#E2020Cities

Enterprise 2020 European Business Campaign on Sustainable Living in Cities

ENGAGEMENT OPPORTUNITIES

EUROPEAN BUSINESS CAMPAIGN FOR SUSTAINABLE LIVING IN CITIES

European cities are centres of economic and social development, but with 75% of Europe's population currently living in urban areas, cities as economic centres are under increasing environmental and demographic pressures.

Ageing populations, low fertility rates and increasing inequality between the rich and the poor are combined with and finite resources and unsustainable levels of production and consumption.

These sustainability issues pose a range of complex problems for city authorities to solve regarding economic competitiveness and quality of living standards.

However, often limited funding and a lack of integration between city planning and economic strategies as well as difficulities of behavioural change create complex challenges that can only be solved in collaboration with other urban stakeholders.

City authorities will need strategic input from all urban actors (citizens, business, industry associations, NGOs, academia, etc.), as well as economic support from the private sector to develop an integrated and holistic approach to urban sustainability.

> *Public-private partnerships across the globe have helped Enel to roll out innovative solutions for cities on issues such as urban mobility. Our involvement in this campaign helps to support and drive better business – city alliances for urban sustainability throughout Europe*
>
> **Marina Migliorato**
> Head of CSR & Stakeholder Relations, Enel

PROJECT LEADERS

PROJECT PARTNERS

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FACT:

51% OF CITIES SUGGEST FACILITATED CITY-BUSINESS DIALOGUES AS THE MOST EFFECTIVE FORMAT OF CITY-BUSINESS INTERACTION ON SUSTAINABILITY*

51%

Currently, the existing partnerships between businesses and cities are mostly of a commercial nature and are established during public procurement, which occurs during the end phase of a city (sustainability) action plan being implemented.

Businesses and cities need to enter into collaboration in an early stage of the strategy and planning process to be more effective.

CSR Europe's campaign aims to change the status-quo of existing business-city partnerships and bring together all important urban actors, including corporate members, national partner organisations and their members, cities, urban experts, EU and regional policy representatives to develop and review of local sustainability strategies.

OUR VISION

By 2030, the European urban population will be living in sustainable cities that can provide economic opportunities, reliable infrastructure and a high standard of living. In each small, medium and large city, all relevant city actors will work together in the development and implementation of long-term sustainability strategies.

OUR GOAL

To bring business representatives closer to urban stakeholders to develop, review and implement local sustainability strategies.

OUR OBJECTIVES

1) Define a new model of urban multi-stakeholder partnership by analysing the opportunities and challenges of existing urban partnerships.

2) Mainstream the model by facilitating the establishment of 10 urban partnerships in 10 European countries.

*City leaders survey ICLEI & WBCSD report 2014

GET INVOLVED!

CITIES

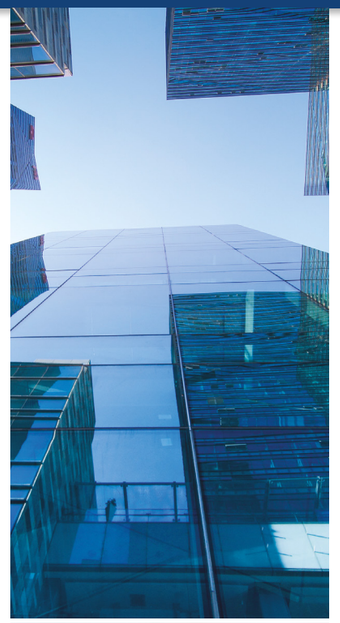
WORK TOGETHER WITH BUSINESSES, INVITE AND ENABLE COMPANIES TO BE A STRATEGIC PARTNER IN THE EARLY PHASE OF CITY SUSTAINABILITY PLAN DEVELOPMENT.

- Establish and strengthen city/business platforms for more effective city/business alliances.
- Elicit important knowledge and expertise from businesses to use in advancing and fine-tuning urban sustainability strategies.
- Take advantage of innovative products, services and solutions tailored to city and citizens' needs.
- Enhance your capacity for changing citizens' behaviour and encouraging the adoption of more sustainable lifestyles.
- Integrate city planning and economic strategies through improved coordination between various departments and you can improve your access to finance for supporting sustainability ambitions and overcoming current and future sustainability challenges.

BUSINESS

BECOME A STRATEGIC PARTNER OF CITIES TO PLAY AN ACTIVE ROLE IN URBAN SUSTAINABILITY.

- Become a strategic partner and advisor to city authorities to play an active role in strengthening local sustainability strategies.
- Provide cities with innovative products and services and better suited solutions to identified sustainability challenges.
- Ensure a positive impact by improving your own business performance and reducing the footprint of your operations.
- Collaborate with other urban stakeholders to share your expertise and unlock a market for new products and solutions. Demonstrate your genuine commitment to sustainability.



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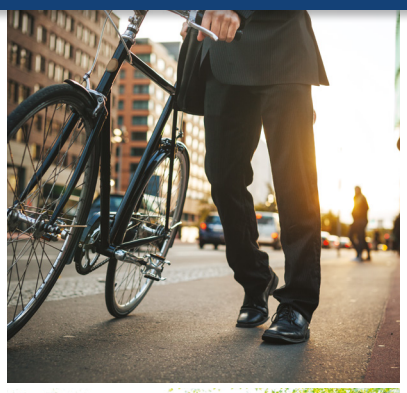
ENGAGEMENT FACTSHEET FOR COMPANIES



NATIONAL PARTNER ORGANISATIONS

FACILITATE THE DIALOGUE BETWEEN CITIES AND BUSINESS TO ENABLE ALLIANCES

- Take a leadership role to bring business closer to city leaders and urban stakeholders.
- Facilitate the set-up of one business-city partnership in your country
- Urge member companies to work closer with urban stakeholders to overcome sustainability challenges.
- Participate in sustainable urban development debate in in your country and be a voice of sustainable business and urban stakeholders in the city where it operates and help to shape the EU urban agenda together with other National Partners.

HOW CAN YOU ENGAGE WITH THE SUSTAINABLE LIVING IN CITIES CAMPAIGN?

- **IMPACT MAP:** Contribute to the Impact Map of sustainable city development practices by uploading existing best practices of commercial partnerships (providing a sustainability solution) to multi-stakeholder engagement platforms. http://www.csreurope.org/maps/sustainable-living-in-cities
- **EUROPEAN ROADSHOW:** Support national workshops and promote stronger collaborations between city and business stakeholders. Become one of the 10 pilots to establish or strength a local city-business collaboration.
- **EU DIALOGUE:** Participate in high level meetings with EU DGs to showcase important work on sustainable living done locally.

For more information, contact:

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SUSTAINABLE LIVING IN CITIES IMPACT MAP

CSR Europe is the leading European Business Network on CSR.
Get on the map and be inspired! http://www.csreurope.org/business-impact-maps