

Global Compact annual report 2022

Haderslev Business Council

Haderslev Business Council became part of the Danish Global Compact DK during Spring 2020. For our own organisation, we decided clear business goals to meet requirements aimed to create a more sustainable community. We have worked intensely with the following sustainable development goals 3.3, 3.4 – 8.6 – 12.2, 12.5 – 13.3 and, naturally, SDG17. During this process, we have become increasingly aware of when and how our actions will influence results and outcome. Simultaneously, we aimed to meet the requirements of the 10 principles of the UN Global Compact, and likewise, also articulated the importance to our members that when standing together we would all benefit if they also joined the UN Global Compact.

The 10 principles of the UN Global Compact

Our values and principles are focusing on acting responsible according to the 10 principles within human rights, labour, environment, and anti-corruption. These principles are a fundamental part of how we do business, and they are implemented in our strategy, policies, and procedures, and they are established as part of our culture.

The actions outlined in the 10 principles, especially principles 1-2 regarding human rights and, similar, the principles 3-6 regarding labour, are regulated in Danish law, and we are, as an organisation, obliged to follow the Danish law and, of course, thereby guide and advice our members and customer to act accordingly. As an example, we guide our members to maintain control over their supply chain and guarantee that no child labour is used in any parts of their supply chain.

According to the principles within environment and climate changes, we are increasingly aware of how we act. We adopt new behaviour and share knowledge about behaviour influencing the environment.

In terms of performing actions against anti-corruption, we are naturally against any type of corruption, including blackmail and bribery, and it is furthermore legislated by Danish law.

Focusing internally at first

Working with the SDGs internally, we became increasingly aware of our own routines, resources and ambitions. Some of them, we already performed in our daily lives, only we did not relate our actions to the SDGs. Others were obvious to act on and fully implement. Common for all were that we wanted to be ambitious and realistic, and our brainstorm resulted in the following focus area.

- ✓ SDG 3.3 and 3.4. When looking at our own routines, we aimed to increase the awareness of both guests and employees about the effects of keeping a healthy hand hygiene and

keeping a safe and clean environment. Thereafter, we installed several dispensers with a hand disinfectant, and we started cleaning surfaces, handles and desks with a disinfectant. Further, we have shared knowledge about the importance of hand hygiene in preventing illnesses. We aimed to gain a long-term effect and a change of behaviour – also after the covid-19 pandemic.

- ✓ SDG 8.6 We have two student employees working at the office while following their individual education within office administration and graphical design.
- ✓ SDG 12.2 We ensure that we act responsible within purchasing, consumption and waste.
- ✓ SDG 12.5 Reduction of waste through a sustainable consumption, waste management and an effective reuse of products.
- ✓ SDG 13.3 Climate actions. We share knowledge about the processes within climate change. In the city of Haderslev, the municipality is planning to create a natural resort with a water reservoir and a climate friendly planting. Furthermore, there has been built a modern and up-to-date recycling centre in Haderslev, and all citizens have received a solution to perform their own waste management in each household.
- ✓ SDG 17 Partnerships for the goals. We create and communicate partnerships to combine resources, to gain valuable partnerships which again will create even better conditions for businesses and start-up businesses in Haderslev.

Sharing knowledge about the UN Sustainable Development Goals

One of our clear goals is to share community-related knowledge and expertise relevant for companies. We are focusing on two types of companies – those who are informed about the UN Sustainable Development Goals (SDGs) but have not made any actions yet, and those who have not been informed about them yet. Both groups are equally important, and our aim is to start a cooperation and a dialogue.

The business-strategy in the municipality of Haderslev (applicable from 2019-2022) is built on three important elements, and the SDGs are representing one these elements. Therefore, we have invested resources and hours of work in communicating the importance of the SDGs.

Our path to success was built through a cooperation with 28 companies, where all parts (including ourselves) had to implement a series of actions and changes of behaviour to meet the SDGs. All actions were decided locally and custom-made for each company, and the success has been overwhelming. The employees in some of the businesses even adapted the new changes into their own homes and lives, making it a complete part of their lives. This was truly the most impressive result of how to implement and adapt UN Sustainable Development Goals.

UN SDGs implemented as part of daily life (in Danish: Verdensmål til Hverdagsmål)

Our project was initiated the Fall 2019, where we decided how we wanted to work with the SDGs. Focused on making the SDGs highly relatable and relevant to address for both our customers and

our colleagues, we started out by creating a name and a payoff that everyone could relate to. It had to be understandable, to-the-point, simplified, relatable, and down-to-earth, so to speak.

In our aim to make the SDGs a useful everyday tool, we found valuable use in a notebook about Sustainable Development Goals (of course printed sustainably) which became our tool and a guided way into implementing the 169 targets.

The focus area of our SDG-project was how to make the SDGs a part of daily life. This resulted in two proceedings including info-meetings, four workshops and three individual sparring conversations with each company. Through this setup, we have seen impressive results and change of behaviour in the different companies. Evaluating the project, we experienced that all 28 companies that participated changed their behaviour to accommodate according to the requirements of the SDGs and found it to be very relevant, rewarding, and highly present.

Our achievements have been possible to reach, because we have been working together with a local agency, MG Development ApS (MG Udvikling ApS). They have developed a growth model, and this tool was created to simplify complex issues and making them more addressable.

Each company set a team of participants to work with the SDGs, including relevant employees from the management-team. This was a requirement in order to make sure that decisions could be made and executed on instantly. In sparring conversations, we often talked about other SDGs than those on the agenda, because working so intensely with the SDGs, new ways of work or change of procedures inspired the companies to meet other SDGs.

Rewards

Each company participating in this proceeding was entitled to knowledge sharing, cohesiveness, and cooperation across branches. Their abilities to welcome changes and their knowledge about the SDGs have increased remarkably.

We are very pleased about the results, as the goals that we set in our business strategy along with the municipality of Haderslev have been met in terms of an increased awareness of the UN SDGs towards the local businesses. This does not mean that anyone here will just sit back and rest on their laurels. We will continue our work, as the interest regarding how we have addressed the goals, has been overwhelming. We have received feedback from all over Denmark about our work and lately, we have been asked to present our project at a forum in Flensburg across the border to Germany – an Interreg-project between the Region of Southern Denmark and the German state Schleswig-Holstein.

The near future

The 28 companies that started the SDGs project will remain a focus-area for us, and twice a year, we will be in dialogue with each of them to hear how far they are reaching their goals plus making sure that they keep ambitions high while setting new goals.

During 2022, we will start two new projects. Our focus will be on the agricultural businesses and a joint effort across municipalities in the Southern part of Denmark.

The project within agriculture will be performed in a cooperation with their business organisation Sønderjysk Landboforening (local business organisation within agriculture in the Southern part of Denmark; SLF).

Our project across municipalities is performed in a close cooperation with other business councils in the Southern part of Denmark. This cooperation has been initiated, because other business councils heard about our way of working with SDG's and were looking for inspiration on how to address this locally.

Appendix:

- Overview of agenda project description
- Images of the "Wall of fame" from the first 13 businesses participating

14th June 2022

Date



CEO, Gert Helenius