
Welcome to Info webinar

SIMP Asia 2021

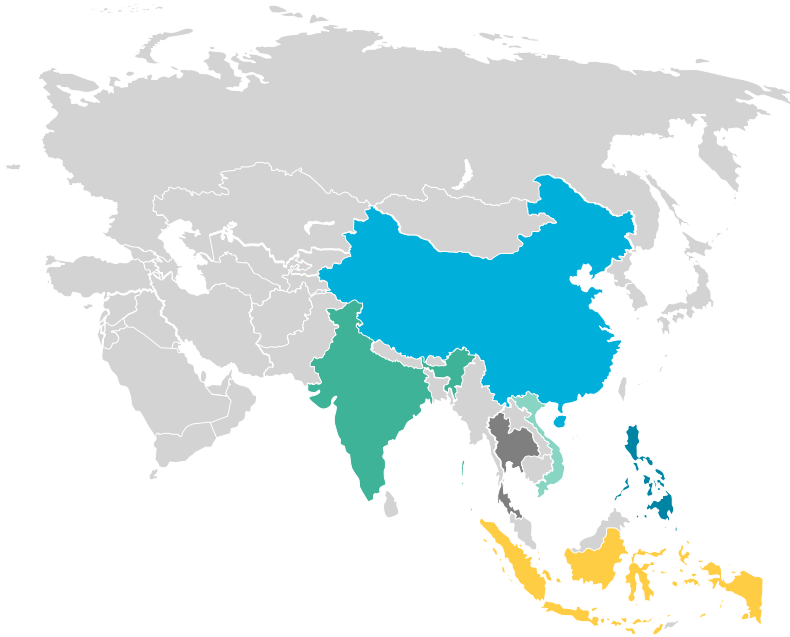




Agenda

- **Welcome & introduction**
- **Introduction to the Swedish Institute & SIMP Asia**
- **The application process**
- **Q&A**

Sweden in Asia



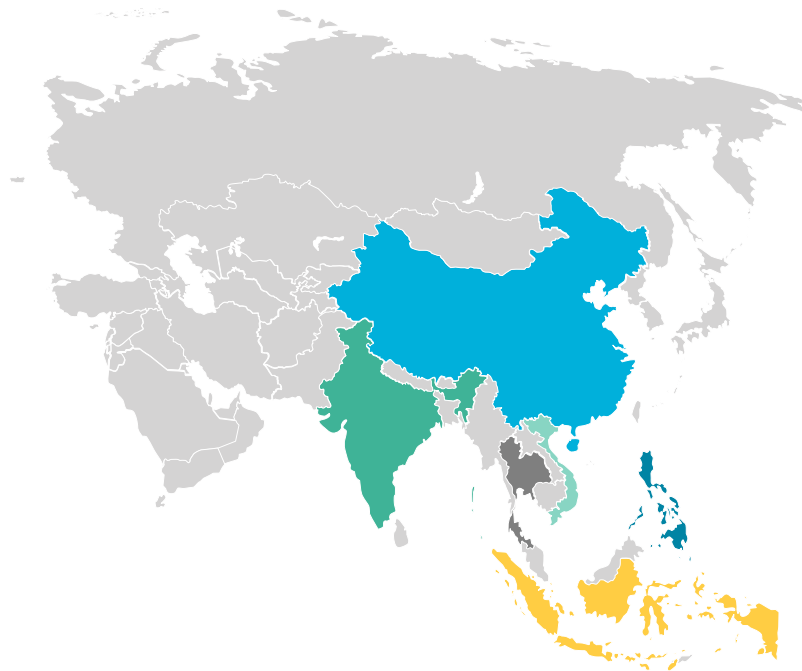
- +1000 Swedish company establishments in Asia
- Key sectors include manufacturing, healthcare, consumer good, energy and transportation
- Bilateral MoUs within thematic areas such as energy, environment, transportation and security
- Continuous high-level dialogues being held, including
 - Digital summit between Indian PM Modi and Swedish PM Löfven on March 6 2021
 - China-Sweden Intelligent Transportation Cooperation Conference in December 2020
 - Sweden-Indonesia Sustainability Partnership (SISP) week in 2020, attended by Swedish PM, Indonesian Minister of Transportation, Indonesian Ministry of Healthcare, etc.

Far away but yet close – many shared values

Sustainability

Innovation

Society



Introduction to the Swedish Institute & SIMP Asia

The Swedish Institute assignments



Communicate Swedish values,
competencies and experience

Strengthen the voices and presence of
talented people, opinion-formers and
decision-makers in other countries

Monitor and analyse
Sweden's relevance in
the world

Develop and support networks for
long-term inter-cultural relationships

The why?



Swedish Institute Management programme (SIMP) Asia 2021



The facts

- SIMP Asia history:
 - 2009 China & India
 - 2016 China, India, Indonesia, Philippines, Thailand, Vietnam
 - 350+ SIMP Asia alumni
 - 1000+ in all SIMP countries
- In 2020, SI delivered 30 leadership programmes within democracy, equality, sustainability & innovation.

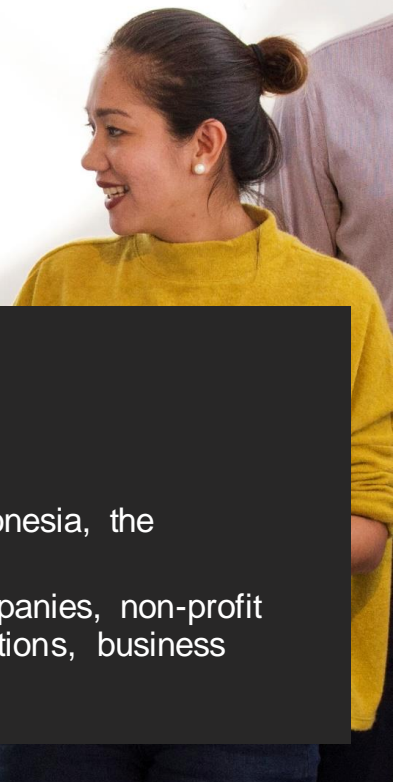


Agenda 2030

SIMP Asia aims to strengthen capacity in the business sector in your countries to pursue strategic sustainability work and contribute to the implementation of Agenda 2030, goal 8 (Decent work and economic growth).



new business
isation structure
and for the pl



Target group

- Participants from India, China, Indonesia, the Philippines, Thailand and Vietnam.
- Mix of 30-45 participants from companies, non-profit associations, government organisations, business sector organisations.

Target group



**Hitesh Kataria,
Mahindra Group**



**Thao Nguyen,
Vietnam
Chamber of
Commerce**

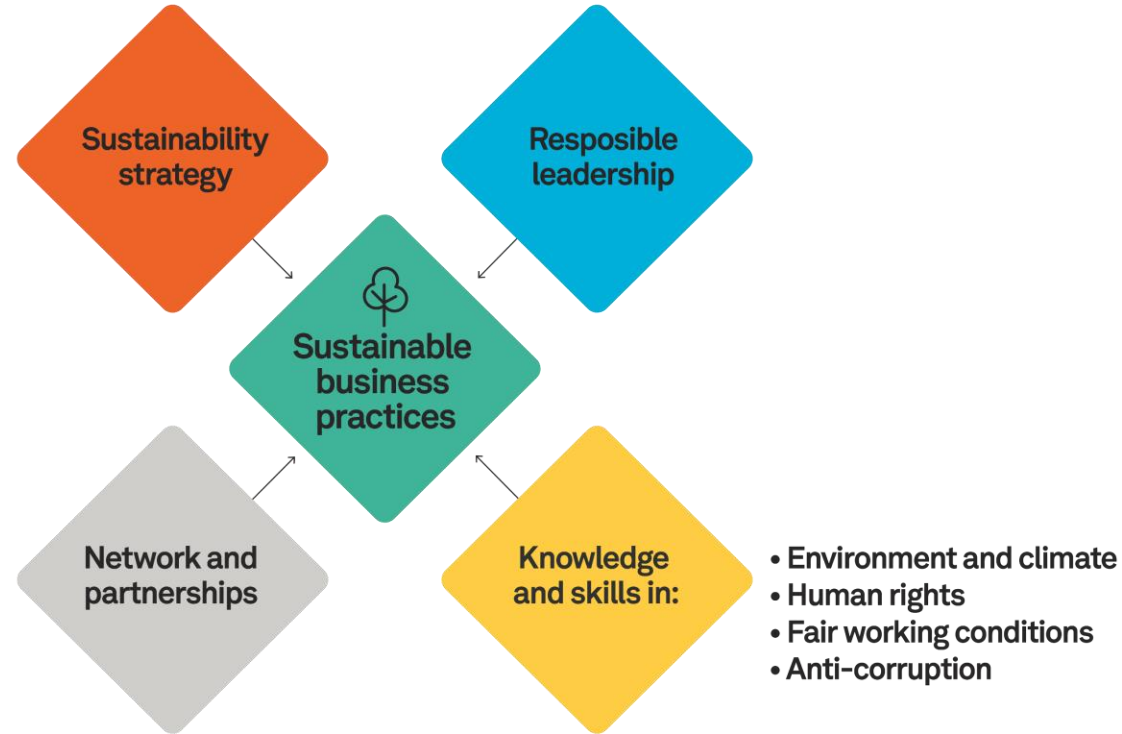
Businesses

- CEO or top manager of a small or medium-sized enterprise, or
- A manager of a significant and distinct department of a large enterprise, with its own profit responsibility.

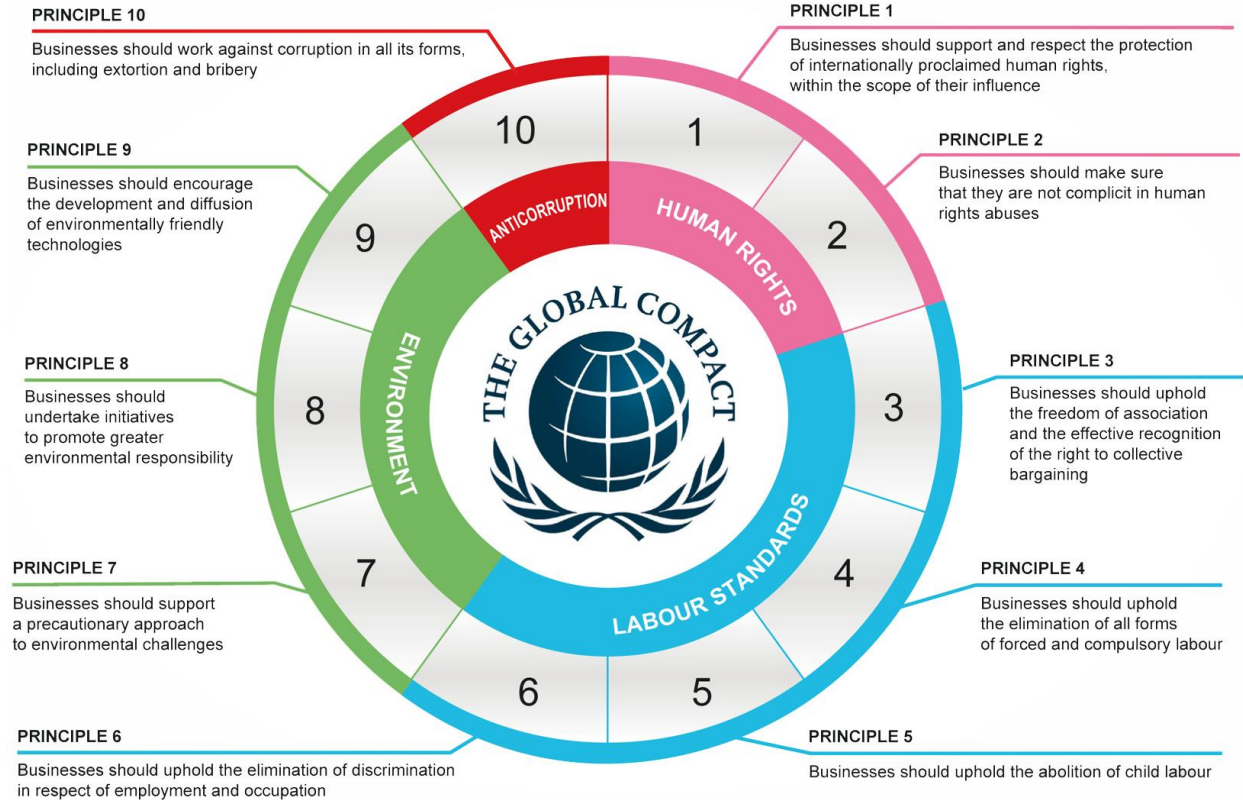
Organisations

- A national governmental organisation.
- Authorities and semi-government organisations and institutions.
- Relevant civil society organisations, such as NGOs, business associations, and community-based organisations.

Programme overview



Defining Sustainable Business Practices

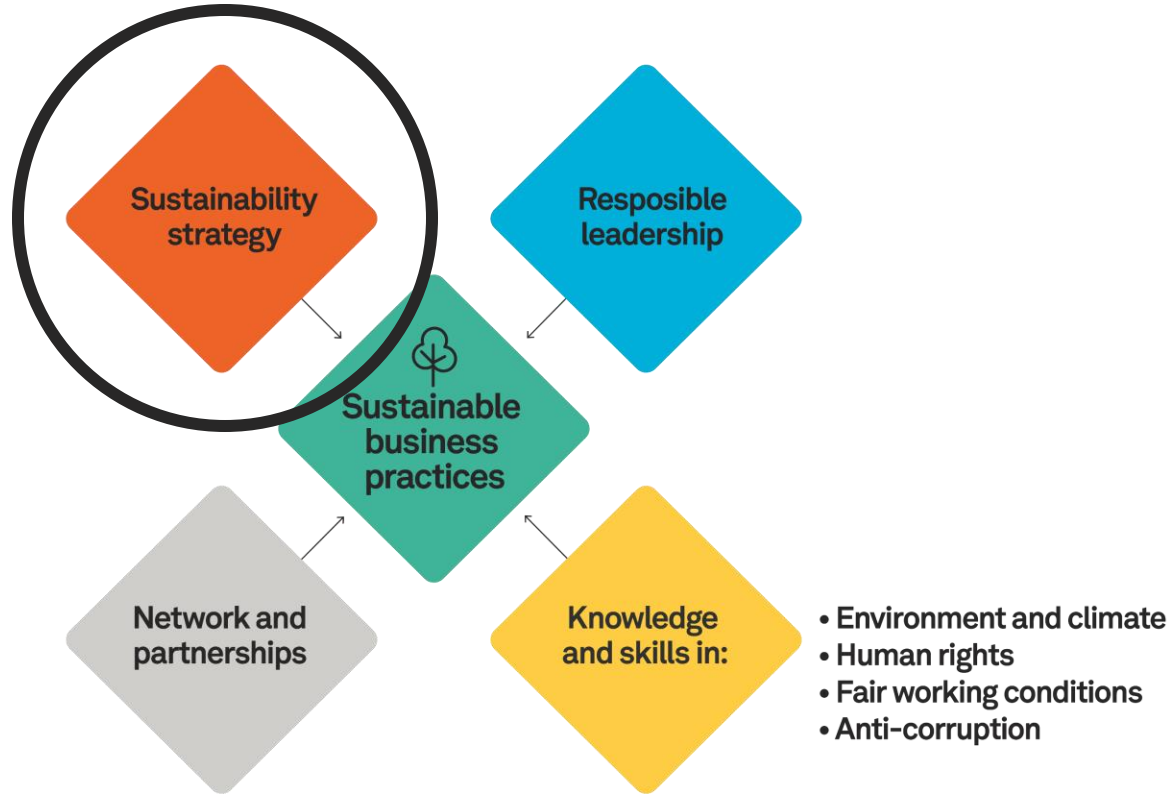


How? SIMP will give you

- In-depth knowledge and skills about sustainable business practices.
- Capacity and knowledge to lead change and promote sustainable business practices in your own organisation.
- Insight into the potential of disruptive technology and innovative design to drive business sustainability.
- Customised expert coaching based on your and your organisation's needs.
- Access to relevant representatives from the public and private sector in your region and in Sweden to exchange views, knowledge and experiences.
- A unique opportunity of close collaboration and exchange with colleagues at your own level from several other countries, developing strong, long-lasting professional networks.
- Access to the global Swedish Institute alumni network.



Programme overview

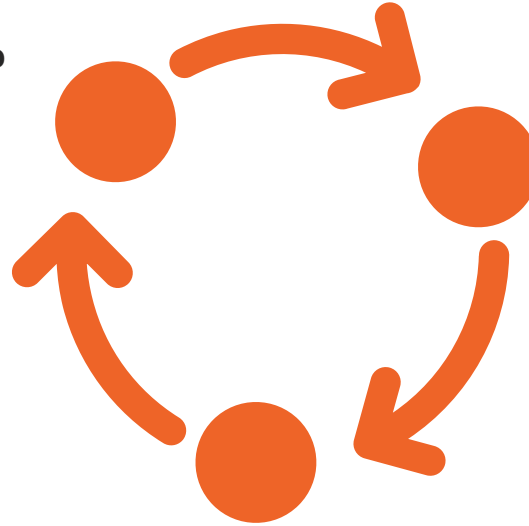


Strategy Implementation

- Values-based Leadership for Sustainability
- Stakeholder Dialogue
- Action Plan and Implementation

Strategic Mapping

- Business Idea and Model
- Stakeholder Mapping
- Sustainability Mapping
- Innovation
- Mission Vision and Values

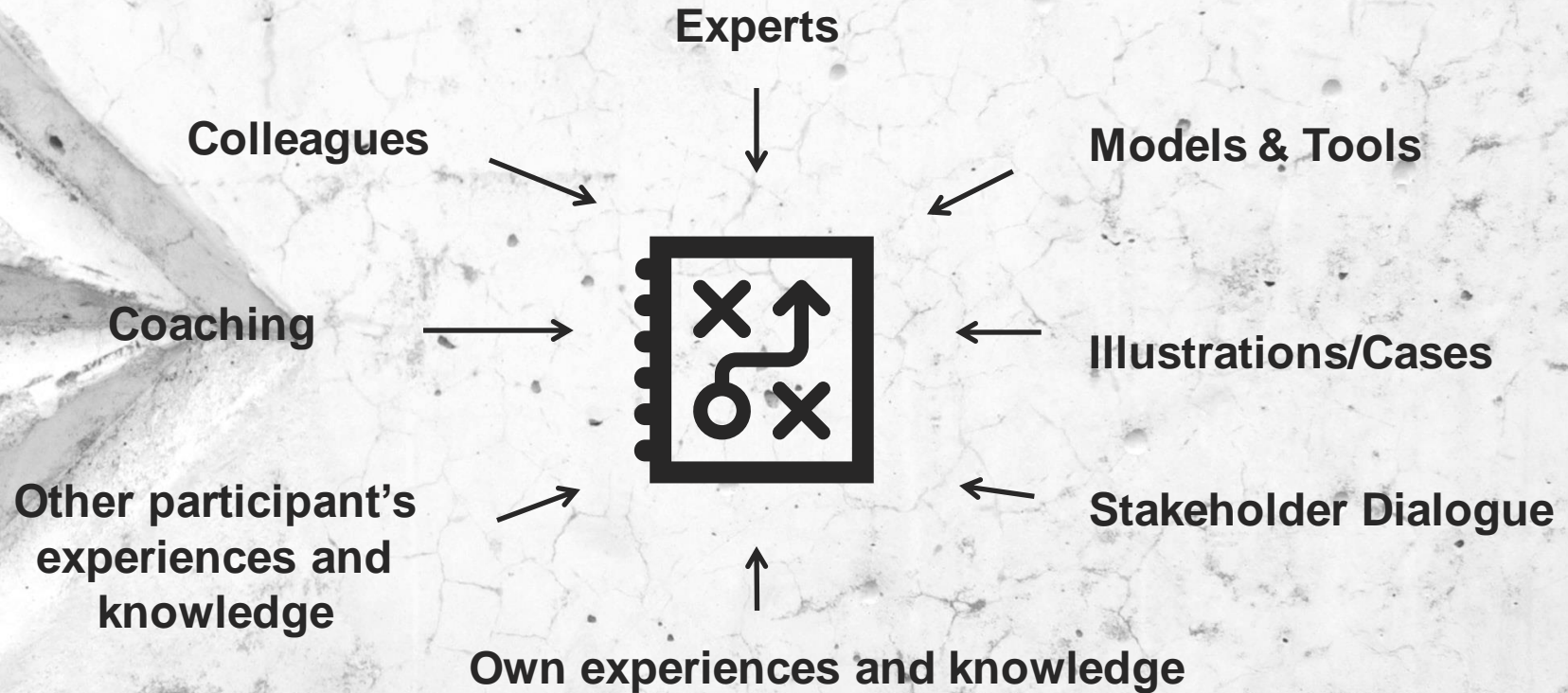


Sustainability Strategy

Strategy Development

- Strategic Choices
- Sustainability Priorities and Objectives
- Required resources

Sustainability Strategy



Illustrations and meetings with Swedish Business Leaders



Programme timeline

Call for applications until March 31st

18 May: **Kick-off**

24 May - 18 June:

- **Training period:** Strategic mapping, including knowledge blocks.

July – August:

- **Implementation** of learning: Strategic mapping and development in your business/organisation.
- Second selection.

September:

- **Training period:** Setting Strategic priorities Sessions and coaching, In depth knowledge blocks.

18-27 October:

- **Training period:** Strategy development.
- Virtual visit of Swedish companies and organisations.

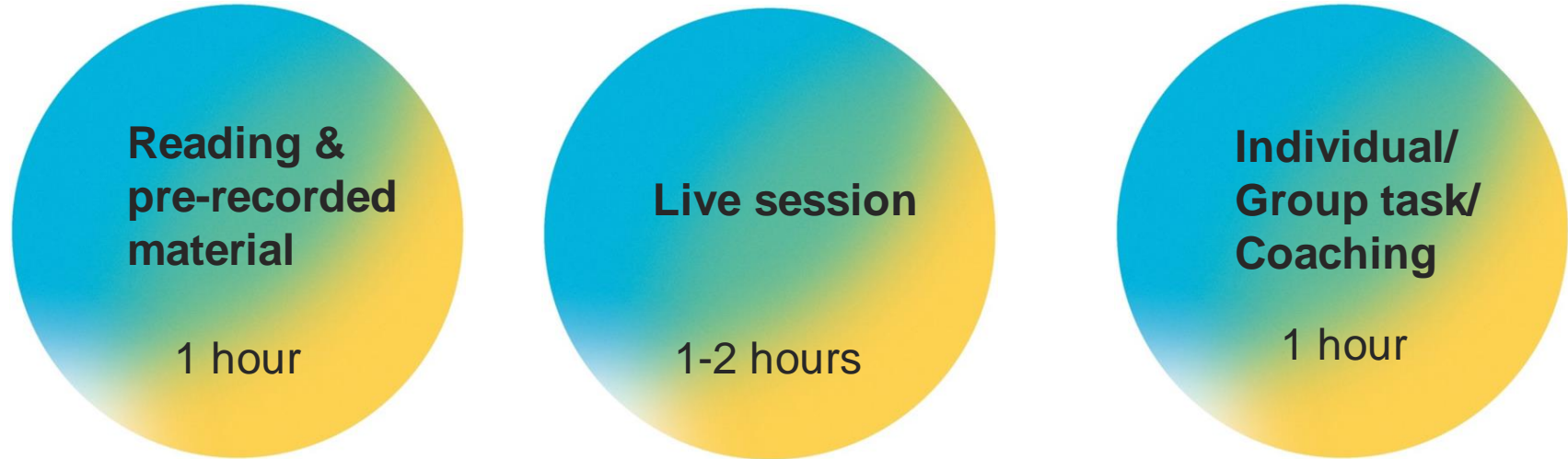
November – February:

- Strategy **implementation** in your organisation through Sustainable Leadership (sessions + coaching).

February 2022:

- **Follow-Up Seminar:** Sharing Results and Experiences + Way Forward.

Example of one week during most intensive training periods



NB: example from training periods in June, Sept and end of Oct. Outside these periods you work with strategic development in your business/organisation

Expectations on you as a participant

Active participation:

- Attend minimum of 70% of the live sessions and take part of those you missed later through recordings.
- Take part of readings/pre-recorded material when you have time – being well prepared for live sessions.
- Attend offered coaching sessions.
- Motivated to complete the full programme.

Deliverables:

- Stakeholder mapping and dialogue.
- Sustainability mapping.
- Coach another participants.
- Develop and implement sustainability strategy in your business or organisation.

Previous SIMP programme

Results – SIMP Asia 2019-2020

- **96%** of those who responded to the survey said that participation in SIMP Asia increased their capacity (to a large and very high extent) to **drive change within sustainable business practices**.
- **86%** of those who answered the survey after the end of the program state that they have **good knowledge of the global sustainability goals**, compared to only 38% who stated it at the start of the program.

Hitesh, SIMP participant

Strategic decision-making in large Indian business

- **What?** Useful frameworks for decision-makers contributes to more sustainable priorities and investments.
- **How?** Senior Sustainability manager Hitesh Kataria, Mahindra Group, 256 000 employees, apply the knowledge from SIMP in multiple situations.
- **Why?** Support businesses to transform and contribute to a more sustainable business sector.



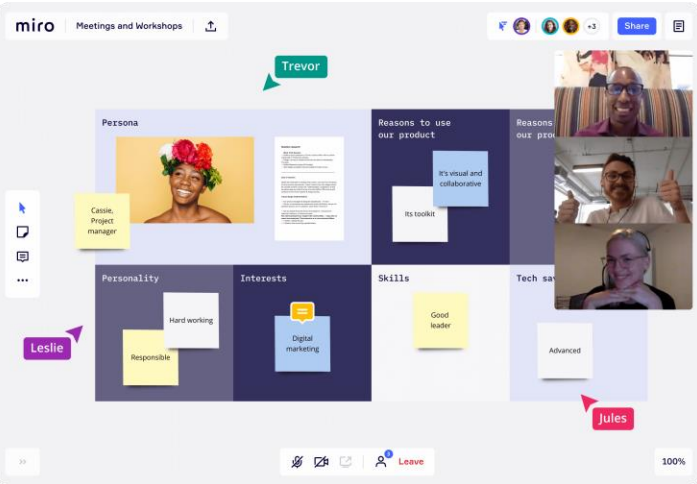


Thao, SIMP participant

Incorporating sustainability practices in their policies

- **What?** Knowledge and skills to incorporate sustainability and labour rights into trade strategies, policies and work plans.
- **How?** Senior policy advisor Thao Nguyen, Vietnam Chamber of Commerce and Industry uses policies to push for sustainable change.
- **Why?** Supporting organisations that can influence the businesses sector.

Digital platforms



Examples of Platforms we use

Make sense of large-scale dialogue with AI
At the core of Howspace AI is a state-of-the-art, deep learning model that is capable of highly sophisticated natural language processing.

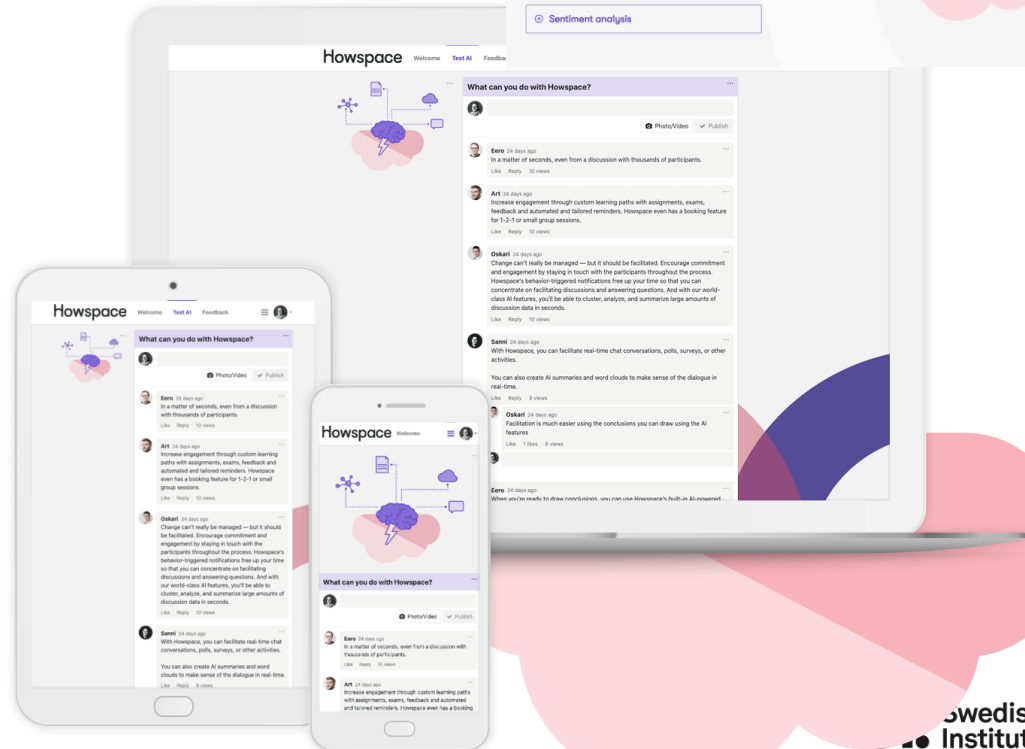
Theme clustering

The AI theme clustering feature lets you zoom in on important themes. It quickly divides a dialogue into meaningful categories, which are not only based on actual words but also larger themes it detects through natural language processing. These clusters, in turn, are a great starting point for deeper analysis and discussions.

Summary

Word cloud

Sentiment analysis



**Extra material to
read after webinar**

Theory of change

Direct output

Strengthened competence in the areas of the UN Global Compact:

- Human rights
- Environmental Sustainability
- Labour rights
- Anti-corruption

And

- Responsible leadership

Expected results (outcome)

- Initiate and lead strategic processes in your organisation in line with the objectives of Agenda 2030
- Share acquired knowledge & tools with colleagues and stakeholders in your local business community
- Engage in a network with fellow participants and other stakeholders in continued sustainability work

Desired impact

- Strengthened capacity in the business sector in your countries to pursue strategic sustainability work through responsible leadership to contribute to the implementation of Agenda 2030

Programme Objectives

SIMP is built around several sub-goals.

These sub-goals are divided into two categories: A) knowledge and B) tools.

Category A has four sub-goals based on the UN Global Compact's 10 principles for sustainable business and its overall four focus areas: human rights, the environment/climate, fair working conditions and anti-corruption.

Category B focuses on the concrete tools that the participants receive to be able to drive active change work in their organisations, partly by developing their self-leadership, partly through the work with developing and implementing a sustainability strategy in their organisation, but also through other change tools and methods. Hence, there are two intermediate goals in this category: responsible leadership and implementing a Sustainability strategy.

The six sub-goals are intertwined and within these, the participants are expected to achieve both knowledge and strengthened competence. The content of the program is designed so that the participants can apply what they learn directly in their organisation, which in turn is expected to lead to positive change.

Overall program objective:

The Swedish Institute's management programme aims to strengthen the capacity in the business sector in the program countries to pursue strategic sustainability work through responsible leadership with primary focus on Goal 8 in Agenda 2030.

- **Goal 8** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Programme Objectives

Category A - Knowledge

Sub goal 1 – Human rights

Strengthened competence on human rights issues in general, which also includes equality, inclusion and diversity issues. (Objective 5 - Equality and 16 - Peaceful and inclusive societies)

Sub goal 2: Environment

Strengthened competence on environmental sustainability, which includes climate change, biodiversity, ecosystems, resource scarcity, etc. (Objective 13 - Combating climate change, 12 - Sustainable consumption and production and 15 - Ecosystems and biodiversity)

Sub goal 3: Fair working conditions

Strengthened competence in labor law issues, trade union rights, equal treatment and work environment, etc. (Objective 8 - decent working conditions and economic growth)

Sub goal 4: Anti-corruption

Strengthened competence in anti-corruption, business ethics and transparency (Objective 10 - Reducing inequality and 16 - Peaceful and inclusive societies)

Category B - Tools

Sub goal 5: Responsible leadership

Strengthened competence in self-leadership in order to exercise more responsible decision-making regarding the sub-goals of the programme.

Sub Goal 6: Sustainability strategy – strategic work in your own organisation

Strengthened competence in developing and implementing a sustainability strategy in the participant's organisation.

The application process

Application process



Create your application online in the application portal. Applications or documents submitted via email will not be considered. The application needs to be filled out in one go.

Secure your eligibility based on the general and specific requirements set depending on if you are representing a business or an organisation

Have the following ready as PDF before starting to fill the application:

- Passport size photo
- Nomination letter
- CV

Selection criteria

- The relevance and quality of personal motivation and commitment, and the applicant's answers in the application form
- A broad assessment of the suitable experience and qualifications
- General qualifications outlined
- The business/organisation's willingness and readiness to work for sustainable business. Important that your business/organisation is motivated to implement new learnings from the programme as this is a hands-on program

Shortlisted candidates called for virtual (or in-person, where circumstances allow) interviews as a second step in the selection process

The Swedish Institute will admit 30-45 applicants chosen from a final shortlist

In the final selection the Swedish Institute will not only look at the individual candidates but will aim to create a group with even distribution between countries, different sectors as well as gender

Useful sources of information

- For more information about the programme and eligibility criteria, visit www.si.se/simpasia
- To apply, go to the [Online application portal](#) and click “I’m interested”
- To read more testimonials from SIMP Alumni
 - [Sameera Chukkapalli, Needlab, India](#)
 - [Hitesh Kataria, Mahindra Group, India](#)
 - [Thao Nguyen, Vietnam Chamber of Commerce and Industry, Vietnam](#)

Frequently Asked Questions (1/2)

Application and eligibility-related questions

I am the head of my organization/company. Who should endorse my nomination letter?

Please have your directors/senior managers endorse you. Important is that someone gives you the mandate to represent the company in the programme. Your company/organization needs to prepare this document and then sign/stamp and then a PDF scan can be submitted as part of the application. There is no set format for the nomination letter. You can address it to "To whom it may concern":

I just started my own business/my new position in the company. Should I apply?

For best programme outcome, we recommend a proven track record for a couple of years within the organization you represent as well as a clear strategy ahead is desired, this to have sufficient muscle to create the most impact.

I am a Swedish subsidiary. Can I apply?

The SIMP programme is targeting domestic companies or organisations based in one of the SIMP countries. However, we would very much like to involve Swedish companies into the programme, sharing their thoughts on the topic.

I am a student, can I apply?

Unfortunately, you would not be eligible as we are seeking decision-making managers from companies & organizations.

Where do I send my application?

You need to submit it through the online application portal, we do not accept applications sent to us via email.

Is there an age limit for participants?

There is no age limit. Most important to have an open mindset to learn new ways and angles and the passion to drive change during and beyond the programme completion.

I attended many years ago – can one attend again?

It is unfortunately only possible to attend SIMP once! However, SIMP alumni network is lifelong.

Frequently Asked Questions (2/2)

Programme-related questions

I work full-time, do I still have time to attend the course?

Yes, it's certainly possible and almost all participants do work full-time. Our ambition is to make sure that the SIMP programme is an integral part of your job. The live sessions are during the traditional working week, so you will need to book time into your calendar for those. Additional activities such as recorded material and group tasks can be completed at the time in the week that suits you.

What happens if I miss one of the live sessions?

We record the live sessions so it is possible to catch up after, but that is not as fun or as valuable as being there and taking part live, so we really encourage you to take part in the live sessions.

What equipment is required of me in order to participate?

We encourage you to take part in the live sessions on a device with a keyboard so you can interact fully and engage with the other participants. You cannot take part in SIMP by just "listening in" through a smartphone. You need to be able to chat, share, discuss, and co-create with others.

What kind of digital tools and platforms will be used in SIMP?

SIMP uses a modern set of digital tools and platforms to offer you a creative, effective and collaborative learning environment, such as: Zoom, Howspace, Miro, Mentimeter, Slack/Whatsapp

What is the cost of SIMP?

SIMP is free of admission and the Swedish Institute covers training and content. If applicable, there might be some cost for domestic travelling.

Is there some sort of certificate to recognise our participation at the end of the programme?

Yes, there will be a certificate at the end.



Welcome to apply!

Spread the word and support us in recruiting the most ambitious and innovative leaders in your country.

Tack!

