

2021 ARISTA PROVINCIAL CONTEST

Lexicon - refers to the evaluation grid and the self-diagnosis

Values: Refers to the principles of conduct and judgment shared by a group, with moral implications allowing the group to discern what is right or wrong. In a business, values can only have force when they become criteria for appreciation and decision-making.

Humanist values: Refers to the fundamental principles emanating from or leading to humanism, a philosophy referring to attitudes, know-how and practices characterized by constants such as respect for others, openness to others, openness to new ideas, etc.

Humanism is comprised of 4 basic values:

- Respect: as regards people, commitments, the environment.
- Honesty: integrity, reliability, transparency.
- Fairness: justice, recognition.
- Openness: diversity, listening, empathy, kindness.

Progressive values: Refers to concepts, actions and policies aimed at progress and social justice. Here are a few examples: social responsibility policy within the business, community involvement, environmental protection.

Social responsibility: Refers to the business's involvement in society to contribute to an improved quality of life for its employees, a better environment, more social justice, etc.

Rationale (or raison d'être): A business's rationale is the expression of its choice to act in a specific field with the will to make a specific contribution—unique if possible—to its clients and contribute in a useful and concrete manner to bring about a better world. (Source: André Coupet: Vers une entreprise progressiste).