

Nordic Business Ethics

Greenland 2022 survey results

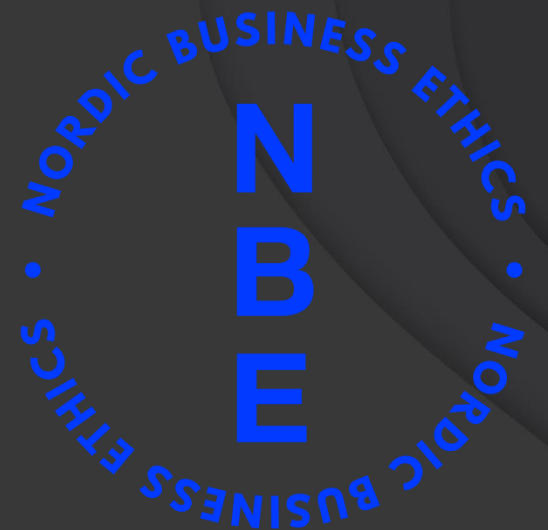


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Introduction

Nordic Business Ethics Survey is a pioneering study in Nordics to study ethics at workplace in Nordic countries. It has been published in 2019 and 2020. The next study will be released in late 2022. The Business Ethics Survey was conducted for Greenland in spring 2022. The original plan was to include 10 companies to formulate data from Greenland to understand how ethics is perceived in Greenland. Due to various unfortunate reasons, ultimately only 3 companies participated. This report combines the results from the 3 participating organizations. We compare the study results with the NBE 2020 results.

This report will provide an overview of the survey results. As part of the analysis, we also reflect how the perceptions vary between the various roles within organizations. As we have already learned in the Nordic Business Ethics survey, the top leaders and managers tend to have a rosier picture of the business ethics than employees. The results for Greenland are in line with this understanding.

Nordic Business Ethics Initiative is thankful for the opportunity to collaborate with the Transparency International Greenland to enable this survey. Thank you also for all participating organizations.

We hope that you will get insights from this report, and it will encourage you to discuss the matters within your organisation, with your manager, leadership team and board. Reflect upon how you personally contribute to an ethical culture at your workplace: do you speak up when you witness ethical concerns? Do you compromise when under pressure from your manager? Are you aware that even you can become ethically blind?

We look forward continuing the discussion on business ethics and responsible business conduct! Read more about us at nordicbusinessethics.com.

Anna Romberg & Niina Ratsula

Founders of the Nordic Business Ethics Initiative



Definitions

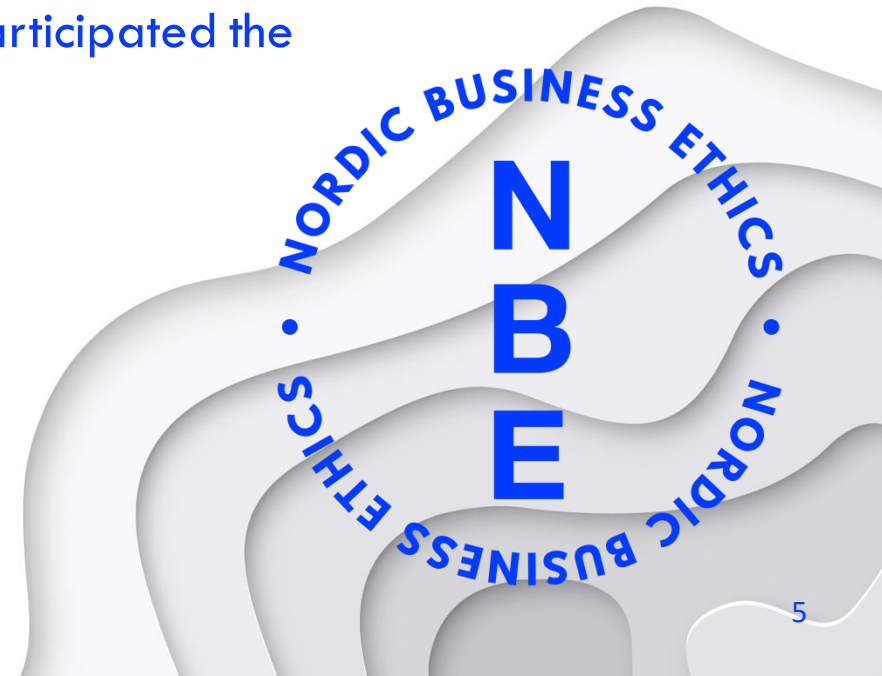
2020 = Nordic Business Ethics Survey 2020 ([link to survey](#))

Total = Total number of responses from NBE Greenland 2022 Survey (3 participating organizations)

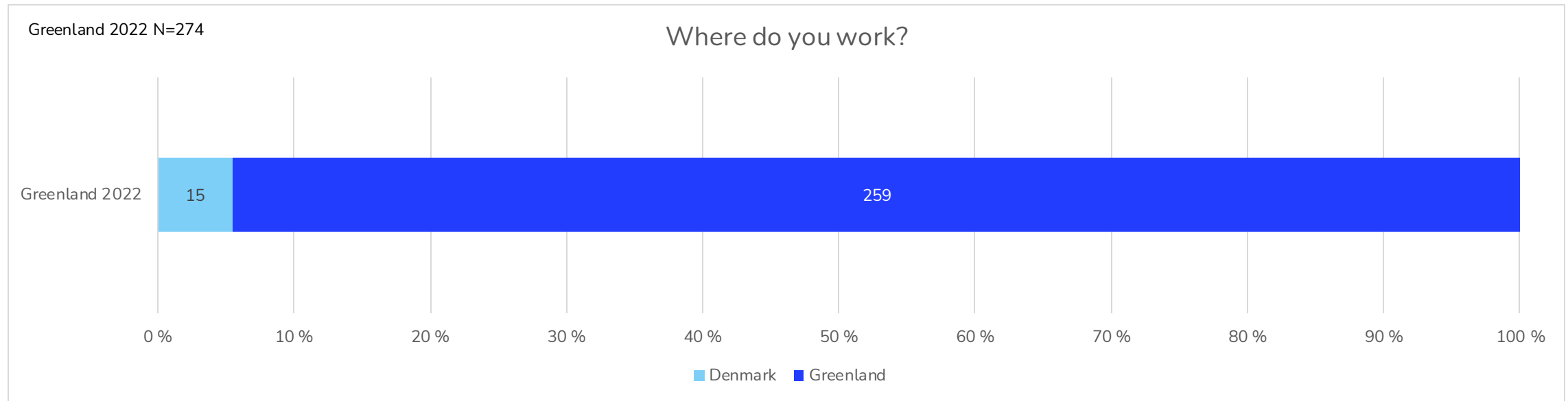


Respondent profile

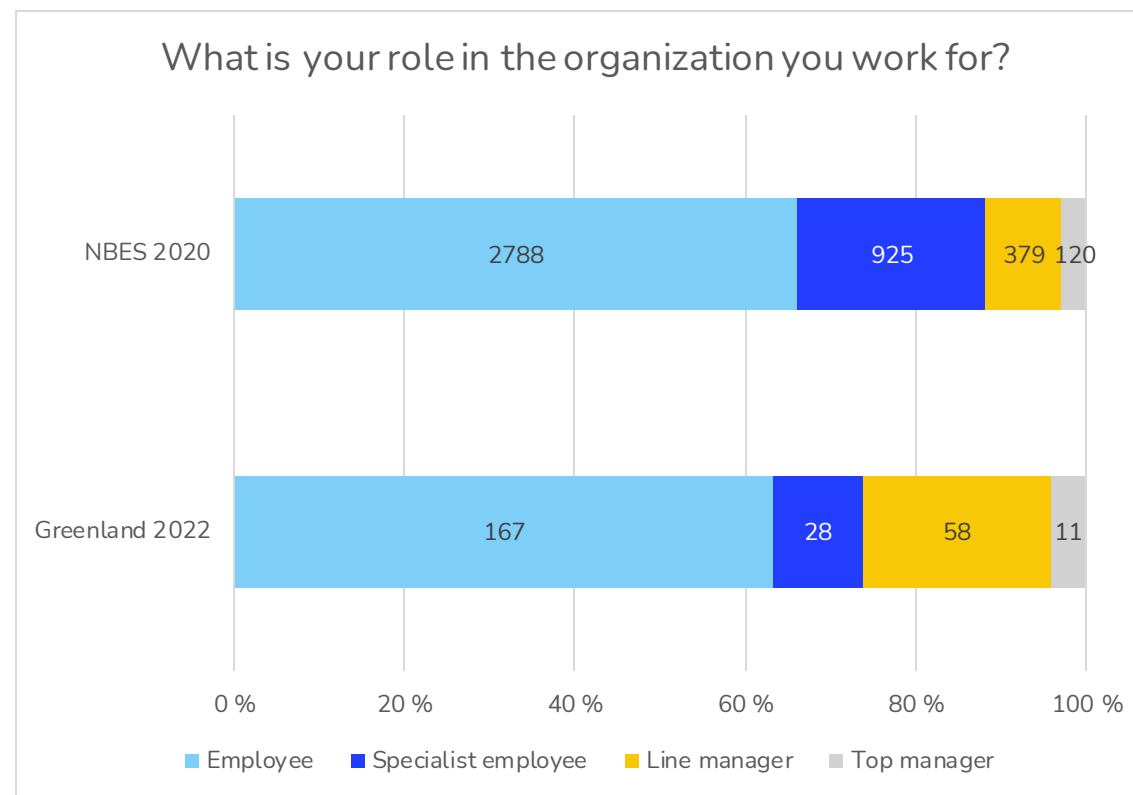
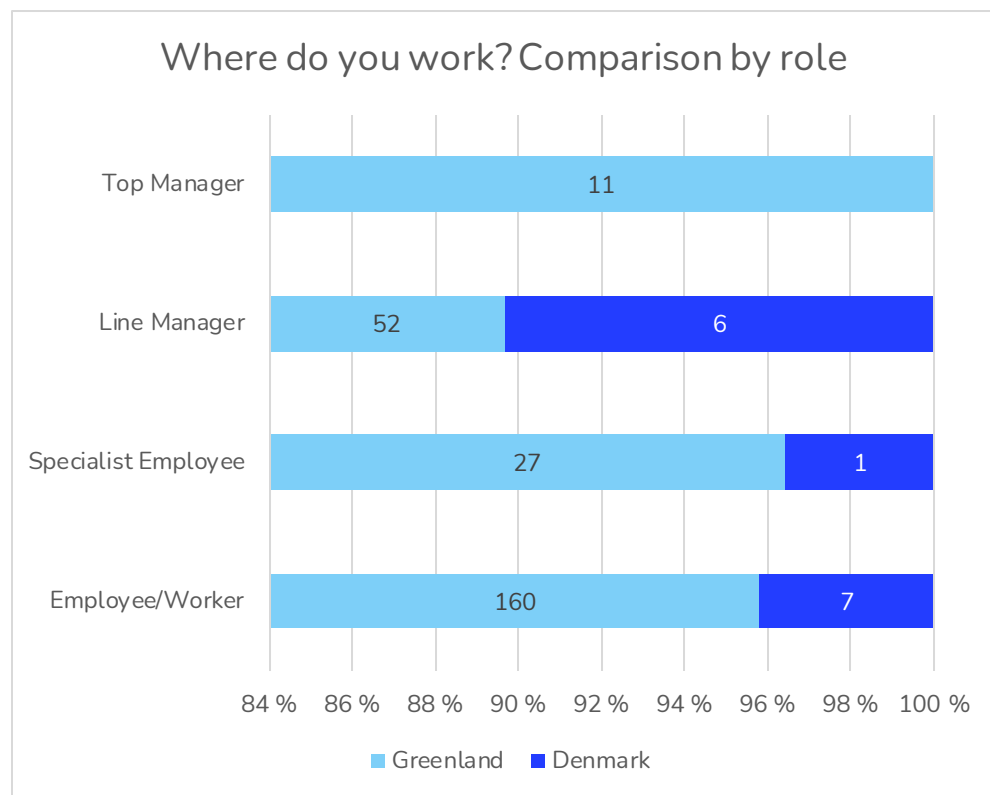
In this section we describe the profile of the respondents who participated the survey.



Respondent profile - Country

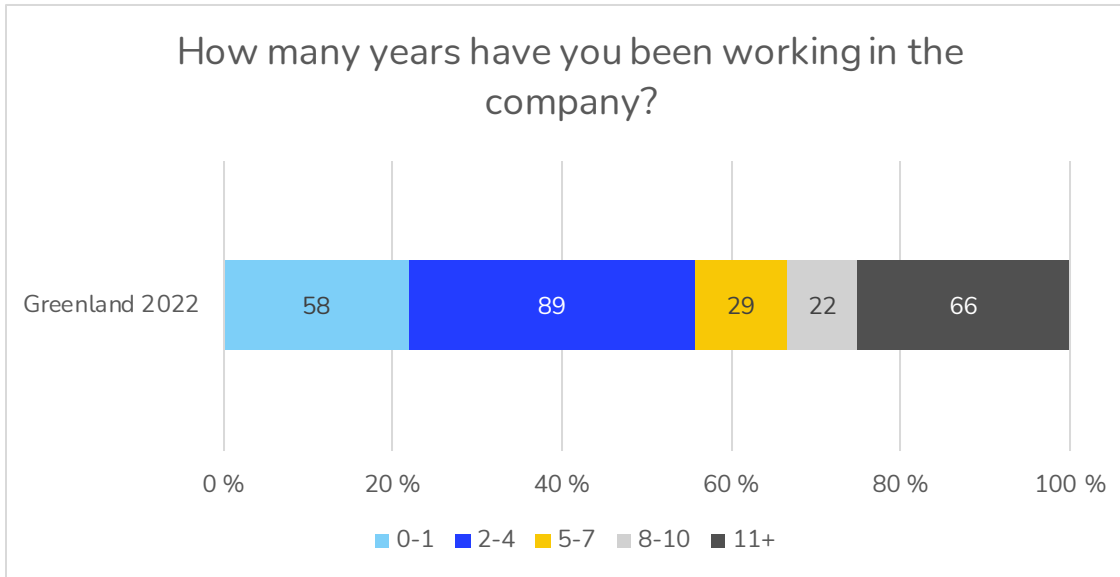


Respondent profile - Role

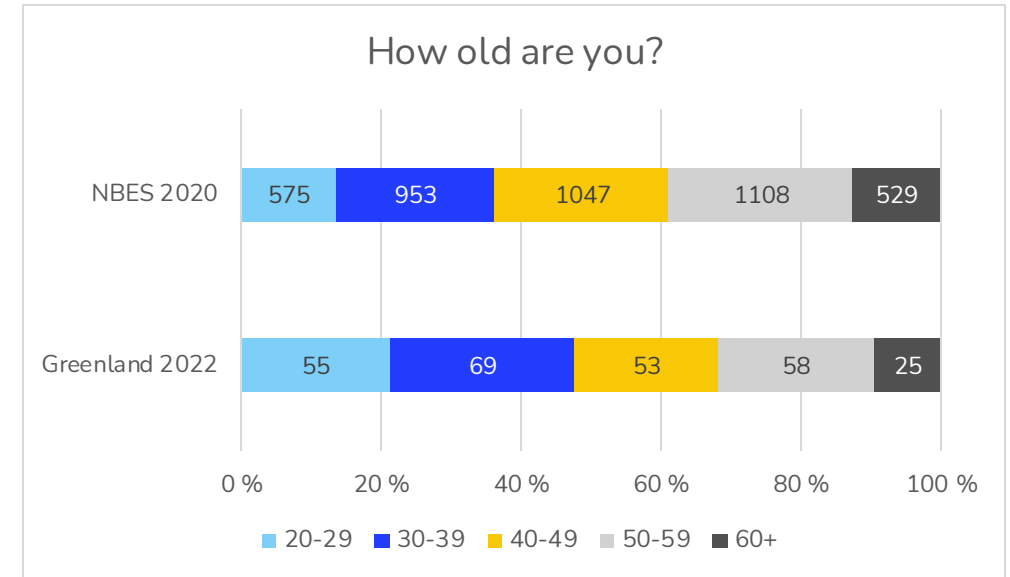


NBES 2020 N=4212
Greenland 2022 N=264

Respondent profile – Years in working life, Age



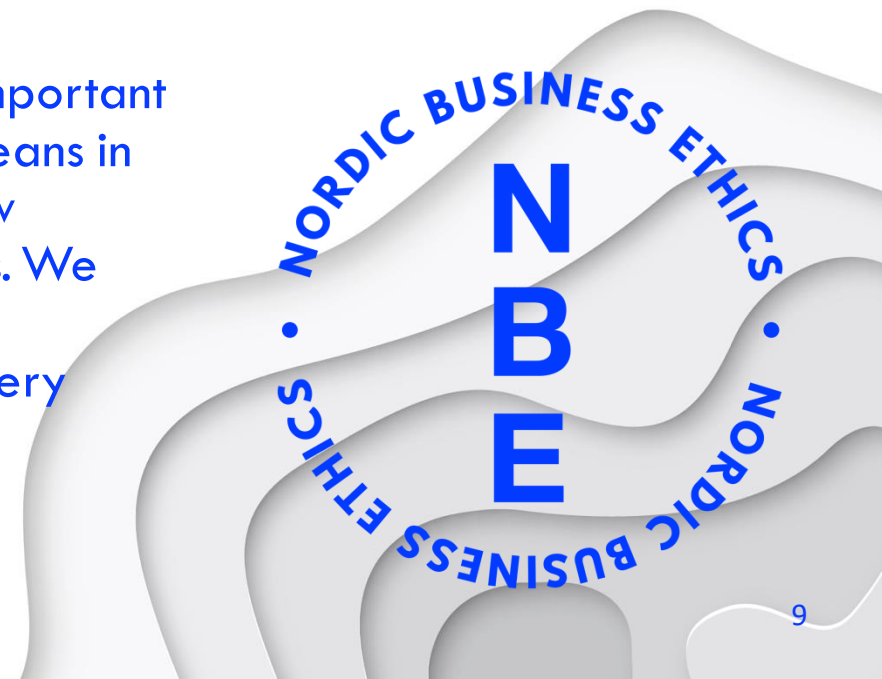
Greenland 2022 N=264



NBES 2020 N=4212
Greenland 2022 N=260

Foundations for an ethical working environment

In this section we look at the foundations for an ethical working environment. There is a common belief that ethical business is important and this section provides some insights into what this actually means in practice. In the NBE 2020 survey, we have repeatedly seen how managers tend to have a rosier view of reality than employees. We also explore the most important aspect of an ethical working environment which is that everyone is treated with respect in every situation.



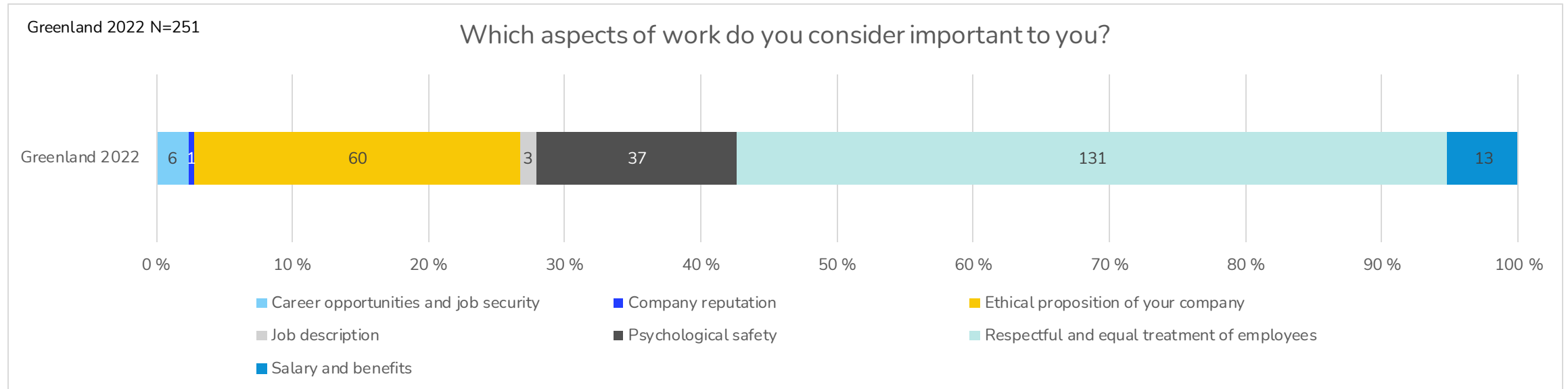
Key results - Greenland

52% of respondents choose "Respectful and and equal treatment" as the most important aspect of work – only 5% chooses "Salary and benefits"

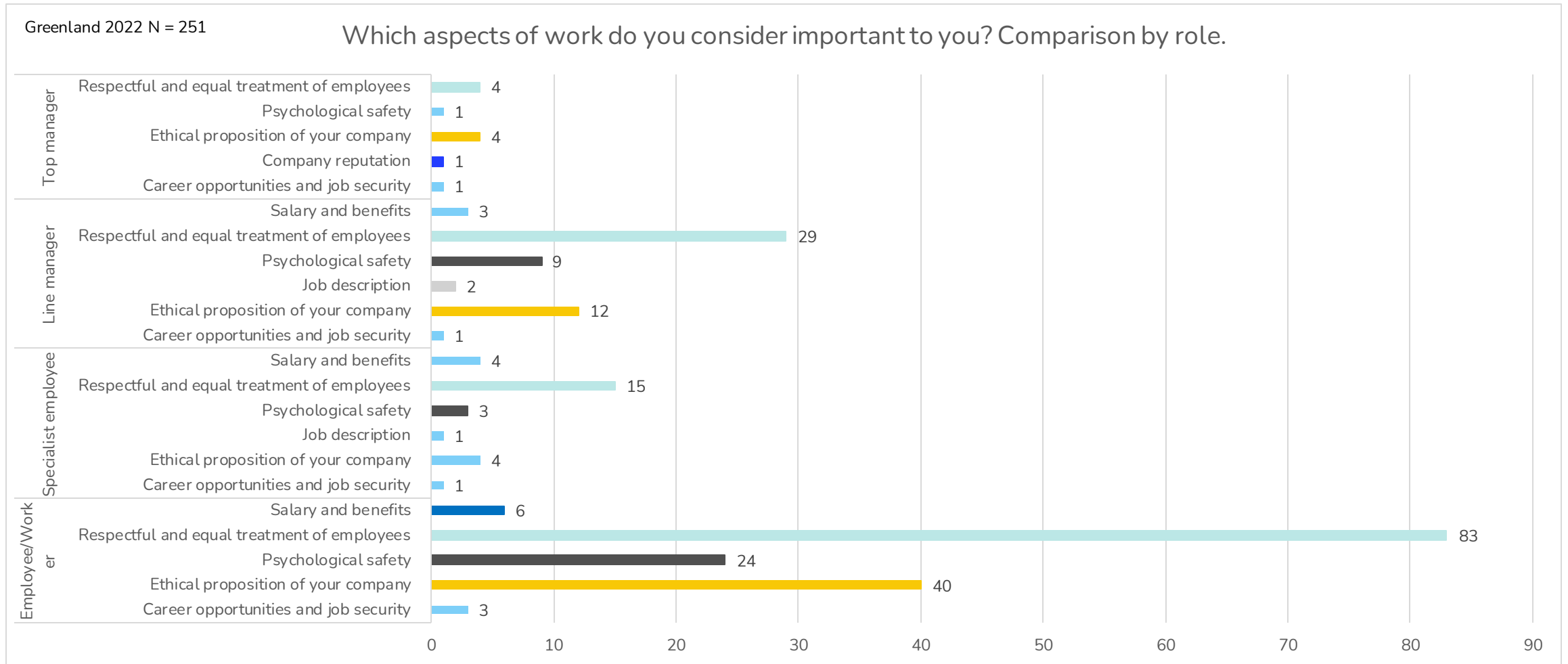
100% of top managers believe that "leaders and other employees play by the same rules". Only 67% of the employees/workers feel the same way. Top managers and line managers have a more positive perception towards other aspects, too (fair and transparent decision making, consequences for breaking the rules, respectful treatment of people, confidence to raise concerns, fair and ethical leadership). These results are in line with the observations from the Nordic Business Ethics Survey: superiors tend to have a more rosier picture than the employees on the realization of an ethical working environment.



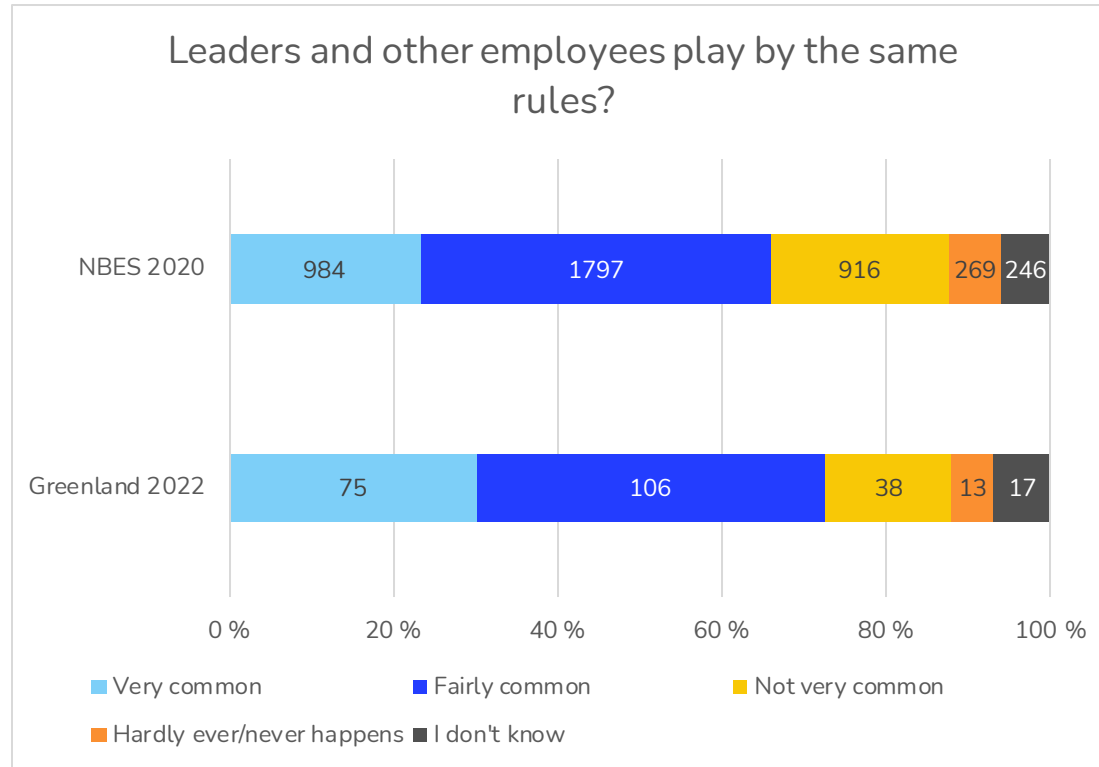
Important aspects of work life



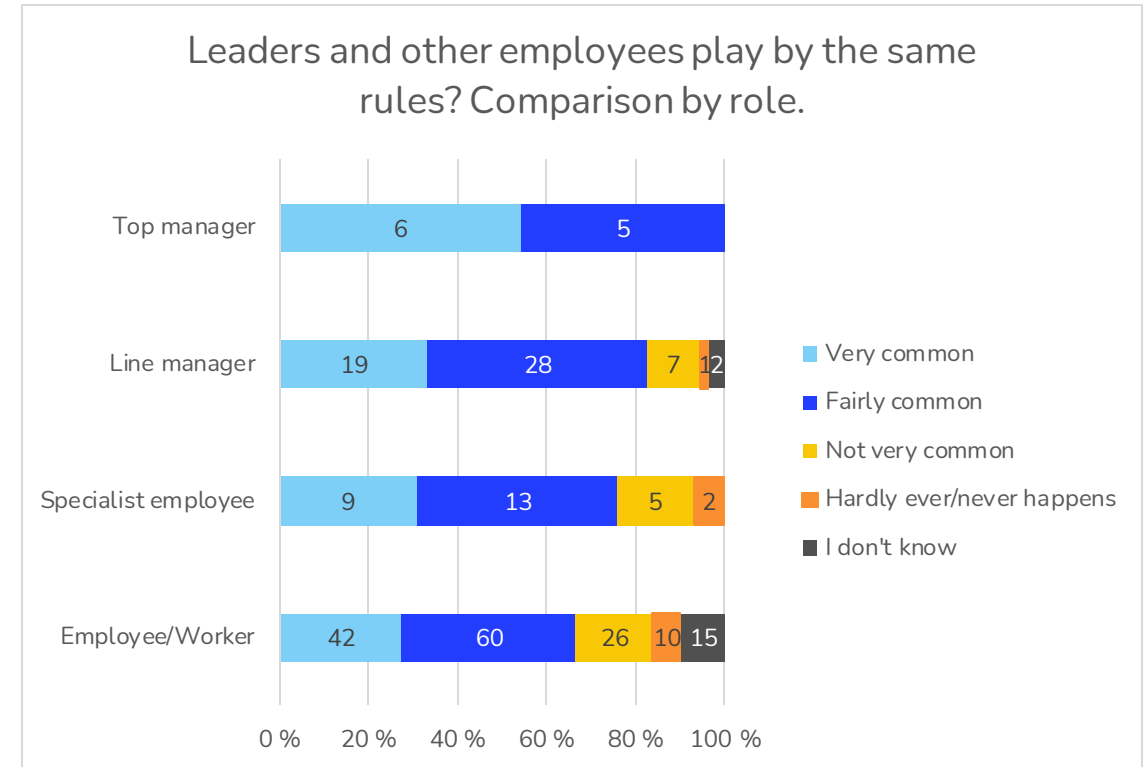
Important aspects of work life – comparison by role



Do leaders and other employees play by the same rules?

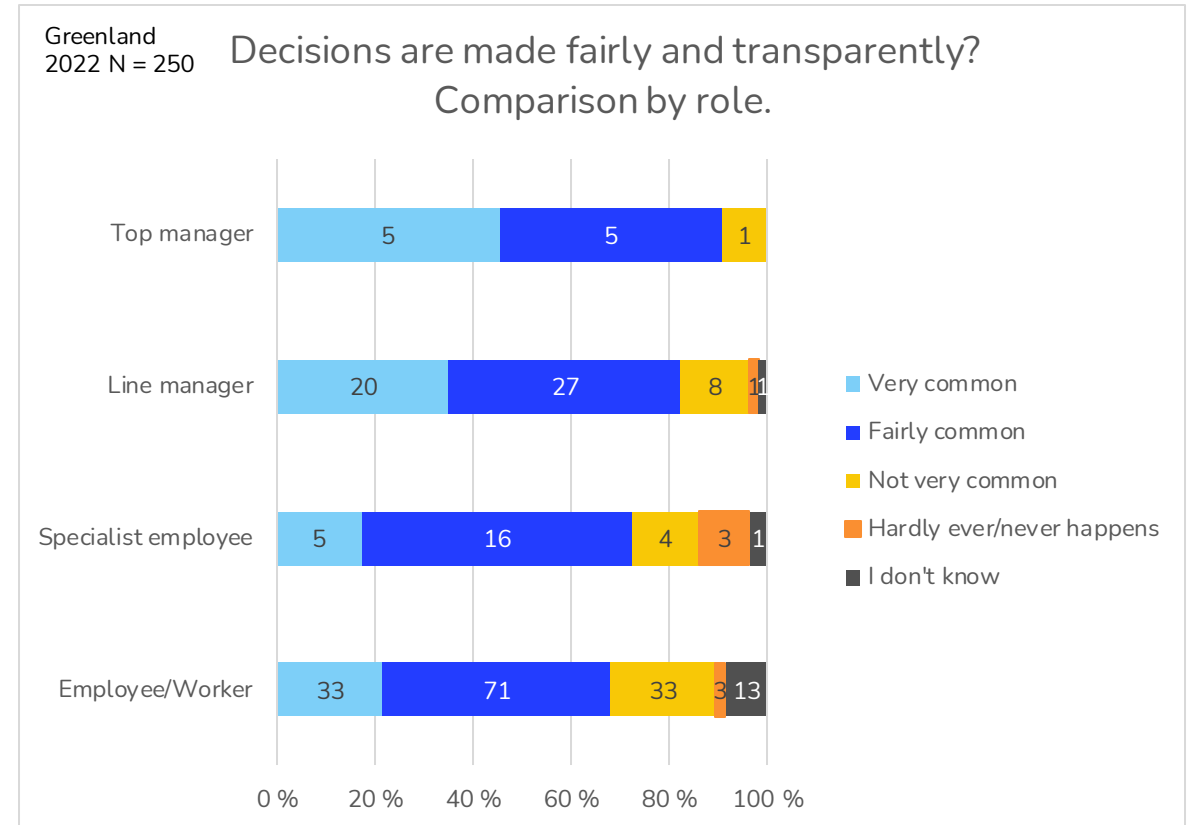
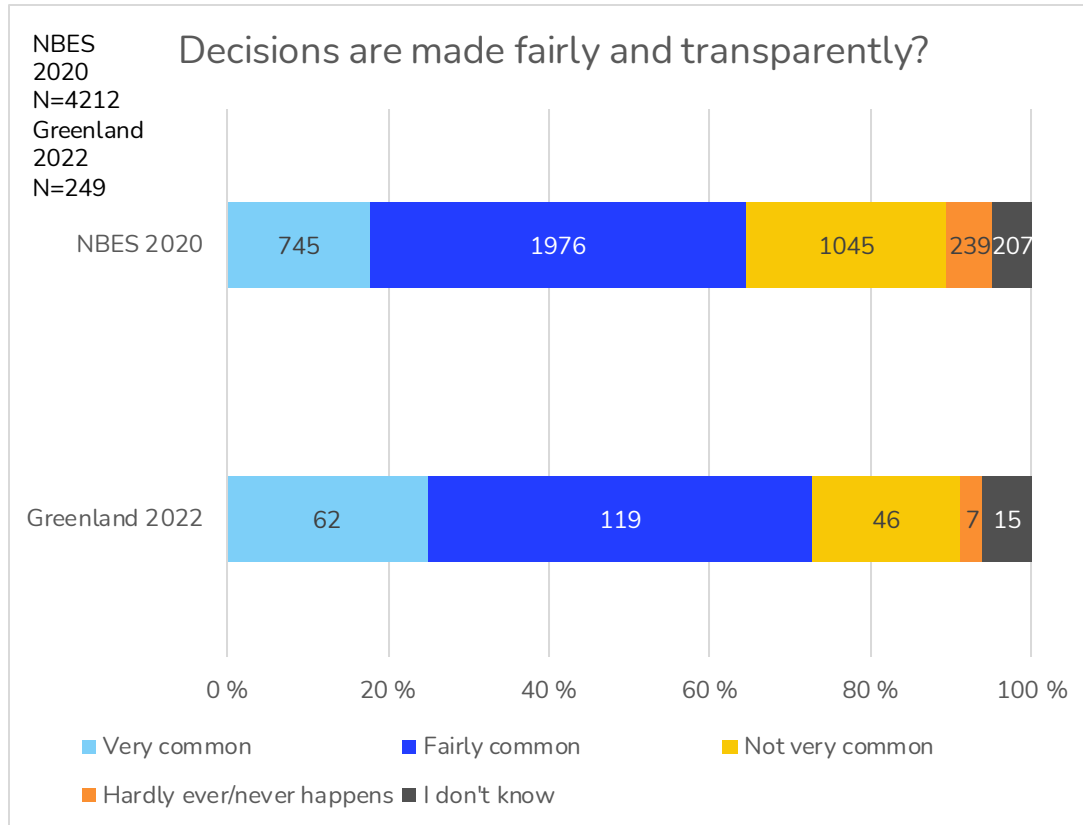


NBES 2020 N=4212
Greenland 2022 N=249

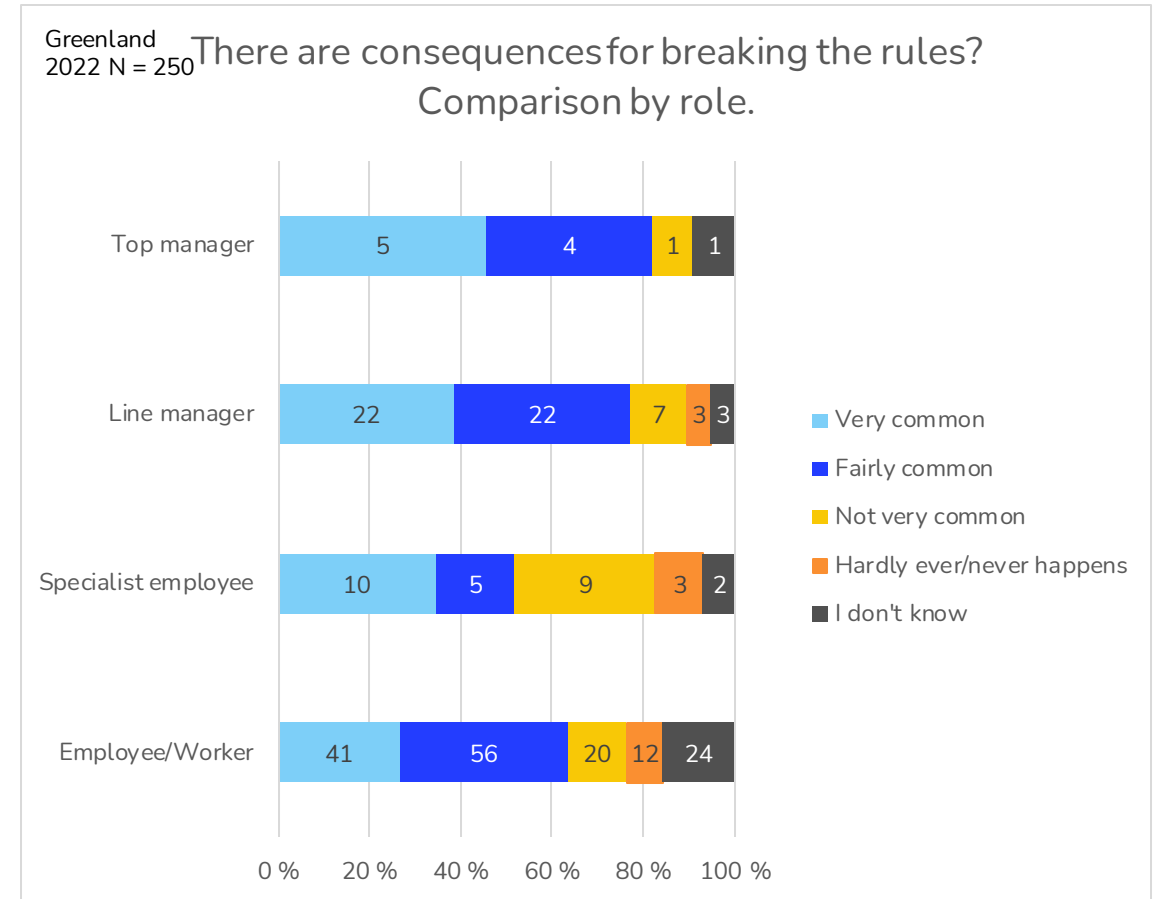
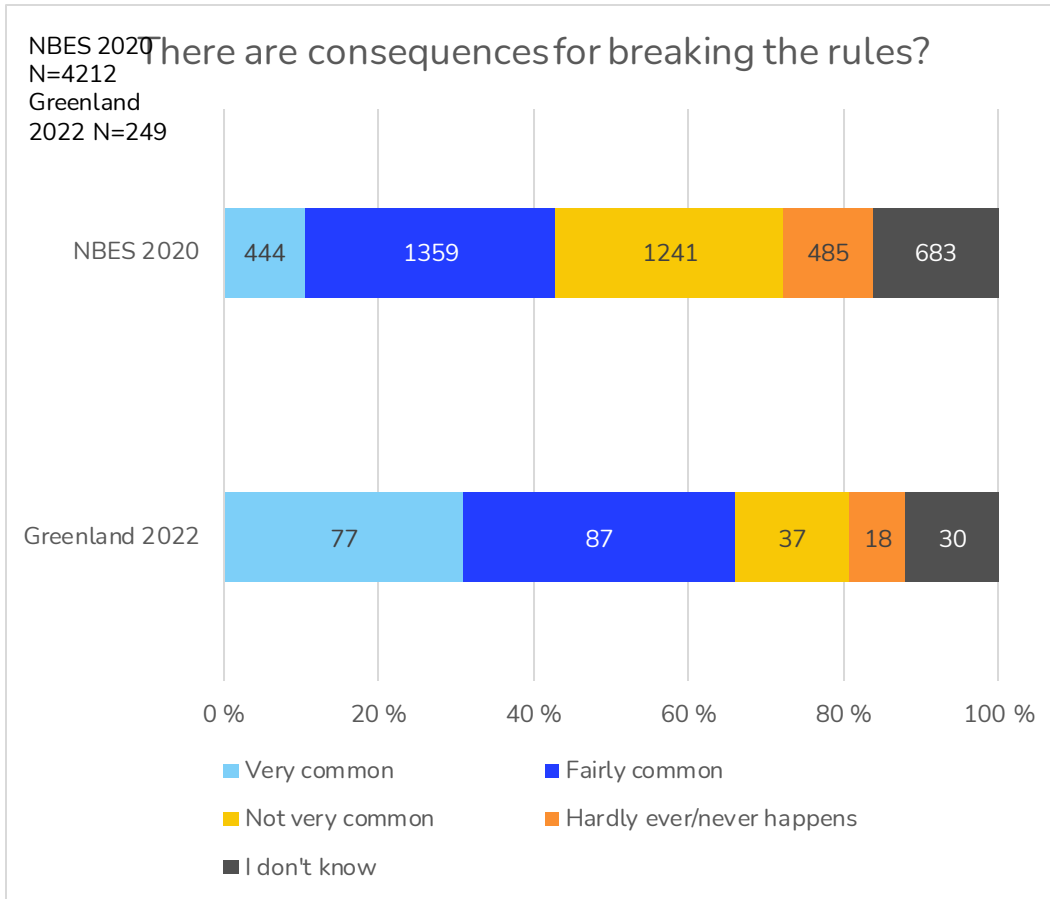


Greenland 2022 N=250

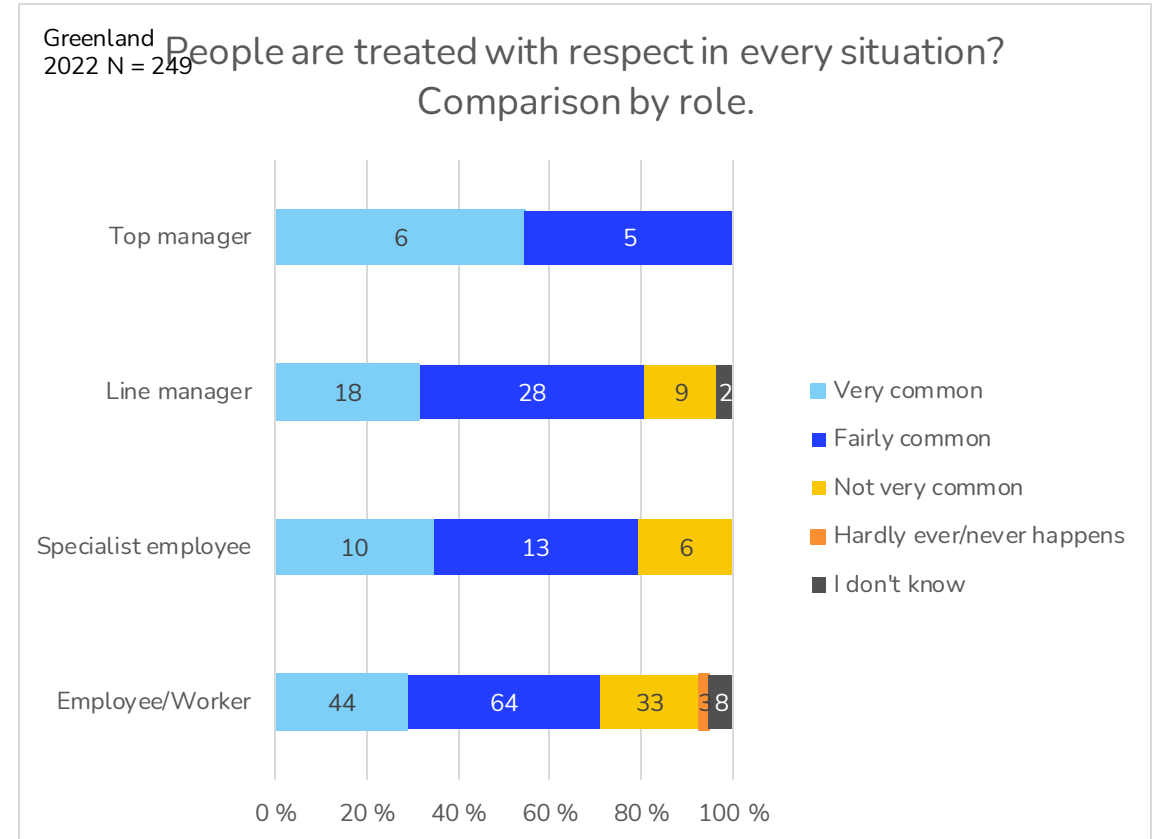
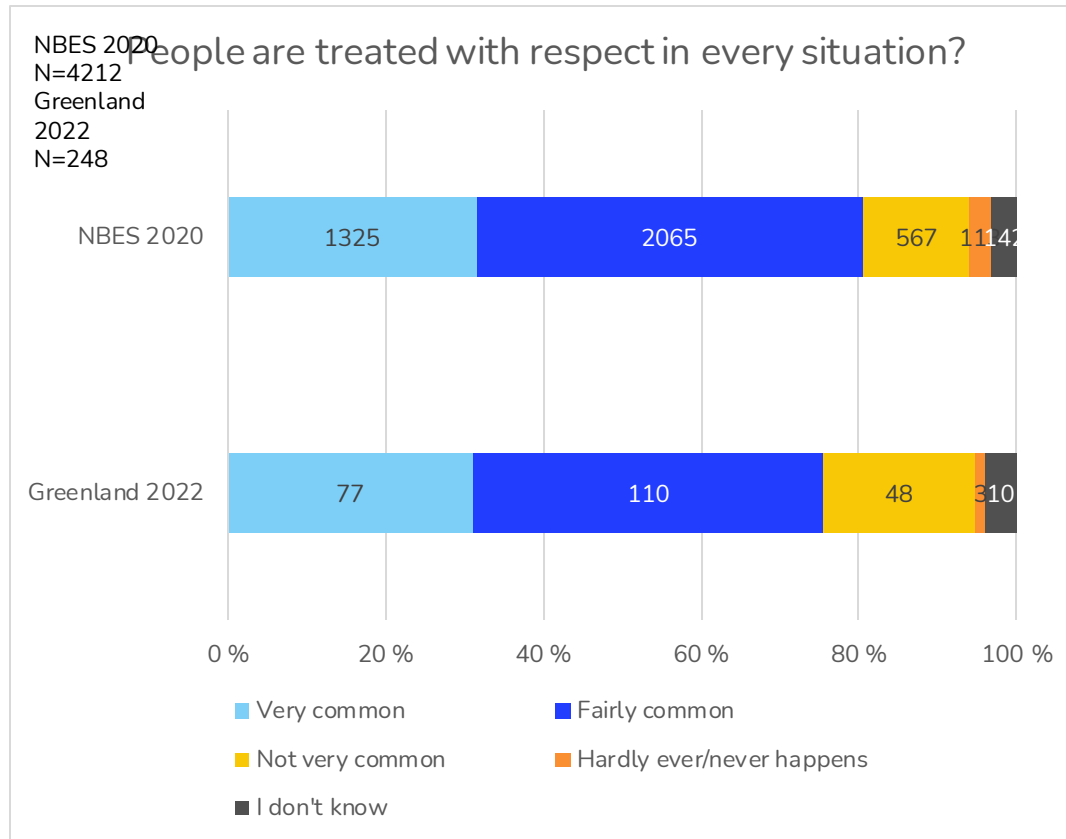
Are decisions made fairly and transparently?



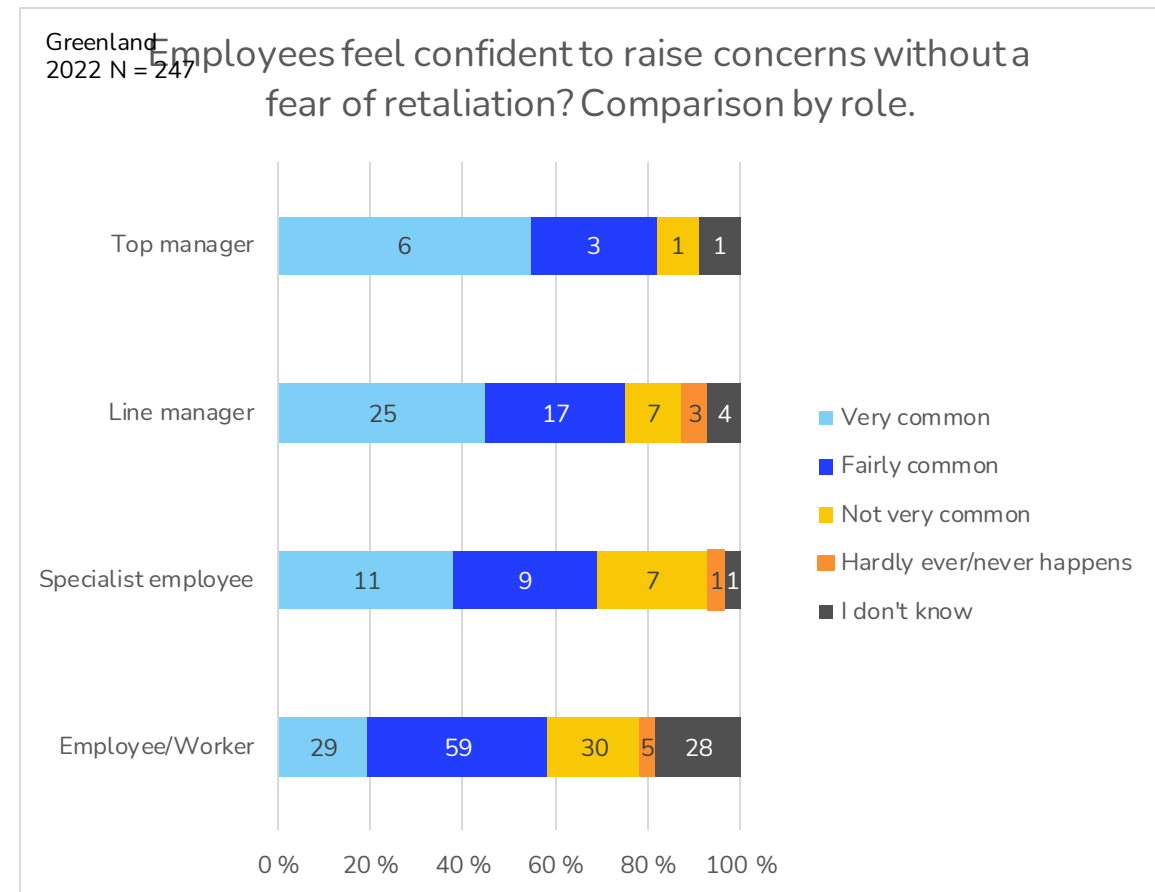
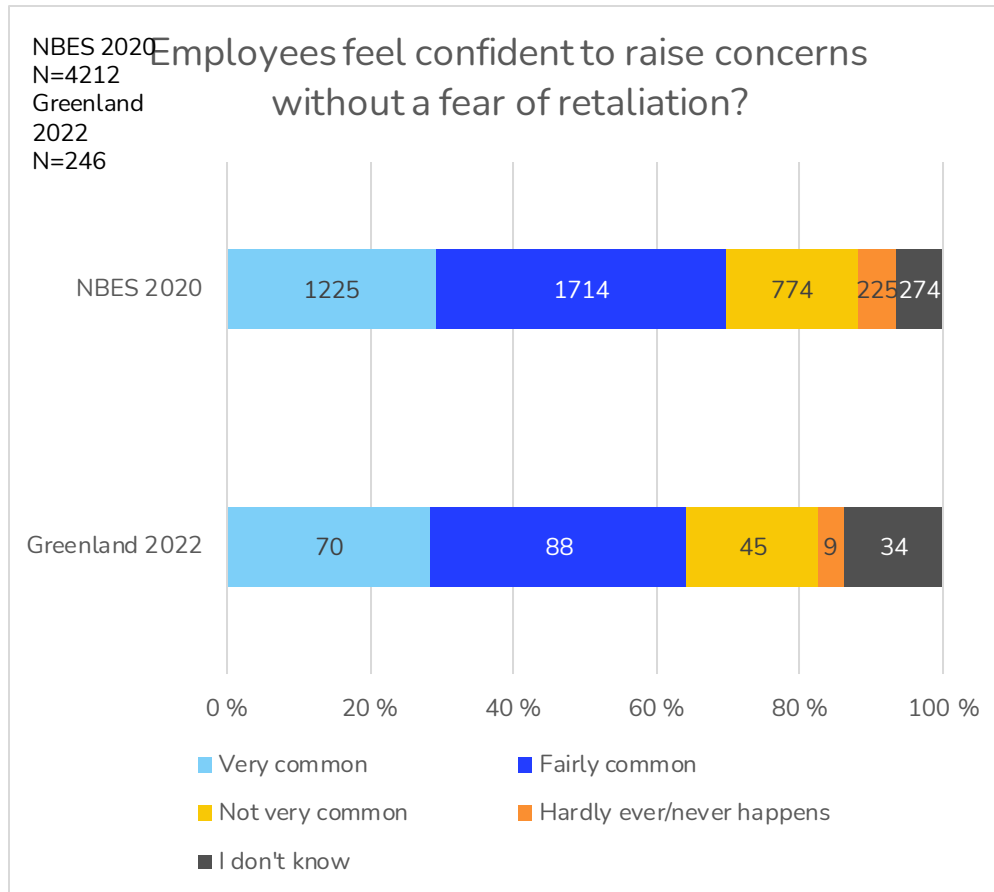
Are there consequences for breaking the rules?



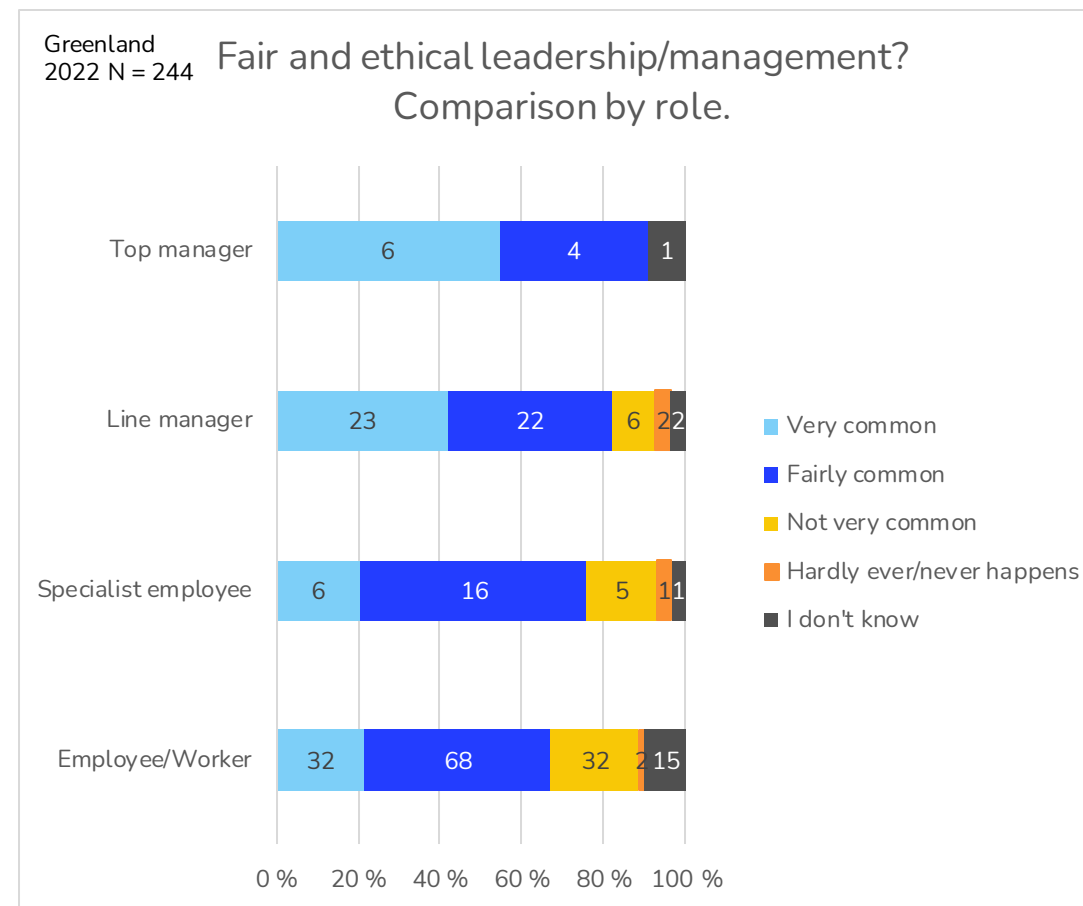
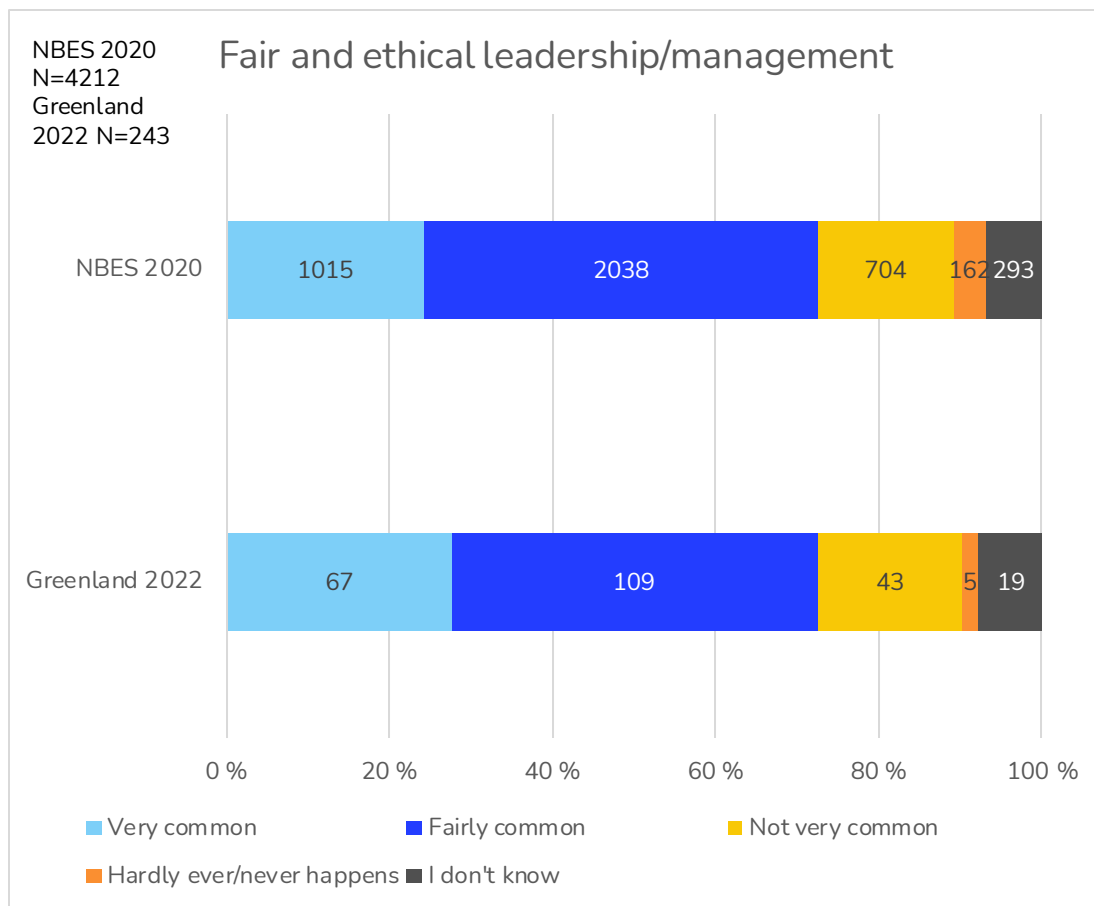
Are people treated with respect in every situation?



Do employees feel confident to raise concerns without a fear of retaliation?

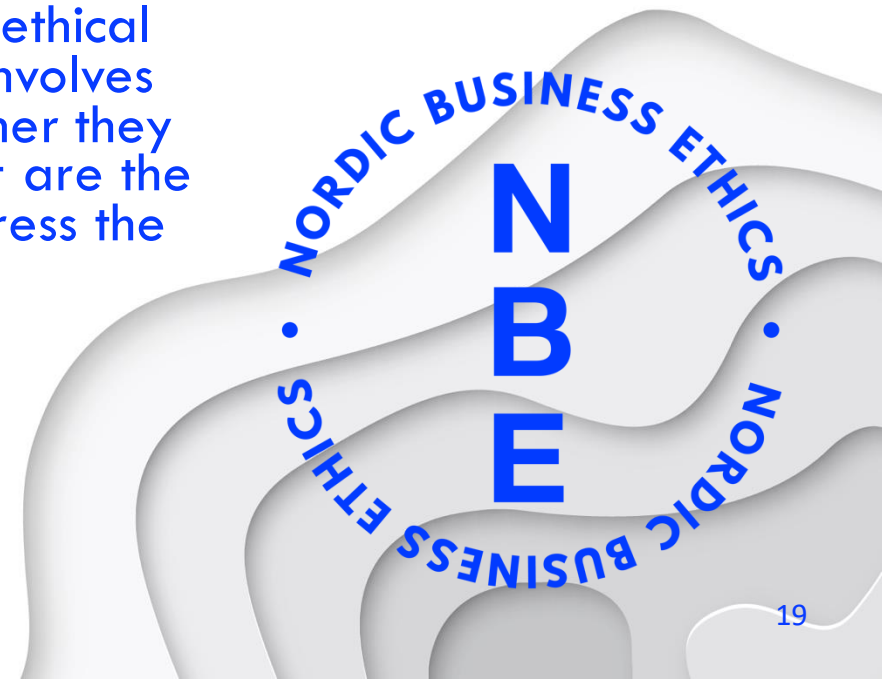


Fair and ethical leadership/management



Observations of unethical behavior at work

In this section we explore what type of misconduct and unethical behaviour is observed at work and whether the conduct involves one's line manager. We also asked the respondents whether they speak up and intervene the unethical behaviour and what are the most common reasons for not speaking up. Lastly we address the topic of compromising the ethical standards.



Key results - Greenland

Respondents from Greenland are less likely to observe unethical behavior compared to Nordic Business Ethics survey results.

The most common observations are protecting poor management and governance, passive leadership / leadership that contradicts corporate values and discrimination and bullying. Every third respondent have observed such behaviour.

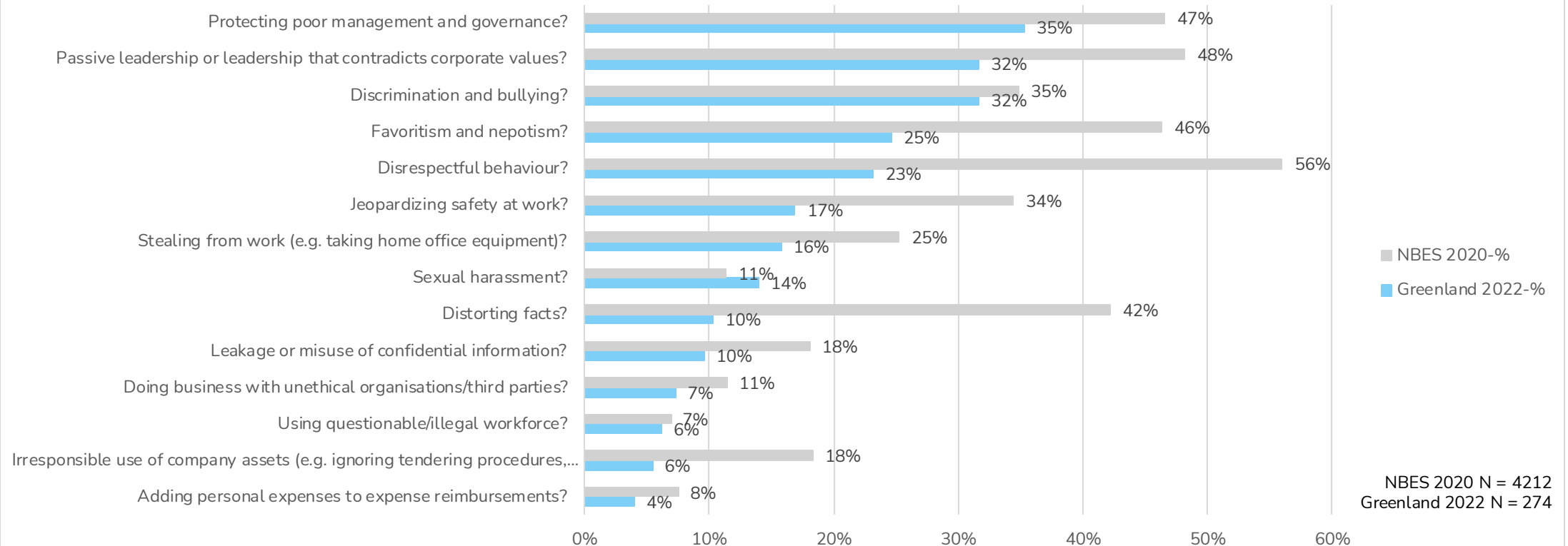
Only every fourth (27%) respondent intervened on unethical behavior (38% NBE). This is in line with the NBE finding: in Nordics we still have work to do in promoting a healthy speak up culture.

"Not my business" or "would not make any difference" were the most common reasons for not speaking up. These are in line with the NBE results.

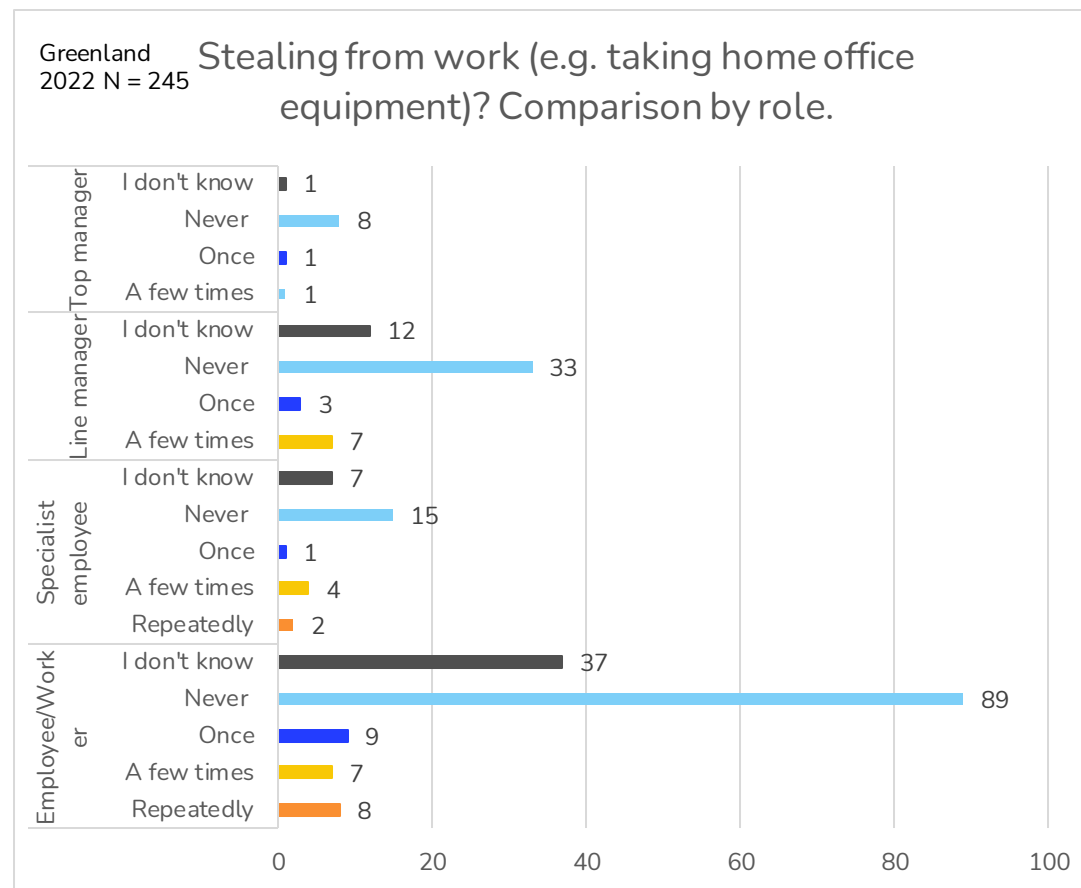
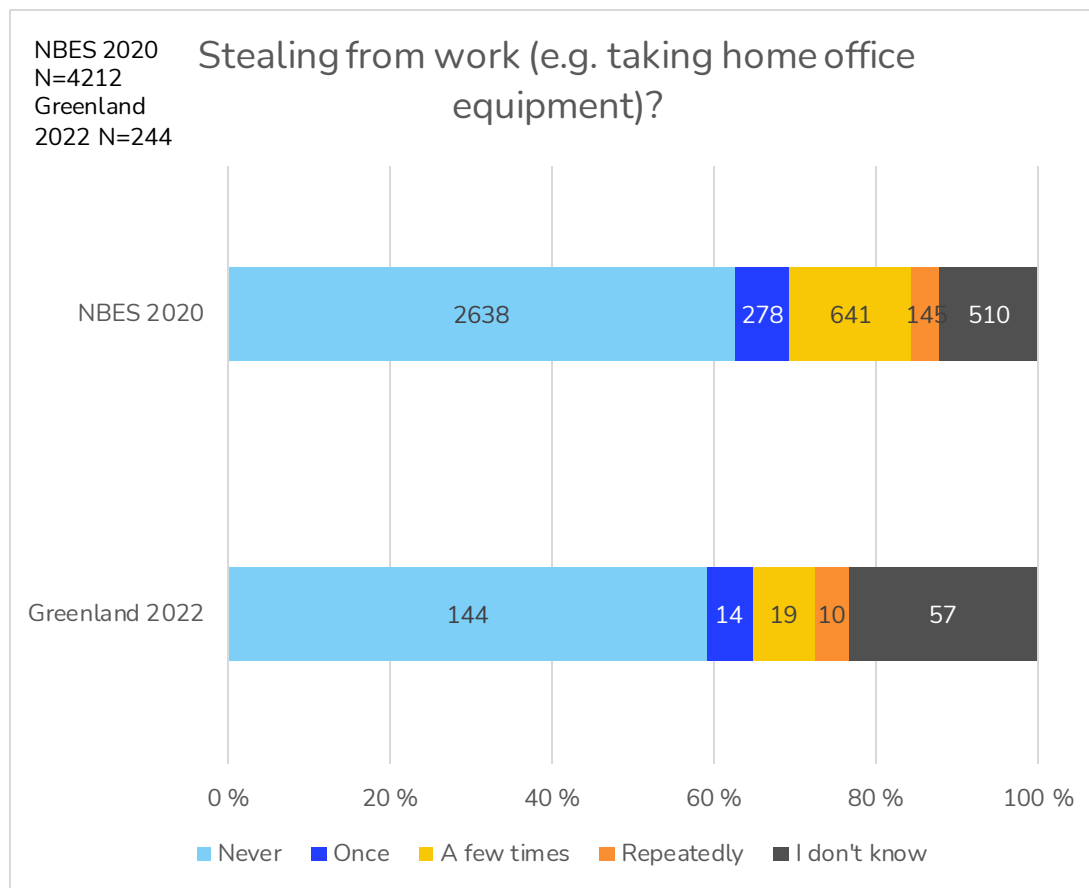


How often have you observed the following scenarios?

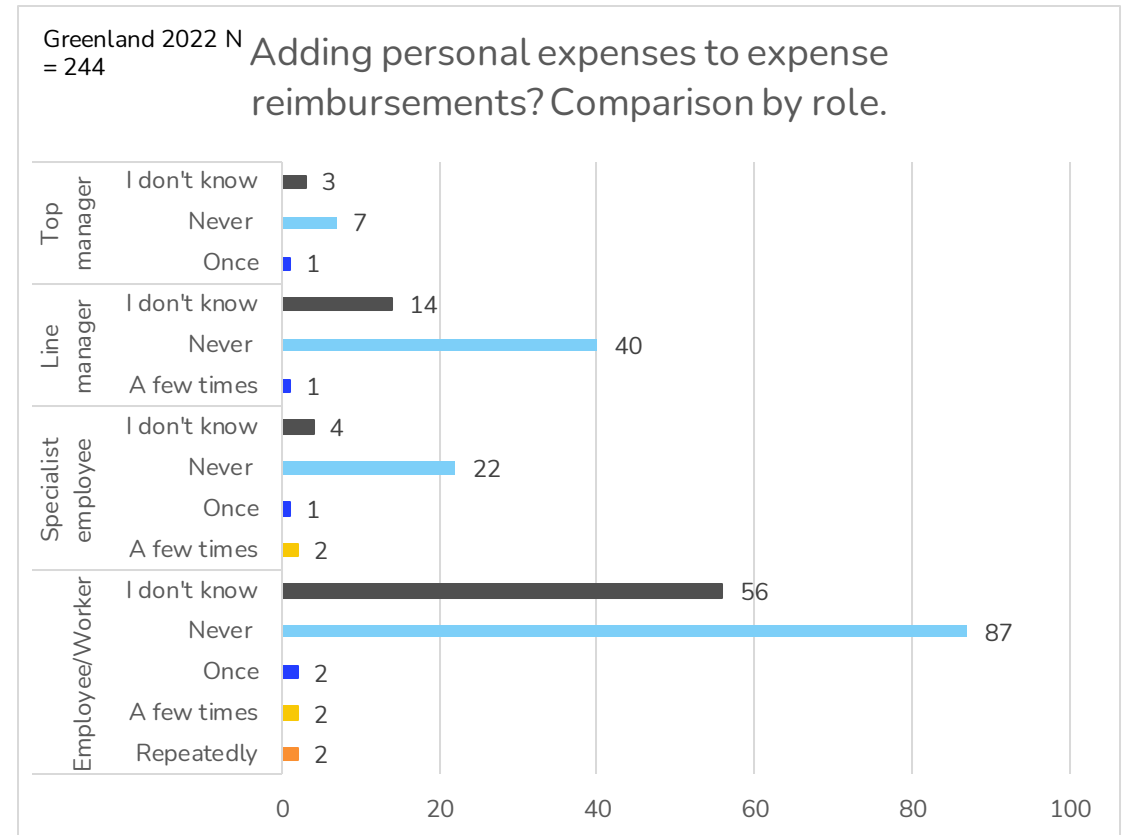
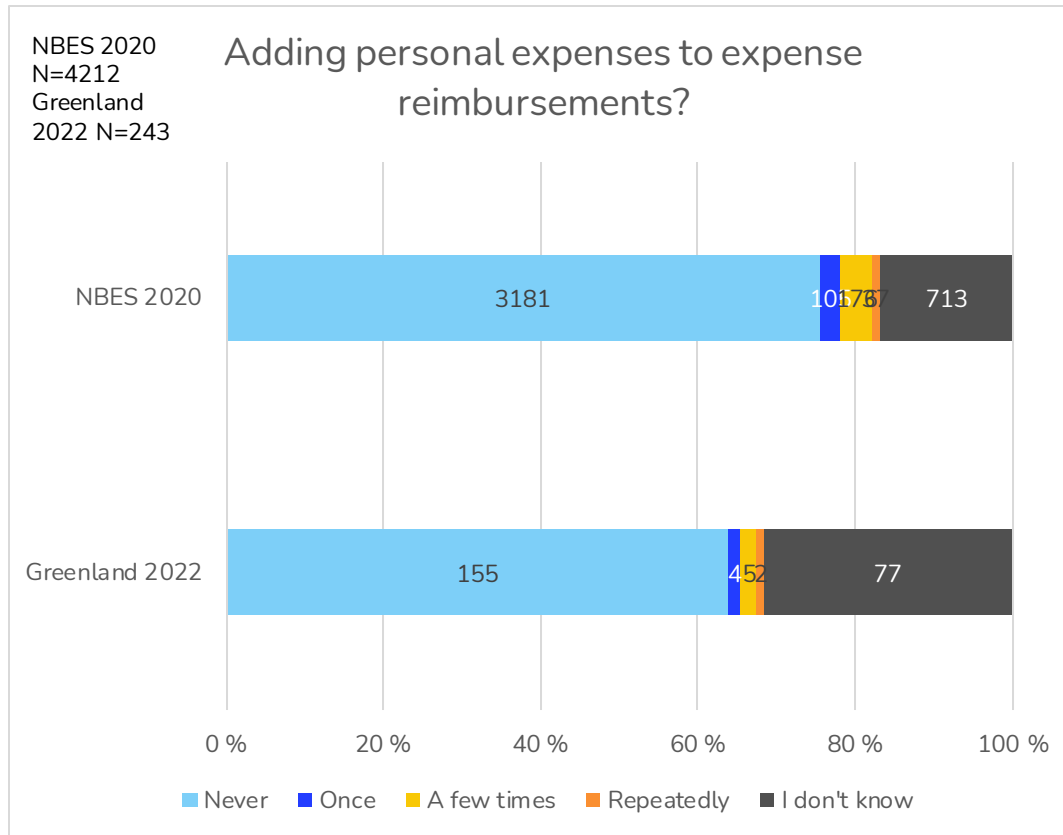
How often have you observed the following scenarios at your workplace, either in your country or abroad, during the past 12 months? ...% of respondents who have observed those activities once, a few times or regularly



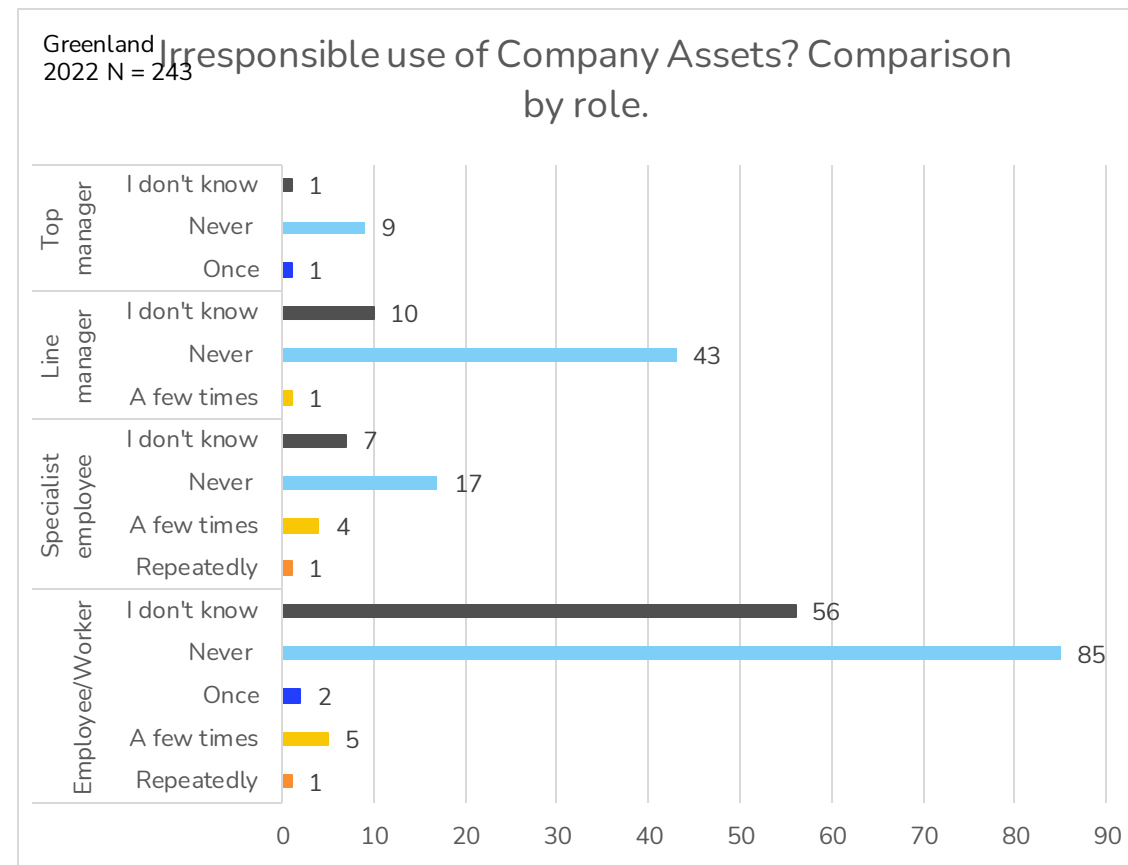
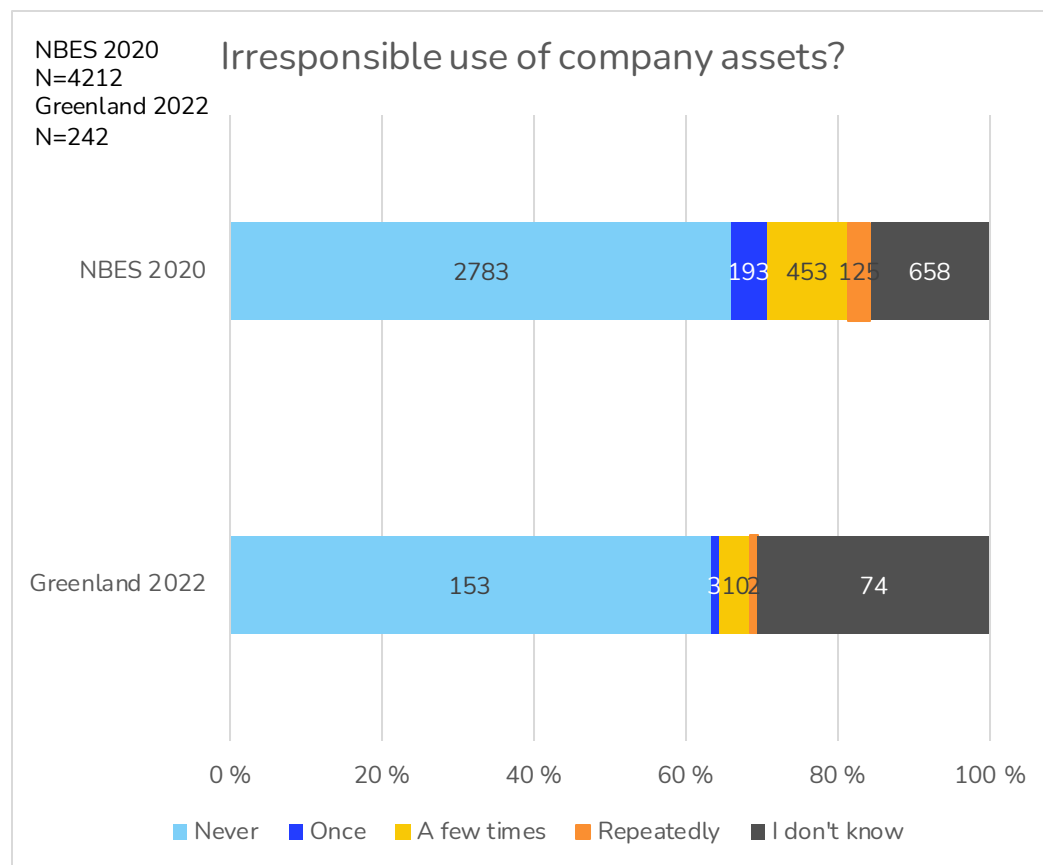
Stealing from work



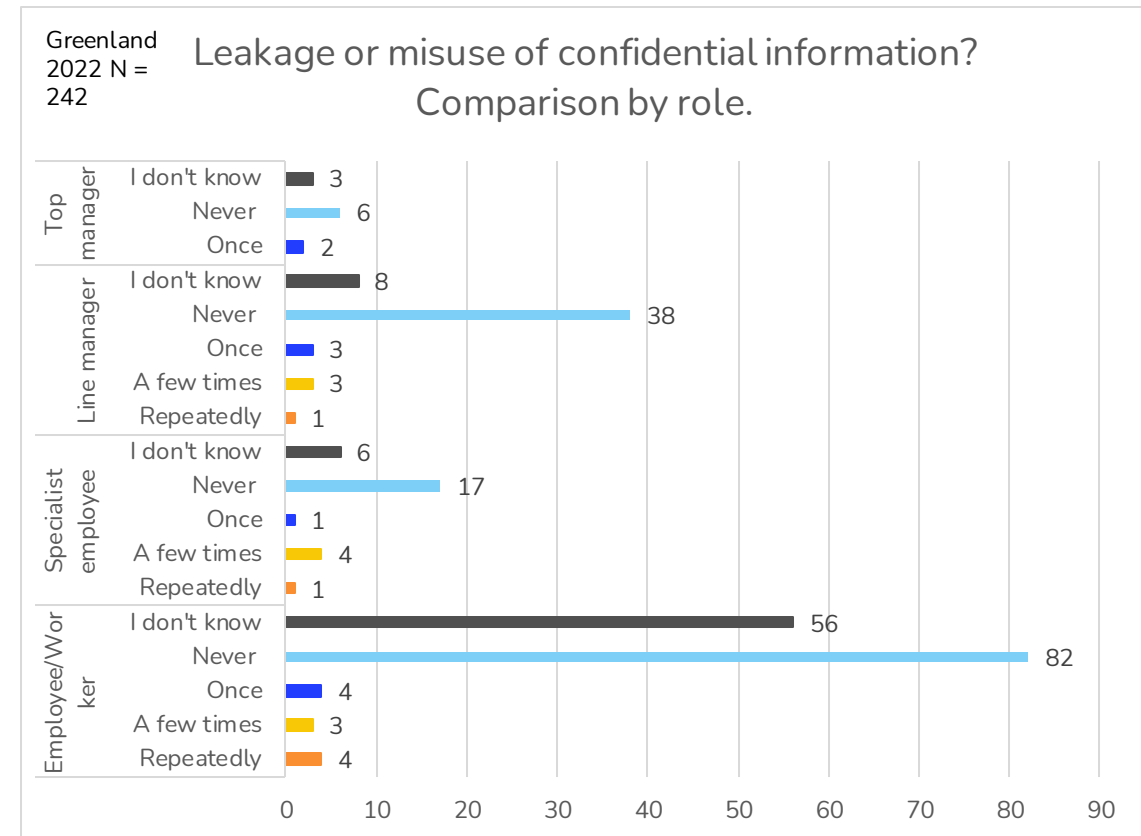
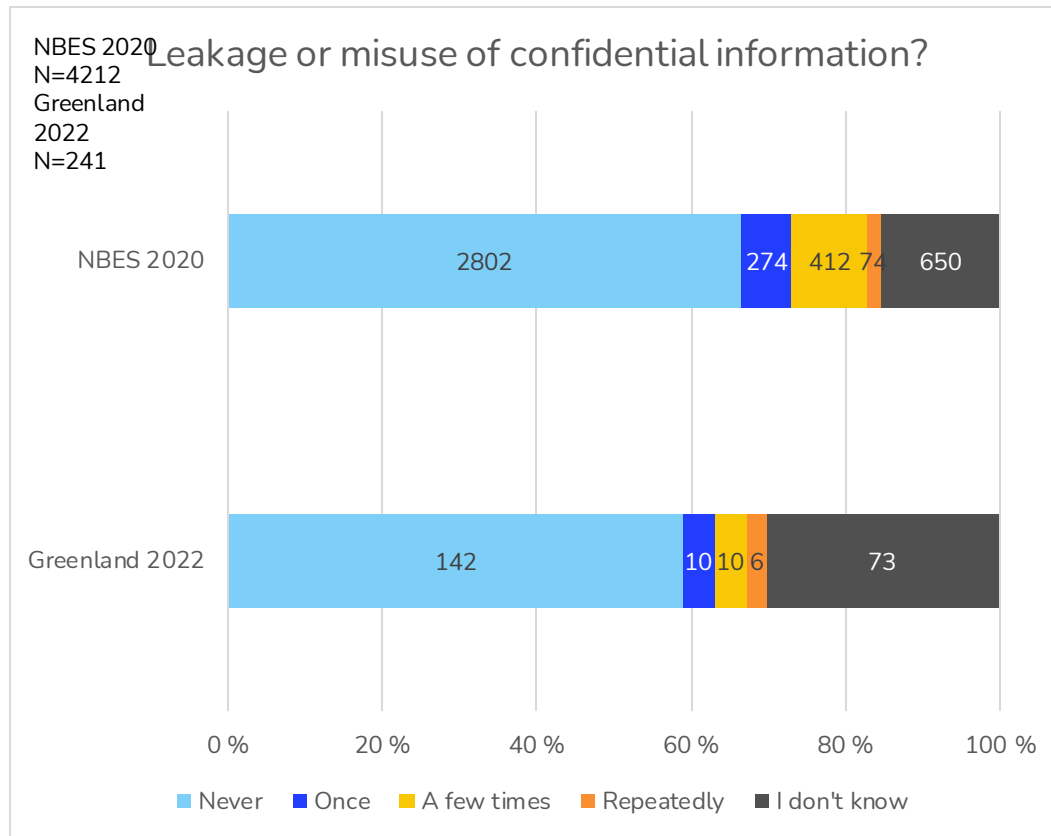
Adding personal expenses to expense reimbursements



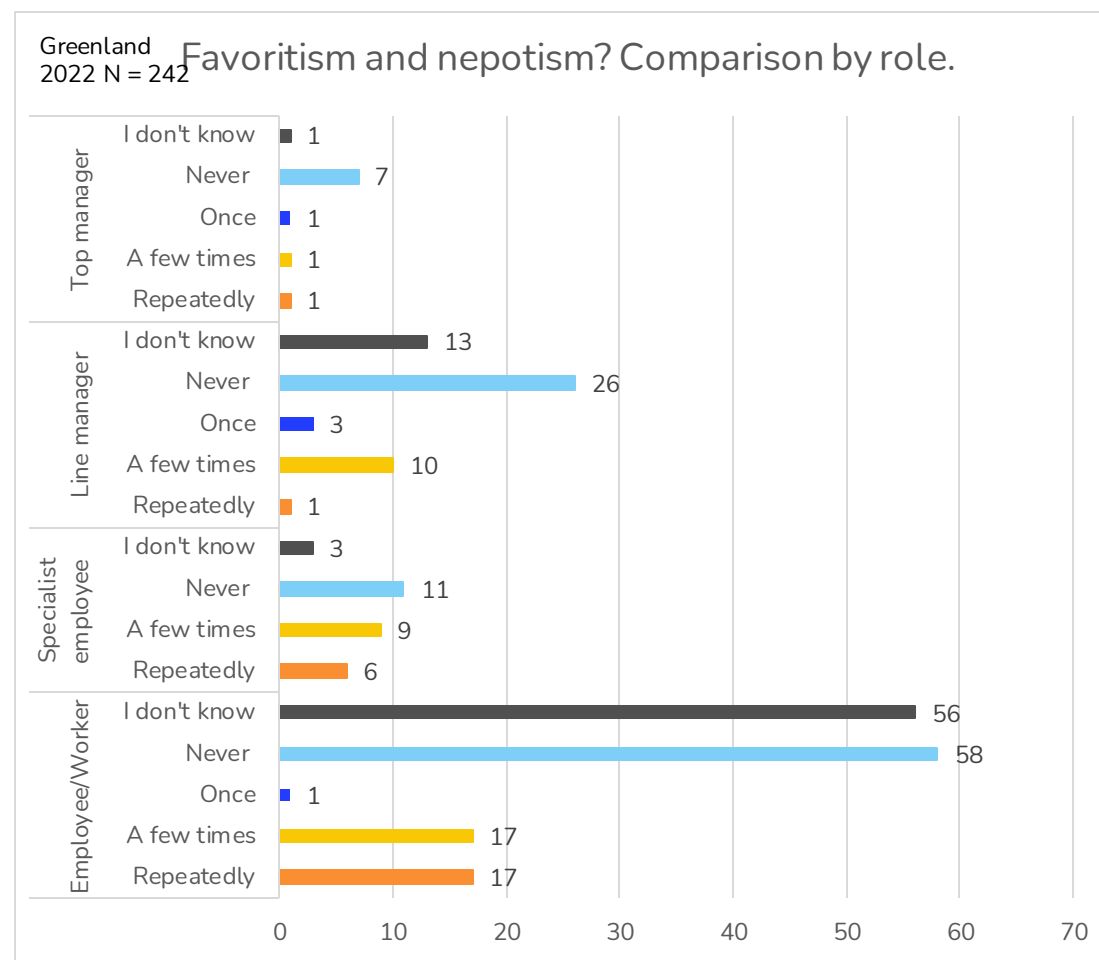
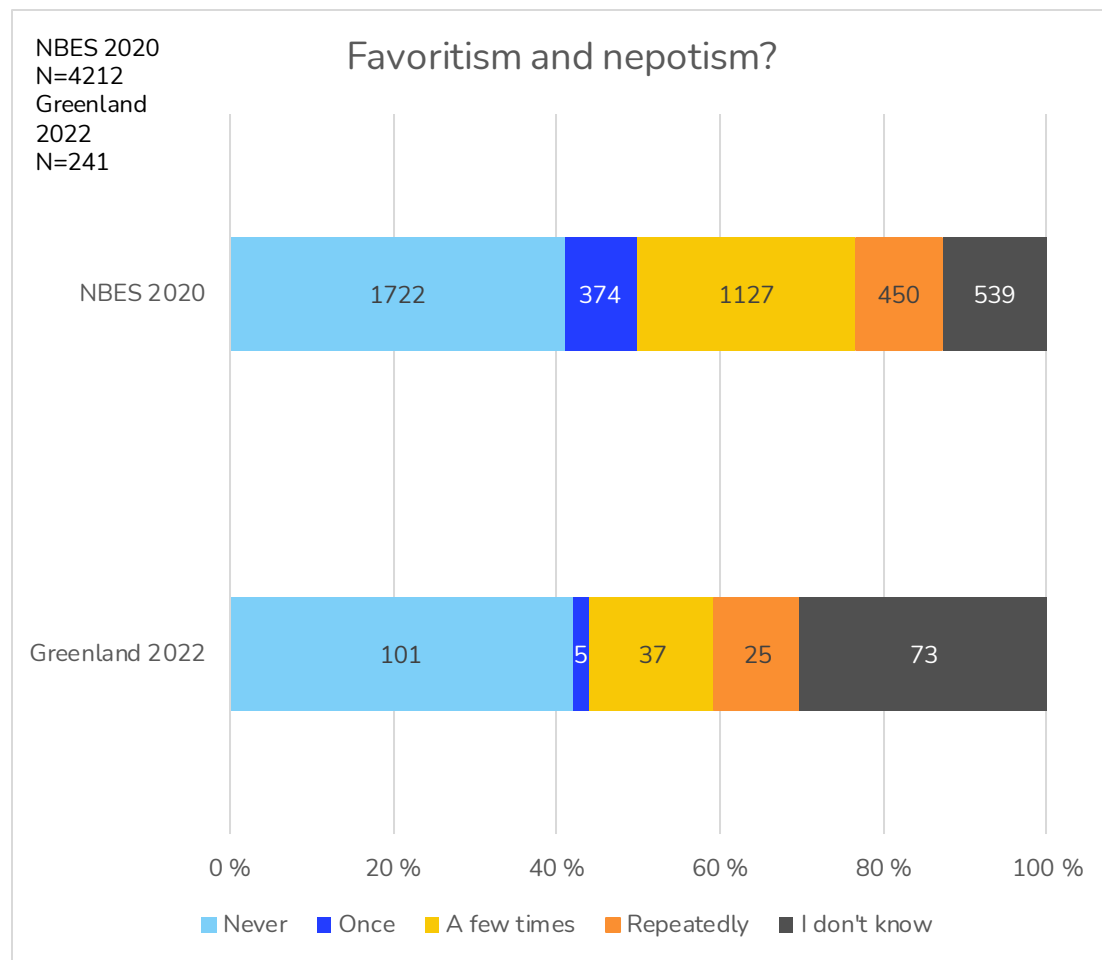
Irresponsible use of company assets



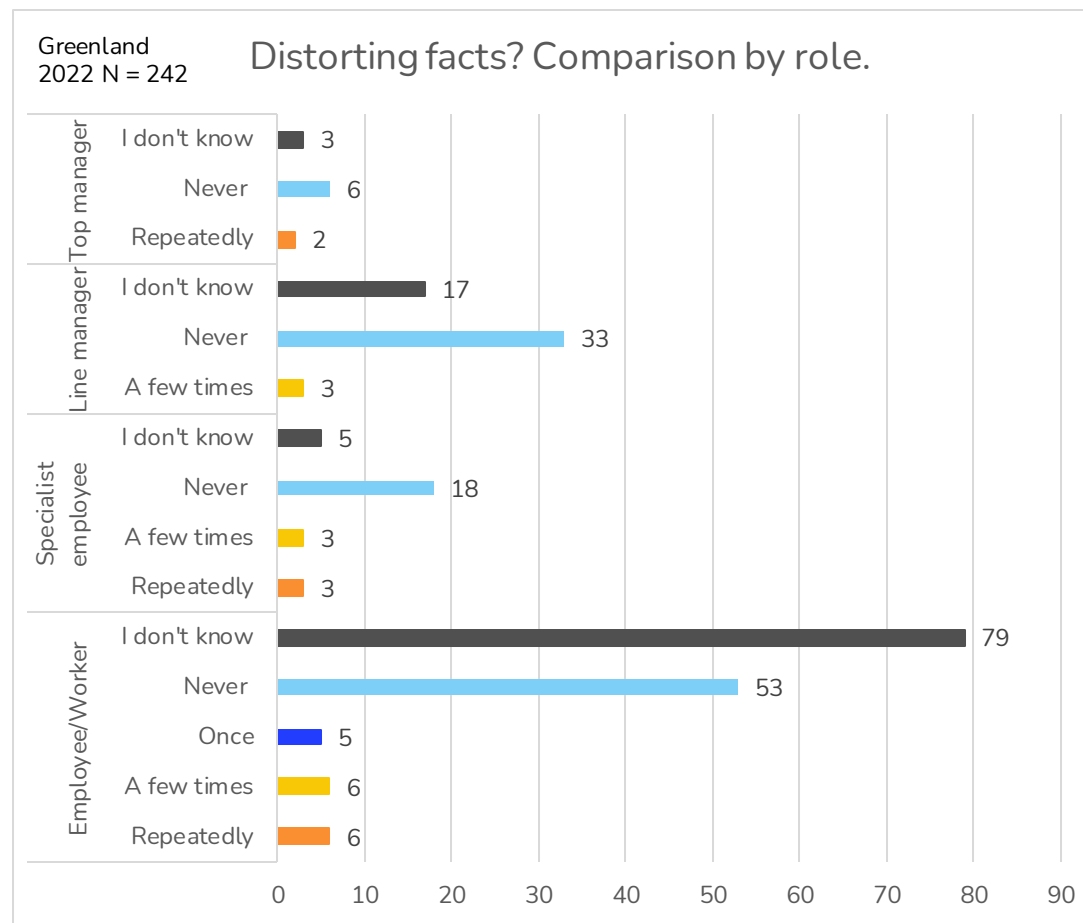
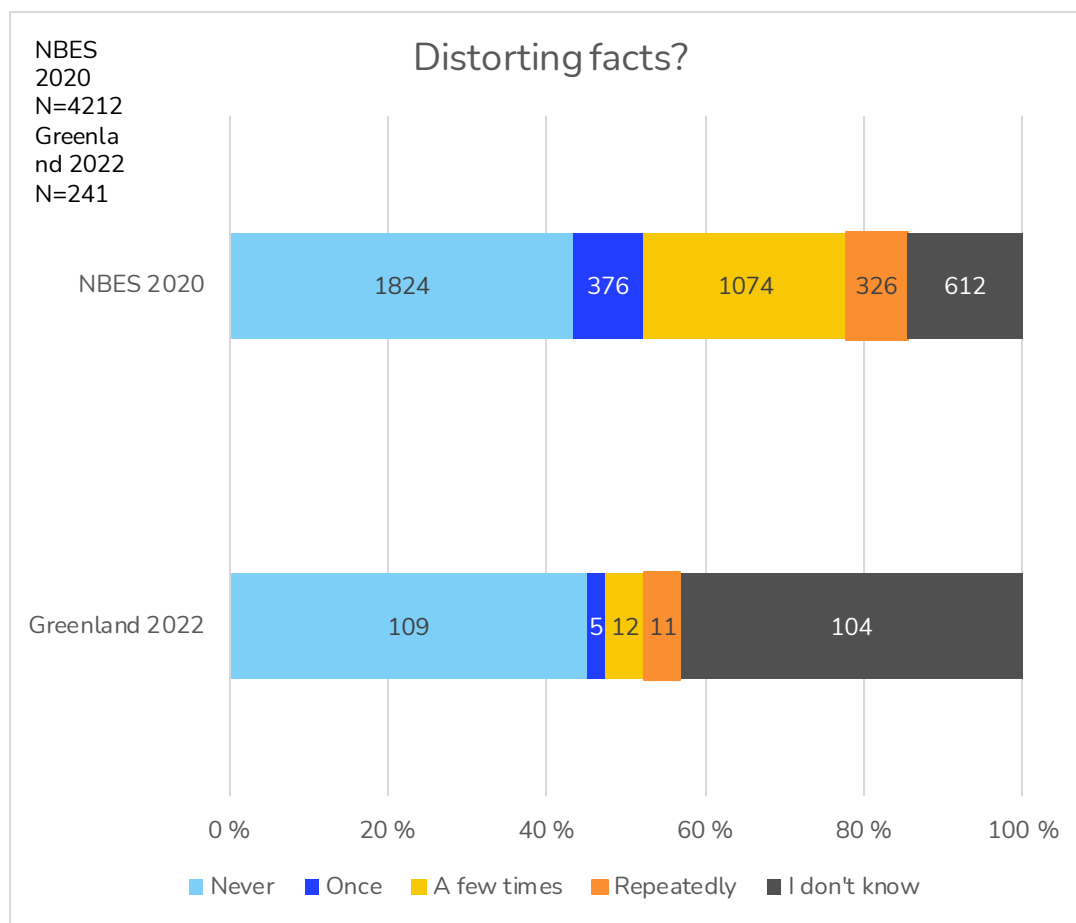
Leakage or misuse of confidential information



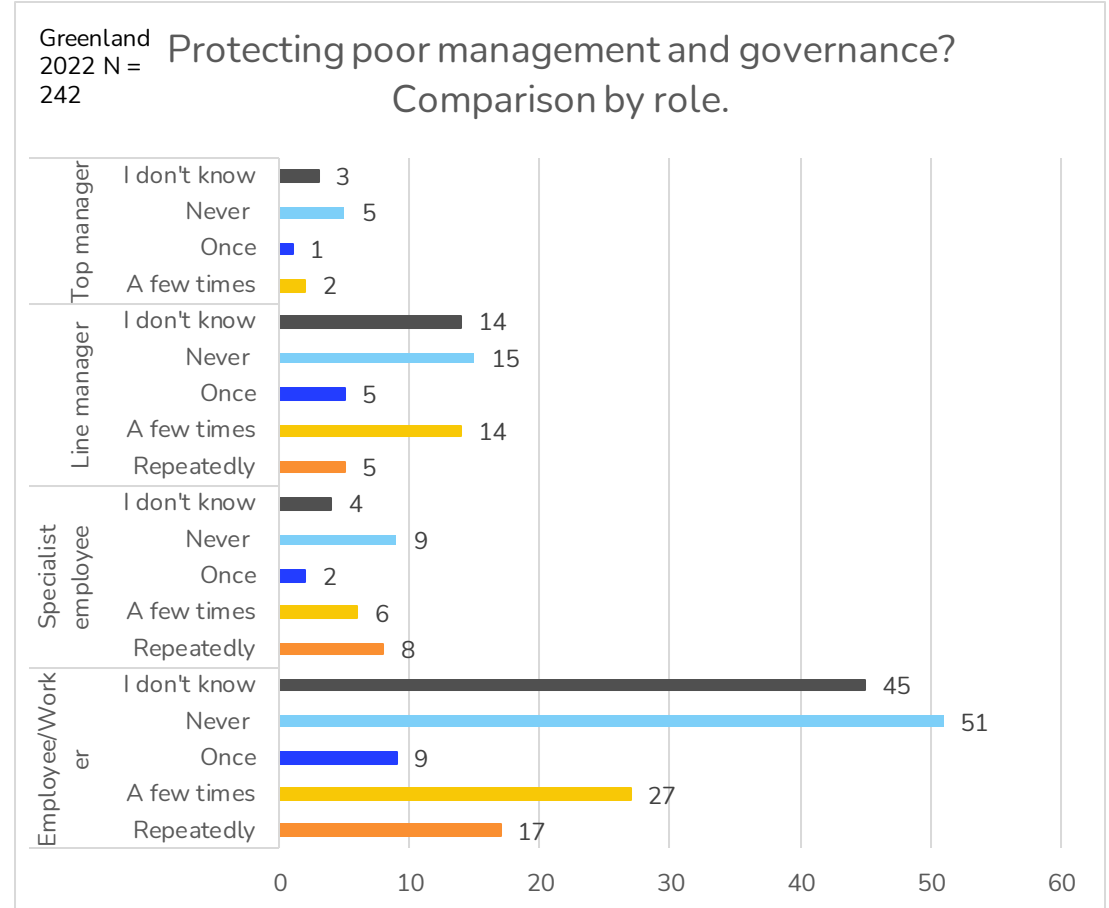
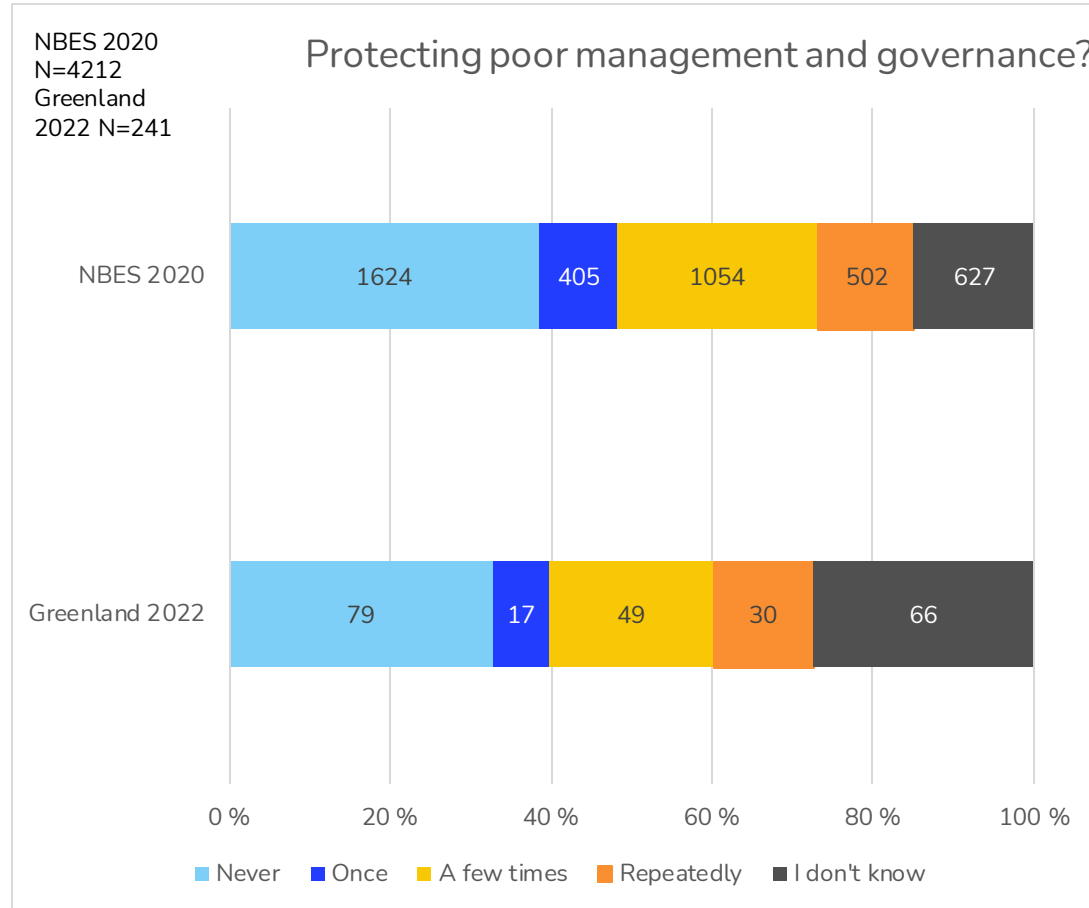
Favoritism and nepotism



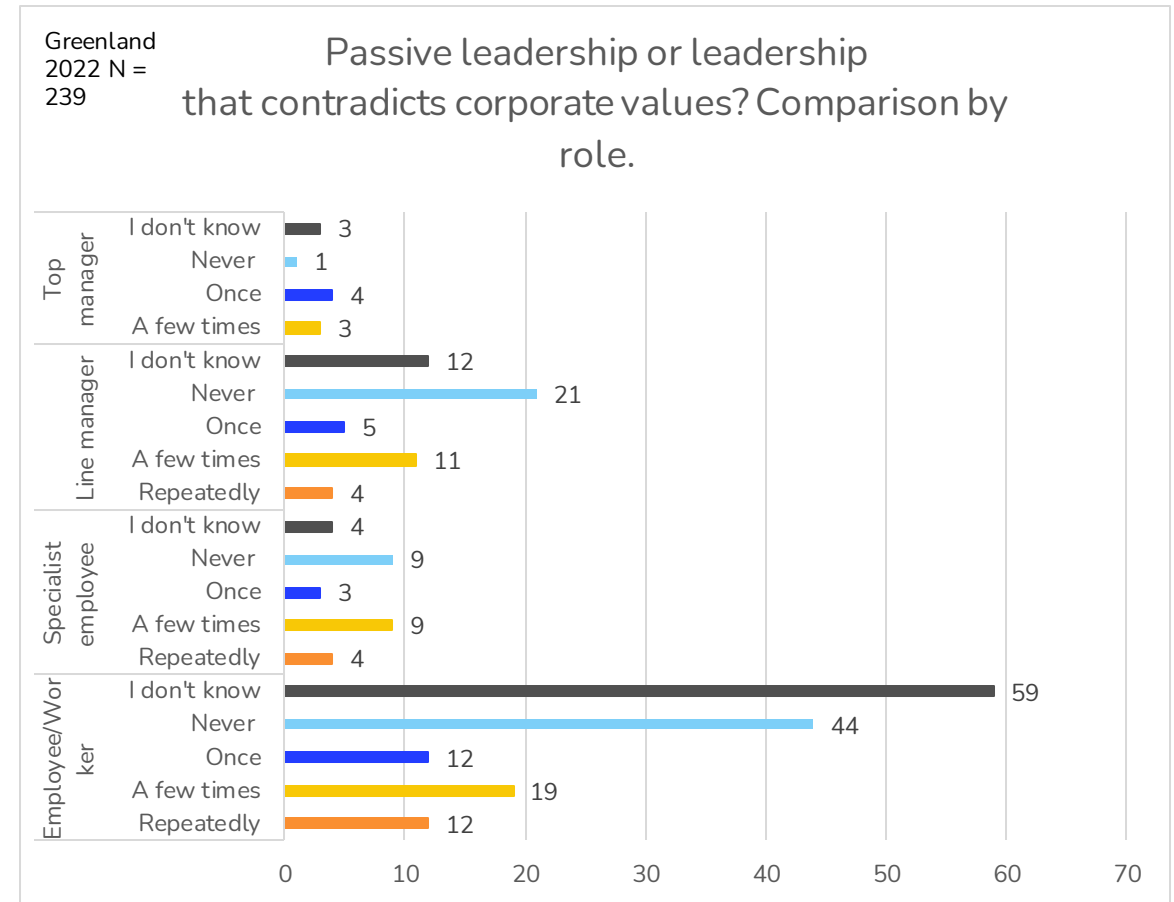
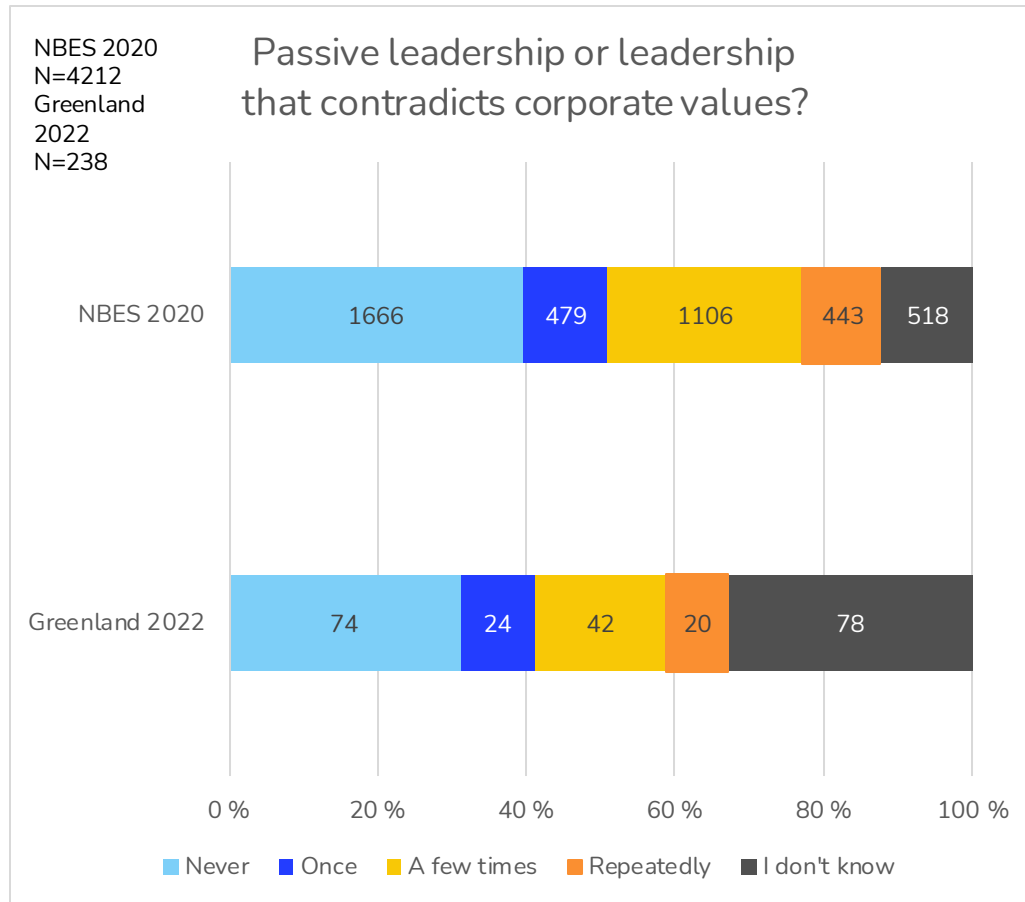
Distorting facts



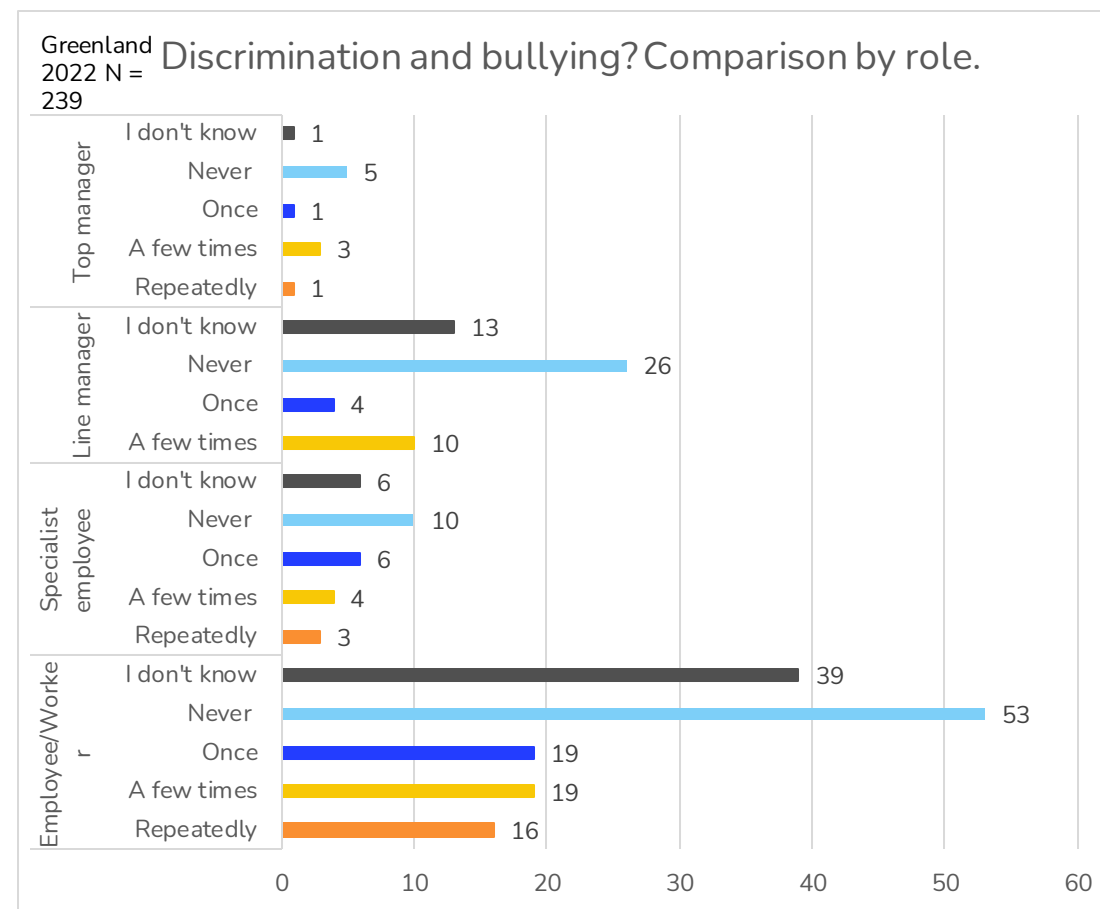
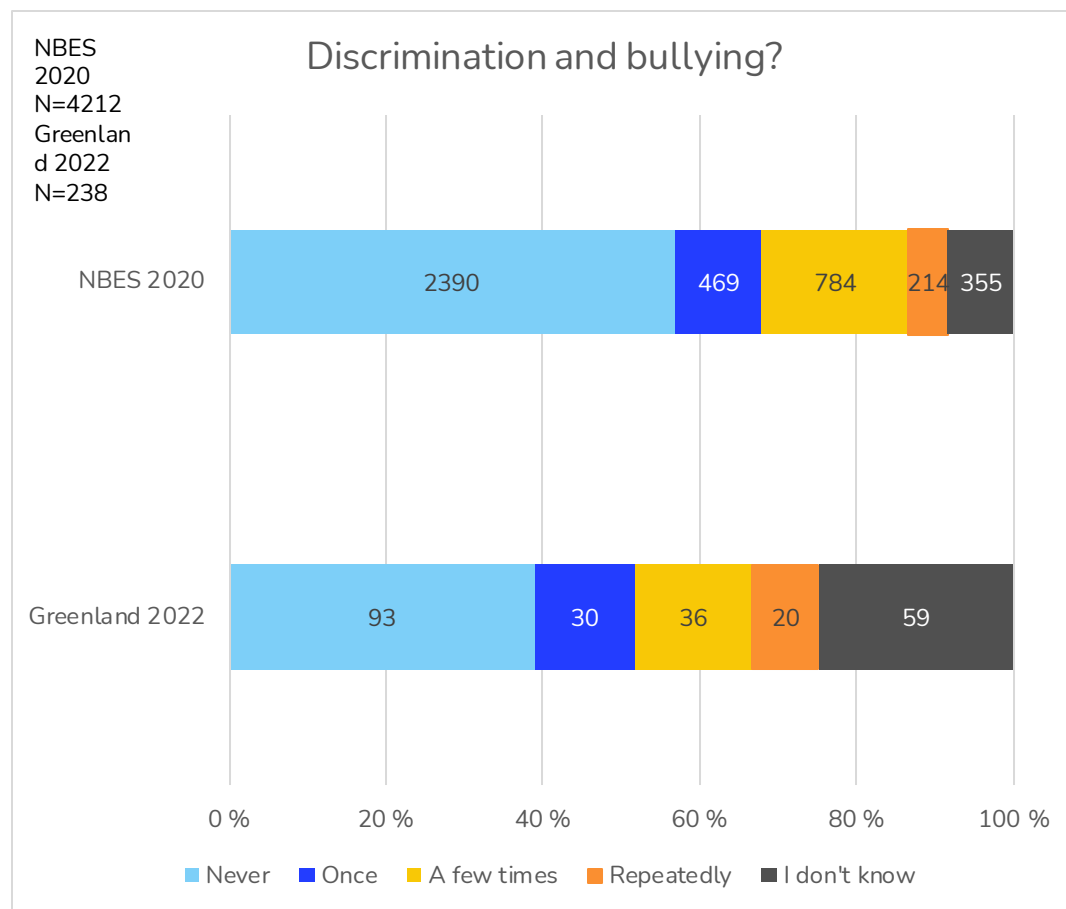
Protecting poor management and governance



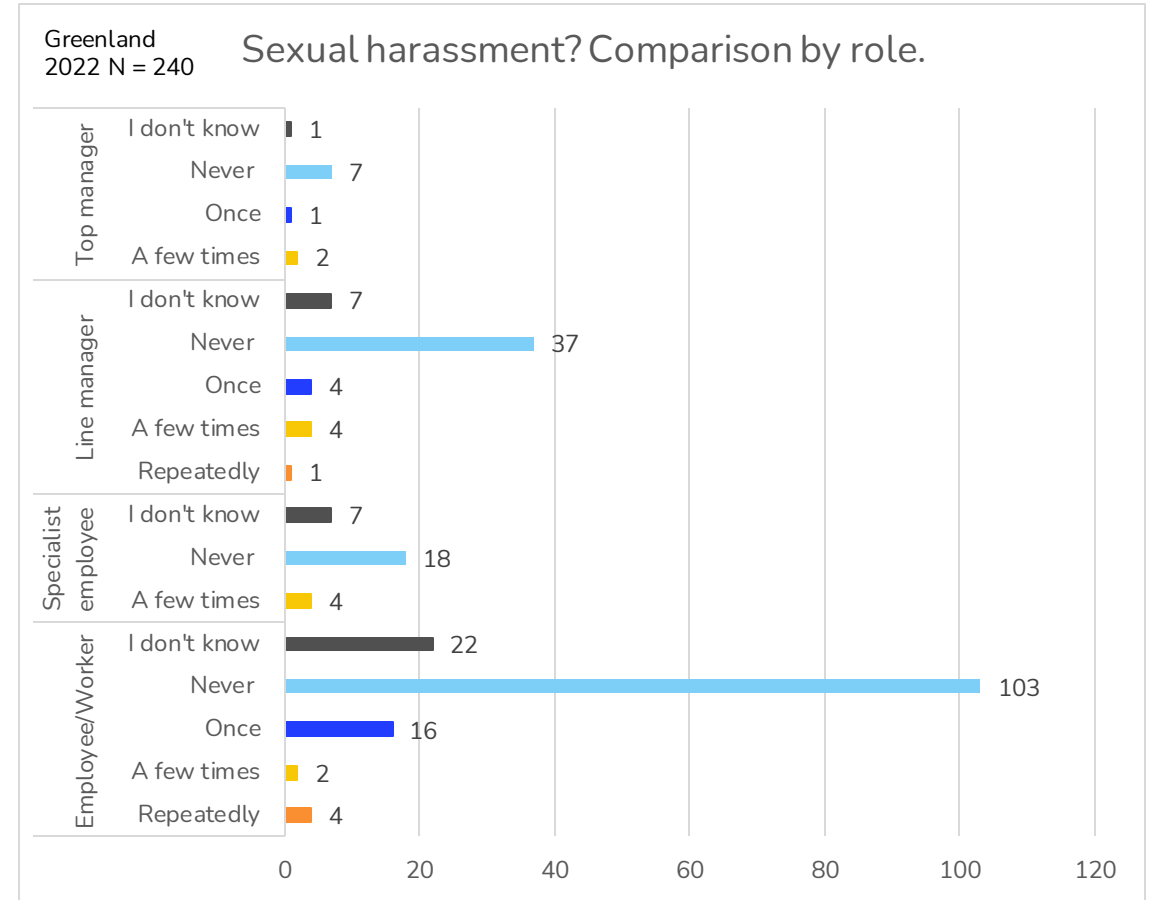
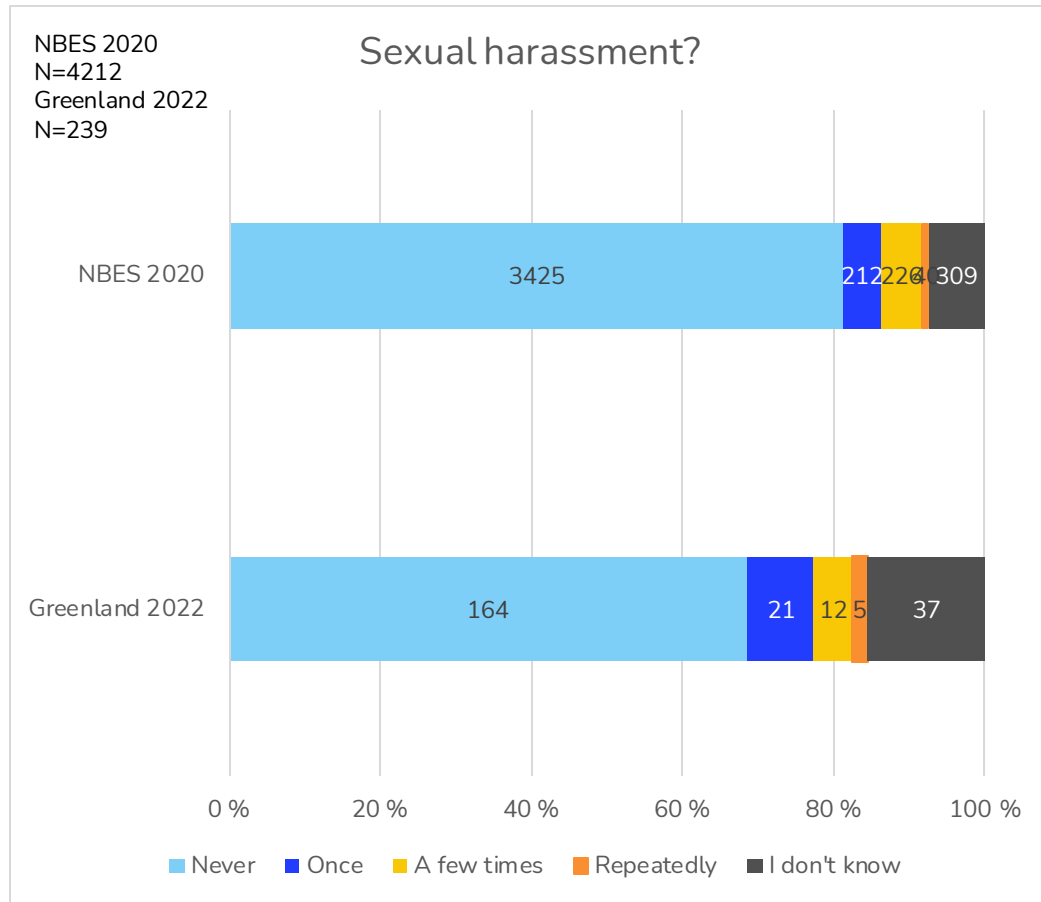
Passive leadership or leadership that contradicts corporate values



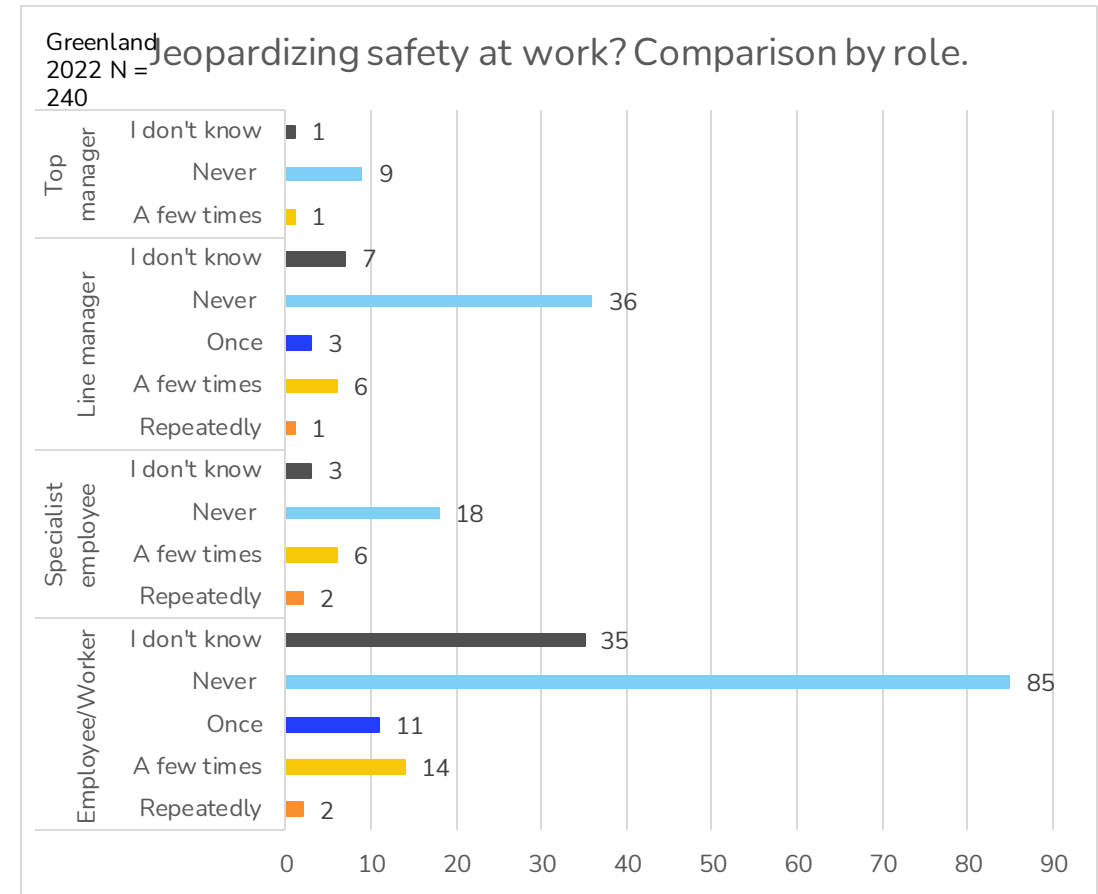
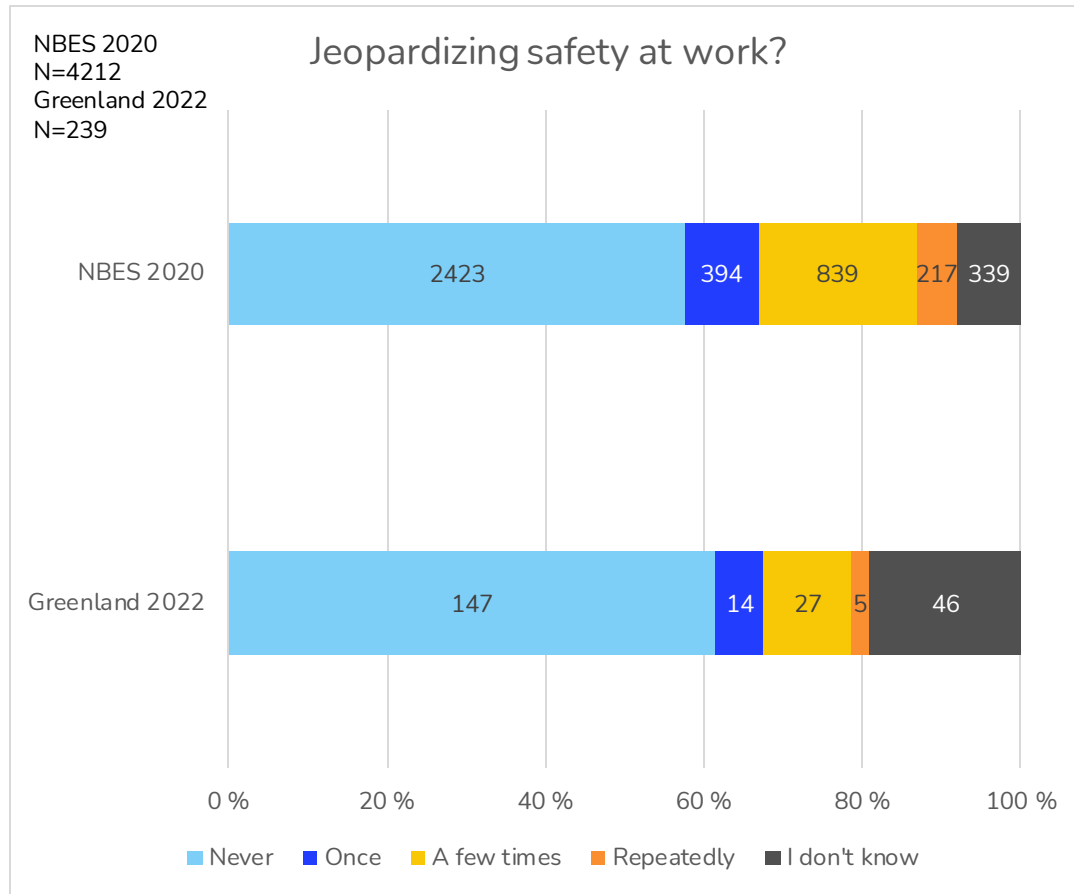
Discrimination and bullying



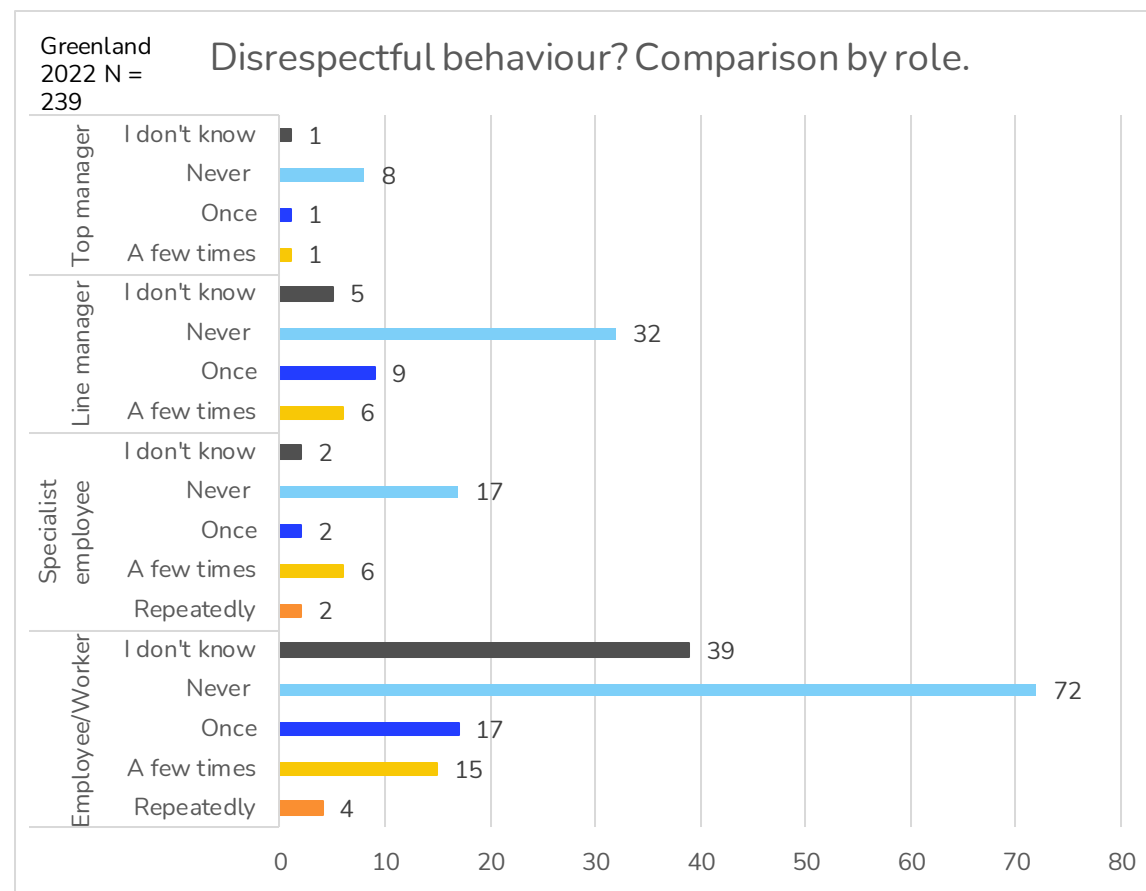
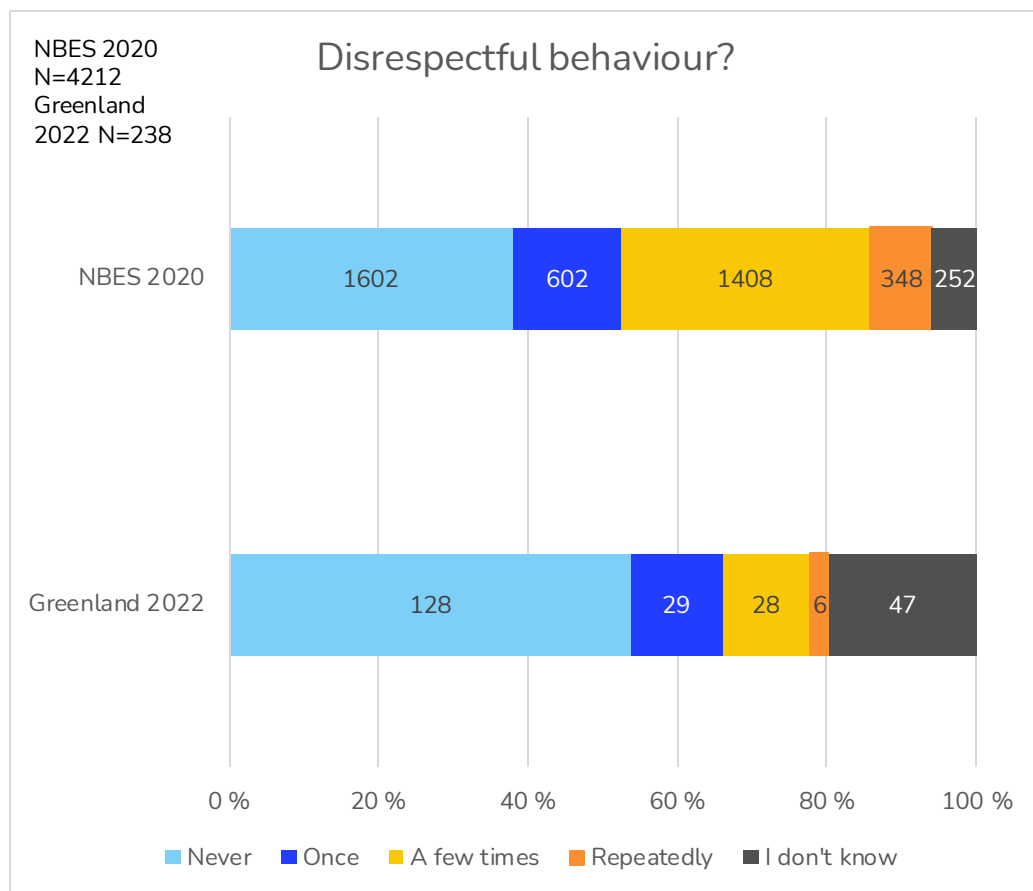
Sexual harassment



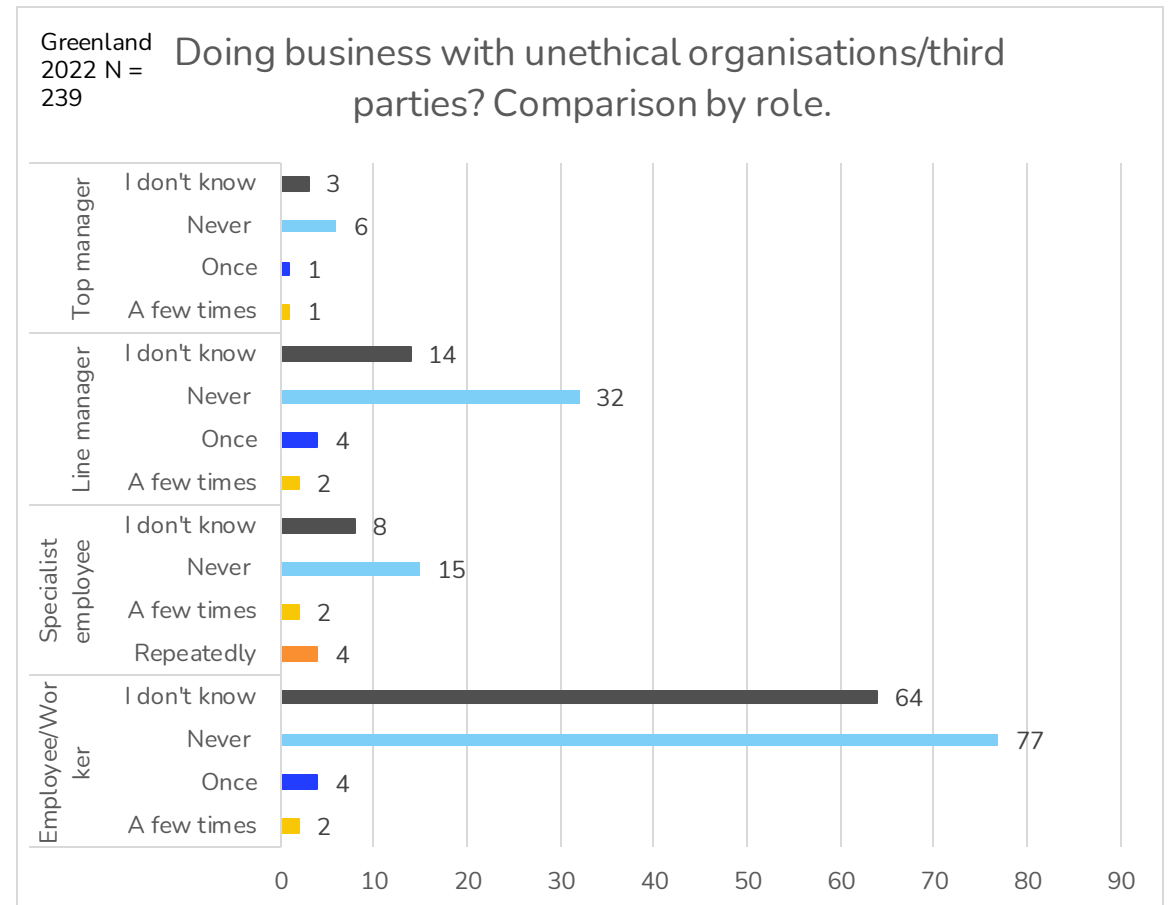
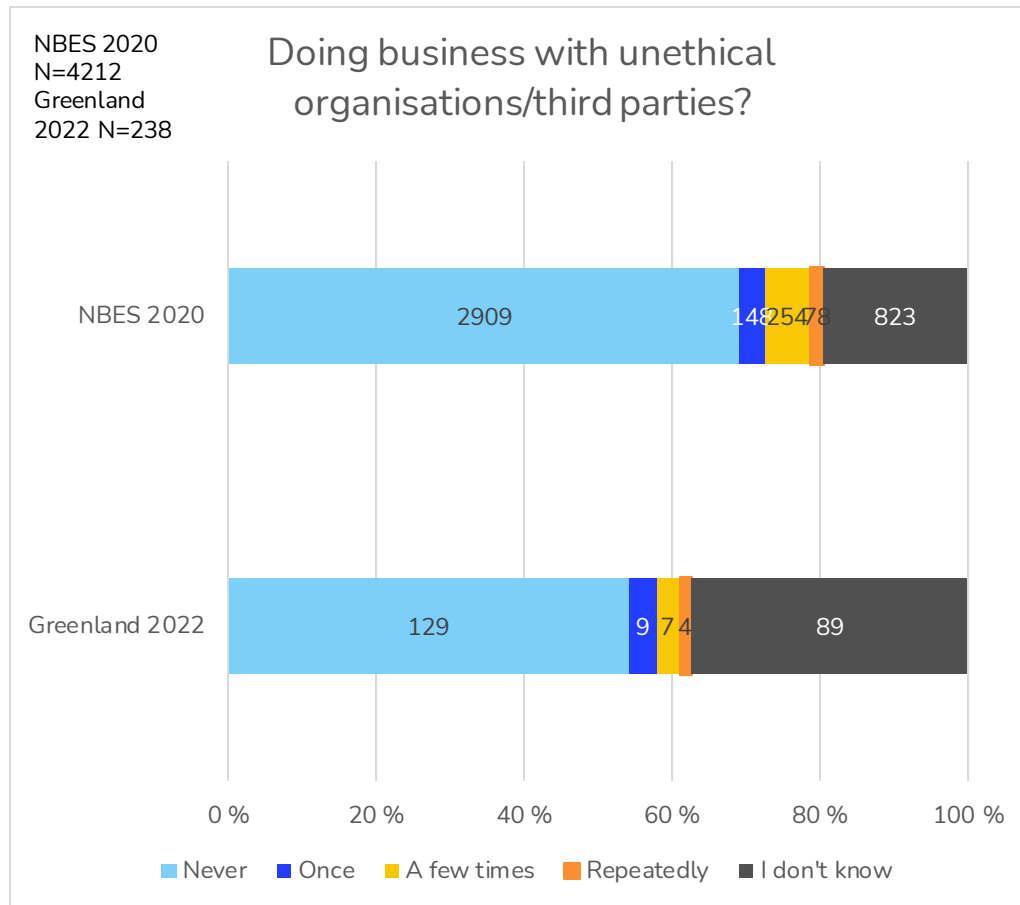
Jeopardizing safety at work



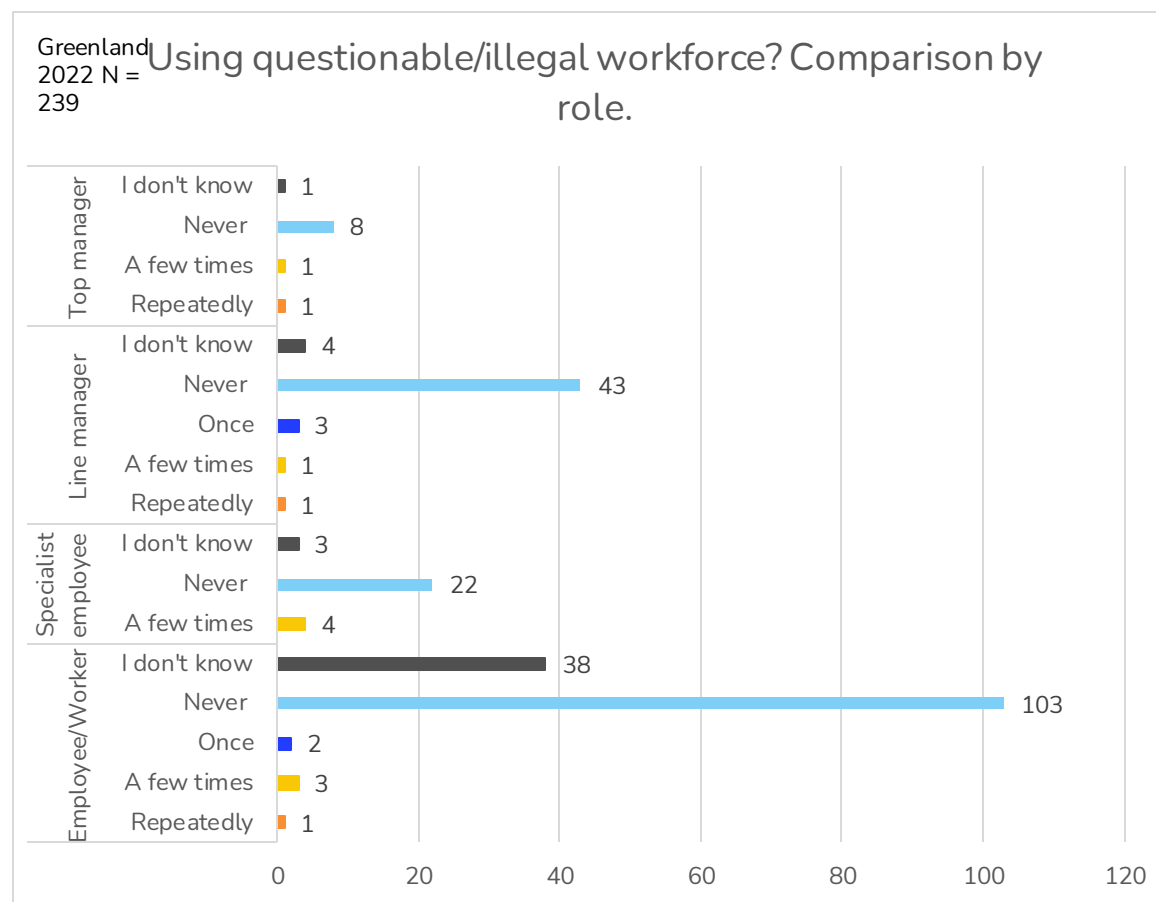
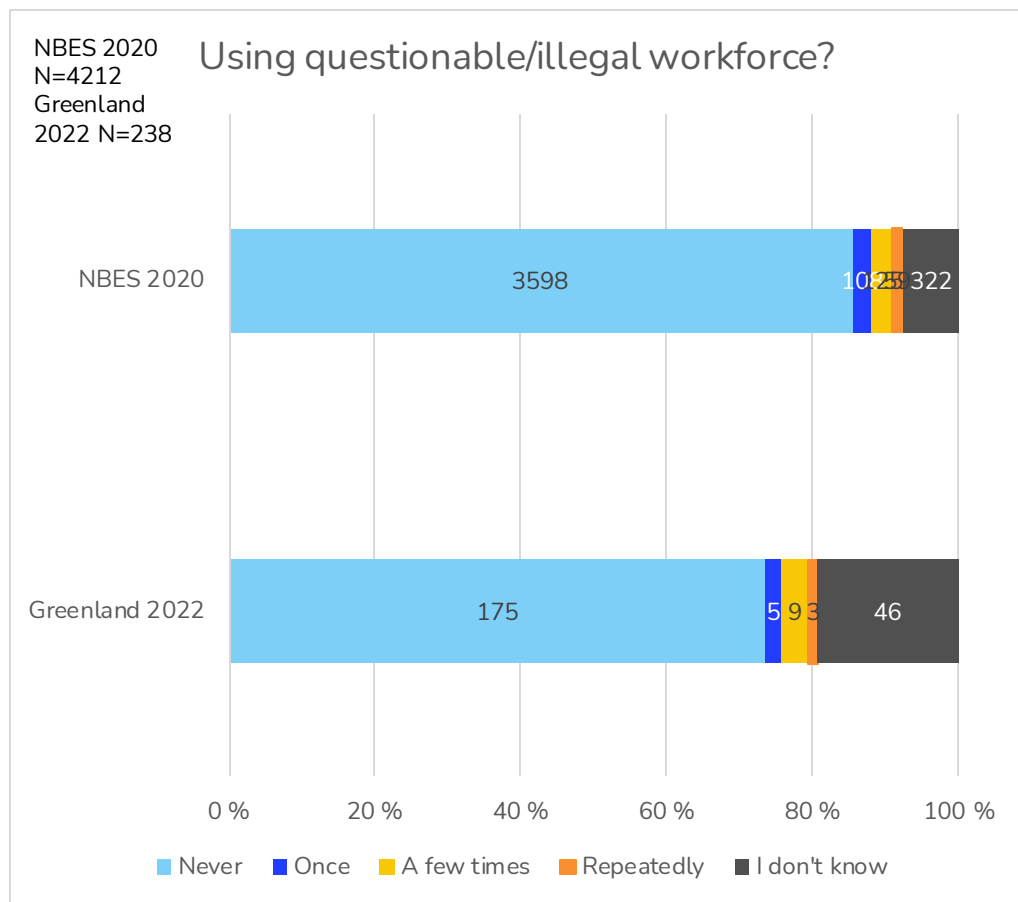
Disrespectful behaviour



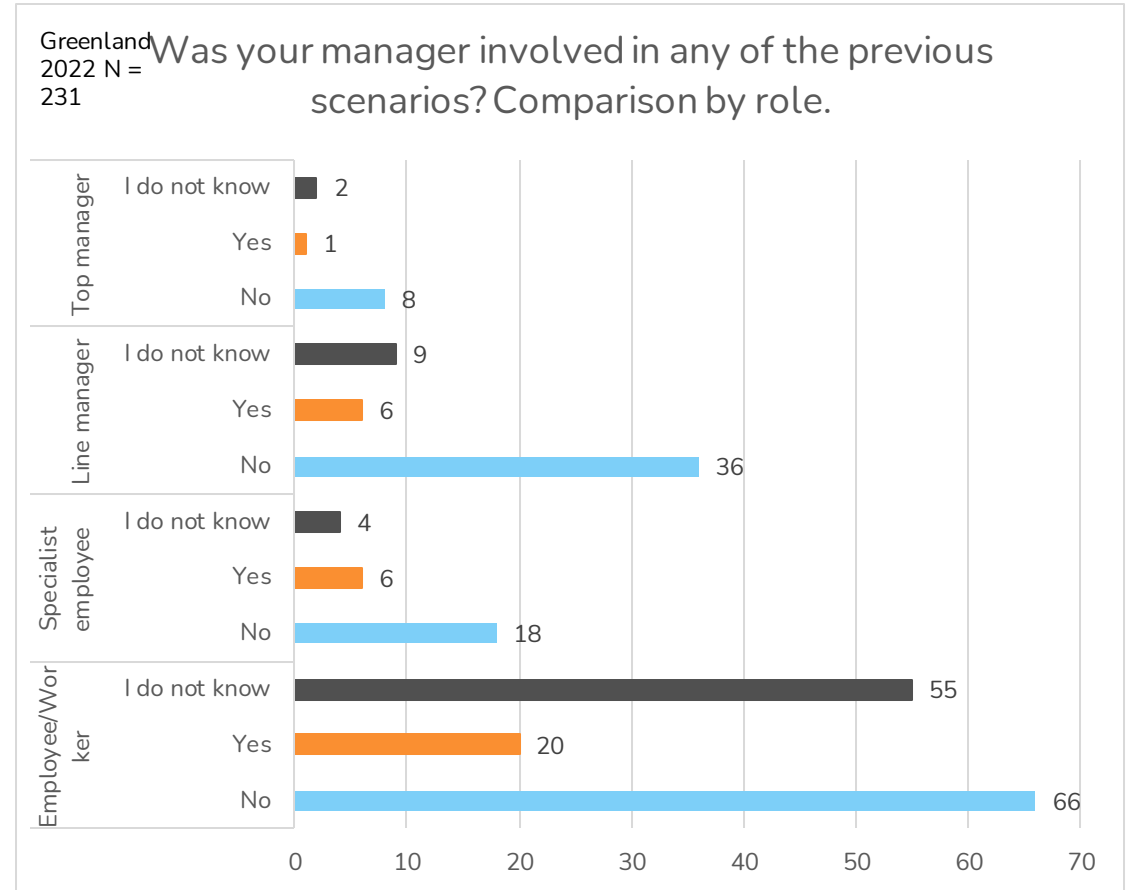
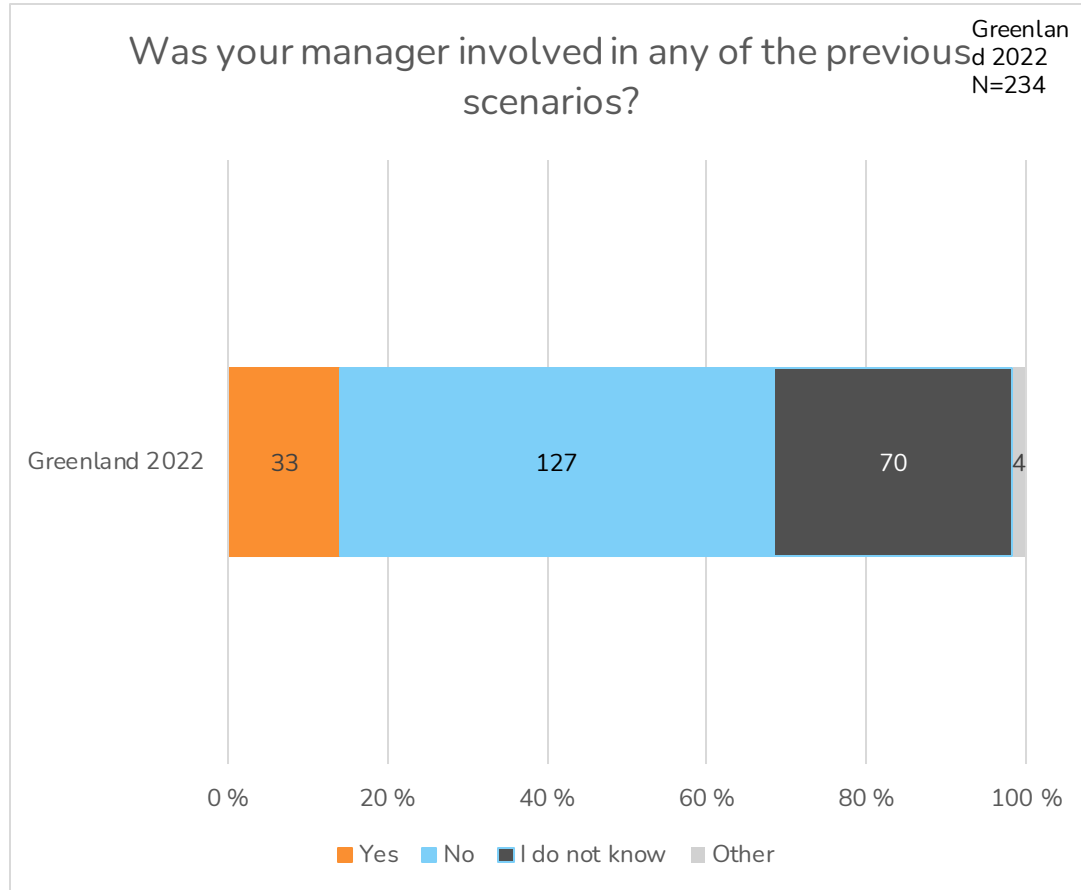
Doing business with unethical organisations/third parties



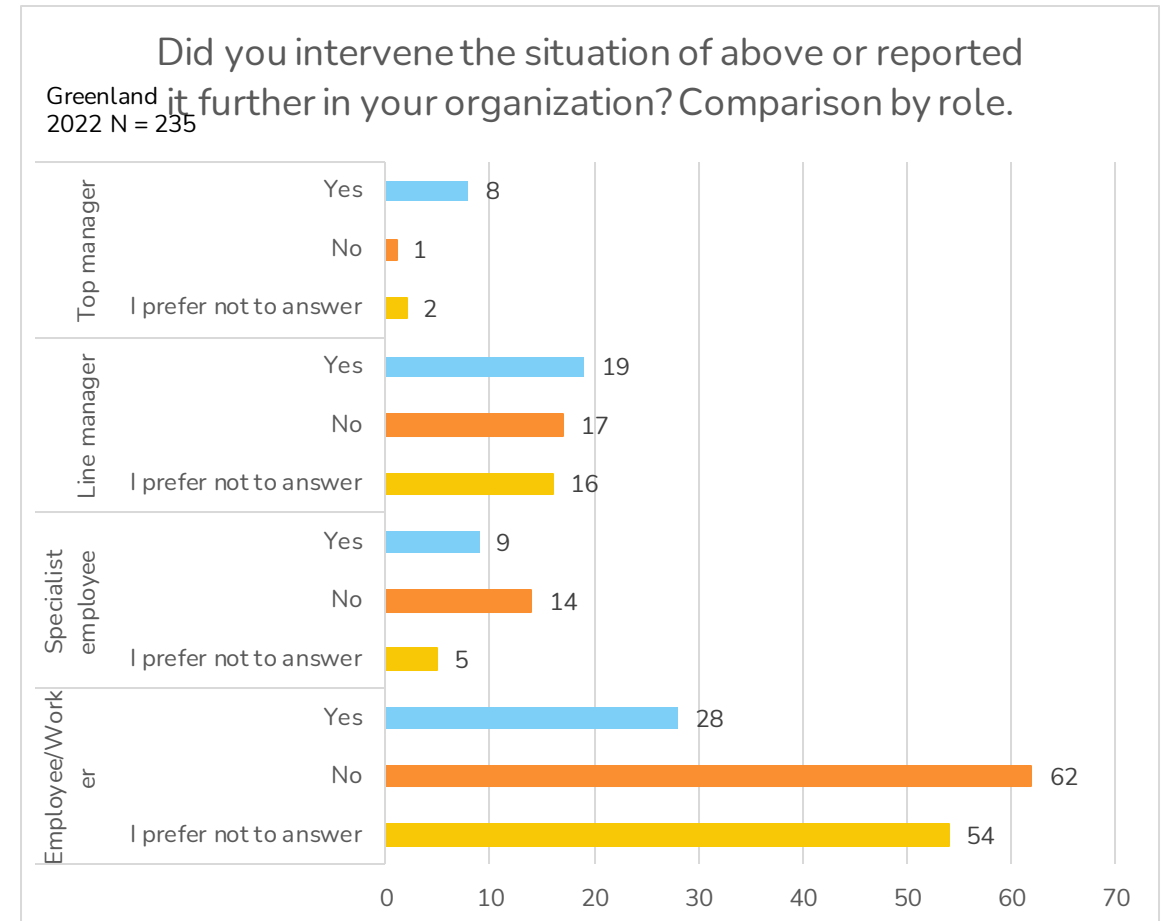
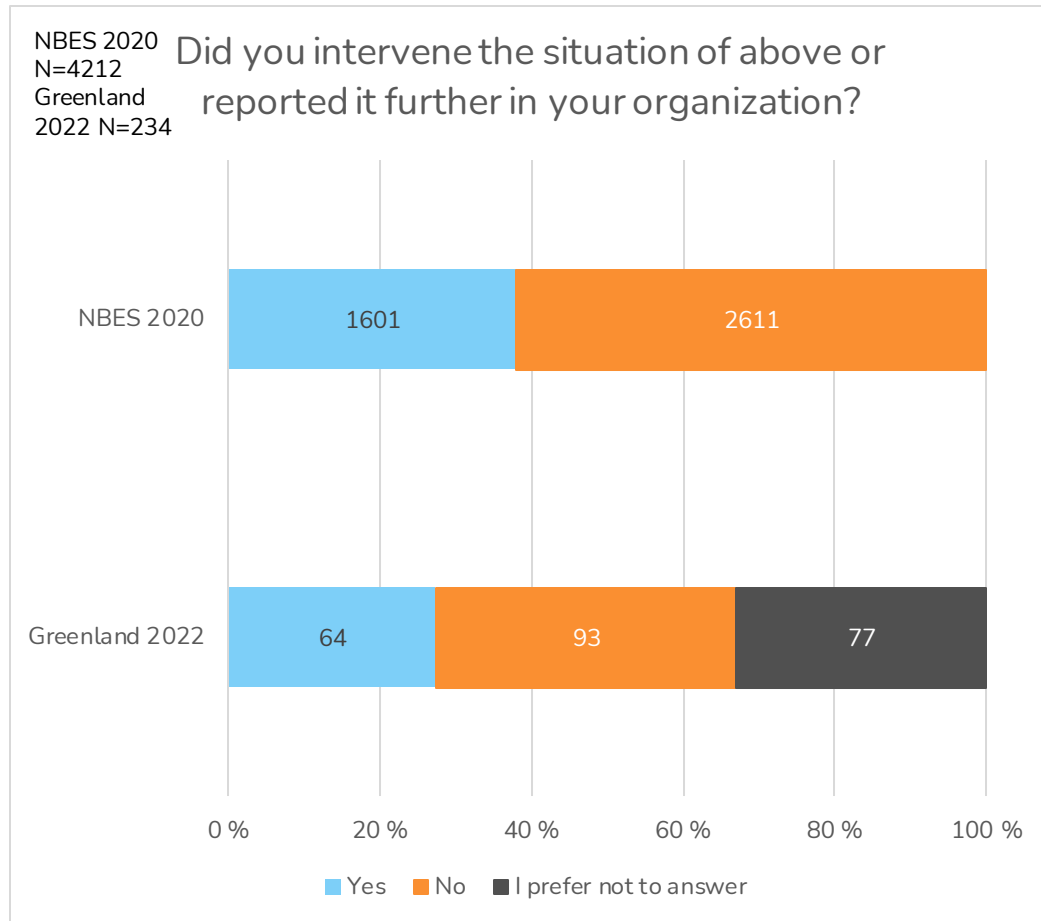
Using questionable/illegal workforce



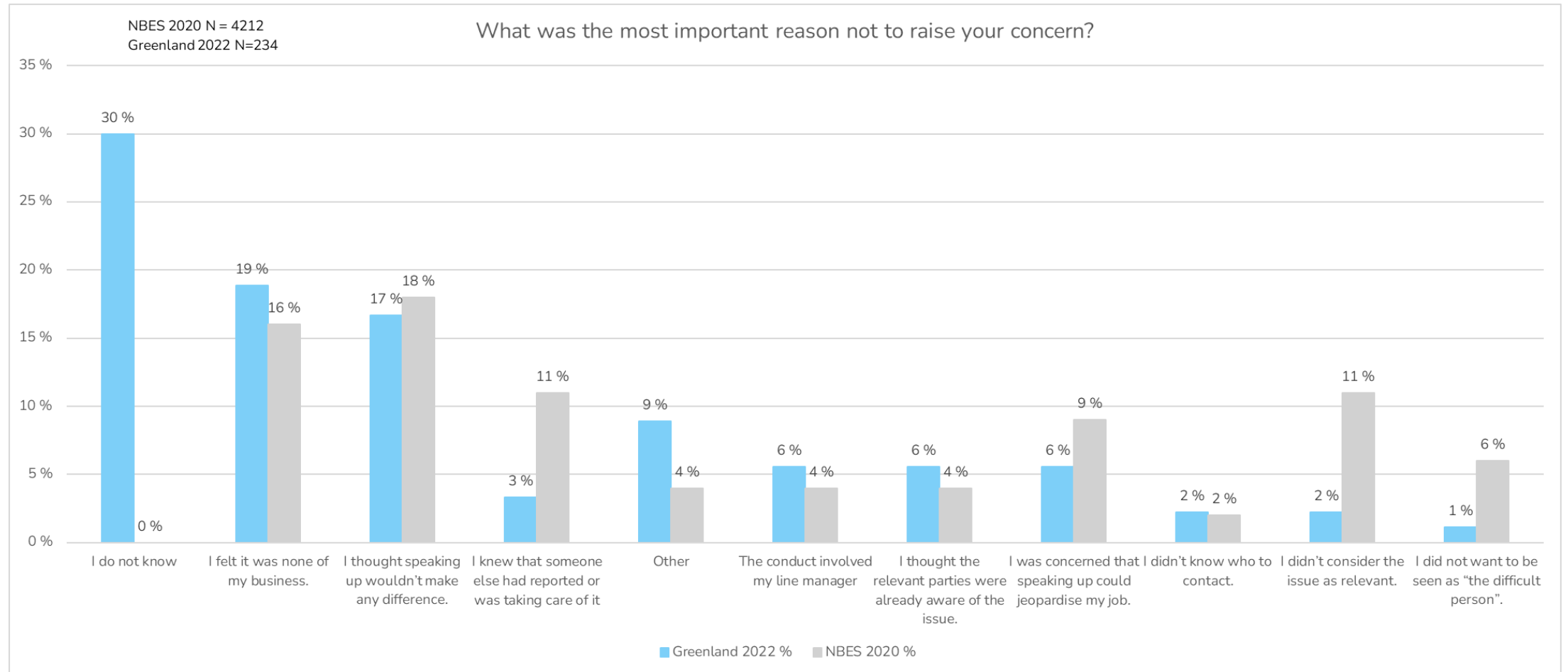
Was your manager involved in any of the previous scenarios?



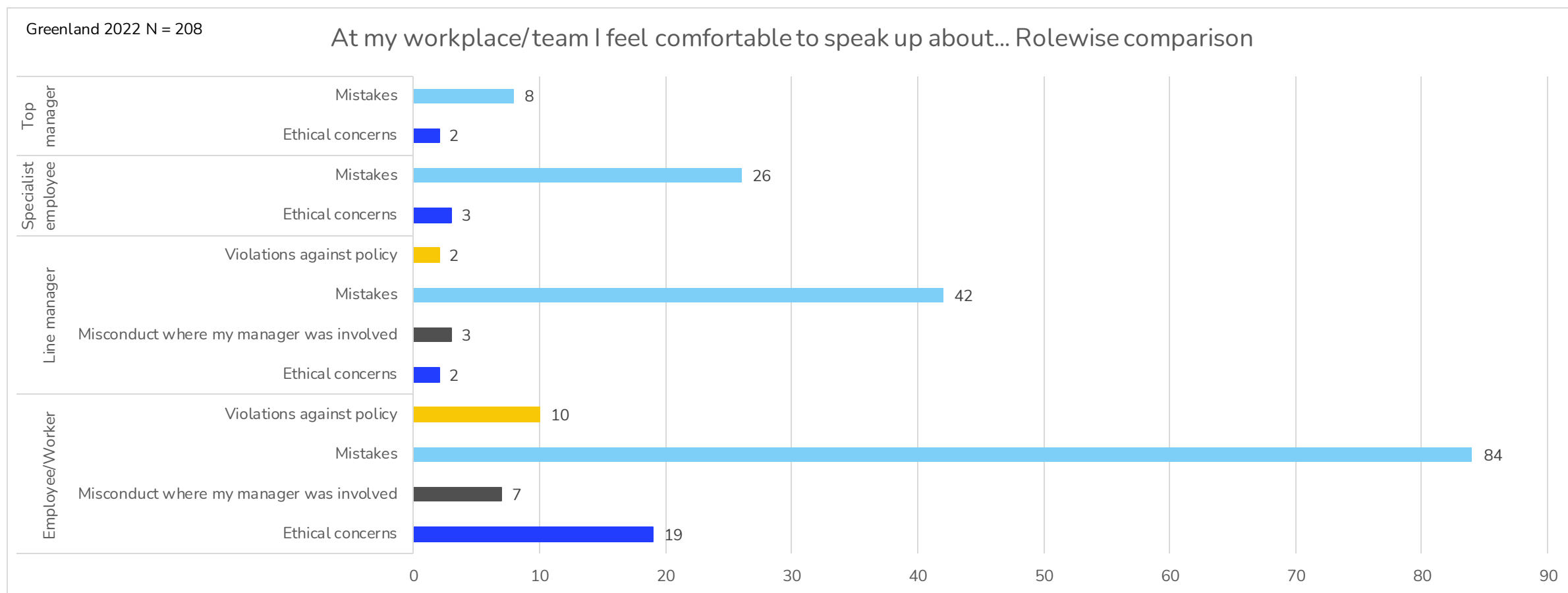
Did you intervene the situation of above or reported it further in your organisation?



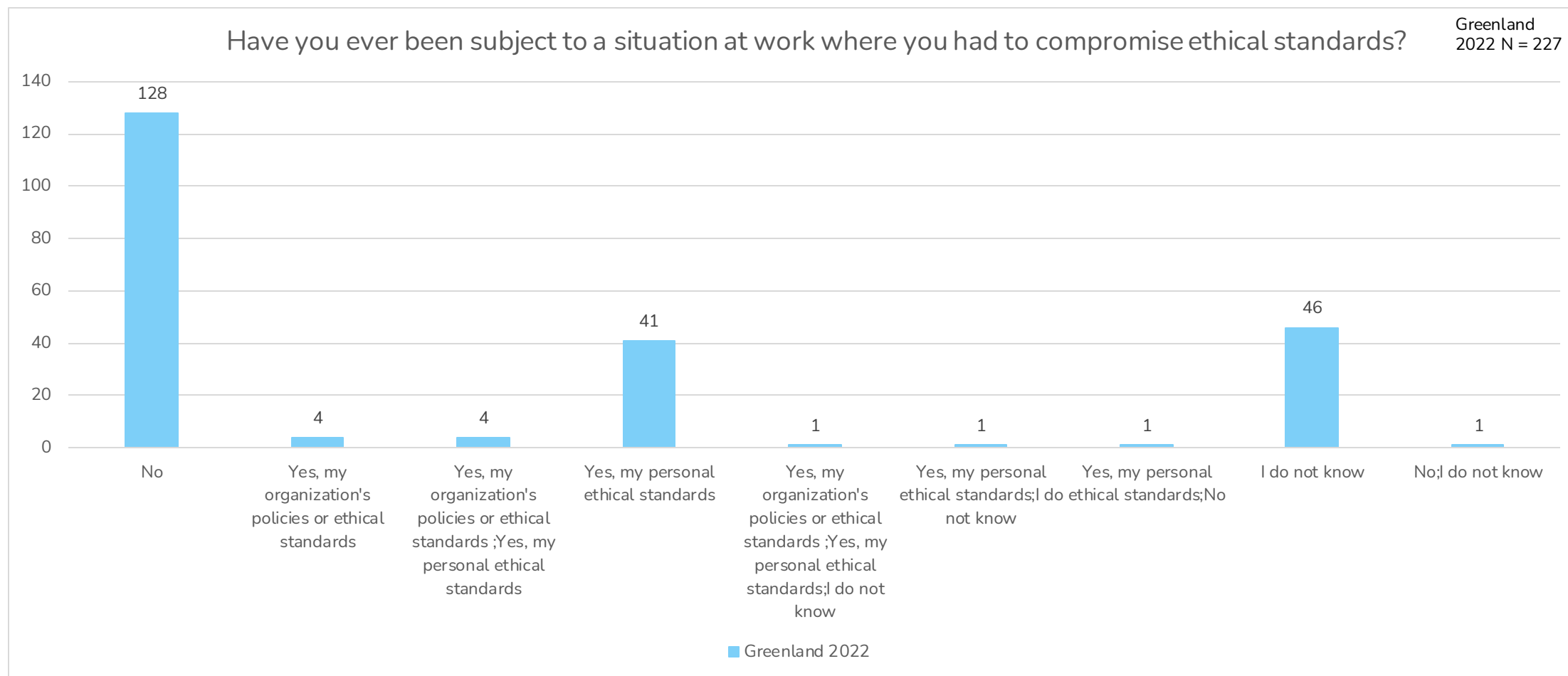
What was the most important reason not to raise your concern?



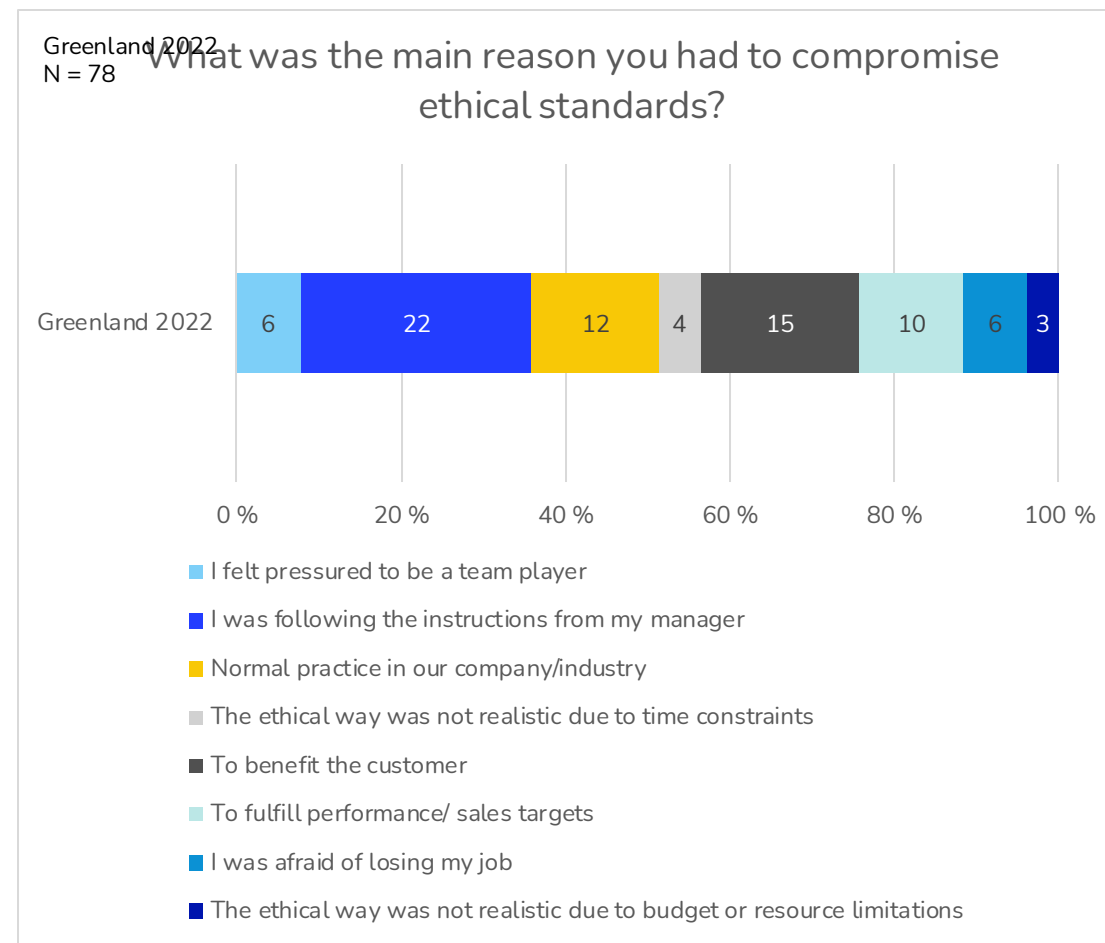
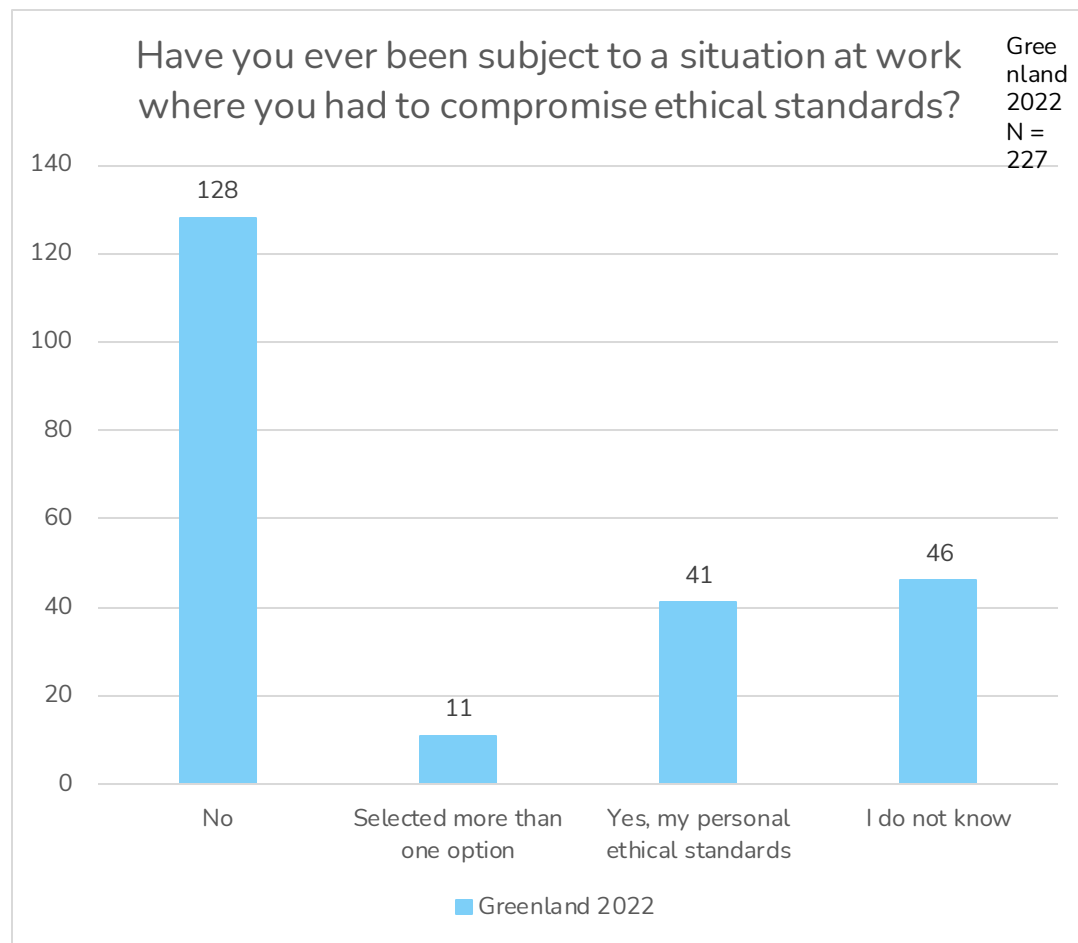
I feel comfortable to speak up about...



Compromising ethical standards



Compromising ethical standards



Thank you!

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 Nordic Business Ethics Network

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