



Who we are

Good Vision Ltd. is the leading consultancy firm for corporate responsibility planning and management. The company was founded in 2002 by Ivri Verbin and Keren Hamburger-Tamir and provides a one stop shop for corporate responsibility services. The company specializes in the strategic planning of social, environmental and ethical projects, project management and the integration of these processes in organizations. Good Vision is the exclusive representative of Good Business England, the leading company in this field across Europe.

Good Vision's team consists of professionals with vast experience, who share a desire to reach tangible and applicable results. Our team combines experience in business strategy and non-profit organizations, with a thorough understanding of practical knowledge on various corporate responsibility issues. This translates into innovative thinking and effective action at the crossroads between business, community and environment.

Our Vision

Good Vision, aims to promote a process in which all corporate responsibility matters become an integral part of the company's overall strategic thinking. Good Vision focuses on the company's business goals and values, and therefore develops and manages the various projects in accordance with those principles in order to leverage the brand.

Our Mission

Due to increasing competition, the current financial crisis and the responsibility placed on executives, more managers are realizing that leading a company with the proper corporate responsibility has benefits for the company as well as management. Corporate community involvement and environmental projects contribute greatly to society, create a sense of responsibility and pride for employees and offer significant cost savings. Today, ethics and corporate governance are even more meaningful, as we are witnessing the fall of large corporations since they did not adhere to these issues previously. Companies need to create a sense that they are not only discussing the issues but are taking practical steps towards implementation.

Our mission is to assist Israeli companies in managing their corporate responsibility in a comprehensive manner, while still maintaining the company's brand values and business objectives. We focus on our customers and their needs and are committed to a professional, attentive, caring and continuous relationship.

About Good Vision: introduction presentation

The environment

How did environmental issues become an integral part of the business and management culture of organizations?

In recent years, along with the rise in public awareness of environmental issues, companies have become increasingly aware of their responsibility for the environmental consequences resulting from their direct and indirect activities. Environmental care has been recognized as a beneficial business advantage. This recognition has led to the integration of environmental considerations into the decision-making process of the company in order to mitigate risks and create trusting relationships with all the company's stakeholders (employees, customers, suppliers, community, government etc).

? How do we assist an organization in developing and implementing an environmental sustainability policy

- Writing an environmental policy.
- Creating a green office and recycling program, reducing energy consumption in the office, etc.
- Planning a community - environmental flagship program.
- Developing an environmental marketing plan - planning and producing green events.
- Assessing the company's carbon footprint and using tools in order to reduce it.
- Building partnerships with green organizations.
- Investment companies- analyzing risks and opportunities arising from the environmental consequences of economic activity. (in collaboration with GreenEye).
- Writing an environmental report for the company's stakeholders.



**Sustainability**

A managerial approach which seeks to produce whatever is in shortage, based on an all-inclusive approach to social, environmental and economic values; providing for present needs without compromising future generations.

Ecological Footprint

An index which assesses the human impact on nature and determines the amount of natural resources exploited by a single person, organization, city or country.

Carbon Trading

A mechanism for dealing with the global warming phenomenon, in which polluting companies will offset their carbon dioxide emissions by adopting other environmentally friendly initiatives.

Assurance

A quality assessment process for corporate responsibility/environmental reports, as well as a tool providing standards for data gathering. The reviewer's role is to ensure that the reporting is reliable.

Giving Back to the Community**Strategic Corporate Community Involvement**

"There is a difference between a good company and a great company. A good company offers excellent products and services. A great company also offers great products and services, but also strives to make the world a better place."

- William Ford, Chairman and CEO, Ford Motor Company

In today's business world more companies acknowledge that being social leaders who develop a corporate community strategy synchronized with its other core business activities creates added value for stakeholders. How do we assist an organization to plan, manage and execute a corporate social strategy?

1. Planning a strategic corporate community involvement program- a process requiring an analysis of the company, using quantitative and qualitative research tools: examination of existing community activities, brand values, interviews with company managers and employees, benchmarking, presenting alternatives to social content and choosing an appropriate alternative community flagship project.
2. Creating and managing the flagship community project- appointment of a dedicated project manager, coordinating with all relevant bodies- partnerships, employees, suppliers, customers, time and budget management, measurement and evaluation, etc.
3. Cause Branding- creating a corporate identity for strategic community involvement and connecting this to the business brand.
4. Internal marketing and communication- implementing and communicating community involvement within the company.
5. Managing the involvement and volunteer work of employees- engaging volunteers brings different company departments together and allows employees to enjoy themselves; it also increases employee's identification with the workplace and its values create a real sense of contribution to the community.
6. Cross-Sector partnerships- designing and building cross-sector partnerships: detection, engagement, management and evaluation of the partnership, carrying out due diligence processes.
7. Measuring and evaluating projects- project quality management, setting criteria to evaluate the effectiveness of the project, defining inputs and outputs. This service is in collaboration with Measuring Success, located in Boston, Massachusetts, USA.

Strategic Community Investment

An initiative by a company which focuses on the community, generally based on cross sector partnerships. Usually this initiative is a flagship project with a clear message on a pressing social need, leveraging and thus differentiating the brand values while including and motivating employees, and at the same time can be measured and evaluated.

Cross-Sector Partnership

A joint venture of people and organizations from the public, business and non-profit sectors, who aim to achieve community goals, while realizing mutual benefits and optimal utilization of each other's advantages and resources.





Stakeholders

All groups or individuals (customers, suppliers, employees, government officials etc.) that affect a company.

Ethics

"It's not hard to make decisions when you know what your values are"

Roy Disney, producer and screenplay writer

Why is there a need for an effective ethics plan?

In our complex global world there is increasing importance for companies to maintain an ethical behavior towards man, society and the environment.

Forming an effective ethics program and implementing of a code of conduct in the organization will mitigate and manage risks and increase the company's competitive advantage.

?How do we assist an organization in building and implementing an ethics program

- Accompanying activities in the development of a code of conduct that supports the company's business goals.
- Developing an implementation plan.
- Providing lectures on ethics and values to senior management and members of the organization.
- Creating an organizational outline (ethics commissioner, ethics committee) to implement the ethics program in the organization.
- Providing an ongoing review of the unique ethical dilemmas within the company and reaching decisions in accordance with company values.
- Measuring the level of ethics within the company (opinion surveys, performance metrics, measurement and evaluation).

Ethics Program

An ethics program is an important managerial tool which can help the company reach its business goals. The program consists of a code of conduct which consolidates a set of values and rules designed to guide the company's members in their decision making process. The plan includes the development and awareness of legal and ethical provisions, matching processes and procedures to the ethics program, developing inspection mechanisms and effective implementation and enforcement of the code.

Code of Conduct

An official statement of the business values and conduct of a company and/or its suppliers. The code is a statement regarding the minimum standards which the company is obliged to uphold and requires the same standards from its contractors, sub-contractors, suppliers and licensors.

Compliance

Compliance is designed to ensure that the organization conducts its business in accordance with laws, regulations and guidelines relevant to its operations and employees. Financial institutions are required to employ a compliance officer.

Corporate Governance

Why is corporate governance an integral part of an organization's conduct?

The growing sophistication of the market, along with huge corporate collapses due to mismanagement or fraud, led to the demand of legislature, investors and public to adopt new codes of management and conduct. While in the past organizations were measured exclusively according to annual profit, today they are also measured on how this profit is achieved.

Good corporate governance in a company will eventually lead to business growth, new stakeholders and growing confidence of investors.





How do we assist an organization with corporate governance?

- Establishing the current situation and suggesting ways for improvement- guidelines for the board of directors, existing and required committees, authorities, challenges, regulations etc.
- Reviewing the corporate governance aspects of the organization - monitoring, implementing decisions etc.
- Creating unique workshops for the board of directors and senior executives.
- Accompanying the chairman and/or board of directors in their decision-making processes.
- Educating new directors and preparing a directors portfolio.
- Assembling an effective company secretariat.
- Writing guidelines for the board of directors.
- Accompanying the establishment of the board of directors, determining the structure and profile of the directors.
- Assisting with the internal communication process which improves the flow of information and knowledge in the organization.

These services are provided in cooperation with On Board- a company specializing in strategy and implementation of corporate governance.

Corporate Governance

The manner in which corporations are managed and run by their driving force - the board of directors. Proper corporate governance contributes through an orderly decision making process to the business development and establishment of companies – ensuring that the company is at all times under strict supervision.

SOX Sarbanes Oxley

Sarbanes Oxley, anchored in the U.S. since July 2002, specifies the manner for dealing with accuracy and reliability of business data and how they are required to be presented and approved. This law came into force after the collapse of several large corporations such as Enron.

Risk Management

The ability to identify and define a "weak point" in a business environment. The board of directors is obligated to assess anticipated risks and use this information to make calculated decisions incorporating business strategy and corporate responsibility.

