



BSD Business Principles

Mission, Vision and Values

BSD is a consulting firm contributing to sustainable business development by applying innovative practices promoting ethics, transparency and social responsibility in our clients' activities.

Our Vision is to be an exemplary globally active consulting group working with its locally based members to promote responsible, ethical and sustainable practices in business.

We want BSD to be a company that consultants and employees are proud to work for and that others admire.

We uphold the highest standards of ethical behaviour and integrity in our relationships with all stakeholders and choose to work with those who do the same.

BSD Core Values

Sustainable Development, Social Responsibility and Ethics

We understand that economic success, the fundamental purpose of business, can be achieved with full commitment to sustainable development, corporate social responsibility and ethics. Our own practices reflect this commitment and we expect the same from our stakeholders, especially from our partners, suppliers and clients.

Quality and Adding Value

We strive to deliver competitive advantage to our clients by adding value through continuously improved quality consulting services, aiming for state-of-the-art and innovative solutions.

Integrity

BSD safeguards its integrity by honestly defending its impartiality towards all stakeholders. We do not promise what we cannot deliver and aspire to ensure that clients, shareholders, partners and employees trust us to keep our word.

Transparency

BSD is transparent in its relationships with stakeholders, not only to avoid contributing to corruption but also to avoid any involvement in improper actions and procedures.

Valuing People

BSD acknowledges employees to be drivers for success and actively promotes the dignity and value of individuals.

BSD employs a Code of Practice in order to implement its values and vision. The BSD Code of Practice is a guide to the general principles applicable to our relationships with all stakeholders and, especially, with each other.

The Code of Practice is available for download on our website www.bsd-net.com