



Press release

Brussels, 1st February 2024

Official launch of Business for a Better Tomorrow

Today, 1 February 2024 at the Residence Palace in Brussels, fifteen EU and national business networks are announcing the official launch of the Business for a Better Tomorrow coalition with a view to the 2024 European elections.

Business for a Better Tomorrow aims to make the voice of entrepreneurs committed to environmental and social transition heard during the 2024 election campaigns. At a time when the progress achieved under the Green Deal is being called into question by various economic and political players, the coalition calls for the rigorous implementation of the legislation adopted and for EU policymakers to maintain the momentum over the coming years.

The launch event for the Business for a Better Tomorrow coalition brought together over 200 participants and high-level speakers in a variety of formats. During the evening, the coalition unveiled its manifesto "*Delivering the Green Deal and Beyond: Building an inclusive, fair and green economy for Europe*". This manifesto puts forward **22 concrete proposals to develop a more favourable regulatory framework for social and environmental impact businesses and to accelerate the transformation of the European economy.** As such, over the coming months the business networks of the coalition will contribute to the public debate and to the 2024 EU elections candidates' awareness through the recommendations set out in the manifesto to make emerge an economy that meets the challenges of our time.

They are part of **Business for a Better Tomorrow:** *Assobenefit (Italy), B.A.U.M e.V - Network of sustainable business (Germany), B Lab Europe (EU), Be-Impact (observer) (Belgium), Communauté des Entreprises à Mission (France), Ecopreneur.eu (Europe), Entreprendre Vert (France), Eslider (Portugal), Euclid Network (Europe), Kaya - Belgian Coalition of Ecopreneurs (Belgium), Lithuanian Social Business Association (Lithuania), Mouvement Impact France (France), SANNAS (Spain), Social Enterprise NL (The Netherlands), Social Entrepreneurship Association of Latvia (Latvia).*

Quotes from business networks representatives:

Philippe Zaouati, Board member of Mouvement Impact France in charge of European Affairs:

"At the initiative of the project, Mouvement Impact France is delighted with the launch of Business for a Better Tomorrow' coalition in view of the forthcoming EU elections. Faced with the urgent need to tackle climate change and social issues, our manifesto is a call to action and provide economic and political decision-makers with concrete proposals and resources to accelerate the necessary transformation of the economy."

João Baracho, Chief Executive Officer of CDI Portugal and President of Eslider:

"In my capacity as President of the Portuguese Association for Social Innovation, I endorse this manifesto as a compelling call to action, urging European decision-makers to prioritise and expedite the transition towards a more sustainable and responsible economic future."

Céline Bouton, Chief Operating Officer of Be-Impact:

“At Be Impact, we believe in the power of collective action to usher in a sustainable and equitable future. 'Business for a Better Tomorrow' isn't just a vision; it's a call to action for companies to be the vanguard of positive change. This initiative aligns perfectly with our mission to amplify the impact of entrepreneurs who are not just in business to be the best in the world, but to be the best for the world.”

Mauro Del Barba, President of Assobenefit - Associazione Nazionale per le Società Benefit (The Italian association for benefit corporations):

“As part of the coalition we proudly support the manifesto for two reasons. Primarily, European governments and the UE have to accelerate the adoption of useful policies for businesses to face the challenges of the transition; and secondly, we strongly believe that companies - particularly Benefit Corporations - must make the difference by acting as drivers of change, fully accepting their responsibility. Italy was the first sovereign state to adopt specific legislation for Benefit Corporations with almost 4000 entrepreneurs having responded to the call till today. Now is the time to radical effective decisions.”

Emery Jacquillat, Board member of Communauté des Entreprises à Mission in charge of European Affairs:

“I'm delighted that a coalition of entrepreneurs has joined forces to build a more contributive corporate framework: the company too must reinvent itself to carry the shared ambition of a more sustainable, more virtuous future, more respectful of the environment, actively contributing to the common good. Whether they are "Société à mission" in France, "Società Benefit" in Italy or "Sociedad de Beneficio de Interés Común" in Spain, we wish to accelerate the transformation of the company, restore meaning, strengthen employee commitment, extend governance to stakeholders, and structure and give credibility to the social and environmental commitments of companies.”

Stefan Panhuijsen, Director of Social Enterprise NL:

“I'm proud to be part of this coalition to join forces in a transition to a fair, green and social economy. For this transition a strong cooperation across EU-member states is necessary and therefore we support the Business for a Better Tomorrow movement with Social Enterprise NL. Social entrepreneurs are the pioneers towards a new economy, who should be empowered and supported.”

Carlota de Paula Coelho, Policy Lead of B Lab Europe:

“B Lab Europe is delighted to unite with like-minded and natural allies, combining a diversity of cultures and track records to advance towards an economy where forward-thinking businesses thrive.”

Arthur ten Wolde, Executive Director of Ecopreneur.eu:

“Ecopreneur.eu, the European Sustainable Business Federation representing 3500 sustainable enterprises, is glad with the support of this coalition of business networks for ambitious implementation of the European Green Deal, economic incentives, and the creation of 100 Regional Circularity Hubs.”

Benoît Quittre, Chairman of Kaya, Belgium:

“Companies operating with respect for the environment and for social fairness struggle to ensure prosperity of their business. The value of a company can no longer be measured only by its financial performance. Social and environmental impact should be valued at the true price. Kaya is glad to join Business a Better Tomorrow calling for inclusive, fair and green economic policies.”

Daniela Pavlova, Executive Director of SANNAS, Spain:

“We are at an essential moment redefining our economic and social proposal, focusing our goals on People and Planet. We need to regulate an economic model aligned with the Triple Bottom Line

development. The purpose of SANNAS has always been to unite all Spanish companies and organisations with this triple positive purpose. Therefore, joining the Business for a Better Tomorrow movement was more than necessary to achieve the SDGs on a pan-European level. We are very proud to be able to contribute our expertise to build a leading European model for environmental transition and social improvement.”

Viktorija Braziunaite, Director of Lithuanian Social Business Association:

"As the Lithuanian Social Business Association, we are honored to be a part of the Business for a Better Tomorrow coalition. This initiative marks a significant step forward in uniting businesses across Europe to advocate for a sustainable and socially responsible economic model that puts people and the planet first. We believe that business has a critical role to play in shaping a future that balances economic growth with social wellbeing and environmental protection. Together, through this coalition, we aim to influence policy and foster a business culture that prioritizes long-term sustainability over short-term gains, ensuring a truly prosperous future for all Europeans."

Yvonne Zwick, Chairwoman, B.A.U.M. e.V. – Network for Sustainable Business, Germany:

"Europe has been actively reshaping the framework conditions for entrepreneurship for two decades. B.A.U.M. sees the Green Deal as the architecture of the urgently needed reward structure through market design. Incidents such as the collapse of Rana Plaza (2013) and the financial crisis that grew into a true global economic crisis (2007-08) are a testimony to the old way of doing business. It may become history.

We vote for the future and encourage the EU Commission to stick to the Green Deal and to continue to shape it consistently and in conjunction with the regulatory initiatives that qualify sustainable economic activities."

About Business for a Better Tomorrow

Business for a Better Tomorrow is the coalition of 15 EU and national-based business networks committed to the ecological and social transition in view of the 2024 EU elections. More information: <https://www.businessforabettertommorrow.eu/fr>

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