

# Bravo!

Bravo!  
business

Thematic pillars



## BRAVO GOVERNANCE

Practices and initiatives related to the governance system of an Organisation. Practices for fighting Corruption, promoting Transparency and Accountability. The development of Principles and an Operational Framework that conforms to the aspects of Sustainable Development, analysis of opportunities, risks and qualitative/quantitative objectives for the Organisation's core activities, systematic practices for developing a dialogue (Stakeholder Dialogue) with all its Stakeholders (Stakeholders & Shareholders), rules and procedures for implementing a Sustainable Development Strategy and linking it to the core issues of the Organisation, mapping the value chain of the Organisation & addressing social/environmental issues that arise from all of its stages.

### 1. Sustainable Development Strategy

The governance system that reflects the Organisation's ethics throughout its operation in a way that promotes its objectives showing responsibility towards the environment, society and all the stakeholders with which it interacts. Development of Principles and an Operational Framework that conforms to aspects of Sustainable Development, analysis-disclosure of opportunities, risks and qualitative/quantitative objectives for the Organisation's core activities. Rules and Procedures for implementing a Sustainable Development strategy and linking It to the essential issues of the Organisation.

### 2. Fighting corruption

The operation and commitment (Code of Conduct) of an Organisation to promote transparency in all matters relating to its operation, rejecting and fighting against corruption in all its forms and is active in developing and maintaining healthy competition for the benefit of businesses and consumers/citizens.

### 3. Dialogue (communication) with the Stakeholders (shareholders)

The systematic practices for the development of communication and dialogue (Stakeholder Sustainability Dialogue), developed by an Organisation towards all Stakeholders (Stakeholders & Shareholders). The regular publication of the results of the dialogue and how these are incorporated into the approach and orientation of the Organisation's strategy and objectives for Sustainable Development, Responsible Entrepreneurship and Social Responsibility.

### 4. Publication of Responsible Operation Indicators

Presentation of the Organisation's operational performance in relation to the threefold pillars of Sustainable Development (Economy, Society and the Environment) in line with fundamental and recognised specific - sectoral, national and international reference standards and frameworks for promoting transparency and voluntary commitment.

### 5. Value Chain Management

Mapping the structure of the value-added chain of the Organisation (value chain mapping) and developing the Organisation's response to the social and environmental issues that may arise at each stage of the value chain.



## BRAVO MARKET

Initiatives and actions that develop and promote responsible consumption, the creation of green or responsible products and responsible marketing. Development of Cause Related Marketing and Social Marketing programmes. Practices that promote responsibility in the supply network (Responsible Procurement) and the development of a sustainable distribution network (Responsible Supply Chain).

### **1. Promoting Innovation**

The development of products, services and practices (with a view to reducing the use of raw materials, taking into account energy saving and the responsible use of products/goods, sustainable management of the value chain, etc.) which meet the new needs emerging from the market and society, governed by the principles of Sustainable Development, Responsible Entrepreneurship and Social Responsibility and producing modern, innovative and effective results.

### **2. Responsible Procurement**

The Organisation shall disclose the measures it takes to properly manage the supply chain, to ensure that its suppliers respect human rights by preventing all forms of exploitation and regularly checks-monitors the network of suppliers it collaborates with (Responsible Procurement).

### **3. Developing green products & services**

Products and services that have a limited impact on the environment, both during their development and use, and at the same time create opportunities for new markets and new customers.

### **4. Responsible Consumption**

Developing responsible behaviour that takes into account the reserve of natural resources for the sustainability of future generations by informing, raising consumer/citizen awareness and creating a conscience to encourage the selection of products labelled as responsible and environmentally friendly goods.

### **5. Promoting Entrepreneurship**

Reinforcing innovative processes and developing innovative products and/or services from small & new businesses, start-ups, collaborative business schemes and other organisations.

### **6. Cause Related Programmes & Social Marketing**

Programmes that have been developed and link the sale of a product or service with a social purpose.



## BRAVO ENVIRONMENT

Systematic actions and initiatives linked to the environmental management of the Organisations. Compliance with environmental standards and conditions, addressing climate change, sustainable environmental management methods and practices to reduce the carbon footprint. Best practices in the use of natural resources, greenhouse gas emission reductions, solid and liquid waste management, circular economy, protection of the ecosystem and biodiversity, sustainable agriculture, sustainable transport, bio-economy, sustainable construction, environmental awareness and information.

### 1. Addressing Climate Change - Emissions of Gaseous Pollutants

Practices developed by the Organisation to limit the impacts on Climate Change. Disclosure of its greenhouse gas emissions and reports on its goals to reduce the emissions it produces.

### 2. Resource Management

Rational use of resources during the production process or during the implementation of the Organisation's actions. Introducing resource management methods/systems and publishing the extent to which natural resources (water use and discharge, gaseous emissions, land, etc.) are used for its activities, providing information and any energy audits it performs. Publication of the qualitative and quantitative objectives it has set in relation to the efficiency of natural resources and energy, the use of renewable energy sources, the increase in productivity of raw materials, how these objectives have been or will be fulfilled in the future.

### 3. Waste Management & Circular Economy

Integrated waste management and ways to reduce waste (prevention and minimisation of generated waste, placement of bins/implementation of recycling programmes/reuse of materials, composting, biological purification systems, safe disposal of waste, etc.). Presentation of 'closed-loop' production/consumption models that allow the use of materials for a much longer time period while at the same time minimising the use of natural resources.

### 4. Preventing Food Waste

Food loss and waste is observed throughout the supply chain, from agricultural production to final consumption. Programmes and actions (production practices, storage conditions, product transportation, catering, consumer habits, etc.) that can play an important role in preventing and reducing food loss and waste.

## 5. Protection of Ecosystems & Biodiversity

Measures taken by the Organisation to address the direct and indirect impacts on biodiversity in protected areas or areas with a high biodiversity value outside of protected areas (e.g. restoration of areas with a high biodiversity value, landscape regeneration, etc.).

## 6. Sustainable Transport

Development and implementation of tools/techniques for energy efficient, environmentally friendly and safe driving, as well as measures to improve transport management and energy/environmental efficiency.

## 7. Sustainable Construction and Buildings

Integrated interventions that improve the structure and operation of facilities/buildings in a viable and sustainable manner (green buildings, energy efficiency, etc.).

## 8. Development of measures for Environmental awareness and information

Initiatives and synergies developed by your Organisation for the protection of the Environment (e.g. information campaigns, actions towards employee education & awareness, third party interventions, etc.).

## 9. Sustainable Agriculture

Development of agricultural activities by the Organisation based on environmental conditions or development of sustainable farming practices-programmes (e.g. organic farming, limited use of pesticides, etc.).

## 10. Bio-economy

Development of innovative, ecologically sensitive products based on sustainable, circular management of natural resources.

## BRAVO SOCIETY

Practices developed with a view to reinforcing social cohesion and contributing to the mitigation of essential social problems. Practices related to improving quality of life, equal opportunities and combating discrimination, developing Health & Safety programmes, the integration of the young and middle-aged unemployed and boosting employment, specialised training of the workforce and supporting work-life balance. Initiatives aimed at addressing unemployment, supporting vulnerable social groups, promoting health, fighting poverty and social exclusion. Practices that contribute to the development of local communities and the implementation of actions for immigrants/refugees.

### 1. Improving Quality of Life

The development of actions and programmes aimed at promoting the quality of life of citizens/customers (actions for culture and sport, relief for vulnerable social groups, actions for the poor/people with limited means, people with disabilities and the unemployed, digital upgrading actions, etc.).

### 2. Education - Young Generation - Lifelong learning

Programmes and actions of the Organisation aimed at educating and training employees, the younger generation and the general public (e.g. training/education programmes, educational programmes aimed at reintegrating the unemployed into the labour market, youth exchange programmes, actions for raising awareness and mobilisation of young people, etc.).

### 3. Boosting Employment

Inclusion programmes for young unemployed people, support for middle-aged people who have been out of the labour market for several years, actions to promote employment.

### 4. Strengthening Local Communities

The Organisation discloses how it contributes to the Sustainable Development of local communities in the main areas in which it operates and how it aims to support them in the future.

### 5. Human Rights

Practices and initiatives **that protect human rights** in open and closed systems and put an end to any form of violation through appropriate remedial action at national and local level. The practices and actions of the Organisation that contribute to **ensuring social cohesion** and **eliminating discrimination** by promoting gender equality and equal treatment of vulnerable groups. Initiatives, actions and programmes of the Organisation aimed at **protecting the rights of immigrants** and addressing their social needs.

### 6. Health - Safety & Well-Being Programmes

Ensuring safe working conditions and avoiding hazards for employees of the Organisation and their families (e.g. implementing preventive measures for informing and raising awareness of employees, informing and educating the local community, preventive medical examinations of employees and their families, etc.). Employee support policies and programmes that promote employee quality of life and a balance within their families (work-life balance).

### 7. Volunteer Actions

Informing and encouraging the non-profit participation of employees and citizens in actions of a social nature aimed at promoting Sustainable Development and Social Responsibility.



## BRAVO IN ACTION

Initiatives and actions developed through the collaboration of Institutions and Associations with Private and Public Sector partnerships. The development of actions between Businesses/Institutions, Local Government and Civil Society/NGOs, Academic Community/Businesses, as well as numerous partnerships meeting national/local needs and promoting the improvement of the quality of life in our country.

### **1. Public Institution - Private Organisation Collaborations**

Initiatives/programmes developed through the collaboration of Public Institutions & Private Interests (e.g. Company - Municipality).

### **2. Academic Institutions - Private Organisations**

Programmes implemented by Academic Institutions and supported by the Private Initiative.

### **3. NGOs - Private Organisations**

Environmental or social programmes that have ensured the collaboration of the NGOs with the Companies.

### **4. Private Sector Partnerships**

Programmes or actions supported/implemented through the development of Business-to-Business collaboration.

### **5. Multi-Stakeholder Partnerships**

Presentation of programmes/actions implemented through collaboration between more than two Organisations (e.g. Private Organisation, Municipality, NGO)

## SUPPORT LINE

**QualityNet** can support you in the application process for participating in the **Bravo Sustainability Dialogue & Awards**.

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