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**UNICE CALLS FOR NEW APPROACH TO EU ENVIRONMENTAL POLICY-MAKING
THAT PROMOTES INNOVATION**

UNICE today published its manifesto "EU environmental policy-making for sustainable development". It repeats the commitment of European business and industry to the fundamental idea of sustainable development as a process in which the three goals of economic prosperity, social cohesion and environmental quality are treated equally.

"A continuation of the conventional "command and control" approach seems inappropriate to tackle major environmental challenges such as climate change, in all their complexity. Development of an unprecedented level of cooperation between all stakeholders is urgently needed to integrate economic, societal and environmental concerns better in environmental policy-making", UNICE President Jacobs stated.

"European enterprises have a key contribution to make", said Mr Fabrizio d'Adda, Chairman of UNICE's Environment Committee and CEO & Chairman of Enichem, Italy. "Autonomous initiatives by companies remain the principal source of cost-effective progress in many environmental areas." He emphasised the importance of making maximum use of policy instruments to support these proactive initiatives by business.

UNICE sets out three fundamental principles in cases where legislation is the most appropriate instrument: environmental effectiveness, economic efficiency and coherence between environmental objectives and other objectives pursued by society, as defined at the Lisbon summit (make Europe the world's most competitive area, able to boost economic growth levels with more and better jobs). "Failure to apply the three above-mentioned fundamental principles can have a very negative influence on the profitability, competitiveness and innovation capacity of the companies concerned, and would thereby erode EU companies' contribution to environmental progress and sustainable development in Europe and worldwide", Mr d'Adda concluded.

UNICE's Environmental manifesto forms part of the European business contribution to future EU strategy for sustainable development that the Gothenburg Council is to discuss. UNICE welcomes the broader perspectives contained in the Commission's communication adopted last week, reflecting the intrinsic relationships between the economic, social and environmental aspects. We hope that the Council summit will take the opportunity for a wide-ranging strategic debate on what is all too often regarded essentially as a challenge for environment policy. Further, setting ambitious environmental objectives can only be envisaged if stronger progress is made in parallel on regulatory reforms, for example liberalisation of energy markets and rail transport.

The report "European industry's view on EU environmental policy-making for sustainable development" is available on the web:

[http://www.unice.org/unice/docum.nsf/AllDocumentsSearchEng/E3D488A55498698DC1256A54005A5882/\\$File/Manifest.PDF](http://www.unice.org/unice/docum.nsf/AllDocumentsSearchEng/E3D488A55498698DC1256A54005A5882/$File/Manifest.PDF)

For further information, please contact:

Daniel Cloquet
Cynthia Wolsdorff
Website:

+32(0)2 237 65 41
+32(0)2 237 65 47
www.unice.org