

Generali and European Entrepreneurs CEA-PME launch a strategic partnership to reinforce the sustainability, competitiveness, and innovation of European SMEs

Milan – Generali, through its flagship programme [SME EnterPRIZE](#), and [European Entrepreneurs CEA-PME](#), through its R&D project platform GreenerSME, are announcing today a strategic partnership aimed at further reinforcing the sustainability, competitiveness and innovation of European SMEs.

By blending their expertise, Generali and European Entrepreneurs CEA-PME will promote and accompany the development of sustainable and innovative SMEs across the EU's Single Market, with the aim to achieve the objectives of the Green Deal, whilst bolstering the innovativeness of SMEs, which are the bedrock of the EU's economy and its key driver for sustainable, long-term growth.

The GreenerSME and SME EnterPRIZE initiatives will give a platform to SMEs focusing on sustainability and innovation and foster the exchange of best practices in these areas.

THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of € 75.8 billion in 2021. With around 75,000 employees serving 67 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

European Entrepreneurs CEA-PME (Confédération Européenne des Associations de Petites et Moyennes Entreprises) is the largest confederation of voluntarily associated small and medium-sized enterprises (SMEs). It is a Brussels-based business federation with 27 European associations among its members, with more than 2.4 million enterprises, employing over 20 million people. In addition, it maintains relationships with 15 partner associations in Europe, the Americas, Africa, Asia, Australia and New Zealand.

The confederation monitors policy discussions in Brussels and engages with European policymakers to ensure that SMEs can benefit from a legislative framework that meets their needs. It bases its activities and goals on the key positions developed in collaboration with its members.

Furthermore, European Entrepreneurs also manages or is part of several projects that develop tools for SMEs or assist them in different aspects of their businesses. As part of these projects, it developed SME2B, a business-to-business networking platform for SMEs to find new commercial and EU-project partners across Europe and beyond.