



## LOOKING AHEAD

UN GLOBAL COMPACT COMMUNICATION ON ENGAGEMENT

# Business Sweden 2014–2015

# THIS IS BUSINESS SWEDEN

**Business Sweden has a clear purpose: to help every Swedish company reach its full international potential, and to help companies abroad reach their full international potential by investing in Sweden.**

Our clients range from large multi-national corporations to small and medium-sized enterprises (SMEs) that are looking to grow globally. We offer a unique combination of strategic guidance and practical support, both in Sweden and on location in any one of the close to over 50 countries in which we are represented.

## GLOBAL REACH

Business Sweden has expert teams, combining Swedish and local consultants, working in all the world's most promising markets. Our offices are usually located in the country's capital or financial centre, placing us at the heart of business activity in the region. We work closely with Swedish embassies, consulates and chambers of commerce, as well as a variety of local and international partners, to create an extensive global presence. This network gives us the unique market expertise and resources to find international business opportunities for Swedish companies, assist the development of Swedish export companies, and encourage high-quality foreign direct investment into Sweden.

## INDUSTRY EXPERTISE

Business Sweden's emphasis on collaboration ensures we can develop international business opportunities in a wide range of industry sectors. Whether it's clean technology, food, materials and manufacturing, or transport, we offer export counselling, skills development, market research, events and matchmaking.

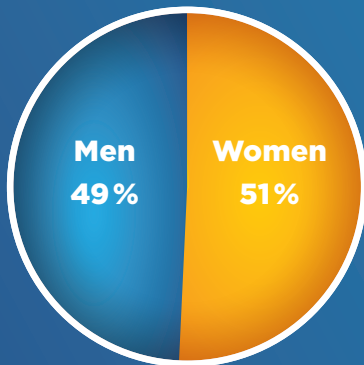
For Sweden's major industries we have developed dedicated platforms to provide our clients with the best possible exposure and representation abroad. To mention a few; SymbioCity is our sustainable urban development portal; SymbioCare hosts our healthcare platform; VisionZero communicates and promotes the Swedish approach to road safety and transport infrastructure; and Try Swedish! is our food network. All platforms are developed together with relevant and knowledgeable partners.

**Business Sweden is co-owned by the Swedish Government, represented by the Ministry of Foreign Affairs, and Swedish industry, represented by the Swedish Foreign Trade Association.**

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COLLA-  
BORATION  
ENSURES  
WE CAN  
DEVELOP  
INTERNATIONAL  
BUSINESS  
OPPORTUNITIES  
”

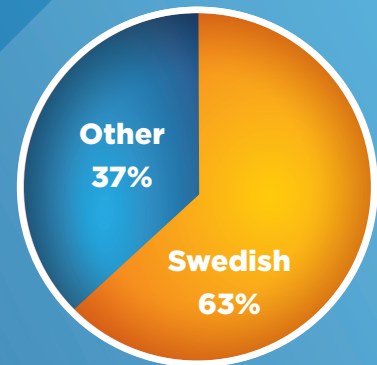
OUR PURPOSE IS TO HELP EVERY SWEDISH COMPANY REACH ITS FULL, INTERNATIONAL POTENTIAL, AND HELP COMPANIES ABROAD TO REACH THEIR POTENTIAL BY INVESTING IN SWEDEN

#### EMPLOYEES 460



**52**  
OFFICES IN  
**47**  
COUNTRIES

#### CITIZENSHIP



OUR EMPLOYEES COME FROM **38** DIFFERENT COUNTRIES AROUND THE WORLD

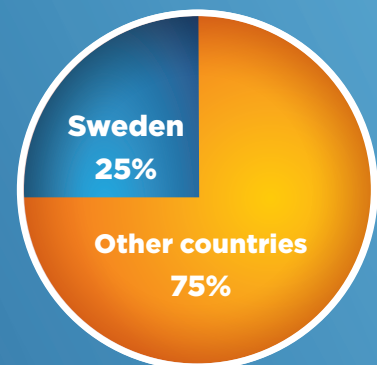
#### AGE SPAN

|       |     |
|-------|-----|
| 0-29  | 89  |
| 30-49 | 299 |
| 50<   | 72  |

**48%**  
**INCREASE**

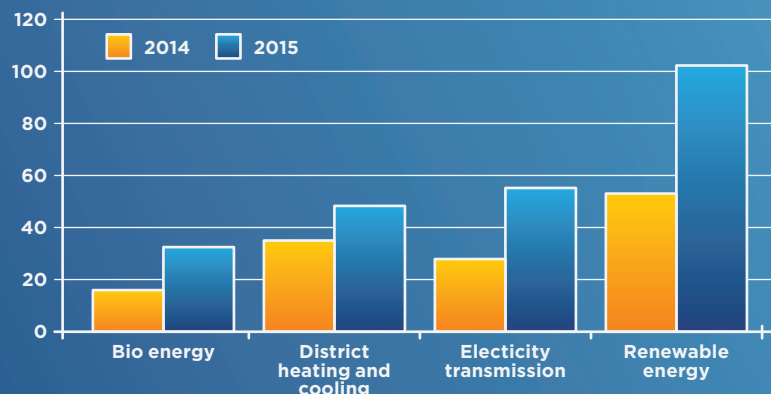
BUSINESS SWEDEN  
DELIVERED OVER  
100 PROJECTS  
IN RENEWABLE  
ENERGY IN 2015

#### COUNTRY OF EMPLOYMENT



BETWEEN **2014** AND **2015**  
WE INCREASED OUR  
PROJECTS IN A NUMBER  
OF KEY ENERGY AND  
ENVIRONMENT SECTORS

#### NUMBER OF PROJECTS



# A TURNING POINT...



MS. YLVA BERG  
CEO  
Business Sweden

**Dear Business Sweden clients, partners and colleagues, I am proud to introduce our communication on engagement, produced as part of our role as signatories to the UN Global Compact.**

This document marks a turning point in our operations and the beginning of our 2020 Strategy to achieve a world-class way of working.

The last two years have seen Business Sweden undergo dramatic change. This involved a comprehensive streamlining of our operations to improve efficiency, as well as placing a sharp focus on our approach and values. We are now poised to fulfil our purpose of helping every Swedish company fulfil its international potential and attracting investment into Swe-

den while meeting our responsibility to make business life more sustainable. We will continue to support the UN Global Compact and raise awareness of the principles among our stakeholders.

At Business Sweden, we believe in quality, ethics, trust and sustainability. We recognise that these are virtues Sweden has a reputation for across the globe. As representatives of our country and its industry abroad, Business Sweden is passionate about ensuring we live up to these standards.

Promoting economic responsibility is a vital element of achieving this and I am proud to say that 2015 has been a strong financial year for us. We have done immense work to put the structures and processes in place to make sure we conduct our government and client assignments responsibly. For every decision we make, every activity we undertake and every partnership we create, it is important that we think carefully about how it brings value to Swedish industry, our society and the world.

I am impressed with the work that has been done at Business Sweden to develop an organisational culture that operates with integrity and ambition – at every level and in every location.

In the next few years we will increase our focus on raising awareness of these initiatives and the standards they set for anti-corruption, human rights, labour rights and the environment. We will also collaborate with our broad

network of partners, in particular the Swedish government, to leverage increased support of and engagement with these standards, while recognising our responsibility to confront uncomfortable situations and challenge our partners when we feel they are acting unethically or unsustainably.

Internally, we will focus on improving our recruitment process and career review and development programmes to ensure we are employing the very best people for the job – whatever their gender, ethnicity, nationality, religion or sexual identity. We will be placing particular emphasis on gender diversity and have strong ambitions to create a management structure that has impressive opportunities for women. There is no doubt that an equal society is a better society – and we are passionate about playing our part in building this.

Yours sincerely  
Ylva Berg  
CEO, Business Sweden  
2016-02-18



# LIVING OUR VALUES

**In 2015, Business Sweden joined the UN Global Compact, the world's largest corporate sustainability initiative, as a non-business signatory. It is a call to companies and business-related organisations to align their strategies and operations with 10 Principles on human rights, labour, environment and anti-corruption, in order to encourage a shared responsibility for a better world.**

This means striving for high standards of business ethics and accountability in all that we do. Not only will our approach increase the competitiveness of Swedish companies, bringing benefits such as risk management, cost savings and improved customer relationships. It also raises Sweden's profile as an attractive and valuable business partner.

## OUR CORE VALUES

We believe that a strong organisational culture is founded upon a clear set of values. These values guide us in our approach, ensuring it is effective and efficient, and define our behaviour and activities, ensuring they are ethical and sustainable. The three words that we believe communicate our values and represent our actions are Responsibility, Collaboration and Impact.

### Responsibility

is the foundation of our culture, representing our commitment to standing by our actions and decisions, and staying true to our word.

### Collaboration

knows no geographical borders; we act as a global team, utilising networks both within and beyond our organisation to create value for our clients, our employees and society.

### Impact

is created when we are able to work with our clients and partners to help overcome global challenges and secure sustainable growth.

## OUR CODE OF CONDUCT

Based on the UN Global Compact's 10 Principles, our Code of Conduct defines our approach to human rights, labour conditions, the environment and anti-corruption. It clarifies the standards Business Sweden is expected to achieve when we act as a business partner, employer and member of society.

In addition to the Code of Conduct, we have a number of steering documents that make sure all Business Sweden employees perform

**“  
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”**

their work in a professional and responsible way. The steering documents consist of three parts – policies, directives and supporting documents – and provide detailed guidance on areas such as: equality; discrimination and harassment; substance abuse rehabilitation; health and working environment; and whistleblowing. All policies, including the Code of Conduct, are reviewed bi-annually by our Board of Directors.

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## UN Global Compact 10 principles

### HUMAN RIGHTS

**Principle 1:** support and respect the protection of internationally proclaimed human rights; and

**Principle 2:** make sure that they are not complicit in human rights abuses.

### LABOUR

**Principle 3:** uphold the freedom of association and the effective recognition of the right to collective bargaining;

**Principle 4:** the elimination of all forms of forced and compulsory labour;

**Principle 5:** the effective abolition of child labour; and

**Principle 6:** the elimination of discrimination in respect of employment and occupation.

### ENVIRONMENT

**Principle 7:** support a precautionary approach to environmental challenges;

**Principle 8:** undertake initiatives to promote greater environmental responsibility; and

**Principle 9:** encourage the development and diffusion of environmentally friendly technologies.

### ANTI-CORRUPTION

**Principle 10:** work against corruption in all its forms, including extortion and bribery.



## CASE STUDY: INDIA



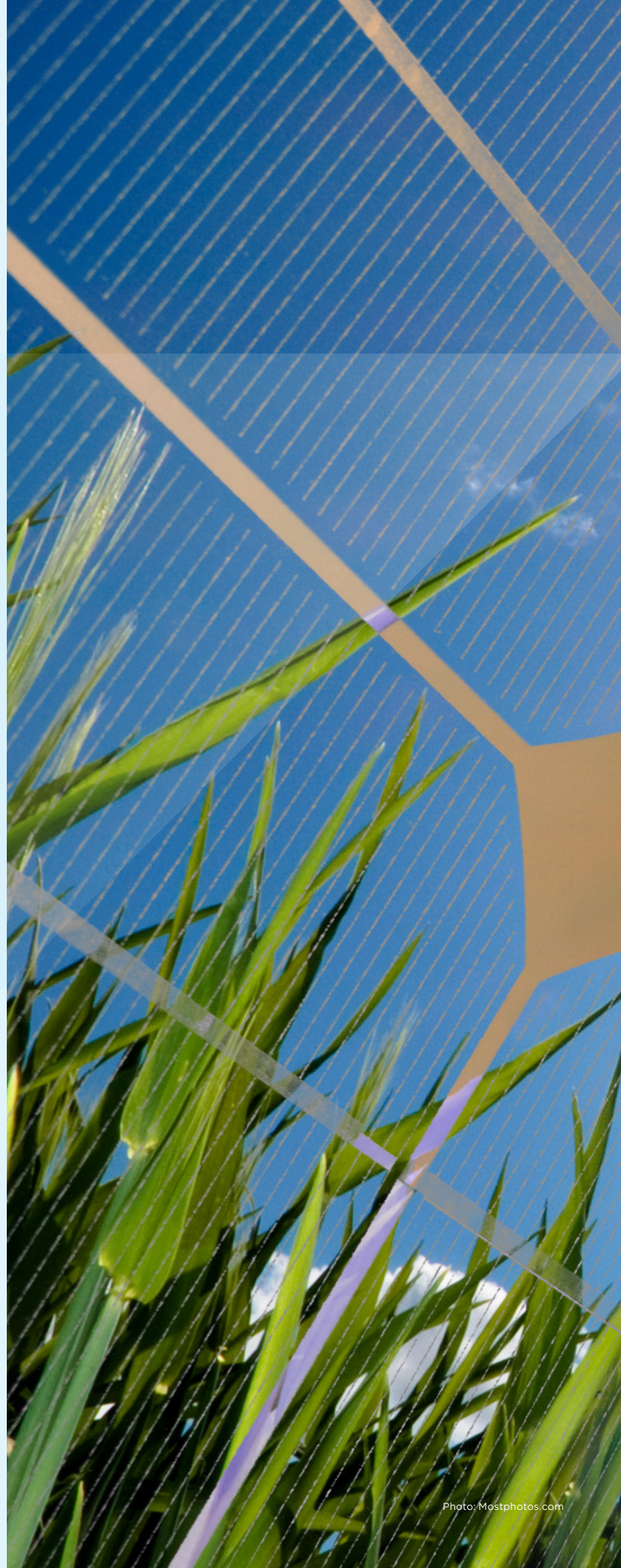
**Anna Liberg**  
Trade Commissioner  
to India

"The Business Sweden India office sits in the Swedish embassy, which is a 'Green Embassy'. We have rainwater harvesting technology and 600m<sup>2</sup> of solar panels on our roof. Since the solar panels were installed in February 2011 they have generated over 350MW of electricity, accounting for around 10% of the embassy's energy requirements. We have plans to install a larger array in the next few years.

"We have also installed kitchen waste and plant waste composting. The waste from each quickly turns into useful compost, which is used on the embassy gardens.

"It is challenging in India, where the level of awareness of environmental issues is low, but we do try to work with partners that somehow fulfil Swedish values. And this is definitely something we could look at more, by exploring less mainstream opportunities, for example.

"We have 30 people working in the office here and have a good mix of male and female – at least 50% of my team are women. I think one of the main things Business Sweden and Swedish companies can offer in India is a good working environment for women. Six members of my team are Swedish nationals. This includes myself – regulation stipulates that the Trade Commissioner must have Swedish nationality. But I do take a lot of care to ensure we have a mixed team; there is a lot of strength in that."





## CASE STUDY: LITHUANIA



**Lukas Danielevicius**  
Country Manager  
to Lithuania

### **SWEDISH BUSINESS AWARDS 2015: “LITHUANIA’S FIRST SUSTAINABLE EVENT”**

In 2015, Lithuania hosted its 10th annual Swedish Business Awards and this year the team behind the event decided to do something exceptional. In partnership with Lithuanian sustainability consultancy, the event was organised to ISO 20121:2012 standards – the first event ever to do so in Lithuania. “Our aim is that the event will serve as an inspiration to other organisations in Lithuania to further improve their sustainability practices”, said Lukas Danielevičius, Business Sweden Country Manager for Lithuania. “It is also important for Business Sweden to demonstrate leadership and an example of good practice in the countries we work.”

Key successes for the event included: 100 percent of food available was locally sourced; 85 percent of event waste was diverted from landfill; 50 percent of the food available was vegetarian; and 50 percent of the drinking water available was from un-bottled sources. In addition to following the ISO 20121:2012 standard, Business Sweden Lithuania organised a carbon-offsetting programme, planting over 5,000 small pine trees in a Lithuanian forest to achieve 100 percent offset after one year.

The event gathered significant interest from media and the public, and achieved full attendance of 700 people, including H.M. King of Sweden, Carl XVI Gustaf, and the President of the Republic of Lithuania, Ms. Dalia Grybauskaitė.

Founded by the Embassy of Sweden in Lithuania, Business Sweden and The Swedish Trade & Invest Council, the Swedish Business Awards serve as a platform for promoting Swedish values. It also acts as a yearly meeting point for business, science and political community, to discuss achievements, practices, challenges and trends. Each year the Swedish Business Awards focus on topics relevant for business community and society at large. The core topics in 2015 were collaboration, sustainability, security, and effects of urbanisation on business.





H.M. King Carl XVI Gustaf, Mr. Andrius Bendikas, representative of LESTO – winner of the Corporate Social Responsibility Initiative of the year Award 2015 and H.E. President Ms. Dalia Grybauskaitė.





## CASE STUDY: CHINA



**Andreas Scheibenflug**  
Business Sweden  
Consultant in  
Beijing



**Judy Zhao**  
Business Sweden  
Consultant in  
Beijing

### COLLABORATING ON CSR IN CHINA

“Working with CSR issues has of course always been a part of what we do here in China, but during 2015 we developed a more structured and comprehensive approach. In partnership with the Swedish embassy in Beijing and their CSR Centre, we organised a full-year programme focused specifically on helping Swedish companies in China with CSR issues. While many Swedish companies have high standards and solid global CSR strategies, transferring these targets to the local operating conditions can prove challenging.

“What Business Sweden was able to bring to the collaboration is our close contact with many of the Swedish companies here. We also have lots of experience in getting diverse groups of stakeholders together. While we may not be CSR experts ourselves, through our network we are able to bring skilled specialists into the conversation.

“The first thing we did was speak with the CSR Managers of Swedish companies in China to get a thorough understanding of what their challenges are. With this information we were able to divide our approach into addressing the most relevant strategic and operational issues.

“For the strategic challenges, we organised three CSR events focused on labour rights, energy efficiency, and migrant workers and their families. To make them the best they could be, we collaborated with

a number of additional actors that offered expertise in specific fields. For the labour rights seminar, for example, we collaborated with Swedish trade union IF Metall and the All-China Federation of Trade Unions. Not only did this help us gather an impressive 30-40 participants, the union representatives were able to share their knowledge and expertise with the attendant Swedish companies. For the migrant workers event, we collaborated with Save the Children.

“To help companies address issues at the operational level, we developed a CSR Toolkit, which offers practical guidance for companies integrating CSR into their business in China. The target audience was primarily Swedish SMEs and their local suppliers, so the toolkit was made available in both English and Chinese. We also ran a couple of toolkit training sessions: one online, designed for the Swedish SMEs, and another offline for the Chinese suppliers.

“It’s clear our initiatives have been a success. Many of the companies we worked with have asked for follow-up activities, which we will be looking to develop during 2016. One example is a project we are planning relative to safety and sustainability in the food industry. Additionally, colleagues from Business Sweden offices in Spain, Italy, Chile and Malaysia have been in touch asking me for advice on how to set up similar programmes in their regions.







# AMBITIONS FOR 2016–2018

To ensure we continue to meet – and even exceed – our stakeholder expectations, we have laid out a number of broad ambitions that we will be working towards during 2016–2018. We will communicate our progress in our next Communication on Engagement due to be published in 2018.

- ▶ We will raise awareness of the UN Global Compact principles among our stakeholders.
- ▶ We will develop our internal training, career development and employment processes.
- ▶ We will increase collaborations within our current network and beyond to strengthen our impact on CSR issues at a regional and global level.



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