

## Sustainable business models in focus for the Swedish Chamber of Commerce

Our brief survey at the beginning of the fall confirmed that **Swedish company values** continue to be strong guiding principles in the way we operate our businesses in Hungary. They contribute to a strong company culture, support employer branding initiatives and serve as strong platforms in external communication and engagement.

The Chamber intends to **increase visibility for our member companies with a strong digital campaign on sustainability** across our social media platforms; mainly LinkedIn and Facebook. We are already showcasing several best practices examples including the importance of a sustainable local business environment as well as sustainable company strategies and maybe most important today; activities to drive sustainable people actions. Over the next few months, we will deepen collaboration with the Swedish Embassy to generate several fact based reports on value based leadership that can be used in external engagements.

We are still living in the pandemic era of COVID and our **two live meetings on "Back to the Office Strategies" and "The Hybrid Era of Work; a Lawyers View on the Road Ahead"** attracted **large interest**. From these meetings, it was clear that the "new better normal" requires proactive efforts and conscious engagement from leaders to get it right. Our strategies will need to be well informed and based upon current legislation, company policies but also employer and employee preferences. We have made the information, including recordings available to you and it is highly recommended that you take time to review it.

Following the meeting at **the Ministry of Innovation and Technology**, we will provide a **sectorial follow up** as a way to go deeper and more specific. We have therefore kicked off our blue collar work stream with members representing manufacturing sectors to outline key agenda points for the next interaction with the ministry.

### Lucia 2021

While we had planned for a personal "end of the year" event with celebrations of Lucia, we are now unfortunately reverting back to an on-line event which we **aim to broadcast on Monday, December 13**. We are still in kick-off mode and more information will follow but it will provide us with an opportunity for a joint corporate social responsibility (CSR) event benefiting the same organizations as we targeted in 2020; UNICEF Hungary and NANE.

We are very happy to see that there is an **increased interest in the Chamber** from the Swedish business community and have already received several new requests for membership. **We will welcome the new companies to Team Sweden in due course.**

Please feel free to reach out to us if you have any comments or questions are very much looking forward to continued strong engagement with you.

Thomas Straumits  
President