

#ManagersForFuture



Campaign

#BeFuture

www.ManagersForFuture.eu

***September 2019**

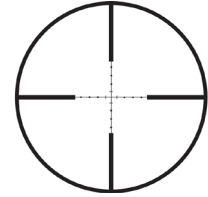
An initiative launched by CEC European Managers

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1. Where we are today



The world is in crisis.

While the scientific community has come to a global consensus on the existence of human-made climate change, action is needed by policy-makers, citizens, consumers, workers and managers to remain below the 1,5 - 2°C global warming scenario, as identified by the Intergovernmental Panel on Climate Change (IPCC). This urgency is accompanied by a series of other challenges that we should now think together.

We are all responsible to solve:

An environmental crisis

Large-scale global biodiversity loss, record heatwaves, soil erosion, plastic pollution, acidification of the oceans and toxic air in the cities are some of the most striking examples for the contemporary environmental emergency.



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A social crisis.

The political and socio-economic polarisation among and within global societies has become the fertile ground on which extremist political forces thrive. An increasingly ubiquitous fear discourse puts pressure on values of trust, solidarity and freedom.

An economic crisis.

While many companies are yet ill-prepared for the sustainable transition of the economy, global trade tensions, accelerating market concentration and financial instability put at risk business prospects. A more well-being oriented economy, that operates within planetary boundaries, has to be developed.

The world is facing multiple crises, but humankind disposes of all technical, social and ecological approaches to tackle them. Life sciences, social sciences, engineering and other disciplines provide knowledge about possible solutions.

But we now need to become operational by using management and leadership tools to implement these solutions and drive transformative change.



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2. Shaping the future requires sound management and leadership

Transformative change does not come from a void. It requires knowledge, skills and action. Like no others, managers shape the strategic development of their companies, while ensuring that all business parameters align to the objectives. Managers are also responsible for providing learning opportunities to workers, besides granting decent working conditions and protecting health and safety at the workplace. However, managers face a set of hurdles to make their organisations more sustainable.

How can meaningful progress towards a sustainable future be achieved, if most of us still work in inadequate structures? And how can our impact become less harmful, if managers are often not trained on sustainability?

Managers need to be equipped with the right skills in the domain of sustainability. Today's business education, company structures and management practices are however not fit for purpose by delivering insufficiently sustainable impacts. That's where #ManagersForFuture comes in.



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3. Campaign objectives

Against the background of insufficiently sustainable management and leadership practices today, the #ManagersForFuture campaign aims at:

- 1. raising awareness on the role management and leadership play in shaping the sustainability transition.**
- 2. identifying measures needed to make management and leadership more sustainable**
- 3. identifying best practices in sustainable management and leadership**
- 4. contributing to the improvement of business impact on people and the planet.**

While the climate targets set by the Paris Agreement and the Sustainable Development Goals clearly state « what » has to change, this campaign asks the question « how » the transition will be shaped: by organisational structures and processes, as well as through individual skills and action in and beyond organisations.



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4. Campaign tools

Social media

A facebook and twitter account will share campaign material, spark the debate and provide relevant news on sustainable leadership and management.

Website

The campaign website www.ManagersForFuture.eu hosts all campaign material, as well as CEC's « Sustainable Leadership Guidelines » :

- question cards: to raise awareness on sustainable leadership and management, these cards ask questions around vision and purpose of the profession
- video: the campaign video presents the campaign briefly
- a « forum » to share best practices
- articles / op-eds by the CEC office or interested stakeholders, to be published in other media too.

Newsletter

Interested managers can subscribe to the newsletter on the website, to receive campaign material and relevant news on sustainable leadership and management.



Question card



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#BeFuture - engage in the campaign

Discuss the questions raised by the campaign

Listen to the experience others have in transforming their organisations sustainably

Act to make your organisation more sustainable

Share your experience



@Managers4Future



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