



THE UNIAPAC EUROPE CORONA MANIFESTO

Commitment of European Business Leaders to overcome the Corona crisis.

1. The Corona-Crisis is a secular event which is fundamentally challenging our way of life; in politics, business, and our personal life style. As European Christian Entrepreneurs, we and all other value-based entrepreneurs feel a deep responsibility for credible, timely, and efficient action in our own area of responsibility.
2. Our first responsibility as business leaders has always been to care for those that we are responsible for, such as our employees and their families, stakeholders, and surrounding communities and territories by promoting human dignity and the Common Good as much as possible. At UNIAPAC, this responsibility includes three goals, that are: good products and services, good work, and good wealth.
3. We shall act as leaders and take full accountability. We acknowledge the need for clear, frequent, and transparent communication. However, we are not immune from making wrong decisions and will do our best to revise them. The quality of relationships in value chains depends on trust.
4. We shall use public and private resources to generate income and boost individuals, by creating jobs, developing training, applying the principles of subsidiarity and solidarity, and ensuring sustainability.
5. The Corona crisis will open a new era in the way of doing business, starting with a shift towards digital products and services, including new challenges for workers such as reliable and efficient home-office work and talent management, including the strategic importance of purchasing within trustworthy supply chains.
6. As responsible business leaders, we bear an ethical responsibility not only for the shut-down but also for the re-start of our business. We must contribute to a broad dialogue within our companies and between all institutional stakeholders who are concerned by the crisis at the national and international levels.
7. We, entrepreneurs from UNIAPAC Europe is firmly convinced that the only way to overcome this crisis at the European level is through unity and solidarity. We must work together to create the conditions for economic recovery in solidarity and responsibility. The financial support we could receive at the European level must be dedicated to maintaining economic activity and employment. Supporting European governance is essential to achieve this goal. We have confidence in the strength of a united Europe acting for the common good.
8. As entrepreneurs thriving to live towards a noble vocation, we want to stand for an economy with good products, work and wealth. Ethical principles of action play a central role in preserving the dignity of all human beings, expecting the right level of responsibility at each level of decision making, applying the principles of subsidiarity and solidarity, and respecting the environment. In the light of our Christian faith, UNIAPAC Europe depends on our activity as business leaders to be a noble vocation for contributing to the common good.