HUMAN AND ECONOMIC VALUE CREATION FOR BUSINESS AND SOCIETY
WELCOME TO THE GOLDEN NETWORK
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LESSONS LEARNED

Conclusions from 15 years of work on corporate sustainability

1. **Lack of strategic integration** - sustainability still mainly sees as risk protection
2. **Mind shift** - leaders to rethink the logic and purpose of business
3. **Internal transformation** - to orient business systems to stakeholder value creation
4. **(Most) Solutions are out there already** – partner with innovators & adapt insights
5. **Evidence-based strategic change** - from insight to experimentation to scaling
6. **Ecosystem perspective** - seeing and acting on systemic change opportunities
Facing Systemic Challenges

Key questions to human value creation for all ecosystem players

- How to build scalable solutions?
- How to fund impact solutions?
- How to create joint economic and human value?
- How can policies enhance impact?
- How to enhance human development in Communities?
BlackRock CEO to Companies: Pay Attention To ‘Societal Impact’

Impact leaders over perform markets

Investors demand joint Human and Economic value creation

Impact and performance correlation

Risk: Embedded price in negative impact

Scale: Leverage effect of Asset Managers

ESG index

Benchmark index

Source: MSCI


Ft - Ethical investment boom

© FT

GOLDEN
HUMAN VALUE CREATION
GOLDEN’S UNIQUE RESOURCES
The Foundations of our Call to Action

Transformative Knowledge Base

**Big Data**
- Sustainability Action Monitor
- +1,000,000 initiatives
  - AI & Big Data

**Innovative Tools**
- Assessments & Learning
- Specialized tools and protocols

**Global Experts**
- Global thought leaders network
- 170 Academics
- 60 Universities
- 22 Countries

**Impact Solutions**
- Impact Start ups & Scale ups
- Global network of social accelerators
A company in the sports equipment sector used the GOLDEN data from the Observatory, survey and interviews for evidence-based development of unit specific sustainability integration in business development strategy.

A large European electronics manufacturer introduced innovative management training sessions to enhance sustainability mindsets through business oriented meditative practices. Impact assessed through business simulation, psychological tests and neuro-imaging techniques (research project).

An international institution revised the engagement approach to its global network of local partners based on the results of an analysis of the impact of UN SDGs on the nature of the value creation logic across national contexts

An insurance company experimented with alternative ways to introduce environmental sustainability reporting for its suppliers in a specific sector. The accompanying measurements helped to identify the strategy with highest desired impacts to be scaled up to the whole supply chain.

Detailed analysis and benchmarking in connection with integrated reporting enabled a large European company to develop and adapt its integrated reporting systems successfully and to achieve industry leadership in that area.
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CALL TO ACTION!

Create a **co-laboratory** where businesses can work with experts and stakeholders to identify the opportunities for human and economic value creation and **experiment** with them.

The **evidence** from the results of the experiments can be leveraged to design and implement **strategic and cultural change** inside each organisation.

Your company can become the **driver of change** towards an innovative and sustainable **way to do business**, across **value chains**, **industrial sectors**, local and regional **systems**.