**To:**  
Fredrik Persson  
President, Business Europe

Petri Salminen  
President, SMEUnited

**Brussels, 10 July 2025**

**Subject:** European companies must promote the European values of diversity and inclusion

We, the undersigned, are alarmed about the recent developments of companies operating in the European Union backtracking on Diversity, Equity, Inclusion and Accessibility policies at the request of the United States Administration.

We call on you not to 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.

Advancing practices of diversity, equity, inclusion and accessibility will open new markets for underserved communities. More than that, it will allow you to attract and retain top talent that, now more than ever, is looking for companies that protect their values and identity.

We urge you to resist this pushback and firmly commit to:

* Publicly reinforce their commitment to diversity, equity, inclusion and accessibility
* Providing a welcoming and adaptable workplace for employees and candidates, no matter their identity.
* Reinforce or adopt codes of conducts and plans to push Diversity, Equity, and Inclusion.

## Signatories

[European Disability Forum](https://www.edf-feph.org/)

[ILGA-Europe](https://www.ilga-europe.org/)

[European Network Against Racism](https://www.enar-eu.org/)

[ERGO Network](https://ergonetwork.org/)

[OII Europe](https://www.oiieurope.org/)

[IGLYO](https://www.iglyo.org/)

[EL\*C](https://europeanlesbianconference.org/)

[TGEU (Trans Europe and Central Asia)](https://tgeu.org/)