

The European Green Deal

Family Business for the Green Deal

A call to action!

The European Green Deal is the most ambitious project ever undertaken to reverse the effects of man-made climate change. Europe's response to this climate emergency is ambitious and far reaching. Government, businesses, non-governmental organizations and citizens must unite to deliver on the Green Deal. Family businesses, as the producers of goods and services, as consumers of energy and raw materials, and as a major employers, want to make the Green Deal work for all.

We already work, together with governments and with all stakeholders, to make our economies sustainable at a higher level. Besides reducing, recovering and recycling, we are on the innovate road to de-plastify, de-fossilise and de-carbonise as far as it is possible.

Family businesses will contribute to the common good, will actively, with all stakeholders, create economic and social benefits whilst endeavouring to mitigate negative environmental impacts. **Family businesses in Europe can provide the economic component to manage our further transition to the green sustainable economy.** Family businesses worldwide already make extra efforts and develop in cooperation with UNCTAD the family business sustainability indicators. **As family business owners, the commitment with sustainability has passed from one generation to the next as part of our DNA.**

We will endeavour to continue on the sustainability journey that many businesses have already started. **Because we operate over generations, not quarters, we will continue to use responsible patient capital to finance our long-term investments that will provide us with the ecological innovations that are needed.**

European Family Businesses fully supports the goal of making Europe a climate-neutral continent by 2050 in a net perspective.

Making the Green Deal work

For EFB, the upcoming political decisions will be crucial in determining whether the European approach for a Green Deal will be successful and, therefore, the needed blueprint for the world. We offer the decision makers, on European and national levels, takers to include the expertise of Family Businesses in shaping the Green Deal which leads to the greenest and most efficient businesses in the world. The right setting of the system will define whether Europe remains a global economic player, which will be able to have a positive impact on reversing the global climate. **EFB believes that only by guaranteeing the economic leadership of the European economy will we reduce mankind's emissions and ecological footprint.**

We must avoid a disjointed and uncoordinated implementation of the Green Deal. This will distract the EU from its goals of providing growth, prosperity and opportunities for its citizens

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European Family Businesses (EFB) is a federation of national family businesses associations. Our aim is to make political decision makers aware of the contribution of family businesses to society at large and to promote policies that are conducive to long term entrepreneurship. Our members represent turnover in excess of one trillion Euro, 10% of European GDP.