.7 million tons CO₂e by 2030, vs 2019.
- **Unilever** has committed to reducing its scope 1 and 2 emissions by 70% by 2025 against a 2015 baseline, to reach net zero emissions across scope 1 and 2 by 2030, and to achieve net zero across its entire value chain (scope 1, 2, and 3) by 2039. The steps to achieve these emissions reductions are set out in [Unilever's Climate Transition Action Plan](#). Following the achievement of its 100% renewable grid

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

electricity target in 2020, Unilever’s operational plans focus on the transition to renewable heat sources, increasing energy efficiency, and reducing refrigeration emissions. Unilever is committed to [delivering 100% EVs](#) or hybrids in its car fleet by 2030 under EV100, and has established a [Climate and Nature Fund](#) to invest €1 billion by 2030 into meaningful climate, nature, and resource efficiency projects.

- Spanish multinational electricity utility company, **Iberdrola**, aims to achieve net zero emissions in all scopes by 2040, focusing on [transitioning to 100% renewable energy and smart grids](#). Spanish infrastructure and renewable energy company, **Acciona**, has also set [a 2040 net zero target](#), which it aims to achieve by reducing greenhouse gas emissions across the supply chain, and developing projects that facilitate access to renewable energy.
- **Rockwool**, a leading mineral wool manufacturing company, has set early decarbonisation goals, such as [reducing one-third of its lifecycle greenhouse gas emissions by 2034](#).
- **Ball Corporation**, a manufacturing company which supplies aluminium packaging, has incorporated circularity solutions to [reduce 55% of its scope 1 and 2 emissions by 2030](#), as recycled aluminium uses only 5% of the energy required by primary production.
- **Signify**, a leading Dutch multinational lighting company, committed to becoming carbon-neutral by 2020 at COP21 in 2015. It has achieved this feat alongside reducing its CO2 emissions by 70% between 2010 and 2020. Going beyond carbon neutrality, Signify is now focused on its ‘Brighter Lives, Better World 2025’ programme, which sets the new goal of doubling its positive impacts on the environment and society.
- **Salesforce** has set targets to [reduce absolute value chain emissions 50% by the Financial Year \(FY\) 2031](#) and 90% or more by FY41. Over 95% of Salesforce’s FY23 greenhouse gas emissions came from its supply chain. For this reason, Salesforce included supplier-related emissions in its emissions reduction goal and set a target to have suppliers representing 60% of applicable supply chain emissions set their own science-based targets (SBTs) by FY25, and the company is on track for a 90% reduction relative to business as usual by FY31. Salesforce also provides its suppliers with support and resources for their sustainability journeys, including dedicated support for small and diverse businesses via its [Sustainability Accelerator](#).
- By 2030, the **VELUX Group** has set targets to achieve a 100% reduction of operational emissions (scope 1 and 2) and to reduce its carbon emissions from its value chain by 50% (scope 3).

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 in 2022 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 428 company members. RE100 companies are committed to use 100% renewable energy for their operations by 2050, with interim targets of 90% by 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. In the EU, RE100 companies [reported](#) an electricity consumption of 59,672 GWh, procuring an 85% share of renewable electricity on the single market in 2022.

- [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.
- 36 companies joined [the initiative H2Zero](#), pledging to grow the green hydrogen market.
- 146 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 125 companies. EP100 companies are committed to improve their energy productivity. Companies include Danfoss, H&M, Schneider Electric, Siemens and SSE.
- EDP is prioritising [hybrid projects that combine wind and solar](#), coupled with storage to smooth the variability of generation.
- Amazon is investing in solutions like [green hydrogen](#) and other alternative fuel methods for delivery and operations.
- Iberdrola has committed to [invest](#) €47 billion in the energy transition from 2023 to 2025, and a further €65-75 billion between 2026 and 2030. Iberdrola is committed to the just transition and worked closely with the Spanish government for the implementation of its national [Just Transition Strategy](#).
- Initially targeting 75% of its electricity from renewable sources by 2030, DSM surpassed this goal [eight years ahead of schedule](#) in 2022. The company has now set a new objective to utilize 100% renewable electricity by 2030 as part of a comprehensive roadmap aiming to reduce Scope 1, 2, and 3 emissions by at least 90% by 2050, if not earlier.

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. Since the beginning of 2023, 31 companies, such as Ørsted in Denmark, Volvo Cars in the automotive industry, and Maersk in the shipping sector, have made [SteelZero commitments](#).
- Mercedes-Benz has committed to increasing its demand to approximately [50,000 tonnes of green steel](#) annually for its European production, while Porsche, in an agreement, secured up to [15% of its steel demand](#) from sustainable sources.
- SSAB has already delivered the world's first fossil-free steel, based on HYBRIT technology developed with LKAB and Vattenfall, which replaces coal in the iron ore reduction process using 100% fossil-free hydrogen. SSAB plans to launch fossil-free steel as a commercial product in 2026. The transformation of SSAB's Nordic production alone has the potential to reduce Sweden's total CO2 emissions by around 10% and Finland's by about 7%.
- European construction company Peab plans to use SSAB's [fossil-free steel](#) in construction projects from 2026 onward, having agreed a partnership. 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.
- Hydro developed a [Roadmap to zero emission aluminium production](#) and opened [aluminium recycling plants in Germany, Spain and Poland](#). Hydro's two green aluminium brands, Hydro CIRCAL (recycled aluminium) and Hydro REDUXA (low carbon aluminium), are certified by an independent third-party.

- **ROCKWOOL**'s closed-loop recycling system, **Rockcycle®**, allows stone wool insulation materials, typically considered waste and discarded in landfills, to be recycled and used as secondary raw material for new products. This reduces the company's reliance on virgin materials and contributes to an improved energy efficiency in the manufacturing processes. The ability to recycle stone wool leads to a reduction in carbon emissions of close to 10 per cent. On the market side, ROCKWOOL's insulation products sold in 2022 will, over the lifetime of their use, save customers [around 71 million euros in energy costs](#) by reducing the need for heating energy by 931 TWh.
- In 2017, **Saint Gobain** launched the Glass Forever roadmap, which aims to increase the proportion of [cullet, or recycled glass, in its glass production to 50 per cent by 2025](#). This approach offers numerous benefits, including reduced carbon and sulphur oxide emissions resulting from the production process. The melting process of cullet uses 30 per cent less energy than melting virgin materials.
- **Unilever** has been revisiting its approach to packaging to use less, better or no plastic. For instance, by developing concentrated formulations the company encourages its consumers to think of bottles of cleaning and laundry products as a 'bottle for life' – Cif and OMO customers are encouraged to reuse their bottles through ultraconcentrated products they can dilute at home. Diluting the product at home means 97% less water being transported, 87% fewer trucks on the road and less greenhouse gas emissions. Similarly, [Dove's refillable steel deodorant](#) case launched in 2021 is expected to reduce virgin plastic waste by around 30 tonnes within its first year.
- In 2023, **Holcim** made a substantial [€40 million investment](#), introducing Europe's first calcined clay cement operation at its Saint-Pierre-la-Cour plant in France. This initiative marked the launch of Holcim's ECOPlanet green cement product, with a 50% reduction in carbon emissions compared to traditional CEM I cement mixes. Powered by Holcim's exclusive proximA technology, the European production facility is capable of manufacturing up to 500,000 metric tons of low-carbon cement annually. Notably, the facility operates on 100% biomass-based alternative fuels and incorporates waste heat recovery systems, resulting in nearly carbon-neutral production of calcined clay.
- As approximately 78% of the product's carbon footprint comes from materials used, **VELUX** has started to establish partnerships with suppliers to reduce carbon emissions in the materials used. Working with partners in architecture and construction, VELUX also completed the construction of '[Living Places](#)', a building project in Copenhagen, showcasing that low carbon and energy efficient housing can be built at standard market cost with the health of people in mind.

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](#).
- **Automotive manufacturers commit to having all sales of vans and cars being zero emission by 2040, and 2035 in leading economies.** In September, **Volvo Cars** revealed its decision to discontinue the production of [all diesel-powered vehicles](#) by early 2024, aligning with changing consumer preferences towards electric vehicles and increasingly strict emissions regulations. Joining the trend, various automakers, such as **Alfa Romeo** (by [2027](#)), have also committed to phasing out internal combustion engine (ICE) vehicles ahead of the 2030 timeline.

- **Daimler** is investing €10 billion in its [electric fleet](#) – 10 existing passenger EV models with plans to launch of 10+ additional models by 2025 – ‘Electric first’ ambition >50% EV sales share by 2030 > 15% EV in 2021.
- **Mercedes-Benz, BMW, Daimler, Ford, Volkswagen**, and more recently, **Hyundai**, are collaboratively investing in [charging stations](#) through the JV IONITY.
- 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
- **130 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 [EV100 report](#), the number of electric vehicles deployed by members has more than doubled in the past year, reaching 169,000.
- **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.
- As part of that Climate [Pledge](#), **Amazon** also announced [a partnership](#) with Rivian to bring 100,000 electric delivery vehicles on the road by 2030. Amazon has also put more than 15 models of electric vehicles on the road, including delivery vehicles, e-cargo bikes, and e-rickshaws, to test and learn across the US, EU, and India.
- In the shipping sector, **Maersk** has surpassed global regulatory standards by pledging to acquire only vessels compatible with [zero-emission fuels and by retrofitting its existing fleet](#).

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.
- **143 banks from 44 countries with US\$74 trillion in assets are part of the [Net Zero Banking Alliance](#)** which will work to align the industry with Paris targets.
- **315 asset managers, representing \$57 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](#).**
- Funds from the likes of **Mirova, UBP and the HSBC-Pollination partnership** are looking to capture investor demand and mainstream nature impact into investment strategies.
- **Ingka Group** announced an extra [€1 billion](#) allocation for the advancement of renewable energy innovation and technology. The company plans to invest €7.5 billion in this area by 2030.
- **Aira**, the Swedish provider of home energy technology, has secured [€87 million](#) in funding from investors to distribute heat pumps and related technology throughout Europe. The funding will be used to introduce an affordable monthly payment model for homeowners.

F. Nature: Businesses are developing solutions to prevent biodiversity loss, restore natural habitats, and combat deforestation and ensure food security

- Businesses are taking measures to **address biodiversity loss** such as partnering with NGOs to measure the impact of their infrastructure on wildlife and tackling deforestation.
- **VELUX** Group launched the Natural Forest Regeneration for Enhanced Carbon Stocks ([FRECAR](#)) project with WWF International. The project is expected to provide a saving of around one million tonnes of CO₂ and return Uganda's natural landscape back to 1990 levels.
- To drive action on nature-based climate solutions, **Unilever is working** with Business for Nature, One Planet Business for Biodiversity (OP2B), the World Business Council for Sustainable Development, the World Economic Forum, the Science Based Targets Network and WWF amongst others. Unilever has committed to a [deforestation-free supply chain by 2023](#), which means that palm oil, paper and cardboard, tea, soy and cocoa will be sourced from locations recognised as deforestation and conversion-free, thus ensuring that natural ecosystems have not been transformed into farmland.
- Unilever's Beauty & Wellbeing and Personal Care business groups [have committed](#) to protect and regenerate 1.5 million hectares of land, forests and oceans by 2030.
- Unilever has developed tools such as [Sustainable Agriculture Code](#), [People & Nature Policy](#) and [Regenerative Agriculture Principles](#) to tackle biodiversity loss by working with the company's suppliers. People & Nature Policy, for instance, requires Unilever's direct suppliers to collaborate in adopting regenerative agriculture practices, focusing on restoring soil health, improving water quality, increasing on-farm biodiversity and improving climate resilience.
- **Iberdrola** has been reporting on biodiversity since 2007 and has raised its ambitions by developing a [plan for a net positive impact on biodiversity by 2030](#), especially focusing on the species impact side – doing a lot of investigative research and development activities.
- **CEMEX** has developed its own [Biodiversity Action Plans](#) (BAPs) as a tool to achieve a Net Positive Impact on biodiversity (as part of the CEMEX 2030 Sustainable Development Plan) as well as a Biodiversity Policy. The BAPs target actions to conserve priority wildlife species within CEMEX sites, promoting collaborative partnerships regardless of location, proximity to areas of high ecological value or expertise in biodiversity management.
- CEMEX has [quarry rehabilitation](#) plans in most of its operations and many examples of successful rehabilitation projects focused on biodiversity conservation. The company also cooperates with conservation organizations in Europe, the USA, Mexico and others. For example, to enhance company's performance, in 2007 CEMEX signed a 10-year agreement with BirdLife International, one of the world's most important conservation organizations.
- **DSM** addresses its impacts on biodiversity and natural ecosystems through the [DSM Responsible Care Plan](#), especially focusing on GHG emissions reduction, water stewardship and waste management programs. DSM aims to make animal farming more sustainable, to enable better food, nutrition and health for all within planetary boundaries. Their [solutions include](#) enabling the livestock sector change from within and produce sustainable and nutritious foods that put less pressure on our planet.
- More than 330 business and financial institutions from 52 countries with combined revenues of more than \$1.5 trillion signed the '[Make it mandatory](#)' pledge urging world leaders to adopt, in Target 15 of the Global Biodiversity Framework, mandatory requirements for all large businesses and financial institutions to assess and disclose their impacts and dependencies on biodiversity by 2030. Signatories include **Iberdrola, IKEA, DSM, EDF, Salesforce, Unilever** and more.

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, restore nature 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. 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, nature and industry policies in line with the objectives of the Paris agreement and sustainability objectives more broadly. This proactive role responds both to a need for policymakers to build alliances to enact bolder climate and sustainability 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, EU institutions have finalised [the Fit for 55 Package](#), the largest piece of climate and energy legislation ever to be proposed, setting the political framework to implement the EU's 2030 target for greenhouse gas emissions reductions of at least 55% with far reaching and long-term consequences on all economic sectors. In parallel, European leaders and institutions have developed measures to deal with the energy related crises in the wake of the war in Ukraine, such as the [RePowerEU Plan](#). The successful implementation of these political frameworks and measures are key for the EU to reach its climate objectives and for companies to develop solutions on the ground to meet these objectives. The EU also started the political debate for setting its greenhouse gas emissions reduction target for 2040 with a [Communication](#) in February 2024. This target will be important to showcase the EU's continued commitment to climate action and set a clear course for businesses to continue investing in the green economy.

The EU is also at the eve of a new institutional cycle with European elections in June 2024 and the next European Commission taking office the same year. Member States and these institutions are in the process of setting the political priorities for the EU for the next five years. This is the opportunity to mobilise a strong business voice to call on policymakers to build on the legacy of the Green Deal to place climate and sustainability at the forefront of the political agenda, while addressing existing gaps in policy and implementation to put the EU firmly on the path to a climate neutral, nature positive, competitive and prosperous society.

This happens in a context when the EU is developing its model for the future of industry, including a Green Deal Industrial Plan and Net Zero Industry Act, to respond to rising international competition for the development of 'net zero' technologies. Increasing the EU's competitiveness is gaining increasing prominence on the EU's political agenda. In this context, the EU has the opportunity to develop a comprehensive industrial strategy which builds on the Green Deal with competitive sustainability at its core in a way that brings together competitiveness and sustainability objectives.

Nature restoration and biodiversity preservation are also integral to securing a green transition in the EU. Business mobilisation is key to ensure that these issues remain a priority on the political agenda and that the transition to a nature positive economy becomes a reality.

Upcoming engagement opportunities

There is a wide range of climate, nature and energy related policy developments which will provide opportunities for progressive businesses to engage in advocacy. Important milestones throughout 2024 include Member States and the European institutions setting their priorities for the next five years in a context of a new institutional cycle after this year's European elections. Another milestone will be 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.

In the coming years the EU must tackle food and nature seriously, as environmental changes challenge the resilience of the bloc and redefine competitive advantages for all. The nature and climate crises are not isolated phenomena but rather two sides of the same coin, they are intricately interconnected, mutually reinforcing, and exacerbate one another's impacts. The EU's climate ambitions will not be achieved without nature. Approaches that integrate nature-based solutions, such as ecosystem restoration, sustainable land management, and the protection of biodiversity, hold immense potential to mitigate climate change, enhance adaptation capacities, and bolster ecological resilience.

It is crucial that these policies not only complement each other, but also mesh with ongoing initiatives on the future of industry to transition towards a competitive sustainability industry and EU economy more broadly.

Now more than ever, it is crucial to take ambitious and urgent action.

Key targets to reach out to with messaging and outreach include the European Commission, European Parliament, the European Council, the European Council (EUCO), 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.

Some key dates include:

- **6 February 2024:** European Commission presented its Communication and Impact Assessment on the 2040 climate target
- **6 to 9 June 2024:** European elections
- **27-28 June 2024:** Heads of States and Government adopt a Strategic Agenda for the EU (political priorities for the next five years)
- **July 2024:** Election of next European Commission President
- **Mid-July:** European Commission President-designate presents "Political Guidelines"
- **November 2024:** New European Commission takes office.

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, including the recently agreed Fit for 55 package. 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 strategic agenda- collectively agreeing on the EU's goals and directions of travel now from 2024 to 2029, and agreeing 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.

1. At EU level:

- In a [position paper](#), CLG Europe calls on the EU to set a 2040 GHG emissions reduction target of at least 90% net reduction compared to 1990 levels. The paper sets guiding principles to deliver the target in a way that accelerates the energy transition, improves the competitiveness of EU industries, drives deep decarbonisation across all sectors of the economy, enhances consistency with nature objectives and circularity, and ensures a just transition.
- Over fifteen business and investor networks have written a [letter](#), coordinated by CLG Europe, to the European Parliament's Environment, Agriculture and Fisheries Committees urging them to support the EU Nature Restoration Law.
- The Institutional Investors Group on Climate Change (IIGCC), Corporate Leaders Group (CLG) Europe and Climate Group – came together with over a dozen European business associations and investor networks in a [letter](#) to the European Parliament calling for ambitious reform of the EU Energy Performance of Buildings Directive (EPBD).
- In a [letter](#) coordinated by CLG Europe and Climate Strategy, over forty organisations representing business innovation, green growth associations, clean tech entrepreneurs, think-tanks, institutes and NGOs called on the EU to make a success of the proposed Green Deal Industrial Plan.
- 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, SolarPowerEurope, 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.
- Businesses, entrepreneurs, green growth groups and leading climate NGOs [signed a letter](#) welcoming the EU Green Deal Industrial Plan and calling on the bloc to increase its speed, scale and focus.

2. 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 Spanish Green Growth Group](#) supports the European objective of reducing greenhouse gas emissions by 90% by 2040.

- [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. It also launched [appeal](#) with over 50 leading companies for German policymakers to see the transformation to climate neutrality as a clear opportunity to achieve long-term economic success in Germany.
- 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](#).
- [Prominent Belgian companies](#) are calling for more ambition in climate policy in Belgium.

3. At international level:

- **200+ business signatories** with more than \$1.5 trillion in annual revenue have signed We Mean Business Coalition's [Fossil to Clean](#) letter calling on all Parties at COP28 to lay the groundwork to transform the global energy system towards a full phase-out of unabated fossil fuels and to triple global renewable electricity capacity.
- [29 Business organisations representing different sectors and different sizes of businesses from SMEs to multinationals shared a statement with European policy makers during COP 28 calling for fossil fuel phase out.](#) The letter was signed by business networks and networks based in Austria, Belgium, Czech Republic, Finland, Germany, Ireland, the Netherlands, Norway, Portugal, Romania, Slovenia, Spain and Sweden.
- 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.
- 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.
- **More than 1,100 companies with revenues of over US\$ 5 trillion have supported [Business for Nature's call](#)** on governments to adopt policies now to reverse nature loss in this decade. Signatories include Microsoft, CEMEX, EDF, Google, Iberdrola, Unilever, Inter IKEA Group, Schneider Electric, Sky, Stora Enso, VELUX Group, Anglian Water Services.
- **More than 330 business and finance institutions from 52 countries with combined revenues of more than \$1.5 trillion have signed the '[Make it mandatory](#)' pledge** urging world leaders to adopt, in Target 15 of the Global Biodiversity Framework, mandatory requirements for all large businesses and financial institutions to assess and disclose their impacts and dependencies on biodiversity by 2030. Signatories include Iberdrola, IKEA, DSM, EDF, Salesforce, Unilever and more.

- **60 CEOs of large [French companies](#)** called on world leaders to accelerate the ecological transition in line with the Paris agreement and Kunming.

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 and nature ambition and the development of an industrial model with sustainable competitiveness at its core.

- 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.

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 setting a compelling and clear vision for the future – showcasing the benefits for all on the journey to a climate neutral, nature positive and just Europe:
 - **The transition towards a climate neutral society and economy is the most significant economic opportunity since the digital revolution.** The systemic change that is ahead of us could provide significant benefits to society at large. Those actors, including businesses, that are able to develop and implement the solutions to lead the transition to a climate neutral economy will reap the most rewards.
 - **The green transition is an opportunity to reshape our lives, our places and our economy in a way that allows us to meet societal needs while respecting planetary boundaries.** A successful transition will only be achieved if the protection and active restoration of nature is a core objective.
 - **The EU needs to demonstrate that the green transition can be synonymous with prosperity** by helping its citizens, communities and businesses across the value chain to understand what this transition means for them and how they can benefit from it.
 - **To reduce its dependency on fossil fuels and reduce its vulnerability to high energy prices, the EU needs to phase out fossil fuels and scale up the development of clean energy and energy efficiency solutions.**
 - **The EU needs to set a transformational vision on how our economy operates through a circular economy.** This will require a systemic shift in how industry, policymakers and consumers use products. This vision must underpin a holistic approach that keeps the value of materials in the system for as long as possible.
 - **While greening of the economy presents numerous benefits, the transition to this new economy could result in negative distributional impacts.** As recognised by the Council of the EU, the transition will only be viable if it is inclusive. Social considerations should therefore be at the heart of all EU policies to ensure the transition is sustainable and inclusive for all citizens. Lowest income groups and vulnerable communities must be adequately supported and informed throughout the transition.
- 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 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.
- **On ensuring the effective and timely implementation of the European Green Deal and related policies to achieve the EU’s 2030 target:**
 - **Effective and timely implementation of the Green Deal and related policies will be essential for the EU to retain its international and domestic credibility.** It is necessary to take stock of implementation gaps and adopt the appropriate instruments to address them. Consistency, predictability and transparency in emissions accounting and reporting are vital for monitoring progress and accountability in meeting the 2030 target.
 - **While climate is at the heart of the European Green Deal, nature and biodiversity restoration has not yet been adequately addressed, even though the two aims are inextricably interlinked.** A worrying 81 per cent of European habitats are currently in poor condition, jeopardising the social and economic activities associated with them. Investment in the rebuilding of lost biodiversity and ecosystems would provide multiple benefits and strengthen the resilience of our economy. An integrated approach to address the climate and nature crisis will be critical to

reach the EU's 2050 climate neutrality target. This will also ensure future generations have access to resilient food systems and sustainable natural resources.

- **Building a European circular economy is essential to contribute to the EU's climate and nature objectives.** Achieving a climate neutral, circular, and competitively sustainable economy will require changes to how we produce and consume products. Europe will need to change how it creates, consumes, and disposes of its products. Production, consumption, and waste linked to products are responsible for many types of pollution, including around 40 per cent of global greenhouse gas emissions.
 - **Circularity and climate neutral production** contribute significantly to reducing demand for virgin raw materials as well as emissions.
 - **To meet the EU's climate targets and sustainability aspirations**, and to decrease our dependence on imports of raw materials, it is crucial to deliver on the green transition of energy-intensive industrial sectors.
 - **To address the challenges we face and leverage the opportunities the green transition will bring**, the European Green Deal and related policies should harness the synergies that exist between energy security and efficiency, emissions reduction, climate mitigation, circularity, and nature and biodiversity restoration. These are all important elements of an economically robust and just green transition, and it is important to understand the consonance between these objectives. A whole-system approach is critical.
- **On why the EU needs to set a robust 2040 climate target, and the guiding principles to achieve this target:**
 - **A target of at least 90% reductions by 2040 will reflect the urgency and benefits of near-term action, enabling steep emission reductions before 2040.** Most assessments find that emissions reductions need to accelerate rapidly in the 2020s and 2030s to put the EU on the path to achieving climate neutrality by 2050, and to leave enough carbon budget for the 2040s to tackle the last remaining emissions from sectors that are especially difficult to decarbonise.
 - **Early investment to accelerate the adoption of low carbon technologies**, including energy efficiency improvements, would have multiple knock-on benefits through a virtuous cycle of improving performance, reducing costs, and improving feasibility.
 - **Achieving at least 90% emission reduction by 2040 depends on the phasing out of fossil fuels across all sectors of the economy**, accelerated electrification, decarbonisation of the power sector, and large scale roll out of energy efficiency measures. All these aspects are interconnected and need to be implemented simultaneously.
 - **The transition will impact all EU citizens. Policies and investments that prioritise Green Deal objectives need to be accompanied by measures to mitigate any adverse social impacts** and ensure a just and fair transition towards a climate neutral European economy. It will be necessary to ensure that the costs and benefits of the transition are equitably distributed to increase social acceptance of and engagement with climate policies. Citizens will need access to

adequate information regarding the benefits of climate action and how they can contribute at the household and community level to the transition.

- **Embed the principle of competitive sustainability into the EU’s industrial strategy** and climate policies as industrial decarbonisation can improve competitiveness and present substantial economic opportunities to EU companies and economies.
- **Deploy all available levers to rapidly increase energy efficiency and reduce embedded emissions from the buildings sector.** The EU needs a more holistic approach for the built environment. New buildings will need low embedded and operational emissions, which can be achieved using near-zero emissions material inputs and architectural solutions and fittings that minimise energy consumption through high efficiency. At the same time, existing buildings will need to be retrofitted to be more energy efficient.
- **The EU should harness the opportunities presented by the circular economy and eco-design to tackle emissions stemming from the production of materials.** Circular solutions such as circular designs that enable closed-loop recycling and allow products, materials and components to be used for longer (or to be used multiple times), as well as increased reuse and repair, can reduce the demand for raw material extraction and emissions from energy-intensive production processes.
- **Carbon removals have a role in reaching net zero** and Carbon Capture, Storage and utilisation (CCUS) technologies are needed to put the EU on the path to climate neutrality by 2050 and negative emissions thereafter. However, these should not be used to disincentivise technologically and financially viable mitigation efforts by 2040.
- **EU funds and national budgets should be earmarked to a much bigger extent to the implementation of the EU’s climate, energy transition and nature objectives.** Funding instruments like the Multiannual Financial Framework (MFF), Innovation Fund, Recovery and Resilience Funds, RePowerEU, and revenues from the ETS and state aid procedures should be used to stimulate public and private sector investments in the green transition, build the necessary infrastructure and reward the transformation of the economy towards net zero and fairer societies in a way that benefits climate, people and nature.
- Please find more detailed messaging [here](#).
- **On developing an ambitious green EU industrial strategy:**
 - **The EU needs to work on an ambitious regulation that delivers. This entails a joined-up green industrial strategy that is ambitious and coherent across policies and across Member States,** ensuring that the joined-up green industrial strategy is underpinned by ambitious funding that is conditional on businesses adopting decarbonisation measures, and quick adoption of ambitious green regulation which offers certainty for businesses.
 - **We are going through an economic paradigm shift that requires new metrics to measure and inform us on this dynamic change.** For instance, the Competitive Sustainability Index (CSI),^{vi} which measures competitiveness in the context of the transition to a smart, green, climate neutral economy, could be a useful tool to monitor progress in the transition to a net zero

economy, and also provide a reference framework for an economy that works for both the people and the planet.

- **The transition to a low carbon industry will only come with a credible business case for low carbon products and services. This requires a combination of both supply and demand policy measures.**
 - **The EU must develop a more ambitious skills and social dimension of its green transition.** The long-term benefits of the transition are clear, but the transition will only be successful if it goes hand-in-hand with the social and economic benefits such as quality new jobs, continued contributions to public budgets and improved resilience.
 - **In its international co-operation, the EU must rely on a climate-friendly trade policy that achieves the right balance between ‘open’ and ‘strategic’ autonomy.** It must promote diversification and transparency of the EU’s supply chains and prevent unfair competition from foreign companies which disrespect environmental and social standards – while recognising that trade can be mutually beneficial for the EU and its partners alike. The EU should also more actively push towards global phase-out of fossil fuels and fossil fuel subsidies. It is in the EU’s interests to strengthen the international regulatory framework on climate change, and so the EU must step up its investment in supporting the Paris Agreement and further emissions reduction through global phase-out of fossil fuels and fossil fuel subsidies.
 - Read more detailed messaging [here](#).
- **On the need for ambitious measures to protect nature and an effective Nature Restoration Law:**
 - **Nature restoration ensures resilient business in Europe.** Much of core businesses fundamentally depend upon healthy ecosystems and the services they provide. Continued degradation of nature threatens our businesses through unforeseen and often unmanageable disruptions in our supply chains, while extreme weather conditions continue to impact our productivity. Foreseeable risks from floods and droughts threaten European businesses and society at large.
 - **Strong measures on protecting nature now can help avoid the threat of ecosystem collapse in the future.** Restoring nature is necessary and unavoidable in safeguarding European businesses. Strong Nature restoration targets can help deliver a more equitable, just and sustainable environment for European businesses to flourish. Business welcomes ambitious measures to ensure resilience of our operations, supply chains and productivity through strong nature restoration targets.
 - **Businesses rely on healthy ecosystems to fuel prosperity in Europe.** Nature restoration can provide a range of economic opportunities, provide high quality jobs, and growth of new sectors that can deepen economic cooperation. Strong nature restoration laws can provide businesses with opportunities to create new solutions to address climate, food security and other fundamental issues important to European society while contributing to shared prosperity in Europe.

- **Nature restoration would play a key role in Europe’s climate adaptation as it will increase our resilience to droughts, floods and other extreme weather events.** The European Commission’s impact assessment concludes that investing in nature restoration adds between €8 to €38 in economic value for each €1 spent. Nature restoration would contribute to the economy through bringing socio-economic benefits such as sustainable jobs, recreation opportunities, and broader human health benefits.
- **Businesses are increasingly aware that in order to support transition to a resilient net-zero economy, they should invest both in mitigation and adaptation,** as well as making sure that ecosystems turn from a carbon source to a carbon sink while securing an equitable, nature-positive future. In this regard, leading companies are ready to play their part in harnessing natural climate solutions to cut emissions and remove carbon while also benefiting nature by building resilient and biodiverse ecosystems for generations to come.
- **It is an important step that Member States would be required to develop nature restoration plans,** including amongst others the quantification of the areas to be restored, the estimated financing needs, acknowledgement of harmful subsidies negatively affecting the achievement of the targets and measures to ensure the non-deterioration of restored areas. According to the proposal, to reach these targets at national level, the Commission would assess these plans.
- **It would be important to design national nature restoration plans in an inclusive way** and in collaboration with businesses to ensure that companies who rely on nature have a clear understanding of national objectives and clear guidance, ecosystem-based data and support is provided to companies to help adjust their business plans and implement the national and EU nature and climate objectives.
- Read more detailed messaging [here](#).

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.

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