

NEW REPORT SHOWS SHIFT IN CORPORATE VALUES CITED BY LARGE COMPANIES WORLDWIDE AS THEY SIGNAL AN ENHANCED SENSE OF SOCIAL RESPONSIBILITY

- The /amo global survey reviews corporate values of 525 listed companies across 22 markets.
 - Values related to people & communities top the ranking, up 11% from last year.
 - Integrity remains the single most frequent value, cited by 27.8% of companies.

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A new annual survey of corporate values around the world, the first of its kind, shows that companies are significantly more keen to display their concern for people and their communities than before the Covid pandemic hit last year.

The “Values Most Valued” survey, published today by the /amo network, a leading global organization of strategic communications advisors, compares how corporate values have evolved over the last year by examining annual reports and websites of 525 listed companies in 22 markets.

To carry out its global review of corporate values, /amo asked its consultants to closely examine annual reports published last year and this year by the largest listed companies in 22 markets. The resulting study turned up a total of almost 2,300 individual corporate values cited in all, an average of 4.3 values per company. These numerous individual values were then classified into a smaller number of broad categories to allow a more meaningful analysis of the results.

After a tumultuous year, companies care more about “people & communities”

The Global Values Hit Parade (values by category)			
The /amo network's "Values Most Valued" report July 2021			
	Mentions	% change Y/Y	% of companies
People & community	249	+11.3%	47,4
Ethics & integrity	217	-7.3%	41,3
Creativity & innovation	212	-4.1%	40,4
Professionalism & discipline	180	+6.5%	34,3
Employees & partners	146	-14.6%	27,8

The survey shows that almost half of the companies reviewed (47.4%) included at least one value related to broader social issues in their annual report this year, an 11% increase over the previous year. As a result, “people & community” emerged as the most popular category of corporate values in 2021, ahead of “ethics & integrity” which led the field last year.

Angus Maitland, chairman of /amo, said: “We can look back on a quite tumultuous year, one defined by the first global pandemic for over a century and one which called for some very different corporate leadership qualities. The /amo report on how corporate values are evolving can be seen as source for some optimism for the future. Corporate values are the clearest indication of how corporations wish to be perceived by their stakeholders. All the companies reviewed here, which have expressed their values in their key corporate communications tool – namely, the annual report – are demonstrating a willingness not only to make their aspirations public, but to be judged by those high standards they have set themselves.”

In times of uncertainty, “integrity” remains the single most important value

Looking at individual values, “integrity” was the single word most often cited by companies, followed by “innovation” and “respect”, an order of popularity unchanged year on year. “Responsibility”, the fourth most popular value, was slightly more frequently quoted this year, whereas “sustainability” dropped almost 5%.

The Global Values Hit Parade (individual values)			
The /amo network's "Values Most Valued" report July 2021			
	Mentions	% change Y/Y	% of companies
Integrity	146	+1.4%	27,8
Innovation	134	-2.9%	25,5
Respect	87	-1.1%	16,6
Responsibility	82	+3.8%	15,6
Sustainability	81	-4.7%	15,4

For the full results of the /amo global corporate values report, [click here](#).

About /amo

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We offer a full range of services to our clients, including: transactions, transformation, engagement and responsibility, crisis and policy.

The /amo network is backed by Havas, one of the world's largest global communications groups, founded in 1835 in Paris.

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