

# The circularity of governance

## Sustainable development in a business perspective

### Sustainable development in business

**Problem:** Collaboration between private and public actors, International practices and tendencies.

**Perspectives gained:** External partners and their roles in driving sustainable development.

#### Results/findings in the two groups:

Language and international studies (LISE) group: The strongest stakeholders in H&M group (policy makers, NIACE and customers) take responsibility for sustainable development in different ways. All stakeholders can better utilise their salience. A collaborative approach is recommended.

Group members: Anca Dumitrescu, Majken Ravnkilde and Marie-Louise Dalgaard Sørensen

Urban-, environmental- and energy planning (EP) group: SMEs find it difficult to incorporate the SDGs in their business model, different prerequisites affects their approach. It is found that external guidance is required for the SMEs to ensure their pivotal role. Group members: Alberte Rørbæk and Sofie Nygaard

### Joint result:

Both groups investigated private companies and their sustainable development practices. Our joined results show that sustainable development in companies require the help of external partners in order to create systemic change. This is also the case internationally where external partners need to collaborate both with the companies but also with each other.

### SDGs and how they are affected:

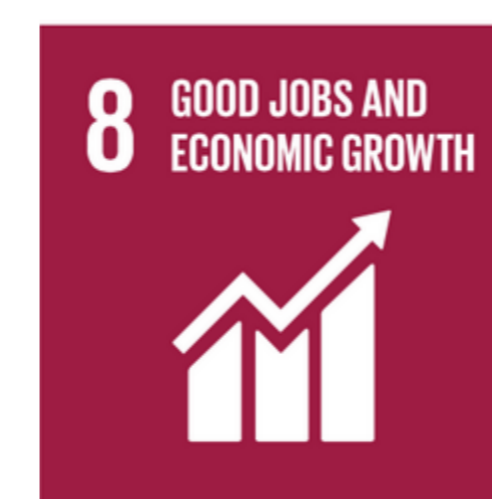
The SDGs have been a key component in both projects, as a frame to define sustainable development and as an analytical framework on sustainable business models

**8:** Social aspects of production

**12:** Foundational goal for the topic – focused on production

**13:** Environmental aspects of production

**17:** Solution for the challenges – increased collaboration



## Further work:

### LISE group:

- Conducting primary research in the supply chain of H&M group.
- Investigating the universality of the methodological and theoretical framework in other industries.

### EP group:

- Mapping out in greater detail the external stakeholders.
- Apply the generic framework to a specific industry to assist companies

Joined challenges: Requires more time and resources as well as security clearance and general collaboration in order to investigate specific companies

Joined further work: Use the generic framework of investigating industries as well as the challenges in the different stakeholder groups and apply them to other industries or other companies in order to investigate whether the frameworks can be used in a universal manner.



<https://metab.ern-net.eu/collaboration-on-ultra-rare-disorders/>

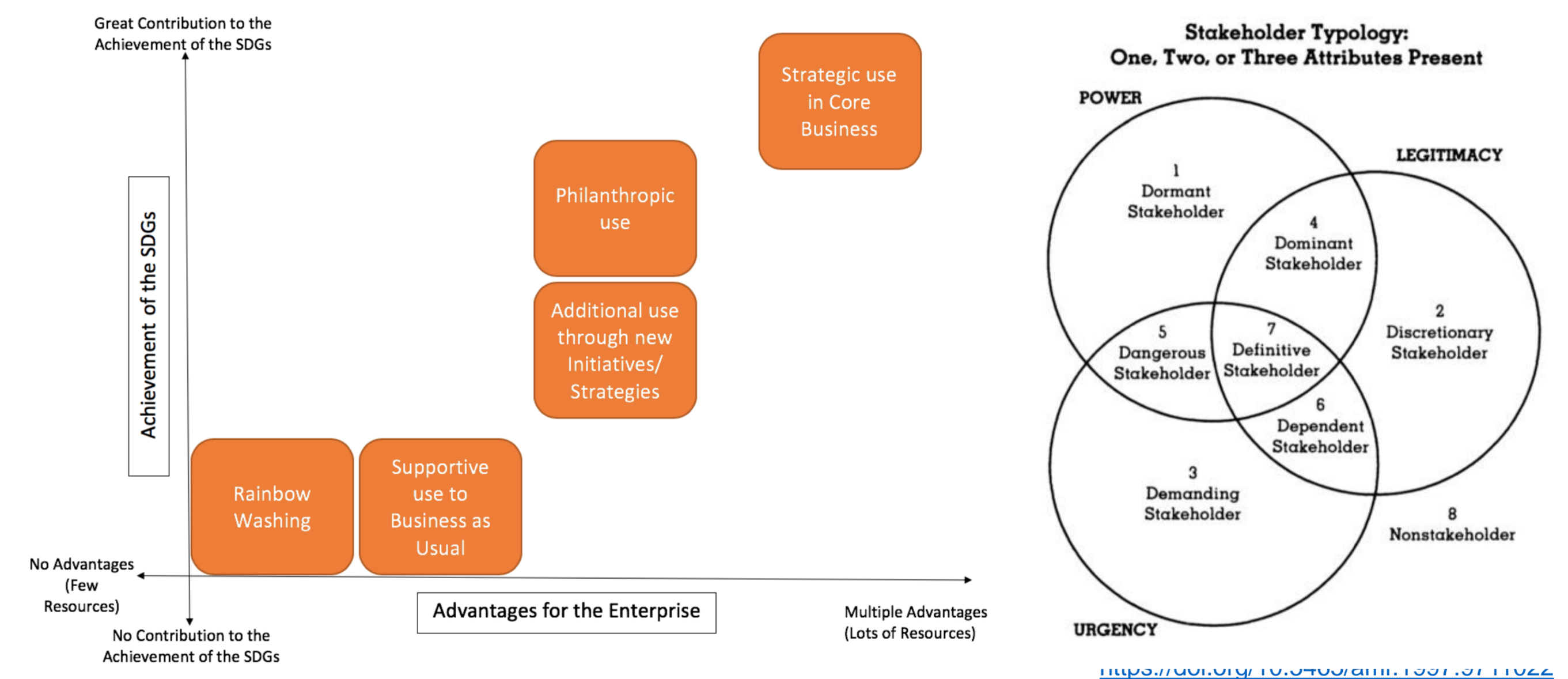
## Academic backgrounds:

LISE group: International relations, challenges, society and politics.

EP group: Planning perspective on environmental, urban and energy related challenges in society

## Overlap between groups:

- Investigation in stakeholder management
- Social and environmental challenges in production
- Stakeholder engagement and how to improve these



AALBORG UNIVERSITY  
DENMARK

