Quotes from leaders of the B4IG coalition member companies

Julie Sweet, Chief Executive Officer, Accenture

“Reducing inequality requires leadership, commitment and trusted collaboration across business, government and non-governmental organizations. Accenture is delighted to partner with the OECD and other leading organizations to support the Business for Inclusive Growth initiative, and its important efforts to improve lives by making the world a more equal and inclusive place.”

Robert Coallier, Chief Executive Officer, Agropur

“We are very pleased to be part of the B4IG platform and contribute, with our unique business model based on cooperative values, to the necessary shift towards more inclusive growth. We believe we can generate positive social impacts by helping to build a stronger, more inclusive workplace and rural communities. These are important steps towards a more sustainable future, a vision that is embraced by our members and in line with our promise: ‘Better Dairy, Better World.’”

Thomas Buberl, Chief Executive Officer, Axa

Short version: “As a leading insurer committed to bringing solutions which allow businesses and individuals to overcome difficulties and to thrive, we are convinced of the important role the private sector can play, through its expertise, products, services and investments, at fostering stronger social and economic resilience and inclusion. By joining the Business for Inclusive Growth initiative, we aim at working and developing collective solutions with other players from the private and public sector towards a more inclusive economy.”

Long version: “As a global insurer, our mission is to protect people over the long term, thereby contributing to both economic growth and social stability of countries. Within an inclusive economy, insurance can play a role in economic development by avoiding a return to precariousness in case of unforeseen circumstances. Indeed, putting in place insurance mechanisms is a means in itself to help a country develop economically. Our commitment in the Business for Inclusive Growth initiative, represents an opportunity to identify synergies with other private and public sector actors on an international scale to develop solutions collectively to tackle social exclusion and inequality. At AXA, we are convinced of the important role the private sector can play, through its activities, expertise, and investments, at reducing inequalities. By joining the B4IG initiative, we are working towards a more inclusive..."
economy thanks to our expertise and through concrete actions, together with private and public players.”

*Dr. Martin Brudermueller, Chairman of the Board of Executive Directors & Chief Technology Officer, BASF*

“At BASF we are convinced that successful business is only possible within inclusive societies on a healthy planet. We have joined B4IG to work hand in hand with public and private partners for economic growth reaching all levels of society.”

« Chez BASF, nous sommes convaincus que la réussite dans le business n’est possible que dans des entreprises inclusives sur une planète en bonne santé. Nous avons rejoint B4IG pour travailler main dans la main avec des partenaires publics et privés en vue d’une croissance économique touchant tous les niveaux de la Société. »

“Erfolgreiches Wirtschaften ist nur in inklusiven Gesellschaften auf einem gesunden Planeten möglich. In der B4IG-Initiative möchten wir uns mit öffentlichen und privaten Partnern für ein Wirtschaftswachstum engagieren, das alle Ebenen der Gesellschaft erreicht.“

*Jean-Laurent Bonnafé, Director & Chief Executive Officer, BNP Paribas*

“For many years, BNP Paribas has been committed to combatting social exclusion. In a world where rising inequality is an issue that we are all concerned about, it is essential for us to make a contribution to a more inclusive world. The possibilities of an inclusive economy—one that helps build strong local communities and where financial and social interests converge—are growing. The ‘Business For Inclusive Growth’ initiative is an important step towards this goal.”

« BNP Paribas est engagé de longue date dans la lutte contre l’exclusion sociale. Dans un monde où les inégalités sont devenues un sujet qui nous préoccupe tous, il est indispensable de construire une économie plus inclusive. Les opportunités de créer des dynamiques territoriales où convergent les intérêts économiques et sociaux sont d’ailleurs de plus en plus importantes. L’initiative ‘Business for Inclusive Growth’ est un levier majeur pour les encourager. »

*Laurent Mignon, Chairman of the Management Board & Chief Executive Officer, Groupe BPCE*

“Inclusive growth is one of the key bricks BPCE can build on to strengthen its customers’ trust and meet their needs as well as aspirations. Through its universal banking model combined with its cooperative DNA and regional reach, BPCE has always been engaged to support local economies in their various transitions. Today, thanks to this innovative initiative and its public-private collaboration, BPCE will be able to accelerate and anchor its engagement to foster our society transformation.”

*John P. Driscoll, Chief Executive Officer, CareCentrix*

“If we do not make capitalism work for everyone—eventually it will not work for anyone.”

*Louis Audet, Executive Chairman of the Board of Directors, Cogeco Inc. and Cogeco Communications Inc.*

“The nurturing of harmonious societies in a democratic setting requires that their citizen-voters be generally content with their prospects in life. The key ingredient to achieve this purpose Is
inclusiveness and the reduction of income inequalities. Otherwise, we are condemned to an existence of chaos and defensiveness.”

Philippe Brassac, Chief Executive Officer, Crédit Agricole S.A.

“Notre Groupe est né de la solidarité des territoires. Depuis 130 ans, nous accompagnons les évolutions de la société en veillant à promouvoir une croissance mieux partagée. Cet engagement est désormais au cœur de notre raison d'êtres : ‘Agir chaque jour dans l’intérêt de nos clients et de la société’. Aujourd'hui, nous réaffirmons cette identité de banque résolument universelle, inclusive et durable.”

“Our Group was founded from the solidarity of the territories. For 130 years, we have been supporting the evolution of society by promoting more shared growth. This commitment is now at the heart of our raison d'être: ‘Working every day in the interest of our customers and society.’ Today, we are reaffirming this resolutely universal, inclusive and sustainable bank identity.”

Emmanuel Faber, Chairman & Chief Executive Officer, Danone

“Middle-class is shrinking in most G7 countries, whereas it is the foundation of market economy around the world. And we know that beyond a certain threshold, inequalities are economically damaging. Smartphones used by gen Z make inequalities more visible than ever, and shift social consensus. The result is that market economy will not last without more inclusiveness. It’s not a matter of ideology, it is a hard realism that calls us to a collective and inclusive action, for both governments and companies. With B4IG, our aim is to build a constructive dialogue to advance social inclusion, pilot and scale innovative, inclusive micro-economic business models, and thereby contribute to inform macroeconomic policies.”

Isabelle Kocher, Chief Executive Officer, ENGIE

“This initiative for an inclusive growth fits perfectly with the way ENGIE plans to develop its business. In the zero-carbon transition, the world has no room for error if we want to achieve it by 2050. We need talents, in all their diversity. We need strong communities that can easily make the solutions we provide them their own. We need fair societies that can make a smart use of energy.”

Hans Van Bylen, Chief Executive Officer, Henkel

“As a global company, it is our responsibility to drive change and progress—not only in our business, but in society at large. We want to create a positive impact: by driving sustainability along the entire value chain and advancing social equality. We do this by engaging in community projects through our corporate citizenship initiatives and by creating an inclusive company culture, fostering diversity and a culture of trust and equality.”

Jesper Brodin, President & Chief Executive Officer, Ingka Group / IKEA Retail business

“The IKEA vision is to create a better everyday life for the many people. We want to grow our business in an inclusive way. By providing decent and meaningful employment and contributing to positive change in the communities where we are present, we can play our part in creating a fairer and more equal society. This is not only the right thing to do—it also makes business sense and supports progress toward achieving many of the UN Sustainable Development Goals. We all need to contribute to make the change a reality.”
"Joining the B4IG coalition reflects our belief that business has a vital role to play in partnering with government and community leaders to drive inclusive economic growth. At J.P. Morgan, through our Advancing Cities Initiative, we have already committed $30 million to support jobs, skills training and local entrepreneurs in areas of Greater Paris with the highest levels of poverty and unemployment, and B4IG will further our goal to create more economic opportunity in communities around the world."

"Rejoindre la coalition B4IG traduit notre conviction profonde qu'un partenariat entre les gouvernements et les communautés locales est aujourd'hui crucial pour accélérer la croissance de l'économie inclusive. À travers l'initiative ‘Advancing Cities’, J.P. Morgan a déjà engagé $30 millions sur cinq ans afin de soutenir l’emploi, la formation ainsi que des projets d’entreprenariats dans les zones du Grand Paris concernées par des taux élevés de pauvreté et de chômage. B4IG portera plus avant nos objectifs pour développer toujours plus d'opportunités économiques au sein des territoires où nous opérons à travers le monde.”

"For too long, economic growth has been decoupled from inclusivity and sustainability. That needs to change, and we believe that this initiative will do just that. As a long-term, consumer-focused investment firm, we are proud to sign up to the Business for Inclusive Growth pledge. We recognize that this is a long-term challenge and we commit to putting our passion and energy into ensuring that JAB and our portfolio companies help to bring this to life over time, for the benefit of all.”

"La croissance économique a depuis trop longtemps été déconnectée de la cohésion sociale et du développement durable. Il est absolument nécessaire que celà change sans plus attendre, et nous sommes convaincus que cette initiative contribuera concrètement à cette indispensable évolution. En tant qu’acteur dédié à l’investissement à long terme dans les biens de consommation, nous sommes fiers de signer la Charte des Entreprises pour une Croissance Partagée et Inclusive. Nous sommes conscients qu’il s’agit d’un défi à long-terme et nous nous engageons avec tout notre enthousiasme et notre énergie pour nous assurer que JAB et les entreprises de notre groupe apportent leurs pierres à ce projet et à cette ambition pour le bien de tous”.

"Joining this powerful coalition of leading companies aligns with Keurig Dr Pepper’s commitment to make a positive impact on the people and communities across our value chain. We’re proud to be part of this pioneering effort that will join public and private sectors in the critical work of tackling inequalities and creating opportunities for all stakeholders.”

"In the last 20 or 30 years rich people have done well all over the world but poorer and middle class people have fallen behind and this huge number of people are becoming disillusioned with
what’s happening politically, economically, educationally and health wise. They all want a
cbetter life for themselves – we have to step up.”

“We’re a business with a real purpose and we’re demonstrating that by not only doing great
things financially – around financial wellness and financial resilience – we’re also a lot of things
physically: transforming cities, building houses, building infrastructure. Instead of sitting
behind screens all day, we’re out in the field really making great things happen because we
have to invest in real things; real assets, which create real jobs and have real wage increases.”

Jean-Paul Agon, Chairman & Chief Executive Officer, L’Oréal

“Hundreds of millions of people have escaped poverty in the last 40 years, but even so global
economic disparities are starker than ever. Because this fight for equal opportunities, inclusion,
and dignity is now more vital than ever, we are thrilled to join the Business for Inclusive Growth
(B4IG) Platform. The role of companies today goes far beyond creating financial value.
Building coalitions between businesses and governments in order to find new models of grow
this the best way to make a meaningful impact. By combining our expertise and reach, we will
create long-lasting change at scale. At L’Oréal, we are convinced that economic performance
goes hand-in-hand with positive social contribution. They are mutually reinforcing. From our
sustainable sourcing projects to the creation of vocational training programs, we have been
working on these inclusive growth issues for decades and are excited to bring our experience
to the table. We are proud to take part in this pledge against inequality. It is a critical adventure.
Our future as a global community hangs in the balance.”

Grant F. Reid, President & Chief Executive Officer, Mars, Incorporated

“Mutuality, one of the core principles at Mars, is about creating enduring benefits which are
shared. It isn’t about philanthropy, but rather an understanding that a business can only be
successful if it also enables all of its partners, community and the environment to thrive. That’s
why we’re joining the B4IG effort to help create a more inclusive economy which enables
greater opportunity for all.”

Thierry Bolloré, Chief Executive Officer, Groupe Renault

“Le Groupe Renault s’est engagé depuis des années dans une démarche de mobilité inclusive
et durable à travers son programme ‘Mobilize’. Aujourd’hui il rejoint d’autres groupes au sein
de la plate-forme B4IG pour qu’au niveau international, la réduction des inégalités et la
promotion de la diversité deviennent réalité. Cette collaboration public-privé est clé pour
développer une croissance mondiale plus inclusive et plus durable, a déclaré Thierry Bolloré,
directeur général du Groupe Renault.”

“For many years Groupe Renault has been committed to an inclusive and sustainable mobility
approach through its "Mobilize" program. Today it joins other companies within the B4IG
platform to ensure that, at the international level, the reduction of inequalities and the promotion
of diversity become a reality. This public-private collaboration is key to developing more
inclusive and sustainable global growth.”

Jean-Pascal Tricoire, Chairman & Chief Executive Officer, Schneider Electric

English version

“Today, with the Business for Inclusive Growth Platform, we can all participate in the rare opportunity to reconcile the paradox between progress for all and a sustainable future for our planet. It requires innovation, dedication and investments but it will deliver so much more: fulfilled lives, preserved nature and a peaceful world.”

Denis Machuel, Chief Executive Officer, Sodexo

“The Business for Inclusive Growth Initiative is totally aligned with Sodexo’s permanent efforts to fight social and economic inequalities since 1966. Due to the nature of our services, we take pride in being a beacon for inclusion in the 35,000 communities and 72 countries in which we operate by providing respectable jobs with training and a career path for people who might otherwise feel left behind. We also actively seek to bring diverse and small, local businesses into our network of suppliers, with a special focus on minority-owned, female-owned, disabled-owned or LGBT-owned companies. But given the scale of the inequality challenge, we need to join forces to come up with new ways of doing business for inclusive growth. We are developing many initiatives to drive social innovation and inclusive value chains, many of which are in pilot phase. The B4IG project incubator for public-private innovation is the right way to bring such projects to scale to make sure transformation happens on the ground.”

Jean-Louis Chaussade, Chairman of the Board of Directors, SUEZ

“L’économie inclusive est à mon sens une nécessité pour un progrès durable et un devoir vis-à-vis des générations futures et l’économie circulaire que défend Suez en fait partie. Il est de la responsabilité des dirigeants d’entreprises de s’engager, aux côtés des pouvoirs publics, pour promouvoir la diversité, et réduire les inégalités. Suez est fier de contribuer à ce collectif.”
“Inclusive economy is according to me a necessity for a sustainable future and a duty towards next generation, and circular economy that Suez enhances is part of it. It is the responsibility of business leaders to engage themselves alongside public authorities, to promote diversity and to reduce inequalities. Suez is proud to be part of this coalition.”

Roger W. Ferguson Jr., President & Chief Executive Officer, TIAA

“It’s vital that businesses expand their focus beyond just short-term profits and make decisions that balance the long-term interests of all stakeholders, including customers, employees, communities, and society at large.”

Alan Jope, Chief Executive Officer, Unilever

“For too long business has been seen as a problem rather than a solution. At Unilever we serve multiple stakeholders, knowing that if we deliver for them then we will be a successful business. This is why we welcome the G7’s recognition of this and are very pleased to have joined the B4IG coalition”.

Antoine Frérot, Chairman and Chief Executive Officer, VEOLIA

“Mon engagement auprès du B4IG pour une croissance inclusive s’inscrit dans l'histoire et la raison d’être de VEOLIA. Chez Veolia, nous sommes convaincus que la poursuite du développement de l'humanité n'est possible que si les enjeux économiques, sociaux et environnementaux sont abordés comme un tout indissociable. Cette conviction s'inscrit dans l'histoire de l'entreprise qui, dès sa création, en 1853, avait montré la voie en faisant de l'accès à l'eau potable un levier essentiel de santé publique et de qualité de vie. En pratiquant nos activités, aujourd'hui dans l'eau, les déchets et l'énergie, nous apportons à nos clients publics comme privés, partout dans le monde, des solutions qui permettent de faciliter l'accès aux services essentiels et aux ressources naturelles, de préserver celles-ci et de les utiliser et de les recycler efficacement. La raison d’être de Veolia est de contribuer au progrès humain, en s'inscrivant résolument dans les Objectifs de Développement Durable définis par l'ONU, afin de parvenir à un avenir meilleur et plus durable pour tous.”

“My commitment with B4IG for inclusive growth stems from VEOLIA’s history and purpose. At Veolia, we are convinced that continuing human development is only possible if economic, social and environmental issues are addressed as an indivisible whole. This belief is embedded in the history of the company, which as soon as it was created in 1853, showed the way by making access to drinking water an essential element of public health and quality of life. In the conduct of our current businesses in water, waste and energy, we provide our public and private customers worldwide with solutions that facilitate access to essential services and natural resources, and that efficiently conserve, use and recycle those natural resources. Veolia's purpose is to contribute to human progress by firmly committing to the Sustainable Development Goals set by the UN to achieve a better and more sustainable future for all.”

Josh Bayliss, Chief Executive Officer, Virgin Group

“For Virgin, our commitment to both the spirit and substance of this pledge represents our aspirations for the brand and our more than 80 businesses around the world. Today’s launch is, of course, significant and very encouraging, but we are mindful of the challenge that lies ahead
for all signatories if we are to really move the dial on what is one of the biggest social challenges facing the global community.”

**Antti Kerppola, Chief Executive Officer, Ylva**

“New forms of digital economics, growing urbanisation, and the threats we face due to the climate crisis are a challenge to the future development of our wellbeing on a global scale. We at Ylva believe that the private sector plays a significant role in the way societies together with public sector actors will respond to these challenges and threats. To us, the B4IG coalition is an act of bringing us as a people closer to a future that is inclusive, fair, and gives us the best tools to tackle the issues lying ahead. We are joining B4IG for its power in building that future - because the best solutions arise from collaboration.”