

27.03.2020

# Approved by Tomorrow

Manifesto



**Approved  
by Tomorrow**





## **“Approved by Tomorrow”, powered by Euroconsumers**

### **No just transition without consumers**

Climate change is no longer merely a buzz word uttered only by scientists. Today, 93% of Europeans believe climate change is a serious problem. 60% even believe it is one of the most serious problems facing the world today<sup>1</sup>. Given that climate change is a reality, a green and fair transition has become an absolute necessity. What is more, it is also what consumers want<sup>2</sup>. While they may not always be aware of the best ways by which they can achieve a more sustainable way of living, it is clear that many consumers do not want to just sit and watch; they want to step in. Consumers want to be on board, and they need to be on board. Because that is the only way a green transition can ever be fully successful. Therefore, there is only one place for consumers in all debates surrounding the issue of sustainability, and that is right at the center of it. That is exactly where consumers need to be and that is also where Euroconsumers intends to be.

### **Green consumer power**

There is no doubt about it, any initiative aimed at achieving a green transition, however well crafted, will not reach its intended results without the support of consumers: we need consumers to make it work! As such, it is crucial that all actions related to the green transition take into account the consumer perspective.

The real consumer power, however, goes beyond this. Consumers are not merely weak individuals passively waiting for sustainable options to come knocking on their door. No, together consumers have the power and the critical mass to steer the market towards a greener path. Consumers and the organisations that represent them can be a driver for a more sustainable society that leaves no one behind and that encourages economically innovative solutions. This is precisely what makes the consumer power truly green.

### **Euroconsumers as guide, watchdog and steering force**

Facing the challenge of climate change and a just green transition, Euroconsumers – the world’s leading consumer cluster – has a crucial mission to fulfill. Consumers need to be at the center of all debates around sustainability and Euroconsumers intends to accompany them all along the way. Gathering five long lasting national consumer organizations and giving voice to over 1.5 million people, Euroconsumers has the scale, credibility, expertise and ambition to take upon a leading role in the transition towards sustainability: as a guide, a facilitator, a watchdog and a steering force.

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<sup>1</sup> Special Eurobarometer 490, Climate Change, September 2019

<sup>2</sup> Ibid.

- *Euroconsumers as guide and facilitator:* By offering robust information and facilitating attractive alternatives, Euroconsumers will set the scene in a way that works for consumers; enabling and empowering them to choose the most sustainable options. No shaming and blaming, but real guidance and real solutions.
- *Euroconsumers as watchdog:* Euroconsumers is and will always be a consumer organisation. Moreover, in the context of sustainability, Euroconsumers intends to step up its game by guaranteeing that all actions related to the green transition take into account the consumer perspective and by making sure that businesses do not mislead their customers into thinking that their products are sustainable. What is claimed to be green, should be actually green and not merely greenwashed.
- *Euroconsumers as steering power:* Euroconsumers is first and foremost the collective power of the over 1,5 million citizens it represents. Euroconsumers intends to use its scale to reach out to entrepreneurs, industries and crucial market players to collectively develop innovative sustainable solutions in a way that works for both consumers and businesses. In doing so, Euroconsumers has the ambition to not only deliver tangible value to its members, but of becoming a driving, accelerating force towards sustainability for all. Through cooperation, consumer organisations can move beyond their traditional roles of being only watchdogs, to become something greater.

### **Approved by Tomorrow**

In order to power a consumer-fit green transition and empower consumers to take upon an accelerating role, Euroconsumers intends to go beyond the three more traditional dimensions of sustainable development (social, environmental and economic). By introducing “Approved by Tomorrow” Euroconsumers wants to set the standard for a real consumer centered, consumer driven and consumer empowering sustainability approach. One that embraces the opportunities offered by AI, data and digitalization as critical tools to realize its green ambitions. As such, “Approved by Tomorrow” will be the guiding principle for all of Euroconsumers’ sustainability activities:

- Euroconsumers will fight for policy and regulation that is “Approved by Tomorrow”; legislative initiatives that advance the green transition in a balanced way which works for consumers and facilitates their leading role. Euroconsumers will encourage law makers to pursue initiatives that secure a fair distribution of costs and promotes green, convenient and affordable choices for consumers.
- Euroconsumers will make sure products and services are “Approved by Tomorrow”; consumers will be informed of the actual level of sustainability of goods and services on the market, allowing them to make real choices. Euroconsumers will also push for the development of more sustainable products and facilitate access to these greener alternatives.
- Euroconsumers will take on enforcement actions that are “Approved by Tomorrow”; whenever the need for sustainability is used as a means to exploiting consumers, Euroconsumers will be at the ready to denounce fake green claims and other unfair greenwashing activities.

- Euroconsumers will promote and engage in collaboration that is “Approved by Tomorrow”; to advance a consumer-friendly green transition, Euroconsumers will use its scale and long lasting experience as a consumer representative to partner up with fair and responsible stakeholders that are equally convinced that strong cooperation is essential to advance towards a more sustainable future.

### **A Tomorrow approved by You**

“Approved by Tomorrow” is more than a seal of approval established by Euroconsumers. Above all, it is a movement powered by consumers that want to contribute to a just transition towards a sustainable future. A movement of consumers that do not want to choose between being a consumer and being sustainable, but will use the one to reinforce the other; consumers that want to step in, co-create solutions and grasp the many opportunities it offers.

This consumer-powered movement has the ambition to welcome as many citizens as possible, so that “Approved by Tomorrow” truly becomes “A Tomorrow approved by You”.



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