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# PURPOSE MAPPING

report

# RelocateU

in partnership with

**PROSPERAH**



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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, RelocateU 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**, RelocateU 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 *RelocateU* and the Sustainable Development Goals that most reflect our purpose and that will guide the company to become a leader in sustainability.

# METHODOLOGY

# The **PURPOSE MAPPING** in 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 RelocateU'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

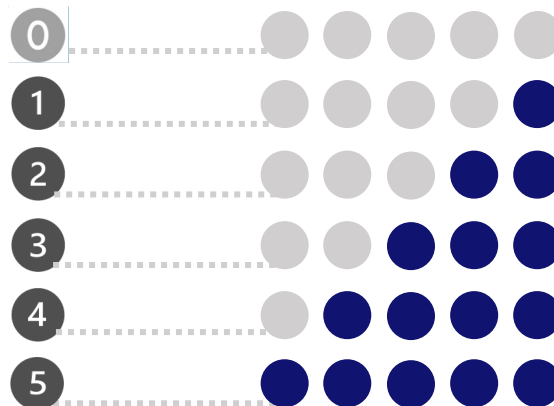
## STEP 2

### Business priorities questionnaire

Second, we did a questionnaire with the company's representatives to define priorities around sustainability.

Company's representatives were asked to:

- **Assign a value** between 0 and 5 to all macro-areas based on the importance each area has for the company.
- **Rank** in order of priority the same issues asked to employees, thinking about which ones require management focus in the immediate future.

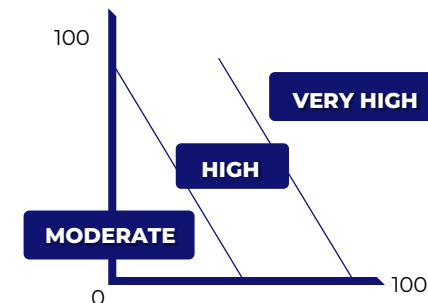


## STEP 3

### 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 **52 stakeholders** for RelocateU.

We recorded a good participation rate, with stakeholders from **5 different groups** taking part in the survey and sharing their opinion with us.

STAKEHOLDERS

COMPANY

<b>EMPLOYEES →</b>	<b>13</b>		
<b>RELOCATION MANAGEMENT COMPANIES →</b>	<b>16</b>		Lucie Nazir Director 
<b>SERVICED APARTMENT OPERATORS →</b>	<b>19</b>		Zubair Nazir Director 
<b>EXTERNAL CONSULTANTS →</b>	<b>2</b>		
<b>NON-PROFIT ORGANISATIONS →</b>	<b>2</b>		



# PURPOSE MAPPING RESULTS

**STAKEHOLDERS' PRIORITIES** – 1st place for each group



**EMPLOYEES**

**Education & Training**



**EXTERNAL CONSULTANTS**

**Health, Safety & Wellbeing**



**RELOCATION MANAGEMENT COMPANIES**

**Environment & Resource Management**



**NON-PROFIT ORGANISATIONS**

**Environment & Resource Management**



**SERVICED APARTMENT OPERATORS**

**Environment & Resource Management**

**STAKEHOLDERS  
TOP 5**

**1**  
Environment & Resource Management

**2**  
Health, Safety & Wellbeing

**3**  
Education & Training

**4**  
Diversity, Inclusion & Equal Opportunities

**5**  
Energy

## Some comments from our stakeholders



The ability to **report** on your achievements (especially for ESG) is important so in turn we can provide visibility to clients so they can incorporate data into their own achievements/goals.

For RelocateU particularly, I would like to see that they are working with providers that are **environmentally conscious** in terms of energy saving schemes at properties, recycling and low energy options.

Educate your guests on how a stay in a serviced apartment can be more **eco-friendly**.

**BUSINESS PRIORITIES** – Sectors of interest

**Health, Safety & Wellbeing**



**Diversity, Inclusion & Equal Opportunities**



**Environment & Resource Management**



Poverty Relief



Innovation



Biodiversity & Animal Welfare



Water Resources & Sanitation Services



Emergencies & Disasters



Urban & Community Development



Energy



Education & Training



Children & Youth



Justice & Human Rights



Economic Prosperity



Agriculture & Food



Arts, Culture & Natural Heritage



## BUSINESS TOP 3 – Areas and Focus

### DIVERSITY, INCLUSION & EQUAL OPPORTUNITIES

# 2°

- ✓ Women's leadership and decision-making
- ✓ Mental health and well-being
- ✓ Promote equal opportunities and greater equality for social mobility

### HEALTH, SAFETY & WELLBEING

# 1°

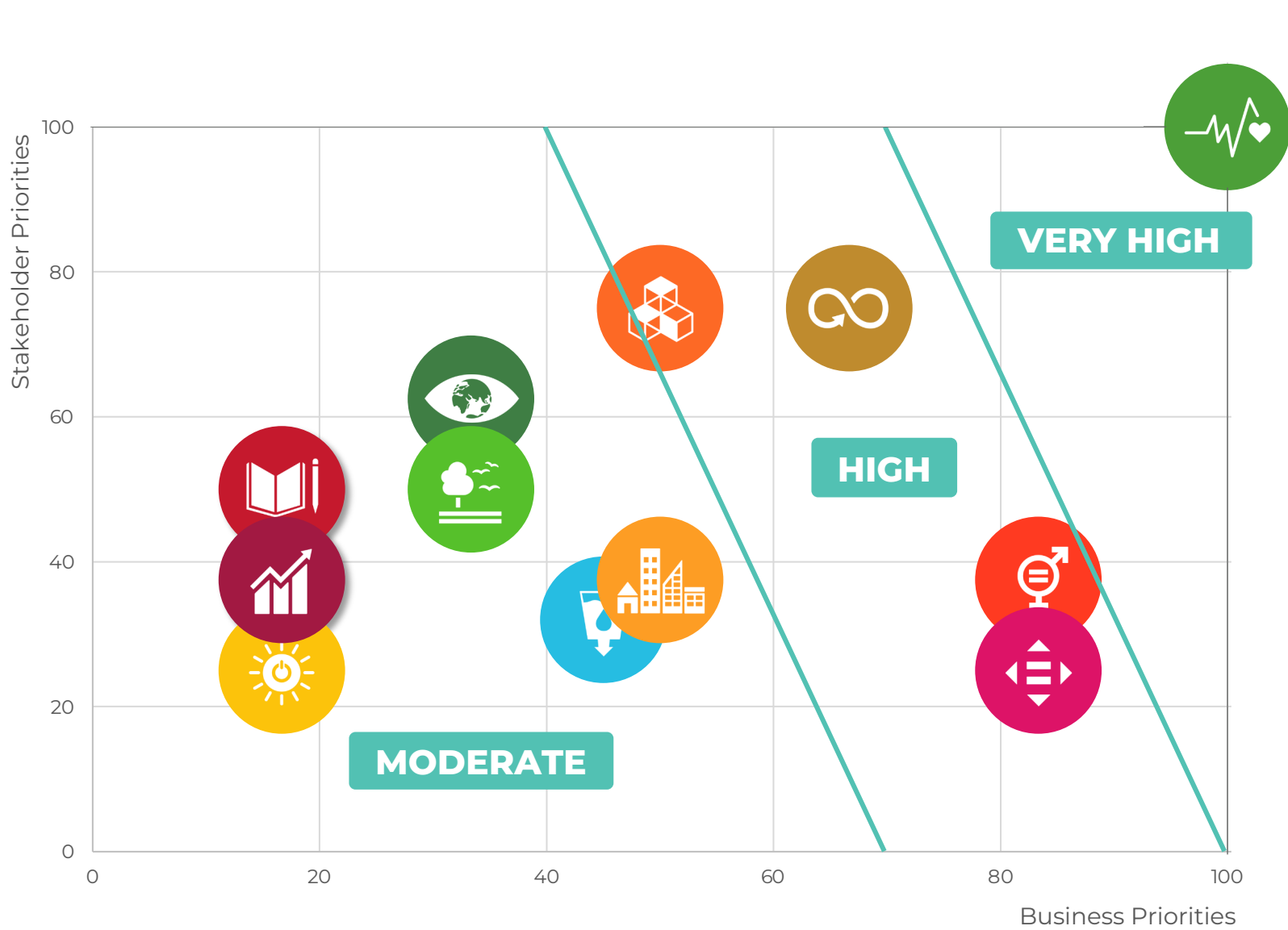
- ✓ Access to safe housing
- ✓ Access to safe drinking water
- ✓ Quality, reliable, sustainable and resilient infrastructure

### ENVIRONMENT & RESOURCE MANAGEMENT

# 3°

- ✓ Promotion of sustainable practices and reporting of companies
- ✓ Measures implementation to tackle climate change
- ✓ Protection of natural habitats and protected wildlife

# RelocateU PRIORITY MATRIX: Business and Stakeholder priority SDGs



-  SDG 3 – Good Health and Wellbeing
-  SDG 4 – Quality Education
-  SDG 5 – Gender Equality
-  SDG 6 – Clean Water and Sanitation
-  SDG 7 – Affordable and Clean Energy
-  SDG 8 – Decent Work and Economic Growth
-  SDG 9 – Industry, Innovation and Infrastructure
-  SDG 10 – Reduced Inequalities
-  SDG 11 – Sustainable Cities and Communities
-  SDG 12 – Sustainable Consumption and Production
-  SDG 13 – Climate Action
-  SDG 15 – Life on Land

# Sustainable Development Goals & Targets for RelocateU



**3.4** [...] Promote **mental health** and **wellbeing**.



**5.5** Ensure **women's** full and effective **participation** and **equal opportunities** for **leadership** at all levels of decision-making in political, economic and public life.

## Sustainable Development Goals & Targets for RelocateU

HIGH



**9.1** Develop **quality, reliable, sustainable** and **resilient infrastructure**, including regional and transborder infrastructure, to support **economic development** and **human well-being**, with a focus on affordable and equitable access for all.

HIGH



**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**.

HIGH



**12.6** **Encourage companies**, especially large and transnational companies, to **adopt sustainable practices** and to integrate sustainability information into their reporting cycle.



## NPS & eNPS comments

*On a scale from 0 to 10, how likely are you to recommend RelocateU's services to acquaintances and professionals in your industry?*

*On a scale from 0 to 10, how likely are you to recommend RelocateU as a place to work?*



The workplace is very good because there is a comfortable **work environment**, high Team collaboration, friendly Management, clear rules and responsibilities. My scale is 10/10 to RelocateU.

Flexibility, values and innovative **culture**.

The biggest strength: you always listen to the specific requirements and try to find suitable option ...You really do **tailor** the options per request.

Excellent **team** with efficiency and great service

We have been working with RelocateU for quite some time, and I am very happy with our **partnership**.

Great internal processes and excellent **service!**

**Personal** touch and motivated crew.

# 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, **RelocateU** 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

3

GOOD HEALTH  
AND WELL-BEING



5

GENDER  
EQUALITY



These goals as a priority show that – within *People* – RelocateU's strategic direction around sustainability should focus on **health, safety, wellbeing** and **equality**. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.



Launch “Wellbeing Day”, a monthly initiative to raise awareness and talk about mental health in the relocation industry.

### PLANET

12

RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



These goals as a priority show that – within *Planet* – RelocateU's strategic direction around sustainability should focus on **transparency** and **awareness on sustainability**. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.



Develop a “How to live sustainably” guide to be shared with expats moving to a new country.

### PROSPERITY

9

INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



10

REDUCED  
INEQUALITIES



This goal as a priority shows that – within *Prosperity* – RelocateU's strategic direction around sustainability should focus on **innovation** and **diversity, inclusion** and **equal opportunities**. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.



Research and favour apartments that meet sustainability criteria such as D&I, wellbeing and eco-friendliness.

## CONCLUSION

After listening to our key stakeholders and analysing their priorities, we are now able to define **RelocateU'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.

# RelocateEU

in partnership with

**PROSPERAH**

