



HUMAN AND ECONOMIC **VALUE CREATION** FOR BUSINESS AND SOCIETY



WELCOME TO THE GOLDEN NETWORK

A global Community of researchers, managers and organizations

CORPORATIONS

Microsoft, Nike, Unicredit,
IBM, Enel, Novonordisk,
SANTAM, STM, TIM,
SNAM, Terna, Coop,
Woolworth, Balbo,
Stantec, SEC,

INSTITUTIONS

UNEP, UNIDO,
UN Global Compact,
World Bank, GRLI,
OECD,.....

NGOs

Forum for Future
Great Place to Work
WWF, CDP,
Resilience Center,
.....

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Queen's U.

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Boston College
Boston University
South Carolina U.
U. Minnesota
U. Virginia
U. Illinois
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Exeter U.
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Politec. Madrid
IESE
U. Granada
U. Bucharest
Stockholm U.
Copenhagen BS
ETH Zurich
HWZ Zurich
WU Wien
Wageningen U.

ISRAEL

Inter Disciplinary Center
Sc. of Sustainability

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Tao Academy,
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EAST ASIA

Korea U.
Waseda U.

SOUTH EAST ASIA

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De la Salle U.
Philippines

INDIA

TATA Ins.
IIM Bangalore
XIMB
MDI Gurgaon

AUSTRALIA

U. Techn. Sydney
Griffith U.

LESSONS **LEARNED**

Conclusions from 15 years of work on corporate sustainability



Lack of strategic integration - sustainability still mainly seen as risk protection



Mind shift - leaders to rethink the logic and purpose of business



Internal transformation - to orient business systems to stakeholder value creation



(Most) **Solutions are out there already** – partner with innovators & adapt insights



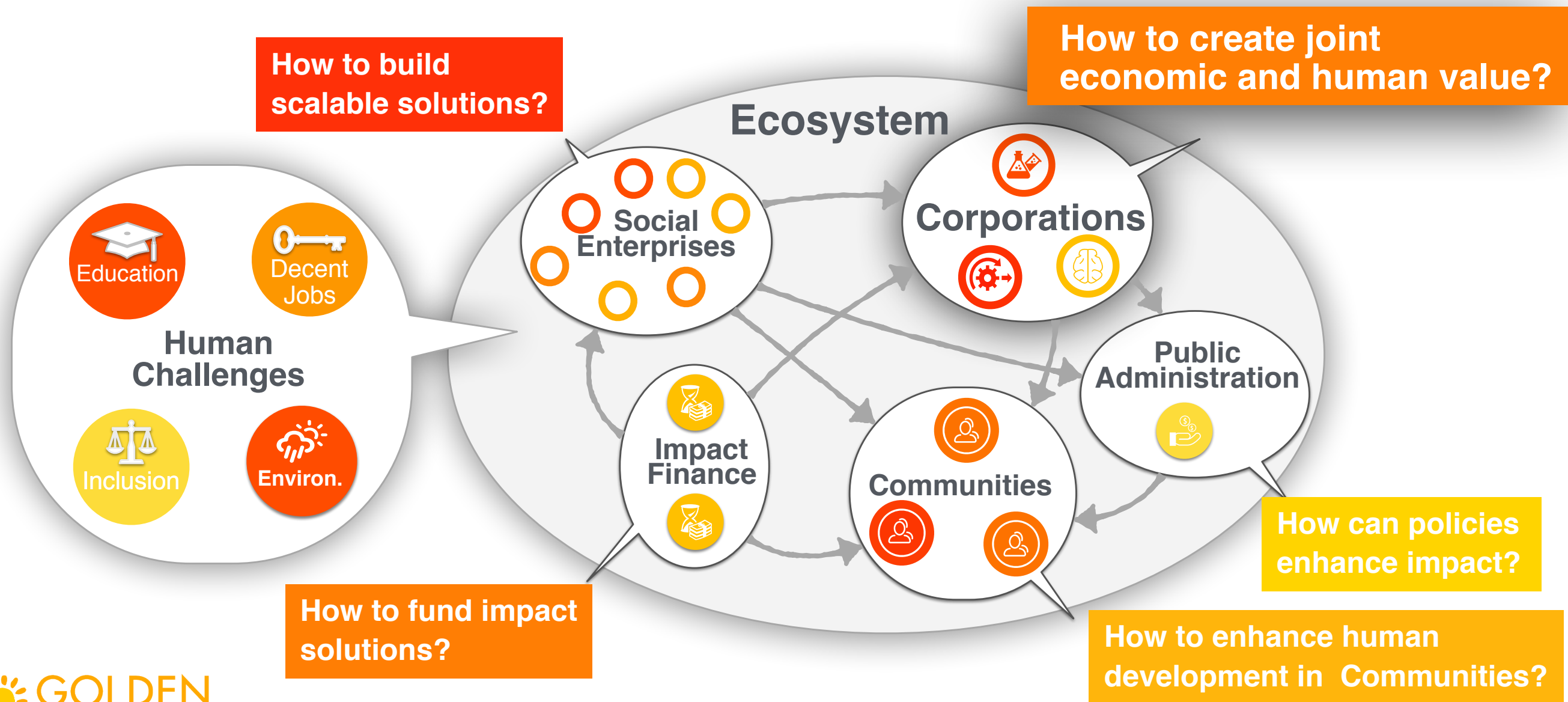
Evidence-based strategic change - from insight to experimentation to scaling



Ecosystem perspective - seeing and acting on systemic change opportunities

FACING SYSTEMIC CHALLENGES

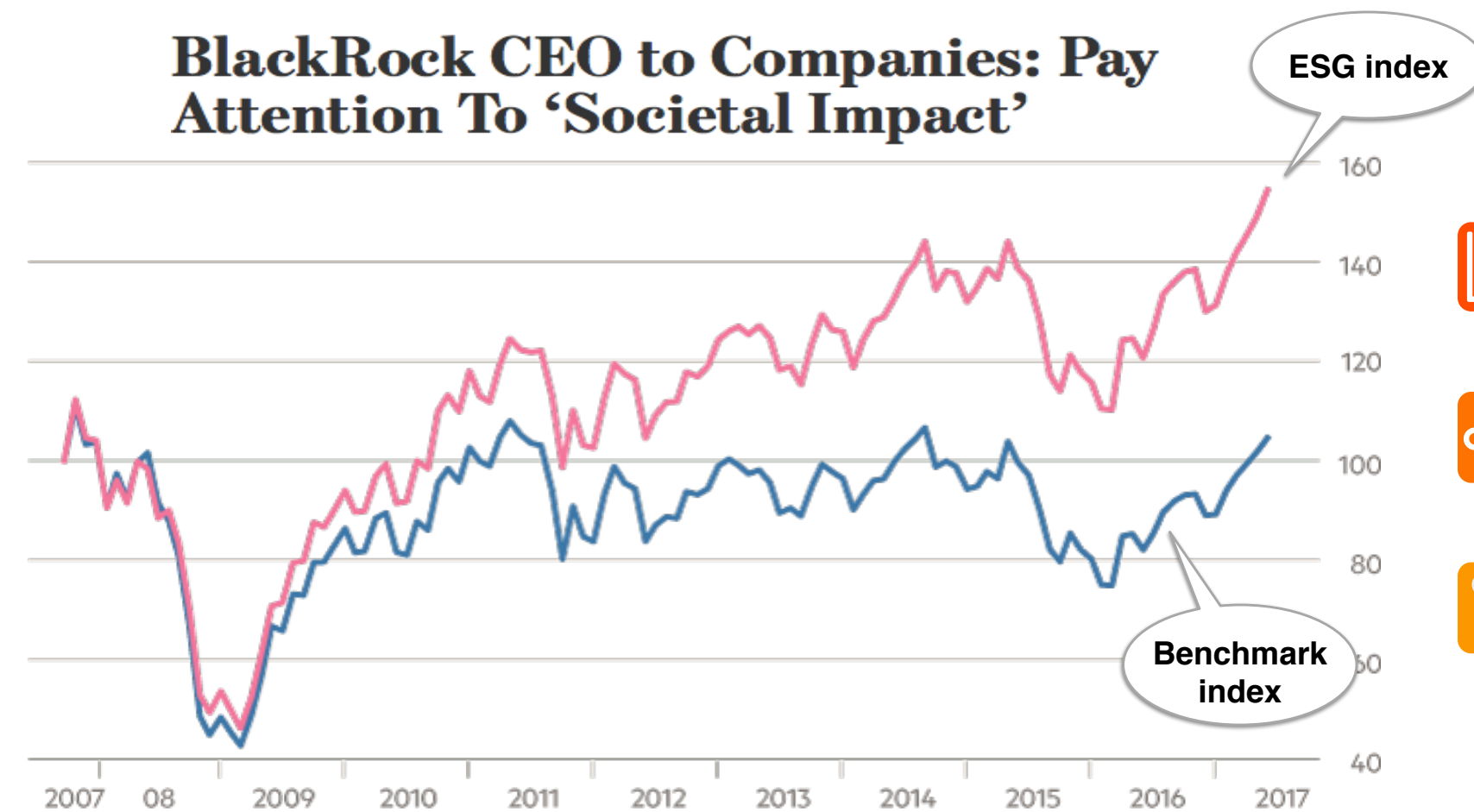
Key questions to human value creation for all ecosystem players



IMPACT LEADERS OVER PERFORM MARKETS

Investors demand joint Human and Economic value creation

BlackRock CEO to Companies: Pay Attention To 'Societal Impact'



* Environmental, social and governance
Source: MSCI

[Ft - Ethical investment boom](#)



Impact and performance correlation



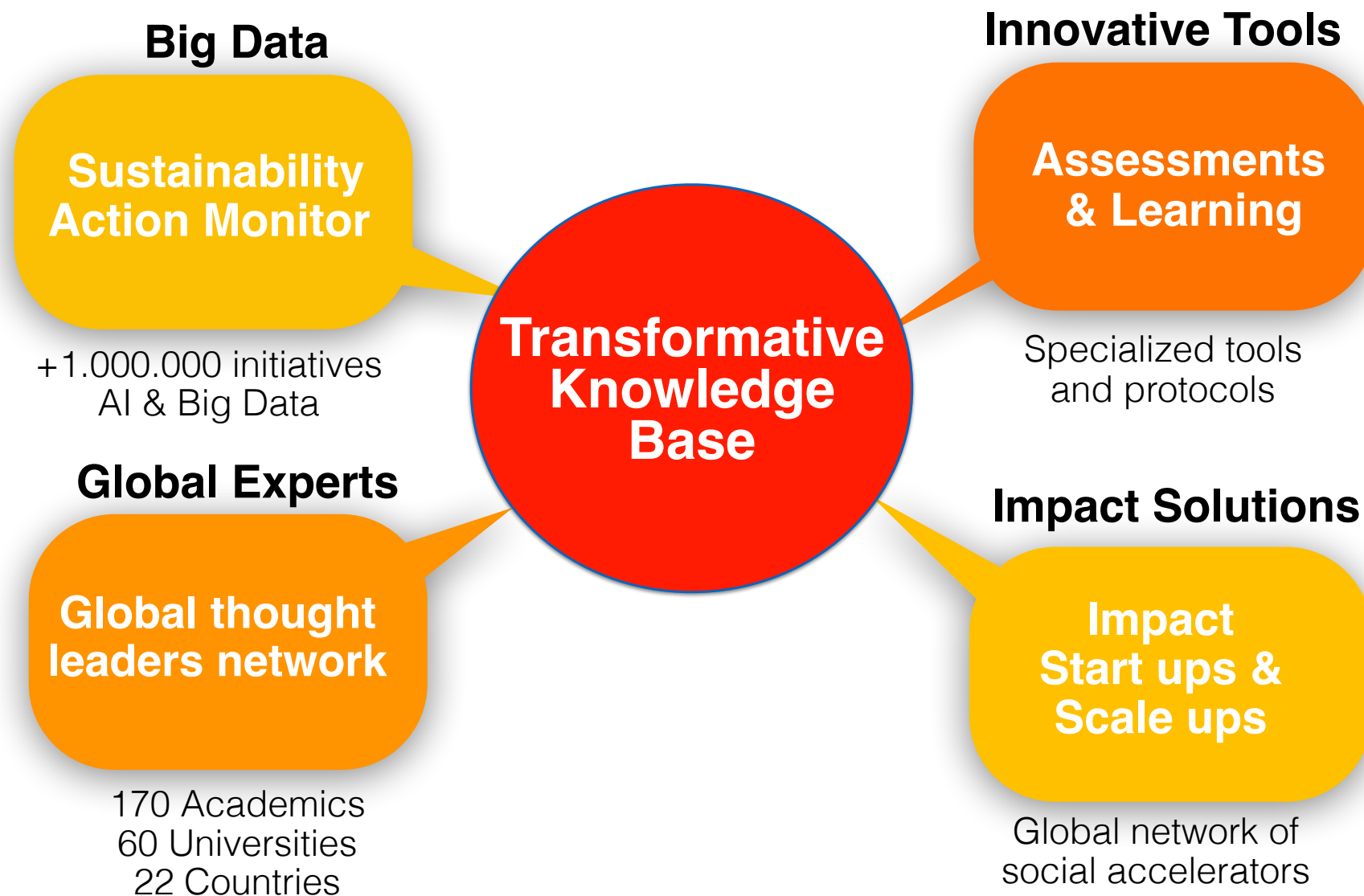
Risk: Embedded price in negative impact



Scale: Leverage effect of Asset Managers

GOLDEN'S UNIQUE RESOURCES

The Foundations of our Call to Action



GOLDEN - EXAMPLES

Strategy Development

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**.

Mindset development

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).

Global Network Leadership

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

Supply Chain

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.

Integrated Reporting

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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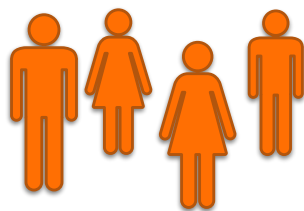
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CALL TO ACTION !



**Share
vision**

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



**Lead
Change**

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



**Scale
Impact**

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**