



pour une planète vivante*

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**OPEN LETTER TO EUROPEAN HEADS OF STATE AND GOVERNMENT
AND THE PRESIDENTS OF THE EUROPEAN COUNCIL, EUROPEAN COMMISSION AND
EUROPEAN PARLIAMENT**

EUROPEAN COUNCIL MEETING 22-23 NOVEMBER 2012

WWF's Paris Appeal for a more Sustainable Europe

15 November 2012

Dear Presidents, Dear Heads of State and Government,

Europe is at a crossroads. Negotiations over the European budget 2014-20 are coming to a crucial decision point later this month. European Council President, Herman Van Rompuy, has produced a European roadmap which represents a historic opportunity to start a new cycle of civilisation on our continent. Europe has been responsible for inventing and disseminating worldwide such fundamental concepts as the rule of law, democracy and the welfare state.

Now Europe has a chance to make ambitious political choices and define a new development model, attuned to the needs of both people and the planet. To make this possible, WWF believes we must face up now to the environmental, social and economic challenges to begin an ecologically-sensitive transition to a more sustainable European society.

On 28 September 2012, WWF France concluded the 6th edition of its Green Forum by launching the "Paris Appeal"¹. WWF in Europe has adopted the Paris Appeal and is calling on the member states of the European Council, the European Parliament and the European Commission to revive the ideal of a sustainable Europe as a means of uniting its peoples behind a common goal.

Ecological transition: a huge opportunity for a new industrial policy

Combining economy and ecology in a new ecological transition holds great promise as a means of boosting the economy and creating jobs.

Above all, it is an ideal with the potential to inject fresh optimism into the European project, galvanizing citizens around an environmentally and socially responsible vision of society.

¹ <http://fr.amiando.com/greenforumWWF.html>



We therefore call upon all European heads of state and governments and the Presidents of the European Commission, the European Parliament and the European Council to commit to 10 fundamental principles as a blueprint for the sustainable growth that represents the only solution to the combined crises besetting our continent.

THE PARIS APPEAL

- 1.** Internalise external environmental costs in government and corporate economic decision making through the routine incorporation of monetised environmental pollution and resource depletion accounting in economic calculations;
- 2.** Develop environmental and social well-being indicators other than GDP. These indicators should form the basis of policy formation and decision-making, including economic adjustment programmes for economically troubled states such as Greece and Portugal;
- 3.** Reorient the European budget 2014-20 to put an end to environmentally harmful subsidies and redirect them towards sectors of the green economy (eco-innovation, energy and resource savings, renewable energy, sustainable building, low carbon vehicles, sustainable agriculture, etc.) that are more sustainable and create more jobs. At least 25% of the next European budget should be allocated to combating and adapting to climate change, and 15% should fund the protection of biodiversity and natural resources;
- 4.** Radically reform the Common Agricultural Policy by strengthening the rural development “pillar”, half of which should be allocated to more sustainable agricultural practice, and significantly “greening” the production support “pillar” in an attempt to give it some greater legitimacy;
- 5.** End public subsidies for high-carbon infrastructure such as air and road traffic, and instead provide support for low-carbon transport that satisfies wider environmental needs, avoids environmental damage through habitat fragmentation, and includes intelligent transport and public transport;
- 6.** End fossil fuel subsidies and redirect them towards energy efficiency and renewable energy sources;



7. Increase funding for the EU funding programme for the environment, LIFE, to 1% of the next European budget for 2014-20 in particular to support biodiversity in Europe;
8. Strengthen rather than weaken environmental impact assessments, which are crucial to improving the efficiency of European projects and reducing the risk of accidents and negative impacts on the ground;
9. Tighten the EU's emissions reduction target from 20% to 30% by 2020 compared to 1990 levels, and achieve energy efficiency goals as well as strengthening the European Union Emissions Trading Scheme (ETS);
10. Introduce a Financial Transaction Tax to place greater controls on the financial system and generate additional public funding for ecological transition in the EU.

Isabelle Autissier
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On behalf of: WWF European Chief Executive Officers

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