



## MODULE

# COLLECTIVES AND NETWORKING COMPETENCE

### Unit 1 | Activity 2

### Core values to sustainable value statement



20min



- Pen and blank paper
- Printer (optional)
- Coloured pens/pencils (optional)
- Access to internet

## DESCRIPTION

**This activity will help you locate your company's core values and strengthen your possibility of finding relevant and useful collaborators. It is also really important for communicating with your customers, whether it is Business to Client or Business to Business.**

# THE ACTIVITY

## Step 2: Where are your values? (Continued from Activity 1.1)

Now you will discover where your values are.

The **Sustainable Value Diagram** in the theory section shows the dimensions of networking values.

- Take a look at your brainstorm list from the previous activity containing all the activities you could think of and see how they fit in with the **sustainability values diagram**.
- Draw three circles, similar to the diagram illustrated here on a piece of paper, or print this example, if you can.
- Add the activity to the value dimension in which it belongs.

Take another look at your diagram reflect on, and find the answers to the following question:

- *Where is the focus of your company values? Are there any of your activities that fit in with all three dimensions?*

Finish filling in your diagram (if you want a clean start, you can create a new one), to ensure that you have added the parts you want to change, and upon reflection, if there are empty value dimensions that you feel should be covered.

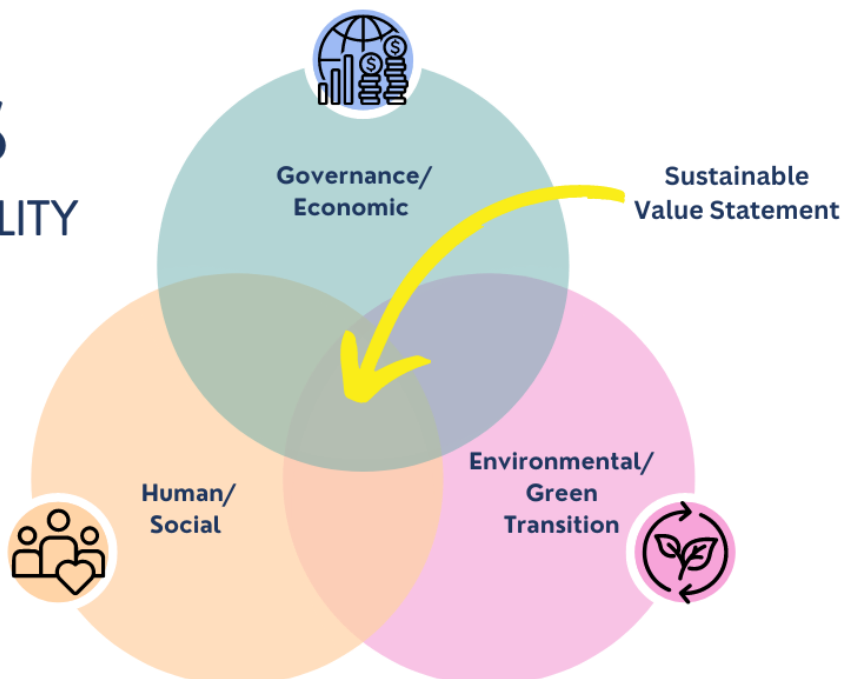
Now you know what you have to offer, and you also know how this is linked to the sustainability dimensions.

To see how you can use this to collaborate and network, go to **Collectives and networking competence, Unit 2, Uncovering existing networks** or **Unit 3, Optimising my network**.

# THE THEORY

What type of value is at the core of what you do?

## CORE VALUES 4 SUSTAINABILITY



*Sustainable Value Statement : Venn diagram illustrating sustainability dimensions for a company's core values - for networking - (developed by Coneqt.dk, inspired by the UN SDG dimensions)*

There are three sustainability dimensions in which we can categorise your activities and attach them to your values. When revisiting your activities, you will need to reflect on whether the activity reflects a value connected to one or more of the following dimensions.

**Is it a governance/economic based value:** Governance is the systems and processes that ensure the overall effectiveness of an entity – whether a business, government or multilateral institution.

- Board diversity - Audit committee structure - Separation of powers - Bribery and corruption - Executive compensation - Lobbying - Political contributions - Whistle-blower schemes - Stakeholder accountability -

*Example: we ensure a diverse representation of people on our board; women, men and people from different cultural backgrounds.*

**Is it an environmental/ green transition value:** The world today is facing unprecedented, interconnected environmental challenges in areas including:

- Climate change, pollution, clean water, ocean health and biodiversity.

*Example: we purchase our fresh fish for restaurants from providers with seafood sourcing commitments.*

**Is it a human/social value:** How, what we do, considers humans and relationships. This means considering things such as :

- Customer satisfaction, Data protection and privacy, Diversity, Employee engagement, Community relations, Human rights, Labour standards, User safety, Valuing employees

*Example: we share our knowledge with and mentor others, to inspire and change our communities. We utilise providers with certification, supplier codes of conduct and/or improvement programs lifting their local communities.*

**Is it a mixed value:** Values may not always be purely economic, social or environmental. They can also be a combination of two or more values. **A value that fits in with all three dimensions, can be considered as truly sustainable.**

- *A properly sustainable business is one willing to adapt their business model to benefit a range of environmental and social ends, not just rest on their inherent strengths.*

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