

## V FAKTOR

- ... is a forum by companies, for companies.
- ... turns responsible action into a competitive advantage.
- ... boosts responsible business practice.



**The focus of V FAKTOR is on sharing, teaching and developing practical measures for doing business in a sustainable and responsible way** – meaning: creating value through partnership based on trust without detriment to third parties.

### PROJECT MODULES:

Platform Best Practice and Experience Sharing-Program  
Intersectoral project team on public issues „Employees for Responsibility“  
Economic, environmental and social guidelines

**BENEFITS FOR THE COMPANIES**, especiallyly SME – small and medium-sized enterprises:

Lower transaction costs for business agreements  
Greater employee motivation raises work capacity  
Enhanced reputation improves the way company is perceived, customer loyalty  
Product and process innovations, greater efficiency and company value

**BENEFITS FOR THE CENTRAL GERMANY REGION:**

Resources saved along the entire value chain  
Growth, employment, innovation, investment  
Raises the region's attractiveness for investors

**PARTNERS** since 2013:

Project initiator (with interest and public tasks in economic development):  
Wirtschaftsinitiative Mitteldeutschland und Metropolregion Mitteldeutschland  
Project executors (with interest in CSR and in reliable B2B):  
Leipziger Messe (trade fairs, congresses) and Papenburg (building sector)  
Specialist partners (with scientific and/or practical competence in CSR):  
HHL, Common Purpose

**V FAKTOR promotes responsible, sustainable business practices, safeguard jobs and raise social responsibility among SMEs which are based in Central Germany but which also operate outside the region.**

**V FAKTOR intends to establish Central Germany as an economic region of sustainable and responsible business practices by 2016.**

### Contact

V FAKTOR – Verantwortungsvoll Wirtschaften in Mitteldeutschland

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### Project initiators



### Project executors



### Specialist partners

