

Business and local partnerships

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- **Social inclusion / infrastructure**
- **Balanced regional development**
- **Human capital**
- **Economic infrastructure**
- **Commitment to partnership model**

- **Moral obligation**
 - doing the right thing
- **License to operate**
 - tacit or explicit permission from governments, communities other stakeholders
- **Reputation**
 - company's image, brand, staff morale
- **Sustainability**
 - economic, environmental ... and social

- **Understanding of the interrelationship between business and society needed**
- **Successful business business needs a healthy society**
- **Healthy society needs successful companies**
- **Business decisions and social policies must follow the principle of *shared value***

PLANET'S core priorities - shared value?

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- **Training and people development**
- **Civic participation and voluntary work**
- **Investment in communities**
- **Community economic activity**
- **Community health**
- **Equality of outcome**

- **Complex and crowded local development environment**
- **Institutional capacity**
- **Identification of 'shared value'**
- **Encouraging entrepreneurial spirit**
- **Focus on outcomes rather than activity**
- **Mainstream initiatives**
- **Ethnic integration**
- **Proper targeting of support**
- **Economic slowdown**