Změna k lepšímu: Strategic Direction to 2028

Our Vision	Czechia is home to companies that bring **global solutions** for a competitive, sustainable economy.
Our Strategic Ambition for 2028	We bring together and represent **at least 25% of Czech GDP** and have a positive influence on the Czech business environment. As a result, **at least 1,000 companies** in Czechia have a clear commitment to sustainable business.

	Pillar I	Pillar II	Pillar III
Strategic Pillars	**Strategic economic transformation** of Czechia and **lobbying for laws** that let Czech companies seize the business opportunities of sustainability	**Supporting the internal development** of member organisations towards the transformation they need and their ability to **support legislative change**	**Growing the membership base** and increasing the **relevance** of Změna k lepšímu
What Success Looks Like in 2026	**At least 5 official positions** on key legislation that we actively work with in our lobbying. Political stakeholders see us as a **relevant representative of business**, not as an activist NGO.	**At least 30 members** actively take part in at least one **public affairs activity**.	We will have **140 member organisations** (at least 54 of them large) and represent **17% of Czech GDP**.
Main Areas of Initiatives in 2026	Strengthening our influence and expanding our contacts at EU level. Building relationships with the new Czech Government and Members of Parliament. Active legislative monitoring and sharing outputs and analyses with members.	Actively approaching members whose business is affected by the legislation we have identified. Organising smaller events to share experience or explain the impact of legislation. Actively setting up working groups and preparing positions.	All team and Board members actively involved in recruiting new large members in H1 2026. Clear processes and a strategy for actively looking after members and renewing their membership. Media strategy and building contacts in H2 2026.

Cross-Cutting Topics	Energy	Industrial decarbonisation	Circular economy	Biodiversity and resilience	Strategic governance of the state

Enablers	We have a sufficiently **senior and independent team** with a strong and respected leader who can deliver the strategy and deal with all relevant partners.	Member organisations, the Board and the Advisory Council **actively support our activities** and hold up a strategic mirror to us.
	We have a sufficiently broad **network of expert partners**, so we can have analyses of the topics we want to push for.	We have **enough members to fund** the delivery of our goals. We have built a strong network of **long-term partners** who support us financially and diversify our income.

Values / Behaviour	🔥 Courage to change business and society	✔ Responsibility for our words and actions	🤝 Humanity and respect as the basis of cooperation	💡 A constructive and proactive approach