

FIRST NATIONAL ASSESSMENT OF SWEDISH CULTURE AND CORE VALUES

There is a major difference between how the Swedes choose to describe the culture and core values of today's society and how they describe a desired future society. This is stated in the first national assessment of Swedish Culture and Core Values.

"Sverige 2009+" is a study which takes a full perspective on the Swede's core values as individuals, co-workers and citizens. Similar studies have recently been carried out in several other countries, the United States, Denmark, Latvia and Iceland to mention a few. The Swedish study contains up-to-date analyses of the current and desired situation and includes several international comparisons. The study was presented on May 13th and it was realized by Preera, Nordic Brand Academy, Corporate Missions and Fortus.

- The study gives both private and public sector many possibilities to calibrate their compasses, says Leif Stenudd (Fortus) and Martin Sande (Preera), two of the initiative takers to the study. The assessment serves as a great source for the government, authorities, politicians, corporate firms and non-profit-organizations to find better ways to design their operations, enterprises or political programs so that they are in line with what the Swedes believe is most important in today's society.

Some of the results from the study:

Top 10 personal values among the Swedes:

1. Honesty
2. Humour/Fun
3. Family
4. Responsibility
5. Accountability
6. Compassion
7. Positive
8. Friendship
9. Independence
10. Fairness

Some of those core values can also be seen in the top 10 list of the values characterizing their desired future society:

1. Work opportunities
2. Financial stability
3. Responsibility for future generations
4. Save the nature
5. Honesty
6. Peace
7. Eldercare
8. Environmental awareness
9. Freedom of speech
10. Fairness

When the Swedes describe what they believe characterizes today's society the top 10 list shows that there are many possibilities for improvements:

1. Freedom of Speech
2. Peace
3. Bureaucracy
4. Unemployment
5. Human rights
6. Democratic processes
7. Environmental awareness
8. Uncertainty about the future
9. Waste of resources
10. Save the nature

The study is also a signal to politicians and other decision makers that the Swedes want to see a society more characterized by honesty and fairness. It also shows that democratic processes are seen as key elements which enable human rights and environmental awareness. Those are parts of today's society which the Swedes want to keep in a future society.

Furthermore, the study shows a consciousness regarding the current financial instability that we face today both nationally as well as internationally. Some of the core values listed, in the top 10 list in the description of today's society, are uncertainty about the future, waste of resources, unemployment and bureaucracy. Those are all values which cause entropy (energy leakage), meaning that they will

prevent society from developing in an ideal direction.

The assessment shows that Sweden has an entropy level of 31 %, which is a high level compared to the level which usually is seen as sound levels for corporate firms and organizations. However, it is still a lower figure than the level of entropy which was measured in the United States (52%) and Iceland (54%).

Entropy levels in other national assessments:

Bhutan 4%

Denmark 21%

Sweden 31%

The United States 52%

Iceland 54%

Latvia 54%

Argentina 60%.

About the assessment: The method used for the national assessment of Culture and Core Values is called CTT (Cultural Transformation Tools). The CTT survey included 1016 Swedish respondents who answered a number of questions by choosing 10 words from a list of totally 100 words. The words were then ranked in top 10 lists and structured according to the methodology developed at Richard Barrett's Value Center in the United States. This methodology, together with demographic data, enables comprehensive analyses of current and desired culture and values of a group of individuals, an organization or a nation.

The study "2009 +" (in Swedish) was presented on May 13th 2009. For further information about the study or CTT, please contact Martin Sande.

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