



# The European Green Deal

## Stakeholders' engagement

#EUGreenDeal

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# | Green Deal & Farm to Fork

- EU's “man on the moon moment” needs strong engagement of all Europeans, at all levels to live up to its ambition.
- Green Deal calls for a new **Climate Pact**: a chance for Europeans to have stronger ownership of the process!
- If transformative policies are to work and be accepted, they require active participation of citizens/stakeholders and confidence in the transition.

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- No doubt: transition to sustainable food systems needs all relevant actors along the food chain to engage and co-create effective policies.
- We want the process to be:
  - **Inclusive:** We are doing this together, we need your participation!
  - **Interactive:** We listen to the evolving concerns of citizens, preoccupations of farmers and the industry, collect ideas/suggestions and address them in an open way.
  - **Based on partnership:** COM will give voice to regional, municipal and community initiatives, as well as encourage and support ambitious pledges and commitments from food chain actors.

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- Important role of CDG members!
  - Give voice to the interests of your associations/organisations,
  - Translate actions to your constituencies, to have everybody involved and understanding the process.