



FOR IMMEDIATE RELEASE

wevalue.org Makes Ground-breaking Values-based Indicators and Assessment Tools for Measuring Values Accessible to Businesses, Civil Society Organisations and Faith-based Communities Worldwide

EU-funded Research Inspires the We Value Collaborative Community and Web Platform with over 170 Values-based Indicators and Easy to Use Assessment Methodology

Brighton, UK – September 7, 2010 – We Value (www.wevalue.org) in collaboration with EBBF (www.ebbf.org) announces the launch of the [We Value collaborative community and web platform](#), home to over 170 values-based indicators developed as the basis for the measurement of values within organisations around the world.

Civil Society Organisations (CSOs) as well as faith-based organisations and businesses worldwide are often conscious of the importance of their values-based work, but this is usually seen as a non-measurable intangible asset. Until now, values have been largely overlooked in conventional project monitoring and evaluation activities, which tend to focus on concrete outputs and outcomes rather than the ‘human results’ of the work.

The [We Value platform](#) and community stems from the [ESDinds project](#), a two year collaborative research project funded by the European Commission’s Seventh Framework Programme based on the concept that values can be usefully measured, when locally defined through relevant indicators, and that this information can help CSOs and business organisations in their efforts to develop successful and sustainable programs and business models.

“We believe that improved understanding in how we see and value ourselves and the world around us is essential to creating a sustainable, just and responsible society” said Professor Marie Harder,

Sustainable Development Coordination Unit (SDeCU) at the University of Brighton, UK and academic lead. “The [We Value platform](#) has been created to help us, as civil society organisations, businesses and faith communities, to explore and share what ‘We Value’ through values-based indicators which are adaptable.”

The project’s achievements are the fruit of a full collaboration between the [ESDinds](#) project partners: four civil society organisations, two research institutions and an independent advisor. The enhanced involvement of tens of other CSOs in the final stages and beyond has been made possible with the We Value collaborative web platform, resulting from a rewarding partnership with [Anderton&Boyd](#).

“Values provide the basic rules that govern human interactions: they indicate what is good or bad, desirable or undesirable.” said Arthur Dahl, the ESDinds project advisor. “Measuring values with the [We Value indicators](#) can provide new insights into how organisations can improve their projects, or a deeper understanding of the impact they are making.”

We Value also creates a collaborative research and learning space where the experience and feedback from participating organisations will feed into the last phase of the ESDinds Project. It aims to build a Community of Practice that will continue beyond the research project itself.

[We Value membership is open and free](#). Those interested are encouraged to visit the ‘[Participate](#)’ page, to join in and start creating a Profile with brief details about you and your organisation, company or community.

About the We Value Founding Partners

The Sustainable Development Coordination Unit (SDeCU) at the University of Brighton. Providing Project Coordination and an academic lead on CSO Partnerships and Co-Design, led by Professor Marie Harder. <http://www.brighton.ac.uk/sdecu/>

The Charles University Environment Centre (CUEC) at Charles University in Prague. Providing academic expertise on traditional sustainable development Indicators, led by Tomas Hak. <http://www.cozp.cuni.cz/COZPENG-1.php>

The Earth Charter Initiative (ECI) Costa Rica. An extraordinarily diverse, global network of people, organisations, and institutions that participate in promoting and implementing the values and principles of the Earth Charter. <http://www.earthcharterinaction.org/>

People's Theater Germany. A non-profit program which uses drama workshops to help school children explore social responsibility. <http://pt.aeohost.de/>

The European Baha'i Business Forum (EBBF) France. A non-profit organisation of individuals contributing to a prosperous, sustainable and just civilization by promoting and applying ethical values, personal virtues and moral leadership in their workplaces. <http://www.ebbf.org/>

The Alliance of Religions and Conservation (ARC) UK. A secular body that helps the major religions of the world to develop their own environmental programmes, based on their own core teachings, beliefs and practices. <http://www.arcworld.org/>

About Marie Harder

Marie Harder is a Professor at the University of Brighton, working on both science and community aspects of sustainable development. Her research team focuses on applied projects with collaborators from industry, research, manufacturing, engineering, NGOs, voluntary groups, SMEs, schools, community groups and local, national and European government agencies delivering on tens of projects totalling over \$3,600,000. <http://www.brighton.ac.uk/werg/staff/marieharder.html>

About Arthur Dahl

Arthur Dahl is a Retired Deputy Assistant Executive Director of the United Nations Environment Programme (UNEP), and consultant to UNEP and other international organisations on indicators of sustainability, environmental assessment and observing strategies, coral reefs, biodiversity, islands, environmental education, and social and economic development. http://yabaha.net/dahl/prof_e.htm

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