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EU-Commission
Commission President Ursula von der Leyen
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Proposal for a European SDG Strategy and process

Dear Commission President von der Leyen,

against the background of the upcoming Corporate Due Diligence Directive and the enrolment of the Sustainable Finance Strategy, we herewith send you 3 proposals to foster a European sustainable society, coherent with our values and interests.

1. We highly recommend to **develop an EU SDG Strategy** to be able to monitor the developments in the EU member states, which do already report in Voluntary National Reports to the UN about their SDG policies as well as to steer and evaluate measures taken on EU level about their impacts and effectiveness in reaching the overarching target to create a sustainable market economy in Europe. This report should highlight the real contribution of main companies to the global Sustainable Development Goals (SDG), which our networks support actively.
2. Reliable economic relationships are the best way to promote European values. This should also be reflected in **minimum transparency requirements** for companies seeking market access. If a company seeks to buy and sell products, offer services or invest in Europe, it should meet the due diligence and Human Rights legislation in Europe, referred to its value chain all over the world. Global procurement and business relations are potential strong transmission belts. The upcoming reporting standards can give unique and strong impulses on the market. Combined with a process oriented strategy that allows progress reports oriented on clearly set targets, we would promote a strong EU model of sustainable companies and sustainability policy based on the SDGs, which business are ready to adopt as basis of value.
3. To support this European strategy, a **regular stakeholder forum** associating business to the sustainable public policies, with representatives of consumers, citizens, investors, Unions and researchers could facilitate the evaluation of projects and rules towards a better consensus, in order to be considered the most sustainable economy in the world. Such a multistakeholder approach will help to precise the positions of traditional actors.

Our two organizations, **B.A.U.M. and MR21 – Managers Responsible**, are ready to support you with our networks, respectively in **Germany and France**, to enhance a coherent sustainability agenda in Europe. Please feel free to contact us for further dialogue.

Sincerely yours,

Yvonne Zwick



Audrey de Garidel



B.A.U.M. – Germany

As a network, **B.A.U.M.** is committed to advancing *the* central issue, a future worth living, through sustainable business. Today, the association, founded in 1984, with its well over 700 members, is a strong voice of sustainably operating companies and a driving force for sustainable development in Europe.

B.A.U.M. supports its members in the establishment and further development of sustainability strategies and brings together players from business, politics, science, media and civil society. Companies committed to sustainability find a platform for practice-oriented exchange of information and experience as well as know-how and impulses. The network's aim is the transformation towards a social-ecological market economy – with the United Nations' Sustainable Development Goals (SDG) and the Paris Agreement on Climate Protection as the guiding principles.

B.A.U.M. currently implements lighthouse projects on climate protection ("Wirtschaft pro Klima") and digitalisation (nachhaltig.digital) and annually awards the B.A.U.M. | Environment and Sustainability Award. Other important fields of work are sustainable finance as well as forest protection and biodiversity.

B.A.U.M. is involved in numerous committees in order to effectively represent the interests of sustainably operating companies on Federal and European level.

More about B.A.U.M. e.V. at www.baumev.de and on Twitter at [@BAUMeV](https://twitter.com/BAUMeV)

MR21 Managers Responsables – France

As a network, **MR21**, represents a community of more than 300 people involved in sustainability, working in NGOs, companies, large corporates, public entities and any other profit/non-for profit organisations. As a NGO, MR21's mission is to create a community committed to changing the managerial practices of responsible business.

MR21 is intended to be the place where the greatest number of managers committed to CSR can meet and exchange ideas to boost the thinking and practice of "responsible management", in the service of a more innovative, competitive and sustainable economy, by providing companies with theoretical and practical knowledge of these responsible management experiences.

MR21 is both a space for exchanging thoughts and practices and a catalyst for meetings and webinars (such as Dialogues MR21) throughout the year based on the testimonies of managers, the insights of experts, events to share good practices, and an annual highlight: the MR21 Forum.

We have published in 2021 a [report entitled "A necessary european sustainable business model"](#) promoting the creation of a European sustainable company (so called "Planet Benefit Company"), as well as a reading guide about non- financial reporting, which are both accessible [here](#).

More about MR21 at <https://mr21.org/> and on Twitter at [@ReseauMr21](https://twitter.com/ReseauMr21)