

SESSION 3: CORPORATE GOVERNANCE AND SUSTAINABILITY

ESG SOCIETY WITH EDUCATION
VALUES: TRUST

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Abstract

Through qualitative analysis of visual impacts and sustainable materials with experiential learning of logo design for environmental, social, and governance (ESG) society, the main takeaway of this study is to realise the importance of developing talents with 3 As (Accommodation, Adaptation, Adjustment) mindset with Trust for ESG-related initiatives. Developing a 3 As mindset with pioneer actions to change, accept others' mistakes, and learn from the mistakes/experiences for developing a stronger power of learning. Besides, we need to think about the triangulation among 3 As and Trust (education values with social and governance) and the use of sustained materials (environmental mindset) in educating the community about the meaning of ESG.

1. INTRODUCTION

Based on recent research of the author, the side event "*Metaverse Mindset via Transformative Business Exposure — SDG and NFT*" (side event of United Nations Office for South-South Cooperation (UNOSSC) EXPO) about a survey about transformative servant leadership in business management from September 2021 to January 2022 with subjects included people working in business management and students studying business management (a total of 310 responses are collected) that "*self-management with team work and empowerment of others to*

serve the society” is the key elements for transformative servant business leaders.

The author designed a theme for the UNOSSC EXPO side event on *metaverse mindset and transformative business exposure* to develop feasible solutions with immersive experience to reconnect and co-create platform to learn, unlearn and relearn.

Expected outcomes of the project is to identify relevant SDGs in relation to the theme of the side event “*Metaverse Mindset with Transformative Business Exposure*” for mindset change with feasible actions for entrepreneurial activities and training opportunities.

2. LITERATURE REVIEW

To determine related factors that were connected to the dependent variable, *art elements in business model*, research was performed. Nine articles published from 2002 to 2022 were studied. Several related factors were discovered, including the *creation of collaborative arts business teams*, *avoid loss of art in commercial use*, *entrepreneurial spirit in business model*, *policy of art in product promotion*, *label visual culture*, *pattern appealing to users*, *transformation rules*, *innovative use of colors to match products*, *materials benefit to customers*, and *business success with aesthetics*.

By using NVivo, a text search was conducted for the factors above to acquire a more accurate point of view regarding the keywords’ relationships to the topic. The search result showed that some of the keywords such as *avoid loss of art in commercial use* and *creation of collaborative arts business teams* showed up more frequently with 568 and 559 times respectively, while *materials benefit to customers* was cited less often (Table 1).

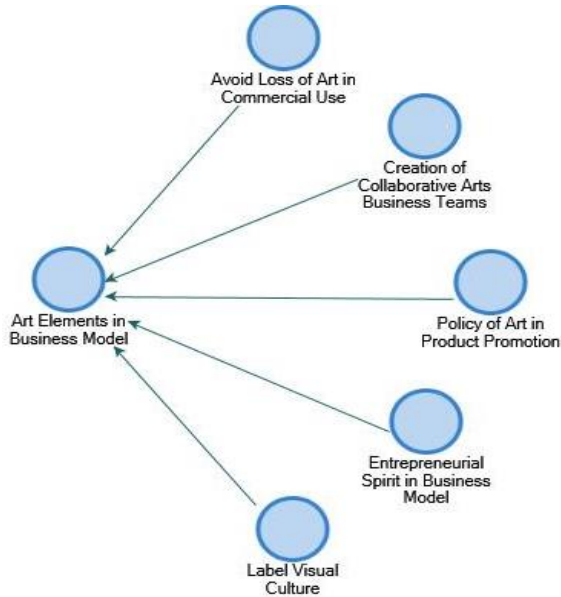
Table 1. Findings of the keywords search

<i>Factors</i>	<i>Sources</i>	<i>References</i>
<i>Avoid loss of art in commercial use</i>	9	568
<i>Creation of collaborative arts business teams</i>	9	559
<i>Policy of art in product promotion</i>	9	474
<i>Entrepreneurial spirit in business model</i>	9	471
<i>Label visual culture</i>	9	417
<i>Pattern appealing to users</i>	7	268
<i>Transformation rules</i>	5	262
<i>Innovative use of colors to match products</i>	9	167
<i>Business success with aesthetics</i>	9	147
<i>Materials benefit to customers</i>	6	29

By further investigating the interrelationships among the factors, it appears that some keywords such as *avoid loss of art in commercial use*, *creation of collaborative arts business teams*, *policy of art in product*

promotion, entrepreneurial spirit in business model, and label visual culture connect the most to the topic of *art elements in business model*. A graphical depiction was created from the data based on the findings (Figure 1).

Figure 1. Model of the factors



3. RESEARCH METHODOLOGY

3.1. Wellness and responsible business

In the past three years, what we have experienced is how to apply technology to our lives easier and stay with our communities. Based on United Nations Sustainable Development Goals (UNSDG) #3 wellness and #9 innovations, there is room for relearning the use of technology for improving our mental and spiritual well-being.

Under COVID-19, people feel uncertain, with emotions going up and down as there is a change in their daily activities — a new normal of work, life and play. It is observed that more and more people love to be involved in the art and creation business. The design of brand products has been finetuned with the use of colors to create a fresher and more appealing package design to boost the sales volume. It is worthwhile to study and apply visual art to package design, media promotion, fashion

events and the concept of art-life-business has emerged as mentioned by Yeung and Song (2020).

A lot of Korean and Japanese personal care brand products have been using a new design, promoting sustainability, sustainable lifestyle for increasing the awareness of potential customers and retaining their existing consumers. Hence, we need to re-think and re-design how to use logos to convey a message that wellness and sustainability are integrated into our daily lives. As a responsible product/service producer, it is a good opportunity to educate the community on SDG#3 wellness, #9 innovations and #12 responsible production and consumption via #4.7 knowledge transfer.

3.2. Logo design for ESG society

We are living on the same planet, the same group with humanity and diversity. We need to understand how to embrace nature and let our community realise the interdependence of the planet and community development with social capital and development. That is the rationale of having "S" – Social inside the "E" — Environment.

People are unique and have their own subjective feelings. The way how people interpret messages is based on their past experiences and perceptions.

For the "G" – Governance, it carries a certain weightage in the "ESG" logo design. The timeliness, relevancy and suitability of policy are closely linked to social development with environmental impacts.

A good policy probably needs to be changed, revised, and finetuned to make the community develop in a healthy and supportive way, leading to a better living and working environment on the planet. In fact, cultural elements are embedded within social development. We need to have the "G" ("Governance") decision-making with the relevance of policy, linking up with the "S" ("Social") and then we're all living in the same umbrella groups. That's why there will be a "line — link" between "E", "G", & "S" and "E" & "G".

Based on NVivo analysis of the art business model, creative art may link up for business impacts with policy in product promotion and application of entrepreneurial spirit into a business model. Through the meaningful design of "E", "S", "G" logos, the association of ESG-related activities for impacts may go into the minds of the community. Last, but not the least, the logo may trigger people to take actions, leading people to think about how to transform and how to innovate.

3.3. What is the core value for society?

For the sustainable development of a society, the 3 As concept is necessary. That is:

1) *Accommodations* — never have “blame” in “mind”. We need to look forward and take actions to bridge the gaps that we have identified.

2) *Adaptation* — never feel rejected. We need to be open and flexible to adapt ourselves, change ourselves, our mindset, attitude and behaviour to immerse ourselves into the situation, whether it is familiar or unfamiliar with cultural differences:

- upkeep the values of righteousness, harmony, peace with a “co-learn” spirit;
- be humble at a low profile state with confidence;
- build a positive self-concept.

3) *Adjustment* — never stay at your own viewpoint for a long time without empathy. Try to adjust yourself and create awareness of diversity and maintain the core values of a society.

All the values to support the growth of a society are based on inner peace, peace for cultural differences, and organisational effectiveness with effort and energy to co-create a win-win partnership.

4. FINDINGS: SUSTAINABLE MATERIALS

Qualitative research was performed in order to examine potential factors that contribute to sustained materials. Eight articles published from 2009 to 2021 in total were studied. According to the findings, several factors were especially more relevant to the subject, including *food packaging method*, *materials used to extend shelf life*, *choice of packaging material*, *applications of desirable packages for food*, *dependence* and *level of permeability of food being packaged*.

By conducting a keyword text search with NVivo, the relationship between the eleven factors above and sustained materials was tested. The test results showed that some of the factors such as *food packaging method* and *choice of packaging material* were particularly mentioned more frequently with 1615 and 1119 times correspondingly. Meanwhile, one of the keywords namely *dependence* was comparatively cited less frequently (Table 2).

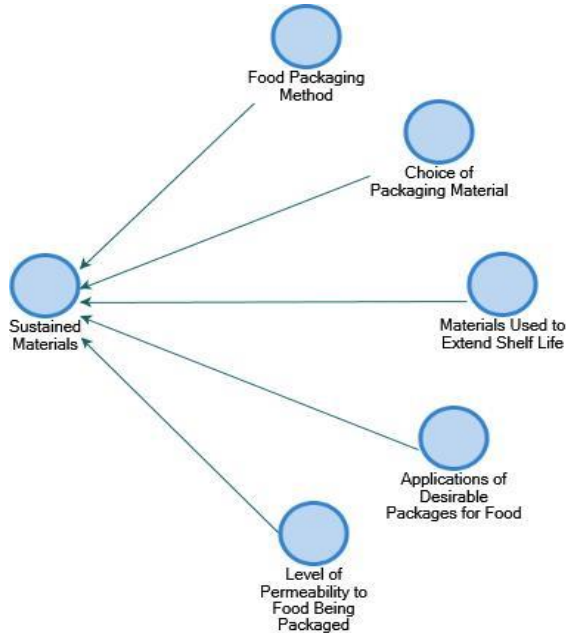
Table 2. Findings of sustainable materials search

<i>Factors</i>	<i>Sources</i>	<i>References</i>
<i>Food packaging method</i>	8	1615
<i>Choice of packaging material</i>	7	1119
<i>Materials used to extend shelf life</i>	8	1033
<i>Applications of desirable packages for food</i>	8	1028
<i>Level of permeability of food being packaged</i>	8	916
<i>Dependence</i>	2	3

With the qualitative research findings above, most of the mentioned keywords obviously had a significant relationship with the topic, including *food packaging method*, *choice of packaging material*, *materials*

used to extend shelf life, applications of desirable packages for food, and level of permeability of food being packaged. A model was constructed based on the research result (Figure 2).

Figure 2. Model of of sustainable materials search



5. CONCLUSION AND DISCUSSION

A mindset of 3 As can be developed from exposure to the real world with transformations and innovations. For young people aged from 20 to 50, they may be concerned about their career and family planning, which 3 As may lead them to have empathy, understanding of the survival elements for quality of life, organizational effectiveness, and global success. For those aged from 50 to 70, a mindset of 3 As helps them to accept reality with openness to change and accept the situation while thinking a way out for contributions with happiness.

However, the obstacles hindering the development of a 3 As mindset may be on two perspectives: 1) limited resources — it is not easy to develop a mindset of 3 As as we have been subjective and need to set the priority for making a living with self-interest; and 2) sharing/green economy. In order to combat the challenge of limited resources to developing a mindset of 3 As, a platform with shared resources may be needed for reaching 20/80 rules, 20% of resources that you use, and you

can generate 80% of the impact, one of the concepts of total quality management (TQM).

Based on the experiences of the author and stakeholders in her community in the past 10 to 20 years, the impact is creating an understanding and application platform with entrepreneurial spirit for success and/or in life, for example, UNOSSC entrepreneurship academy with student participants from around 20 countries to become alumni and stay in a community with shared values to grow and shine. The main quality for developing talents with 3 As mindset is: Trust with a passion to develop 3 As mindset with pioneer actions to change, accept other's mistakes, and learn from the mistakes/experiences for developing a stronger power of learning. Besides, we need to think about the triangulation among 3 As and Trust (education values with social and governance) and the use of sustained materials (environmental mindset) in educating the community about the meaning of ESG.

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