



Ford Joins Cross-Industry Initiative for a Call-to-Action on Climate Change and Fostering a Sustainable Europe by 2030

- Ford of Europe joins the call for businesses, governments and organisations to work together to develop a Sustainable Europe 2030 strategy
- The Call-to-Action is initiated by CSR Europe, the European business network for Corporate Sustainability and Responsibility, endorsed by more than 250 CEOs and company leaders
- Ford supports CO₂ reductions consistent with the Paris Climate Accord

COLOGNE, Germany, Nov. 6, 2019 – Ford Motor Company has joined the “New Deal for Europe” initiative to foster greater cooperation and innovation for a sustainable future; a natural move for a company that has long pushed the sustainability agenda.

The “New Deal” calls on businesses, governments, organisations and policy-makers to work together to develop a comprehensive Sustainable Europe 2030 strategy based on the United Nations Development Goals and the Paris Climate Accord. The strategy shall balance environmental, economic and societal needs while tackling the challenges of climate change.

Initiated by CSR Europe, the European business network for Corporate Sustainability and Responsibility, the call-to-action has been endorsed by more than 250 CEOs and company leaders, including Stuart Rowley, president, Ford of Europe.

“When businesses and governments introduce sustainability measures, they tend to put their own interests first. But climate change is an issue that affects us all, and it requires acting out of the interests of everyone. What better way to initiate that than by calling for widespread collaboration across industries, communities and borders, which can have the biggest impact and help us reach our sustainability goals together,” Rowley said.

The signees come from a range of industries and [is the widest group of CEOs ever mobilised in Europe](#). On the road to developing the Sustainable Europe 2030 strategy, businesses and governments shall set up collaborative platforms and finance models to create a sustainable economy that works towards social cohesion and lifelong employment.

Ford has for 20 years published its [Sustainability Report](#), with the company setting new sustainability targets each year. Key Ford [sustainability goals](#) include eliminating single-use plastics from operations by 2030 and using 100 per cent renewable energy for all manufacturing plants globally by 2035. Ford has also produced its own [climate change report](#).

For more than ten years, Ford has used 100 per cent green electric power at all of its facilities in Cologne by facilitating renewable energy provided by the local energy supplier.

Earlier this year, Ford committed that all the company’s future nameplates would include an electrified option. The company will launch 17 electrified models for Europe by 2023 that are designed to help make cities cleaner and quieter by increasingly using more environmentally friendly electric power.