

# COVID-19 Guiding Principles



In responding to the COVID-19 crisis, the International Chamber of Commerce (ICC) will:

- > act as the trusted institutional private sector partner to business, governments and international organisations in charting an effective international response to the pandemic
- > deliver business expertise to inform key public policy decisions—drawing on the real-world experience of companies throughout the ICC network
- > ensure our recommendations are grounded in—and respond to—the challenges faced by companies in our network, in particular micro- small- and medium-sized enterprises (MSMEs)
- > act as a bridge between global policy discussions and the on-the-ground needs of local business communities and of international corporations
- > celebrate the contributions of our network to COVID-19 response efforts
- > deliver on our mission “to enable business worldwide to secure peace, prosperity and opportunity for all”