Joint letters: Businesses must resist pushback against DEIA policies

article, socio-economic rights, lgbti, non-discrimination

On 10 July 2025, eight equality organisations sent letters to the European Commission and to business leaders calling on European companies to resist pushback against diversity and inclusion in employment.

The joint letters are addressed to the Presidents of powerful groups BusinessEurope and SMEUnited, to the Commission's Executive Vice-President Mînzatu and to Commissioner for Equality Lahbib. They come on the heels of media reports of businesses reversing practices of Diversity, Equity, Inclusion, and Accessibility due to pressure from the United States Administration.

Our demands

The organisations call on businesses to "not forego the European values of diversity and inclusion. Not just because it's the moral thing to do, but because it makes good business sense."

They remind European political and business leaders that these practices open new markets for underserved communities", and that it will allow them to "attract and retain top talent".

The organisations finish by asking business leaders to:

- Reinforce or adopt codes of conduct and plans to push Diversity, Equity, and Inclusion

And the Commission to:

- Ensure that values of diversity and non-discrimination are included in Public Procurement calls by the European Institutions;
- Develop a voluntary code of conduct for companies on Diversity, Equity, Inclusion and Accessibility.

> "Diversity and inclusion are not only the moral thing to do – they are Europe's competitive advantage. Business leaders must be courageous and ensure our social model remains."

– Yannis Vardakastanis, President of the European Disability Forum

Additional Information

- Letter for business leaders **"European companies must promote the European values of diversity and inclusion"**
- Letter for the European Commission **"Europe must stand strong against US interference on human rights"**

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