

PURPOSE MAPPING

report



BRISTOL
GLOBAL MOBILITY

in partnership with



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INTRODUCTION



What's the **PURPOSE MAPPING**?

The word *purpose* refers to “the reason for which something exists or is done”. A corporate purpose indicates a company’s *why*; what the company believes in and what its people value. The **Purpose Mapping** is therefore a process of mapping the corporate purpose to an international sustainability framework: the Sustainable Development Goals (SDGs).

With this project, carried out in partnership with Prosperah, *Bristol Global Mobility* achieved an ambitious goal: committing to sustainability and corporate social responsibility to generate shared value for our stakeholders and the company itself. This report represents the company's strategic and tangible commitment to sustainable development.

What's Sustainable Development? **PEOPLE, PLANET, PROSPERITY**

- ◆ Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs ◆

(Brundtland Report, 1987)

There are 3 main categories of Sustainable Development:



PEOPLE → Social Sustainability



PLANET → Environmental Sustainability



PROSPERITY → Economic Sustainability



What are the Sustainable Development Goals (SDGs)?



The Sustainable Development Goals (SDGs) – also known as Global Goals – are the product of an incredibly large consultation exercise. They are a set of universal goals organised in a very powerful framework to meet the most urgent social, economic and environmental challenges the world is facing today. Each goal depends on other goals. They are interconnected and indivisible, universal and transformative.

The Sustainable Development Goals are a framework used around the world by companies, governments, civil society and non-profit organizations to communicate and measure their tangible commitment to sustainable development.

The Global Goals represent who we, as humanity, want to be and become in the near future.

SUSTAINABLE DEVELOPMENT GOALS



The SDGs for business



In the business world, the SDGs help us focus our sustainability and corporate responsibility priorities on specific issues, aligned with our core business and values. They include 17 macro-themes and 169 targets. Thanks to the **Purpose Mapping**, Bristol Global Mobility identified sustainable development priorities with reference to the SDGs to measure and communicate its sustainability efforts.

In this report, we therefore present our sustainability priorities as *Bristol Global Mobility* and the Sustainable Development Goals that most reflect our purpose and that will guide the company to become a leader in sustainability.



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METHODOLOGY

The **PURPOSE MAPPING** has 3 steps

STEP 1

Stakeholders' consultation

First, we launched a **survey** with the company's **stakeholders** (customers, suppliers, partners, employees, etc.). We invited them to share their opinion by answering the following question:

Thinking about Bristol Global Mobility's work and your own values, what issues do you think the company could address?

Stakeholders selected **3 priorities** that are most relevant to them among the following:

- Agriculture & Food
- Arts, Culture & Natural Heritage
- Biodiversity & Animal Welfare
- Children & Youth
- Diversity, Inclusion & Equal Opportunities
- Economic Prosperity
- Education & Training
- Energy
- Environment & Resource Management
- Ethics, Justice & Human Rights
- Health, Safety & Wellbeing
- Innovation
- Emergencies & Disasters
- Poverty Relief
- Urban & Community Development
- Water Resources & Sanitation Services

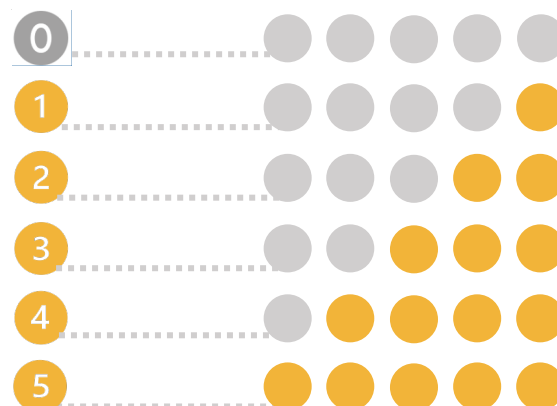
STEP 2

Business priorities questionnaire

Second, we launched another (more extensive) survey with the company's founders to define priorities around sustainability.

Company's representatives were asked to:

- **Assign a value** between 0 and 5 to all sectors of interest based on the importance each sector has for the company.
- For the 3 most important sectors of interest, **select** priorities and **specific interventions** within each macro-theme.

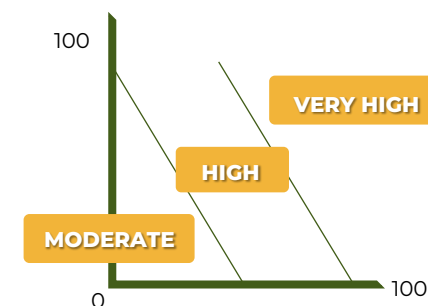


STEP 3

Data analysis

Once we collected all the necessary data from both stakeholders and the company, we moved onto the final phase of data analysis and report creation. As follows:

1. We **cross-referenced the data** and created a **TOP 5** of the most selected sectors of interest.
2. We **linked** each sector of interest in the stakeholders' TOP 5 with **specific SDGs**.
3. We then did the same with the company's TOP 3 sectors of interest.
4. Finally, we created a **priority MATRIX** by cross-checking company data with stakeholder data to define sustainability priorities that resulted as key to both stakeholders and the company.



Who was involved

We have engaged a total of **139 key stakeholders** for Bristol Global Mobility.

We recorded a good participation rate, with 4 different groups taking part in the survey and sharing their opinion with us.

STAKEHOLDERS

COMPANY

CLIENTS →

10



Dominic Offer –
Director, Sustainability and
Business Development



SUPPLIERS →

71



CLIENTS & SUPPLIERS

currently not working with BGM →

6



ADVISOR

Matt Sal –
Sustainability Consultant



EMPLOYEES →

52





PURPOSE MAPPING RESULTS



STAKEHOLDERS' PRIORITIES – 1st place for each group



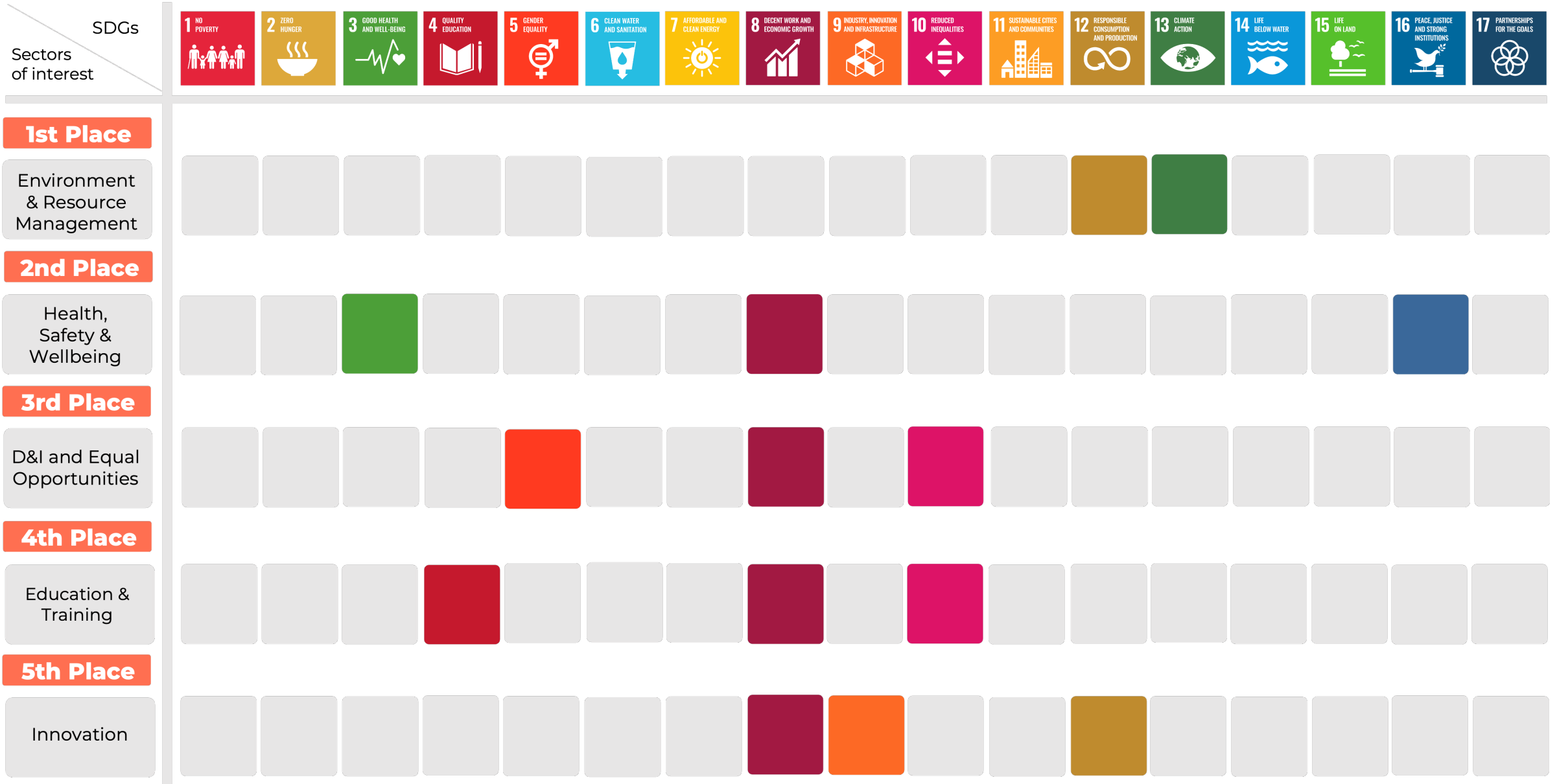
STAKEHOLDERS' PRIORITIES – 1st place for each group



STAKEHOLDERS TOP 5

- 1 Environment & Resource Management
- 2 Health, Safety & Wellbeing
- 3 Diversity, Inclusion & Equal Opportunities
- 4 Education & Training
- 5 Innovation

STAKEHOLDERS TOP 5 – Sectors of interest & SDGs



BUSINESS PRIORITIES – Sectors of interest

1 Diversity, Inclusion & Equal Opportunities ●●●●●

2 Economic Prosperity ●●●●●

3 Environment & Resource Management ●●●●●

Health, Safety & Wellbeing ●●●●●

Education & Training ●●●●●

Justice & Human Rights ●●●●●

Poverty Relief ●●●●●

Energy ●●●●●

Innovation ●●●●●

Children & Youth ●●●●●

Arts, Culture & Natural Heritage ●●●●●

Biodiversity & Animal Welfare ●●●●●

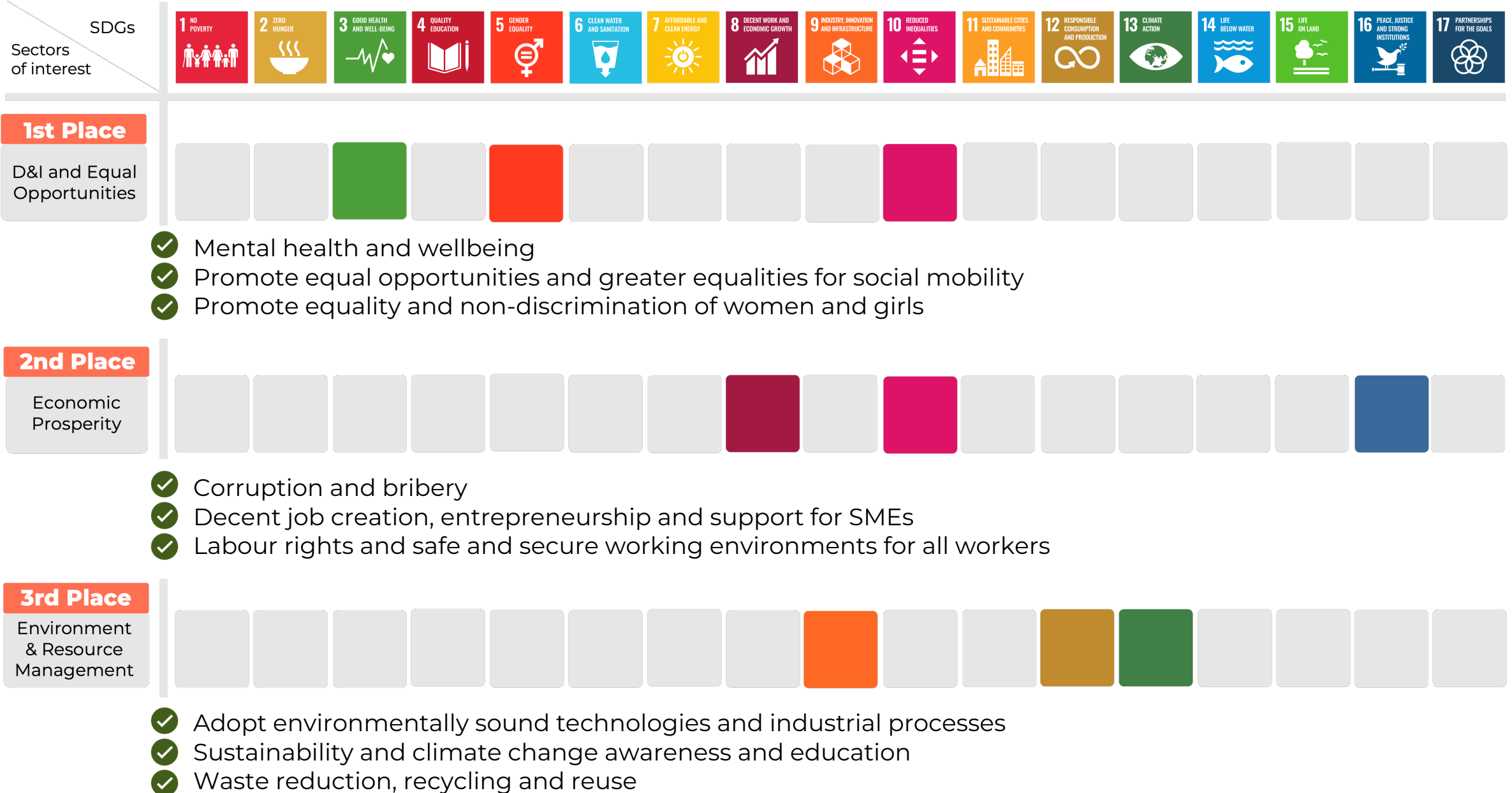
Emergencies & Disasters ●●●●●

Urban & Community Development ●●●●●

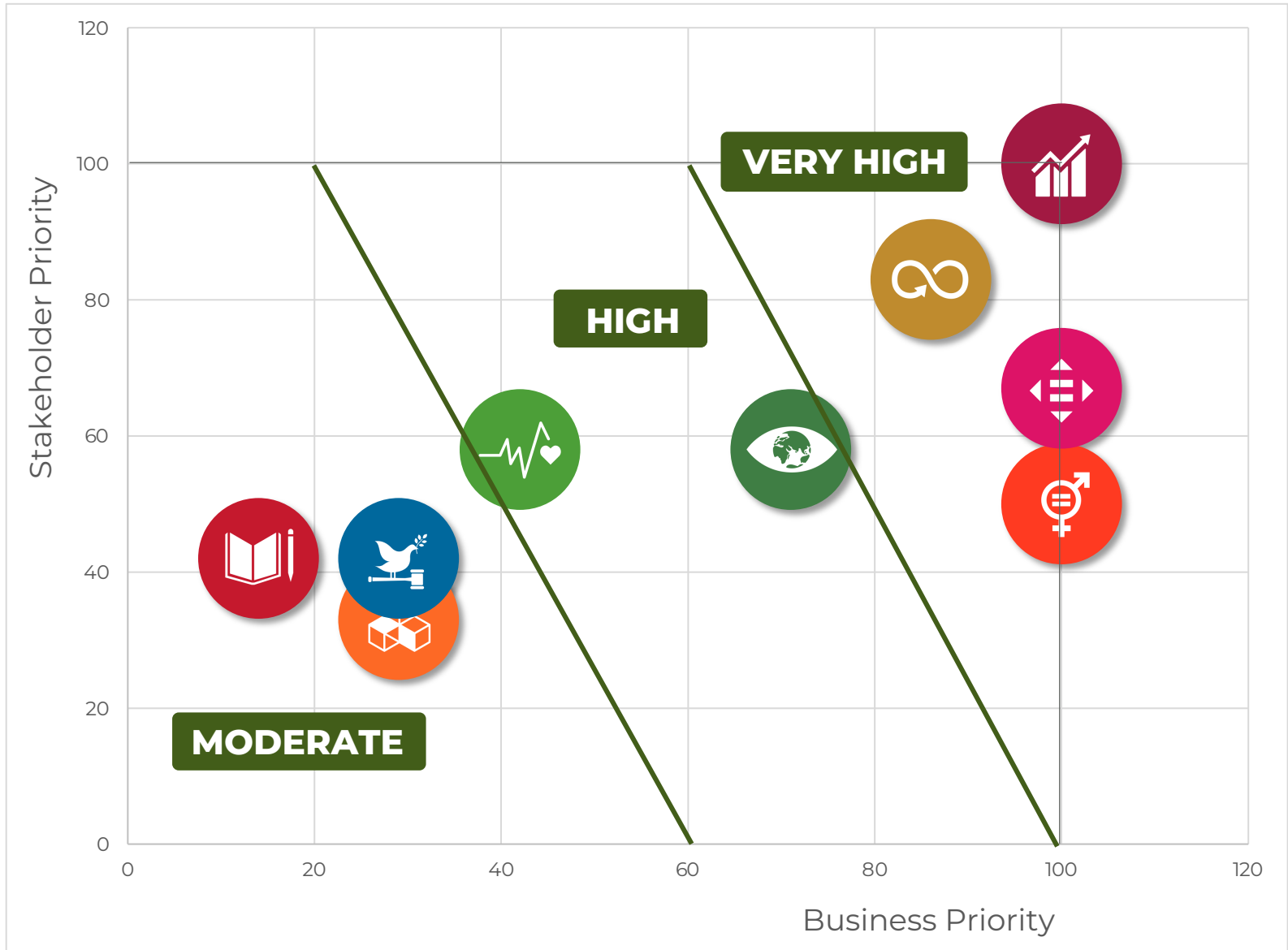
Agriculture & Food ●●●●●

Water Resources & Sanitation Services ●●●●●

BUSINESS TOP 3 – Sectors of interest & SDGs



Bristol Global Mobility PRIORITY MATRIX: Business and Stakeholder priority SDGs



-  SDG 3 – Good health and wellbeing
-  SDG 4 – Quality education
-  SDG 5 – Gender equality
-  SDG 8 – Decent work and economic growth
-  SDG 9 – Industry, innovation and infrastructure
-  SDG 10 – Reduced inequalities
-  SDG 12 – Responsible consumption and production
-  SDG 13 – Climate action
-  SDG 16 – Peace, justice and strong institutions

Sustainable Development Goals & Targets for BRISTOL GLOBAL MOBILITY



- 8.3** Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.
- 8.8** Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.



- 12.5** Substantially reduce waste generation through prevention, reduction, recycling and reuse.
- 12.8** Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.



- 10.3** Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.
- 10.4** Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.

Sustainable Development Goals & Targets for BRISTOL GLOBAL MOBILITY

VERY HIGH

5 GENDER
EQUALITY

5.1 End all forms of discrimination against all women and girls everywhere.

HIGH

3 GOOD HEALTH
AND WELL-BEING

3.4 Reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

HIGH

13 CLIMATE
ACTION

13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

MODERATE

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

9.4 Upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.

MODERATE

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

16.5 Substantially reduce corruption and bribery in all their forms.

MODERATE

4 QUALITY
EDUCATION

4.7 Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.












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CONCLUSION

SUGGESTIONS

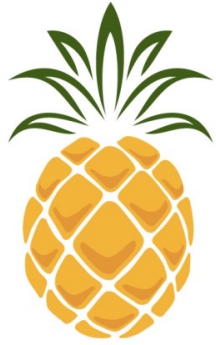
As discussed in the introduction, Sustainable Development encompasses 3 fundamental areas: **PEOPLE, PLANET, PROSPERITY**. By working within each area with tangible sustainability actions, **Bristol Global Mobility** will be able to generate shared impact for communities, the environment and the company too, thus becoming a leader in Sustainability and Social Responsibility.

Here's how our priorities fall into the macro-areas of sustainable development.

PEOPLE	PLANET	PROSPERITY
<div data-bbox="117 422 257 562"> <p>3 GOOD HEALTH AND WELL-BEING</p>  </div> <div data-bbox="117 576 257 716"> <p>5 GENDER EQUALITY</p>  </div> <p data-bbox="300 422 779 801">These goals as a priority show that – within <i>People</i> – BGM’s strategic direction around sustainability should focus on health and wellbeing and gender equality. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.</p> <div data-bbox="137 911 257 1039">  </div> <p data-bbox="300 929 830 1072">E.g. Launch “Wellbeing Day”, a company-wide monthly initiative to raise awareness and talk about mental health in the workplace.</p>	<div data-bbox="945 422 1085 562"> <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>  </div> <div data-bbox="945 576 1085 716"> <p>13 CLIMATE ACTION</p>  </div> <p data-bbox="1131 422 1612 832">These goals as a priority show that – within <i>Planet</i> – BGM’s strategic direction around sustainability should focus on responsible consumption and production and sustainability awareness. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.</p> <div data-bbox="965 911 1085 1039">  </div> <p data-bbox="1131 929 1625 1072">E.g. Create a toolkit to help suppliers and other businesses in the industry to take action towards climate action.</p>	<div data-bbox="1722 422 1862 562"> <p>8 DECENT WORK AND ECONOMIC GROWTH</p>  </div> <div data-bbox="1722 576 1862 716"> <p>10 REDUCED INEQUALITIES</p>  </div> <p data-bbox="1908 432 2390 808">This goal as a priority shows that – within <i>Prosperity</i> – BGM’s strategic direction around sustainability should focus on economic growth, D&I and greater equalities. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.</p> <div data-bbox="1722 911 1842 1039">  </div> <p data-bbox="1888 921 2423 1063">E.g. Start BGM’s Employee Resource Group(s) to bring together different perspectives, experiences and ideas in relation to D&I.</p>

CONCLUSION

After listening to our key stakeholders and analysing their priorities, we are now able to define **Bristol Global Mobility’s sustainability priorities** in line with our Purpose. We can start from these macro-objectives and targets to outline a **strategy and action plan** that is *clear, shared* and *measurable* and which allows us to make a tangible commitment to achieving these ambitious goals.



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