

# Vision and mission statement on Sustainable Leadership



**CEC**  
EUROPEAN MANAGERS



# Introduction

**CEC European Managers has been an organisation that has dialogue at its core, next to the development of professional management and transformational leadership. These remain the foundations for any managerial activity. As we are facing increasingly connected and complex challenges, our leadership needs to evolve too. We need to remain innovative in new circumstances, grounded in our values – that requires Sustainable Leadership.**

As the voice of European managers, we see it as our responsibility to empower leaders' in making their business model, workplace and impact future-fit. Our means: developing professional management, sustainable leadership and more diverse social dialogue.

Through CEC's advocacy, EU projects, membership services and leadership development activities, we ensure that managers benefit from resources to deliver on economic, social and environmental sustainability and resilience in their daily work.

Against that background, the General Assembly of CEC European Managers has adopted this Vision and Mission statement as a strategic milestone for the organisation. It lays out its vision on leadership for 2030 and its role in contributing to it.

**Adopted by the CEC General Assembly on 31 May 2023  
in Stockholm**

# Vision

## Sustainability is the essence of good leadership

**By 2030, Sustainable Leadership will have become the standard in leadership and organisational development. Leaders in private and public sectors, in social partnership and civil society have become active promoters of positive sustainability performance through their commitment as leaders and in the actions of their work.**

Every day, EU leaders in the public and private sector make millions of decisions that set the direction for our society and the lives of the citizens of the EU member states and beyond. Indeed, their private lifestyle choices as well as professional impact makes them key actors to succeed in advancing sustainability. Therefore, we must remember that leadership makes a world of difference and that leadership is one of the key elements in reaching the Sustainable Development Goals and goals of the Paris Agreement.

As evidenced by the "Sustainable Leadership in Europe" study, leadership and governance have been the underlooked dimension of the sustainability transition. CEC European Managers has a unique opportunity to ensure that the managerial voice is heard, called for and listened to on the transition towards a sustainable EU.

CEC points out that its vision for 2030 is a world in which leaders act for a net positive impact by transforming the world of work sustainably. Sustainable Development Goals have become the new compass for success in politics and business. Leaders in the public and private sector measure, account and report on their sustainability impact (Triple Bottom Line performance) and seize the opportunities of sustainable business models, product and service innovation.

Sustainable Leadership principles are recognised as fundamental in Europe's leadership and management.



# Vision

Sustainable Leaders live their personal sustainability mission and create trust-based relationships for co-creation at the workplace. They are able to gather followership on sustainability with a strong sense of purpose, integrity and competence. These leaders of the next generation ensure that framework conditions are becoming the fertile ground on which teams can achieve better sustainability performance. Everyone is valued as a whole being that brings in a unique set of skills and competences. Sustainability is mainstreamed into daily operations, both across departments and within departments (CSR, ESG, HR, procurement etc.).

The development of Sustainable Leaders is ensured by strong and active networks of leaders gathering around Sustainable Leadership practice. Trainings for leaders, executives and managers on Sustainable Leadership have become the standard in the leadership development industry. Regional and sectoral platforms exist to support Sustainable Leaders with learning opportunities, best practices, conferences and peer exchange.

The focus of innovation has shifted on how to fully transition the business model, products, services sustainably. Innovation is aligned to planetary boundaries and social needs. To accompany the transition on the ground, social partners, together with other stakeholders, are constructively working together to shape the sustainability strategy and implementation of companies, sectors and regions. Social partners also actively accompany sustainable policy development to ensure the world of work can deliver on achieving a net positive sustainability performance in the economic, social, environmental and leadership dimensions.



# Mission

## We empower sustainable leaders

We provide resources for engaging, empowering and bringing together Sustainable Leaders. We support leaders in achieving a positive environmental, social and economic impact in Europe.

Representing one million managers, leaders and decision-makers affiliated to its national and sectoral member organisations, CEC European Managers is supporting the brand development of "Sustainable Leaders" as a platform to actively contribute to mainstreaming sustainable leadership in Europe.

We want to play our part in creating better framework conditions that make it easy for leaders to engage sustainably and empower their teams to realise their potential for a net positive sustainability impact of their organisation, sector and region.

To achieve that, "Sustainable Leaders" is raising awareness, promoting the upskilling of leaders and managers on Sustainable Leadership, contributing to the development of communities of Sustainable Leaders and accompanying policy developments to ensure Sustainable Leadership principles are reflected in policy-making.

