



RIGA, LATVIA

NORDPLUS INTENSIVE COURSE

12.-23.08.2024

SUSTAINABLE MINDSET IN ENTREPRENEURSHIP

Social Sustainability and Role of Culture in SDGs

Sustainable Mindset and Entrepreneurship Summer School Riga 2024

Short Menti.com Quiz

2-3 minutes of your time😊

Name 3 social sustainability types

Then Go to www.menti.com
and use the code
3969 40 2

- Name 3 cultural sustainability types
 - Then Go to www.menti.com
and use the code
7362 3400

3 pillars of ESG



[What is ESG \(Environmental, Social and Governance\)? | Definition from TechTarget](#)

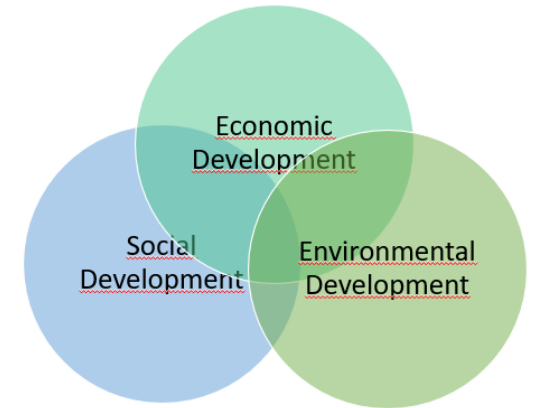
Three Pillars of Sustainable Development

“The three pillars are in many ways interdependent and can be both mutually reinforcing or in competition.

Delivering sustainable development means striking a balance between them.”

UNEP & UNWTO 2005

UN & UNTO 2005

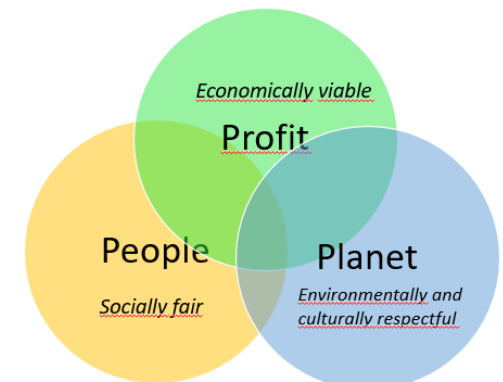



Triple Bottom Line = Profit, People, Planet (3P's)

The TBL provides a framework for assessing a company's success and business performance.

Furthermore, it encourages businesses to look beyond the traditional measures of profits to include environmental and social accountability, acting as a catalyst for innovating creative and efficient business models for the future.

Elkington 1997, Coel 2010, Alhaddi 2015



A person with long hair, wearing a light-colored jacket, is sitting on a large, dark rock in the foreground. They are looking out over a vast landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the background, there are rolling hills and a body of water, possibly a lake or a wide river. The sky is filled with soft, colorful clouds. The overall mood is peaceful and contemplative.

“The key objective of social sustainability is to satisfy essential human needs. These essential needs include clean water, nutrition, and sense of security.

In addition, the most important themes of social sustainability include well-being, justice, a democratic system of governance, and a democratic civil society.”

Brundtland Commission Our Common Future 1987

Social Sustainability

Social Sustainability and the UN's Sustainable Development Goals



- **SDG 1**: No poverty.
- **SDG 2**: Zero hunger.
- **SDG 3**: Good health and well-being.
- **SDG 4**: Quality education.
- **SDG 5**: Gender equality.
- **SDG 8**: Decent work and economic growth.
- **SDG 10**: Reduced inequalities

Culture at the heart of SDGs

”Culture is, who we are, and what shapes our identity. Placing culture at the heart of development policies is the only way to ensure a human-centered, inclusive, and equitable development.”

[Culture: at the heart of Sustainable Development Goals | The UNESCO Courier](#)



Culture and the UN's Sustainable Development Goals



- **SDG 3**: Good health and well-being.
- **SDG 4**: Quality education. Especially SDG 4.7
- **SDG 5**: Gender equality.
- **SDG 8**: Decent work and economic growth.
- **SDG 10**: Reduced inequalities
- **SDG 11**: Sustainable Cities and Communities
- **SDG 17**: Revitalize the global partnership for sustainable development



Sustainable Value Propositions

- 1) Customer (Profit)
- 2) Society (People)
- 3) Environment (Planet)

Customer's Value Proposition

KEY TAKEAWAYS

- A company's value proposition tells a customer the number one reason why a product or service is best suited for that particular customer.
- A value proposition should be communicated to customers directly, either via the company's website or other marketing or advertising materials.
- Value propositions can follow different formats, as long as they are "on brand," unique, and specific to the company in question.
- A successful value proposition should be persuasive and help turn a prospect into a paying customer.

IS

EXCLUSIVE

How well does it highlight your competitive advantage & set you apart?

PAIN-FOCUSED

How will your product fix the customer's problem or improve their life?

SPECIFIC

What are the specific benefits your target customer will receive?

VALUE PROP



IS NOT

DESCRIPTION

A description of your services and passions.

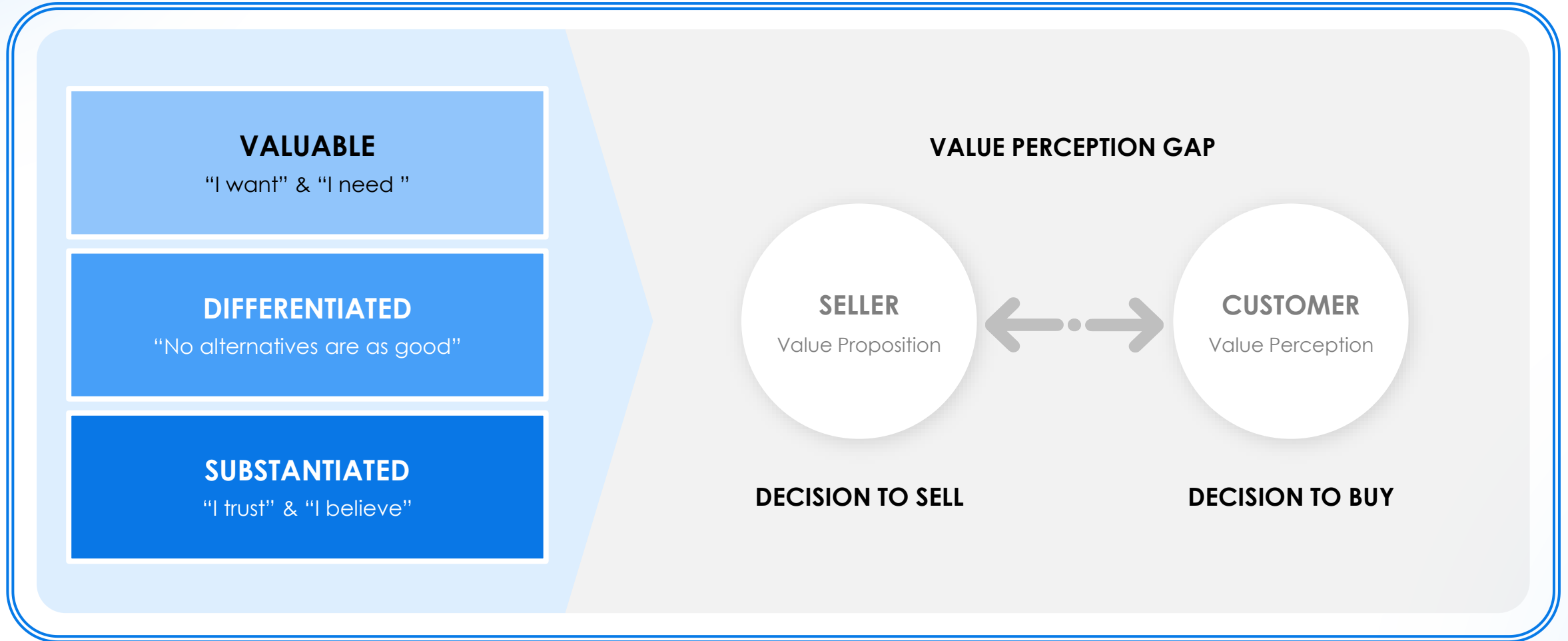
INFORMATION

Information about your company, product and service.

SLOGAN

Write some slogan or catchy phrase for your brand.

COMPONENTS OF A STRONG VALUE DIFFERENTIATION



PRODUCT



Company:

Ideal customer:

Product:

CUSTOMER



Substitutes:

Sustainability Perceptions Index

Brand Finance's **Sustainability Perceptions Index** is based on a study of over 150,000 respondents across 40 countries. Key outputs include:

- the role of sustainability in driving choice in each industry
- the brands that global consumers believe are most committed to sustainability
- the financial value of a reputation for sustainability
- the value at risk, or value to be gained, arising from a gap between sustainability perceptions and performance



The Customer Value Proposition for Sustainability

- **New research from the World Federation of Advertisers confirms that**
 - **88% of customers** would like brands to help them be more environmentally friendly and ethical in their daily lives.
 - **But people don't always buy the most sustainable products.** So why is there a gap between intention and buying behavior?
- **A recent report on Selling Sustainability from Futerra and Business for Social Responsibility (BSR) suggests that**
 - **marketers need to change how they talk about sustainable product benefits.**
 - Often, product messaging focuses on how environmental or social features benefit the planet and society, but not the customer.
 - Environmental performance may have been the driver for the product design process. But the marketing message must focus on the customer. In other words, how does design-for-environment increase value for the customer?
- **Bringing the marketing message closer to home with a clear, personal value proposition is powerful. It is Marketing 101: What is in it for the customer?**

Research: Consumers' Sustainability Demands Are Rising

by Ashley Reichheld, John Peto, and Cory Ritthaler

September 18, 2023



Kseniya Ovchinnikova/Getty Images

“Three factors are driving us toward a major shift in consumption patterns where consumers will consider sustainability as a baseline requirement for purchase:

- 1) Trust drives behavior and, ultimately, business outcomes
- 2) Sustainability promotes trust, particularly among younger generations
- 3) Younger generations will soon have most of the purchasing power in the U.S.

Companies that understand these trends — and create truly sustainable brands that make good on their promises to people and the planet — will seize advantage from brands that make flimsy claims or have not invested sufficiently in sustainability.”

The Nine Most Impactful Sustainable Behaviors

Address Climate Crisis

EAT MORE PLANTS



Moderate meat consumption and consume products that supports regenerative agriculture.

BE ENERGY SMART



Switch to renewable energy sources and conserve energy at home. When possible, ride public transportation and purchase products manufactured with renewable energy.

THINK DURABLE



Buy less and buy long lasting products. Reduce single-use items and purchase durable, reusable products instead of disposable ones.

Preserve Resources for Life

REDUCE WATER & FOOD WASTE



Plan meals ahead, prepare smarter portions, use what you have in the fridge and compost.

GO CIRCULAR



Choose products made with recycled content and recycle, rent, share and buy used over new products whenever possible.

CHOOSE NATURE-FRIENDLY



Buy products with clean ingredients, and products that protect habitats and biodiversity.

Foster Resilient Societies

SUPPORT WOMEN & GIRLS



Support causes and products that educate girls, aid better family planning and support women-owned business.

EXPAND EQUITY & OPPORTUNITY



Buy fair trade as well as brands supporting inclusive and equitable products, policies and causes.

SHOW UP



Vote at the ballot box and with your wallet, make your voice heard and volunteer in your community.



*The Nine Behaviors can be mapped back to the 17 UN Sustainable Development Goals. They are presented in this format to serve as an actionable, consumer-friendly list.

Examples: The Nine Most Impactful Behaviors

Address Climate Crisis

EAT MORE PLANTS



- Find the best milk alternatives
- Make one vegetarian meal
- Try a top-rated vegan recipe

BE ENERGY SMART



- Set your washing machine to cold
- Insulate your home
- Install energy-efficient light bulbs

THINK DURABLE



- Get yourself a reusable starter pack
- Repair something in your home rather than replace
- Switch to refillables for home and personal care products

Preserve Resources for Life

REDUCE WATER & FOOD WASTE



- Run the dishwasher on eco-mode
- Separate food waste for composting
- Choose showers over baths

GO CIRCULAR



- Rent or purchase second-hand
- Recycle packaging whenever possible
- Begin composting your food waste

CHOOSE NATURE-FRIENDLY



- Choose organic produce
- Grow your own herbs and vegetables
- Look for natural ingredients in your home and personal care products

Foster Resilient Societies

SUPPORT WOMEN & GIRLS



- Support women-owned businesses
- Celebrate the success of women
- Advocate for more women in senior leadership positions

EXPAND EQUITY & OPPORTUNITY



- Choose a Fair Trade coffee or tea
- Support small, local businesses
- Advocate for equal pay, safe working conditions, and child labor protections

SHOW UP

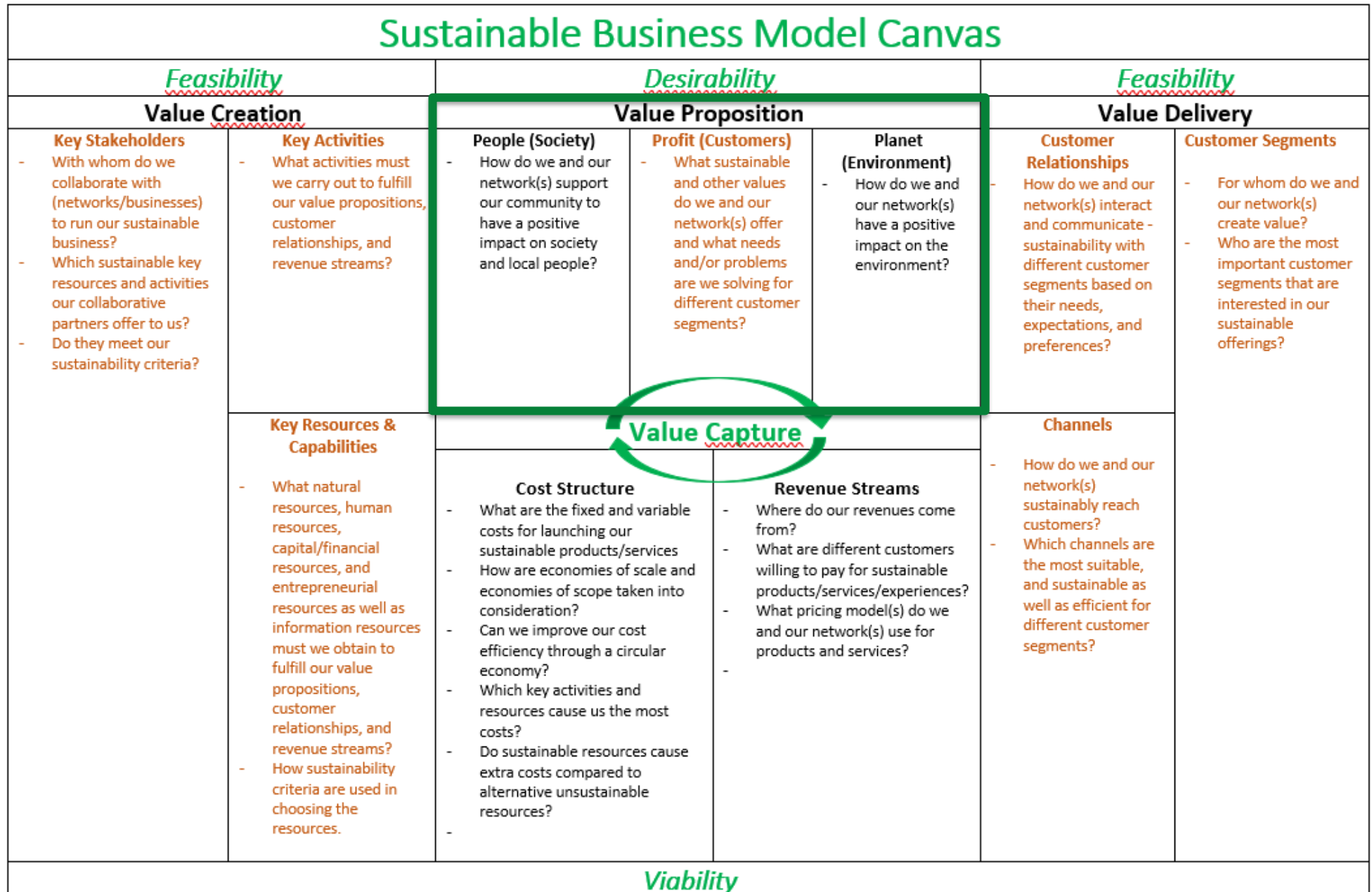


- Register to vote
- Join the next climate demonstration
- Support community businesses that are owned by people of color

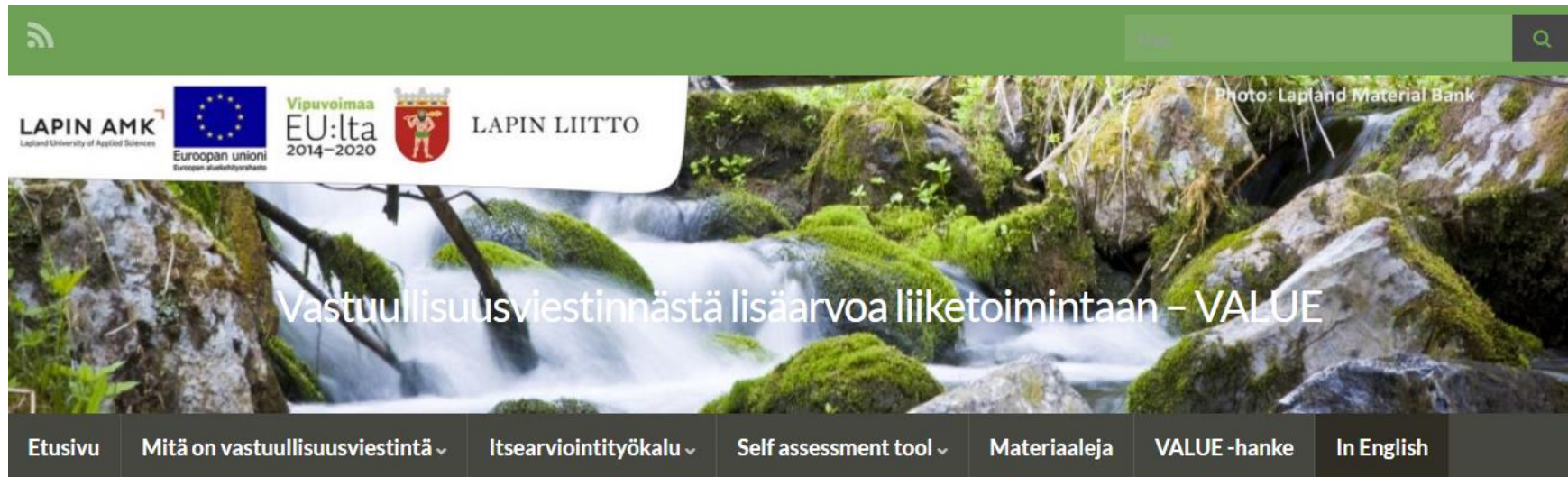


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Sustainable Business Model Canvas



Sustainability Communication Assessment Tool



In English

The aim of the *Growth and Value through Sustainability Communication* – VALUE project was to support the sustainable business and growth of Lapland's tourism companies by developing their digital sustainability communication. The aim was to create a digital sustainability communication evaluation model, with which a tourism company can view, evaluate, measure and further develop sustainability communication related to its operations.

This video is an introduction to sustainability communication in tourism. It builds on the literature review conducted in the beginning of the project.



Kiitos!

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