



## SME - M A N I F E S T O

# Enterprise for the common good

As SMEs, we commit ourselves to being value-based and socially responsible actors, respecting life and nature as well as creating value for both the economy and culture - locally, nationally and globally. We furthermore commit ourselves to being beneficial and acting sustainably for all of society and future generations, as well as being pioneers in the field of socially responsible and sustainable business practices.

In this manifesto, we commit ourselves toward the following stakeholders:

### 1. Customers

We will deliver value to our customers, listen to customer expectations, and show honesty concerning the functionality of our services, whether both positive or negative. We accept and support fair competition and a level playing field. We show zero tolerance for corruption.

### 2. Employees

We shall treat employees with dignity and act in a spirit of trust, pay them fairly and respect work-life balance. We are inclusive and develop both employee competencies and wellbeing, as well as the working environment.

### 3. The owners

We expect a return on investments. We wish to think long-term and act sustainably. We commit ourselves to being fair leaders, and to an active and socially responsible ownership.

### 4. The suppliers

We will treat suppliers fairly and consider them partners in value creation. We will integrate sustainability, environmental considerations, labour- and human rights throughout the supply chain. We consider competition as creating quality and value.

### 5. Society

We wish to be value-creating and valuable to the communities which we are part of and engaged in. We respect family- and leisure life. We value national and local framework conditions for conducting business. Together, we are stewards of - and committed to - said framework conditions.

### 6. Nature

We commit ourselves to responsible and sustainable stewardship of nature, including in the management of nature's resources. We will not leave unpaid "bills" for future generations, and we shall demonstrate leadership by operating in accordance with a cautionary principle.





In Denmark, small and medium-sized enterprises help to create a uniquely free, equal and trusting society. We are admired for this all over the world.

Our rich and peaceful societies are underpinned by our culture and values; and by a view of humanity characterised by respect for life, responsibility for each other, and care for the weak. This worldview is reflected in the management of our companies.

Good framework conditions for people's lives and society as a whole are created in a balanced interaction between civil society, the market and the state. SME's are part of – and create value within – these national frameworks, as well as international norms and conventions provided by the EU, OECD, WTO and UN.

The Danish business community consists predominantly of Small and Medium-sized Enterprises (SME's).

SME's are powerhouses of community and enterprise. SME's create economic growth, jobs, innovation and welfare, locally and nationally. SME's are rooted in and committed to their communities, from which they derive value, and for whom they create value.

Socially conscious and socially responsible companies think and act in holistic and sustainable terms. We recognise the serious challenges and lack of sustainability currently present in industrial society and globalisation. We share in the responsibility for these challenges and we shall continue to play a leading role in finding solutions.

Sustainable development means meeting the needs of the present without jeopardising the ability of future generations to do the same.

Corporate responsibility entails being co-responsible for the sustainability of all stakeholders. Anyone who is either directly or indirectly affected by the actions of the company counts as a stakeholder.

