

WELCOME TO

Start on Sustainability

Welcome to our Start on Sustainability project, a program designed to help Europe's small businesses adopt environmentally friendly practices. Our aim is to provide knowledge, tools, and support to make sustainability a practical reality for these vital contributors to the EU economy.



Corporate sustainability is a concept that integrates many areas of the company and procedures, which entails an enormous challenge for the transformation of our societies, economic activity and business models. So far, regulatory approaches, services and tools seem to be focused only on large companies. It is therefore forgotten that for there to be a real and global impact it is essential to integrate and to accompany 99% of SMEs and the self-employed in the orientation and transformation of their businesses towards sustainability.

It is necessary to start now in sustainability ("Start on Sustainability"). This is the name of the project that has been launched and in which four countries are collaborating: Spain, Ireland, Denmark and Poland, which aims to introduce micro-SMEs and the self-employed to the world of sustainability and provide them with tools adapted to their needs to integrate into their businesses and their daily lives.

The project, co-financed by the European Commission and within the Erasmus + program, consists of preparing a "kit" of contents that covers regulations, basic concepts, types of certifications and practical cases of companies and organizations that have adopted these schemes and the benefits they bring.

In addition, an "app" will be developed with intuitive and simple tools for self-diagnosis and the possibility of measuring the impact of their economic activities, such as carbon footprint, as well as recommendations and even the possibility of drawing up comprehensive sustainability plans through the app.

NEW EUROPEAN DIRECTIVE ON SUSTAINABILITY

- LARGE COMPANIES MUST ADAPT
- LARGE COMPANIES ARE THE FIRST TO BE OBLIGED TO TAKE MEASURES

The new EU directive approved by the Council of the European Union on Corporate Sustainability Due Diligence (CSDDD, for its initials in English) will oblige large EU companies to identify the environmental impact of their activities, mitigate it and answer in court for any damage it may cause.

Failure to comply with the regulations will result in financial penalties of up to 5% of net turnover on a global scale: i.e. not of the subsidiary, but of the parent company. All of this is aimed at achieving the Union's transition to a circular and carbon-neutral economy, in line with the European Green Pact.

The CSDDD establishes a number of obligations, of which the most relevant are to apply the directive in a comprehensive manner to cover all operations in the value and supply chain, the effective monitoring of the measures adopted and their public communication, and the implementation of a complaints procedure. The new regulation also obliges large companies to adopt a climate transition plan to comply with the Paris Agreement.



STRATEGIES SHOULD BE TANGIBLE AND BINDING FOR COMPANIES

Once the regulation enters into force, which is expected in the second half of this year, Member States will have two years to incorporate it into their legislation and it will begin to be implemented gradually for European companies that exceed the said turnover threshold and those third parties whose business in the EU reaches it.

Several EU member states already have national ESG due diligence standards. In Spain, where it is at the draft stage, 97% of large companies are implementing, with more or less commitment, specific sustainability strategies that they report to their stakeholders.

