

The Interdependence Coalition

Toolkit for Supporters



A message from the Interdependence Coalition Coordinators

Thank you for joining our coalition as a supporter of the Interdependence Coalition.

We all know: There is a better a way to do business. In order to transform how companies operate and how they are governed to contribute to an inclusive, equitable, and regenerative economic system, we need our collective voice to be heard.

On June 30th, 2021, the Interdependence Coalition was launched. Since then, **we have held webinars, shared stories of companies bringing stakeholder governance to life, and have built the coalition to well over 100 organisations.**

Now, it's time to help spread the word more broadly about this unique opportunity for Europe to lead on changing the way businesses operates so it benefits all. Please use these assets to support your advocacy: there is a lot at stake, and it is for all our benefit.

- Katie Hill

Executive Director, B Lab Europe

Our Message

What is the Interdependence Coalition about and why is it important?

The Interdependence Coalition is **a union of 100+ businesses**, including B Corps, advocating for policy change. It is developed in collaboration with The Good Lobby and co-ordinated by B Lab Europe.

There's a better way to do business. Our mission is to make sure that directors of every single company in the European Union, whether big or small, are mandated to consider in their decision making process the interests of all of the company's stakeholders – including wider society and the environment – and not only shareholders. We believe this could be achieved through the **introduction of a Pan-European legal requirement.**

[Click here to read more about our mission.](#)

More on our Message

What is at stake and what would change for companies, if the proposed legislation is adopted?

[Click here to read the answer.](#)

What does Stakeholder Governance mean and what are the benefits for businesses?

[Click here to read the answer.](#)

Who is supporting the Interdependence Coalition?

[Click here to see all supporters.](#)

What can business and other organizations do to support the Interdependence Coalition?

[Click here to read the answer.](#)

Have any other countries successfully brought in similar legislation?

[Click here to read the answer.](#)

Where can I sign the Coalition?

[Click here to join us.](#)

What is in this toolkit?

1

Growing the coalition. Resources and sample invites to help us grow the Interdependence Coalition.

2

Advocating online. A selection of assets including the Interdependence logo for communicating your support online.

3

Engaging employees & directors. Resources for your whole company to facilitate internal communications.

4

Press Release and Media Inquiries. Point of contact for media inquiries and latest press release.

5

Reinforcing Our Case. Opportunities to help build a strong case for stakeholder governance.

6

Staying up-to-date. Follow our social media & check out our news & events page.



1 Growing the Coalition

Influencing policy across Europe is a long-term ambition that will require time, evidence, and **strength in numbers**. As supporters of the Interdependence Coalition, you are the driving force behind the change. Your help spreading the word about the coalition will be the foundation of our success.

Help us grow the coalition by asking your fellow business leaders to [join us!](#)

Other resources available:

- Coalition Invite Template (next page)

1 Growing the Coalition

Coalition Invite Template

I am writing to you because **(our company/NAME)** has joined the Interdependence Coalition – a union of 100+ businesses, including B Corps, advocating for policy change. It is developed in collaboration with The Good Lobby and co-ordinated by B Lab Europe.

The coalition's mission is to make sure that directors of every single company in the European Union, whether big or small, are mandated to consider in their decision-making process the interests of all of the company's stakeholders – including wider society and the environment – and not only shareholders. We believe this could be achieved through the introduction of a Pan-European legal requirement.

In sum: There's a better way to do business. And I believe this is an ethos that is central to **(your company)**, which is why I'm inviting you to join this coalition. The Interdependence Coalition is a business-led campaign, driven by leaders who recognise that the law has fallen behind business culture and who have proven that this approach to business works for everyone. Now, with the European Commission's public consultation on "Sustainable Corporate Governance" and our collective response to it, there is an opportunity for EU-wide change.

I think the conditions are absolutely right for change to happen and having **(your company)** signed up as a supporter -- as simple as completing this form -- will serve to help amplify our voice and reinforce all that you as a business stand for.

2 Advocating Online

The Interdependence Coalition is a policy initiative driven by businesses. On our mission to convince the EU Commission to adopt mandatory stakeholder governance for all business in the EU, your voice as a supporter is essential to help build momentum and highlight the urgency of the suggested policy change.

These resources are available for you:

- Interdependence Coalition Logo
- Social Media Assets
- Email Banners

3 Advocating Online

Use the Interdependence Coalition logo



You can add the Interdependence Coalition logo to

- Your Website
- Your Email signatures
- Your Newsletter

[Find the logos here](#)

Usage Guidelines:

Please do not combine the mark with any other elements — such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark. Do not alter the logo in any way, only use it as is.

3 Advocating Online

Show your support on social media (Businesses)



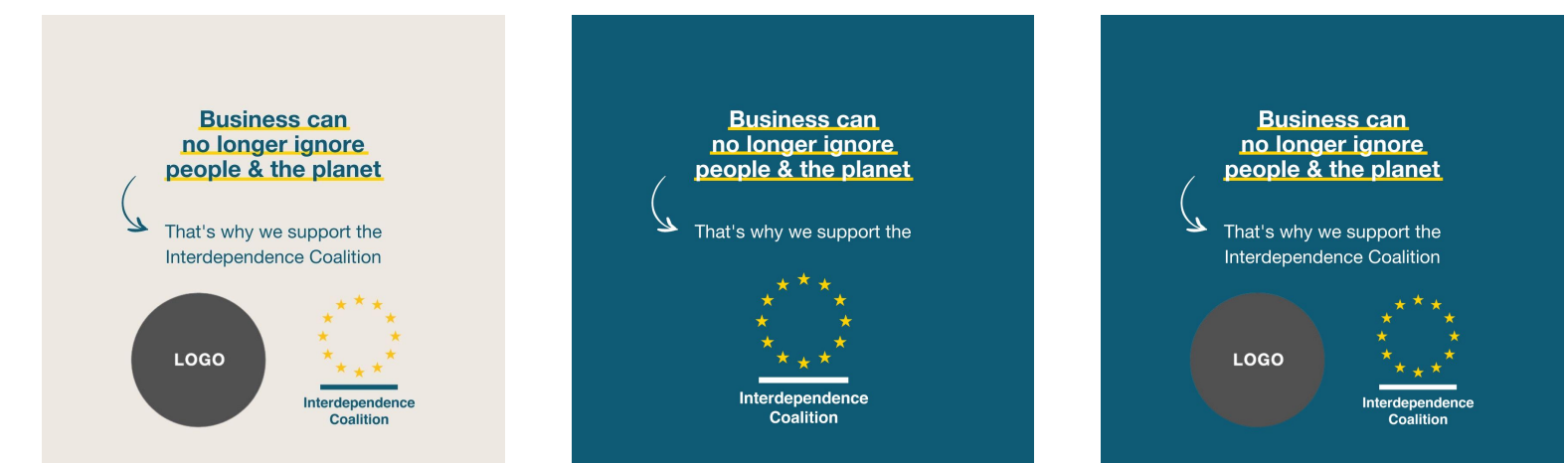
Suggested Copy

[company name] is proud to support the Interdependence Coalition, a campaign led by @B Lab Europe to change Pan-European law. This way, we want to ensure that every single company registered in the European Union must take ownership of its social and environmental impact in its governance.

*100+ businesses have already signed up to transform how companies operate and how they are governed to contribute to an inclusive, equitable, and regenerative economic system. Are you with us? Join now:
www.interdependencecoalition.eu*

*#InterdependenceCoalition #PolicyChange #SustainableCorporateGovernance
#StakeholderGovernance*

[Download Assets](#)



3 Advocating Online

Show your support on social media

All assets & resources

[Download here](#)

Tagging Guidelines

Please make sure to tag B Lab Europe in your posts

LinkedIn: [@B Lab Europe](#), Twitter: [@bcorpeurope](#), Instagram: [@bcorpeurope](#)

Suggested Hashtag

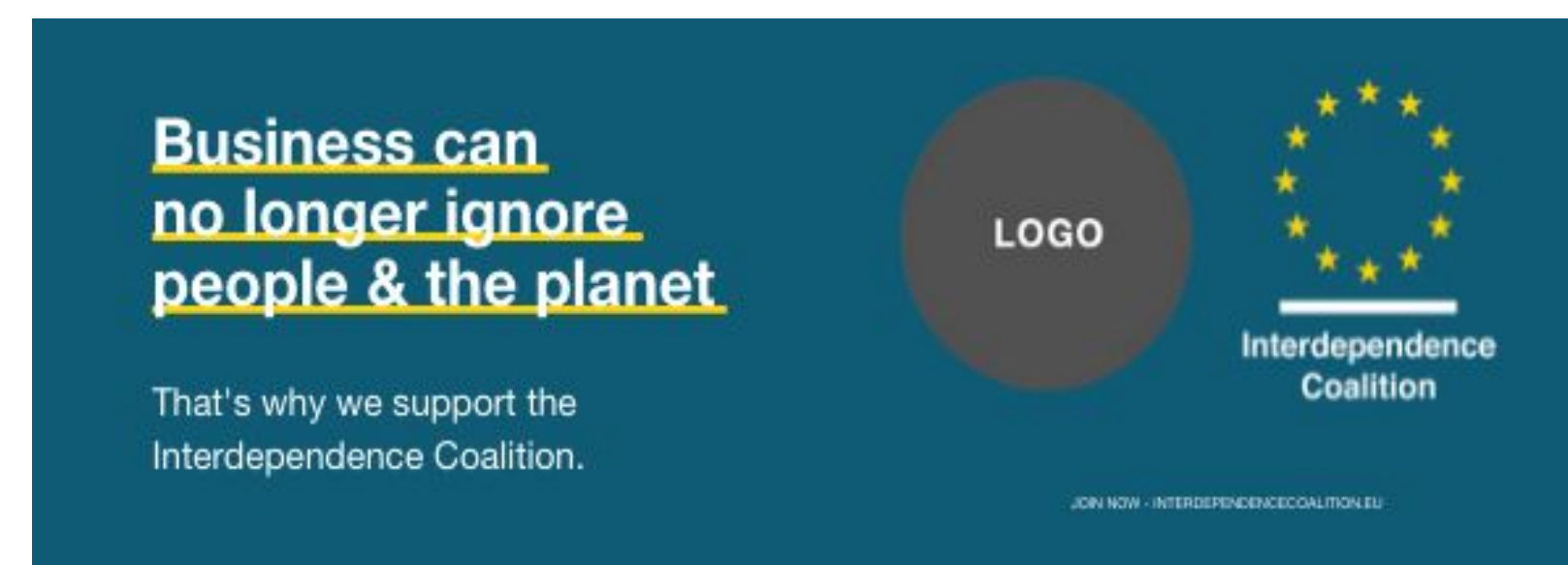
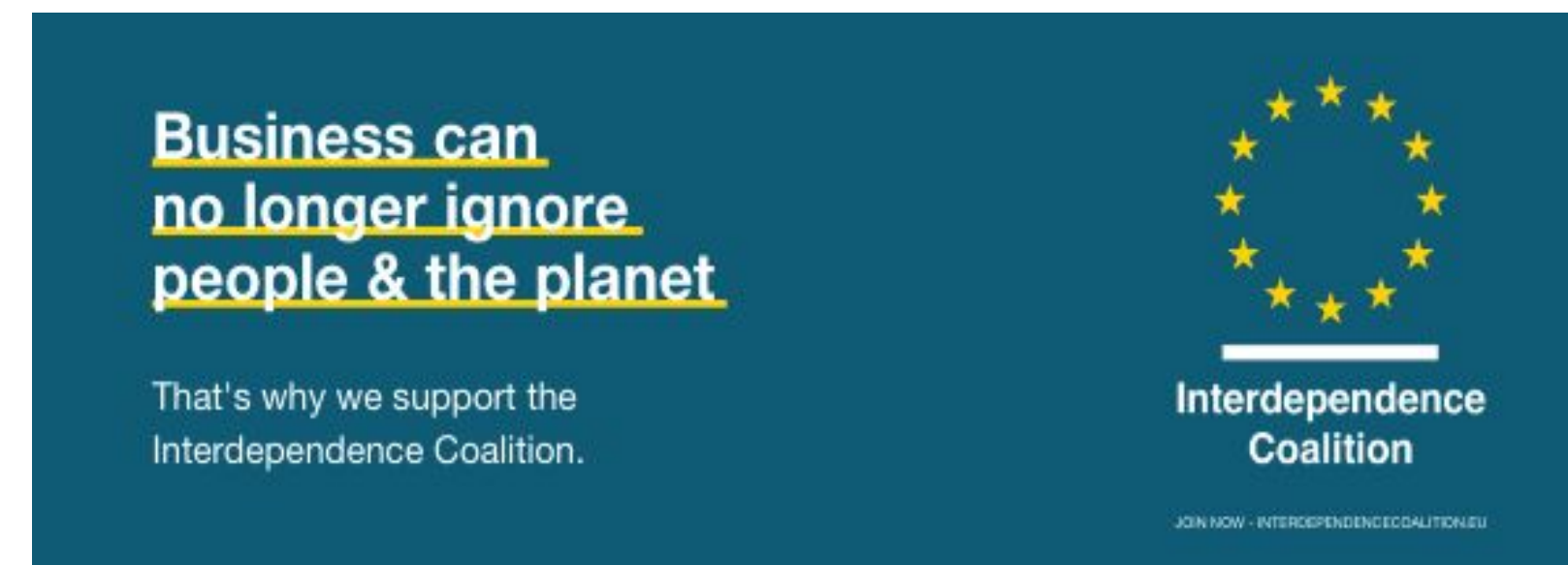
#InterdependenceCoalition

3 Advocating Online

Show your support via email

Add the coalition's email banner to your email signature or newsletter

[Download here](#)





3 Advocating Online - Overview of Additional Assets

JOIN THE INTERDEPENDENCE COALITION

WWW.INTERDEPENDENCECOALITION.EU

JOIN THE COALITION

WWW.INTERDEPENDENCECOALITION.EU

SIGN THE INTERDEPENDENCE COALITION

WWW.INTERDEPENDENCECOALITION.EU

Q How can businesses transform ...

How can businesses transform policy?
How can businesses transform the economy?
How can businesses transform the future?

INTERDEPENDENCE COALITION

WWW.INTERDEPENDENCECOALITION.EU

How can businesses contribute to an inclusive, equitable, and regenerative economic system?

INTERDEPENDENCE COALITION

WWW.INTERDEPENDENCECOALITION.EU

Should businesses be held accountable by law for ignoring people & the planet?

INTERDEPENDENCE COALITION

WWW.INTERDEPENDENCECOALITION.EU

Should businesses be obliged by law to consider the interests of all stakeholders?

INTERDEPENDENCE COALITION

WWW.INTERDEPENDENCECOALITION.EU

What is the Interdependence Coalition?

The Interdependence Coalition is a union of 100+ businesses, including B Corps, advocating for policy change. Together, we aim to transform the way we do business so that every company registered in the European Union must take ownership of its social and environmental impact in its governance.

WWW.INTERDEPENDENCECOALITION.EU

Who's behind the Interdependence Coalition?

The Interdependence Coalition was founded by B Lab Europe in July 2021, with the support from The Good Lobby.

The objective: Build a coalition of leaders across business, academia, law, policymaking, and environmental practice to speak with one voice on the changes we seek.

WWW.INTERDEPENDENCECOALITION.EU

Who supports the Interdependence Coalition?

Until now, 100+ companies, including B Corps, realized that there is a better way to do business and joined the coalition.

WWW.INTERDEPENDENCECOALITION.EU

What is the Interdependence Coalition aiming to change?

Our core proposal is simple, yet powerful:

Board directors of companies registered within the European Union must consider the interests of all the company's stakeholders in their decision-making.

WWW.INTERDEPENDENCECOALITION.EU

Why is the Interdependence Coalition important?

We need to change the system.

The failure of business to align the interests of shareholders with those of wider society and the environment has contributed to a set of enormous challenges such as social inequality and the climate emergency. The Interdependence Coalition sets out to change this.

WWW.INTERDEPENDENCECOALITION.EU

The Interdependence Coalition: What happened so far?

2020 Oct EU Parliament Proposal

2020 Nov Consultation Opened

2021 Feb B Lab Europe Answers to the Consultation

2021 Apr Replacing of Directives

1/2

WWW.INTERDEPENDENCECOALITION.EU

2021 May Delay of Proposal

2021 Jun Launch of The Coalition

2021 Dec Delay of Proposal

2022 Jan 2022 Kick-off Meeting for Supporters

2/2

WWW.INTERDEPENDENCECOALITION.EU

3 Steps Towards a Better Economic System

WWW.INTERDEPENDENCECOALITION.EU

1

MOVE FROM VOLUNTARY TO MANDATORY STAKEHOLDER GOVERNANCE

It must no longer be optional to run a business for the benefit of wider stakeholders beyond shareholders. We need a "mandating" legal framework across the EU.

WWW.INTERDEPENDENCECOALITION.EU

2

ALIGN INVESTMENT AND CORPORATE GOVERNANCE

Incentives are misaligned across the economic system. We must ensure that the capital markets take responsibility for the impact of businesses and investments practices on society and the environment.

WWW.INTERDEPENDENCECOALITION.EU

3

CREATE EU-WIDE ALIGNED REQUIREMENTS

Directors leading companies in all EU countries should be legally obligated to consider the interests of all material stakeholders, including wider society and the environment.

WWW.INTERDEPENDENCECOALITION.EU

3 Advocating Online

Show your support on social media (Individuals)



Suggested Copy

Business can no longer ignore people and the planet. 📢 That's why we call on all businesses to sign the Interdependence Coalition, a campaign coordinated by @B Lab Europe to change Pan-European law.

The coalition demands a better way of doing business. The objective is to ensure that every single company registered in the European Union must take ownership of its social and environmental impact in its governance. 🌍🤝

100+ businesses have already signed up to transform how companies operate and how they are governed to contribute to an inclusive, equitable, and regenerative economic system. It's time to take action and join now: www.interdependencecoalition.eu

*#InterdependenceCoalition #PolicyChange #SustainableCorporateGovernance
#StakeholderGovernance*

[Download Asset](#)

3 Engaging Directors & Employees

Bring your whole business on board by educating directors and employees on the importance of the European-wide policy change the Interdependence Coalition is demanding.



2 Engaging Directors & Employees

Directors

Resources available to share with your directors:

- [News, Webinars, Research and Reports](#)
- [Legal requirements for Certified B Corporations](#)

Employees

Resources available to share with your employees:

- The [Interdependence Coalition's website](#) for a first overview of our mission
- [Assets for individuals](#) demanding businesses to join and support the coalition
- [Coffee In Good Company Series](#) to watch on YouTube featuring conversations with experts on Stakeholder Governance from Patagonia, Fairtrade, Doughnut Economies and many more

4 Press Release & Media Inquiries

To coordinate our collective response to the media, please refer all media inquiries to policy@bcorporation.eu

Also available for you:

- Our Latest [Press Release](#)



5 Sample Press Release

Leveraging press relations to spread the word

[INSERT COMPANY NAME] joined the European Interdependence Coalition because we believe it is imperative that companies take greater account for the impact of its activities on people and the planet. And while our company – and an increasing number of others – have adopted this approach voluntarily, business at large is not leveraging its exceptional power to reverse the rapid decline in our environment and the widening inequality.

Over the past year, the EU Commission launched a public consultation on Sustainable Corporate Governance in an effort to embed sustainability into corporate governance at a Pan-European level. Shifting the EU to a stakeholder corporate governance model in which all board directors of companies registered within the European Union must consider the interests of all the company's stakeholders in their decision making is key to achieving a more inclusive, equitable and regenerative economic system.

This is also a fundamental principle underpinning all other regulations envisioned by the EU as part of the Green Deal.

The Interdependence Coalition was formed in June 2021 as a response to this consultation by B Lab Europe in collaboration with The Good Lobby. Over 100+ businesses have joined the coalition, including many B Corporations, and **[INSERT COMPANY NAME]** is proud to join fellow business and policy leaders not only advocating for changes in regulation, but also demonstrating there is a better way of doing business through our mission, values and operations.

Businesses have the opportunity and the responsibility to tackle the world's most pressing societal and environmental issues, yet changes to policy are required in order to change our current economic systems at scale. Europe should seize this opportunity to lead the way in transforming governance in businesses globally.

5 Reinforcing Our Case

Because the dominant business thinking remains strictly profit-led up until now and some directors and management board members are not yet clear how the suggested change in legislation will positively affect their business, there is still resistance, confusion and some fear around our core proposal.

In this chapter, you'll learn how you can help break down these barriers and build a strong case for stakeholder governance. Your input will help build the evidence-based foundation of our proposal.

5 Reinforcing Our Case

Help us build a strong case for stakeholder governance

How?

- **Be our guest on the “Coffee in Good Company” series**, a 30-minute conversation on how we can achieve better business in Europe through stakeholder governance.

[Learn more about sharing your case study](#) on a better way to do business or register your interest directly at policy@bcorporation.eu

Watch our [previous “Coffee in Good Company” sessions](#) with Patagonia, The Doughnut Economy Action Lab, GRI, Fairtrade, and many more experts from different fields

- **Share resources with us**
e.g. Your Expert Opinion on Stakeholder Governance, Quotes, Supporting Impact Data, Reports, etc.

[Submit resources here](#)



6 Staying up-to-date

To keep track of the progress and latest developments of the Interdependence Coalition, follow B Lab Europe's channels:

[Newsletter](#)
[Events Page](#)
[News Page](#)

[LinkedIn](#)
[Twitter](#)
[Instagram](#)
[YouTube](#)

www.interdependencecoalition.eu

Contact & Key Links

Thank you for supporting the Interdependence Coalition!

Get in touch

policy@bcorporation.eu

Visit us at

www.interdependencecoalition.eu

All assets & resources

[Download here](#)

Share resources with us

[Submit resources here](#)