

Company Mission/Vision/Values Statements and Sustainable Development

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Se concerter
pour agir concrètement en
développement durable

1. Introduction

Statements of a company's mission and vision and core values are an important way to achieve a solid idea of that company's identity. A clear mission/vision/values statement is a valuable asset for a company, and an excellent way to communicate a vital message to clientele, employees and other stakeholders. The resulting understanding assists with strategic decision-making and provides an impetus for decision-makers in this process. Finally, these tools can act as a source of motivation and identification for employees.

2. Mission, Vision, Values

A **mission statement** is a short text that sets out the company's purpose and fundamental objectives. In other words, what it does and how it goes about doing it.

A **vision statement**¹ is a concise and precise statement. It presents a future view of the mission: what the company hopes to become and the target it aims to reach.

A **values statement** reflects the company's history and is founded upon its identity and culture. The values promoted by the company can be modified over time in order to strive more effectively towards the vision it has set forth.

3. Integrating Sustainable Development in the Statements of Mission, Vision and Values¹

A company's mission statement is usually aimed at serving the interests of shareholders or the requirements of various interest groups. For example, some companies want to maximize the value of their shares or offer good quality products to their clients. In these companies, all the decisions and actions are put to work in order to fulfill this mission.

When a company is determined to integrate sustainable development deeply into its organization, it can include an even greater scope in its mission statement. The statement may be in the form of a daily commitment made by the company to the local community, its employees, suppliers....as well as future generations and the environment. The mission is no longer merely a commitment to "goods and products", but rather in terms of "services rendered and solutions offered". The same logic applies to a company's vision when integrating sustainable development.

In articulating its mission and vision, the company can ask the following questions:

"What services do we render to the community in which we live, to society in general and to the planet?" "In light of our resources, skills and specific expertise, which solutions can we offer in solving our stakeholders' problems?"

Additional values may have to be adopted or prioritized in order to fulfill these new definitions.

¹ Adapted from the text: *Renouveler la mission et vision de l'entreprise*, written by the D'Audray-Joliette SADC.

4. Examples of Mission/Vision/Values Statements that Include Sustainable Development

The best statements are evidently those that emerge from your own reflection, or even better, from consultations with your employees and stakeholders. Here are a few examples to stimulate your creative process!

<p style="text-align: center;">Liberté (Dairy Products)</p> <p>Mission <i>Liberté strives to offer significant advantages to its principal stakeholders and provide solutions to consumers for their dietary needs. Liberté's mission is to provide natural and delicious products while providing a pleasant workplace environment in which all team members can learn and develop.</i></p> <p><i>An important issue for Liberté is to reduce its environmental footprint by supporting the development of organic farms and food items, adopting sustainable work methods and sharing information with consumers. For these reasons, Liberté is involved in various community projects.</i></p>	<p style="text-align: center;">DuPont (Scientific Company)</p> <p>Our Mission <i>Sustainable Growth: Increasing shareholder and societal value while reducing our environmental footprint.</i></p> <p>Our Vision <i>Our vision is to be the world's most dynamic science company, creating sustainable solutions that are essential to a better, safer, healthier life for people everywhere.</i></p> <p>[...]</p> <p>Our Core Values <i>Safety, concern and care for people, protection of the environment and personal and corporate integrity, are this company's highest values, and we will not compromise them.</i></p>
<p style="text-align: center;">Hôtel Château Laurier Québec</p> <p>Our Mission <i>Our mission is to offer distinctive services to our business and pleasure clients, with a view to sustainability and respect for French language and culture.</i> [...]</p> <p>Our Commitments <i>Our commitments are laid out in an action plan that contains four major components:</i> <i>Growth and economic benefits for the local community</i> <i>Contribution to the celebration of natural and cultural attractions – we are a hotel that celebrates Francophone culture and language</i> <i>Minimizing the environmental impacts related to running a hotel</i> <i>Involvement with fair trade practices and social responsibility.</i></p> <p>Our Vision <i>Since its foundation in 1975, the Hôtel Château Laurier Québec has been in pursuit of a very clear vision. Over the next five years, the institution intends to:</i> <i>“Become the only events hotel in Quebec City that specializes in the organization of small and medium-sized events of distinction (up to 350 attendees) and be recognized by the hotel industry for our innovative practices and partnerships as well as by the community for our commitment to sustainability.”</i></p>	