

Our Core Values





Preface

At Akuro, a strong corporate culture is the cornerstone of everything we do. Our culture acts as the guiding compass for our employees; it's our greatest asset.

A core value must be alive, seamlessly integrated into our daily lives, guiding us to become the best versions of ourselves. Merely hanging values on the wall isn't enough; they must reside in the heart of each one of us. Without this, they're mere words.

When personal values not only align with the company's but also harmonize, a resonance is formed - a harmony - in that zone, fostering security and energy. This security implies knowing we have the entire team's support and belief in what we do. From this security stems job satisfaction, energy, and commitment, ultimately enhancing our success.

We've worked diligently to create a value system that genuinely embodies the spirit of Akuro. It's been a long journey, with everyone contributing to shape it, ensuring it mirrors our identity and principles. I believe we've succeeded.

Our core values encompass our vision, fundamental principles, and the guidelines we abide by. Within this document, we've compiled them, allowing both ourselves and you to understand what we stand for and who we are.

Thank you for your engagement and for being part of our journey. Thank you for sharing our values.

Peter Lindberg
CEO





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Our Vision

Our vision is the central hub of our values work. It represents our overarching ideal state and what we continuously strive for.

Our vision embodies how we aspire to be as project managers and how we aim to be perceived by our clients and everyone we encounter in our missions.

We utilize our vision as a guiding principle in decision-making, strategic endeavors, and all our daily actions.

We always aim to be:

Det självklara projektledarvalet





Our Code of Conduct

The guiding principles are meant to steer our daily conduct as employees at Akuro. These principles are based on our core values and provide specific and directive examples of actions and behaviors, both internally and externally.

- We are to serve as role models, demonstrating effective ways to create positive project cultures.
- Our actions should be responsible, contributing through our efforts towards advancing the transition towards sustainable development in our society.
- We constantly strive to be more innovative and to enhance our expertise and services.
- We take responsibility by being meticulous in our undertakings and aiding others in doing the same.
- We should never be associated with anything that compromises our pride, whether in what we achieve or who we are.
- We foster good relationships characterized by openness and consideration, maintaining an attentive approach to those we meet and collaborate with.
- We support and assist each other when needed.



Our Core Values

The core values presented in this document constitute the essence of what we refer to as our character. They define what we stand for and what we aim to achieve. Together with our code of conduct and our vision, they form our core values. These core values demonstrate what is meant by being responsible.

The core values are intended to guide us in all that we do collectively, both in how we treat others and how we conduct our work. They are meant to shape our culture and influence how we interact with our clients, stakeholders, and partners. Moreover, they are to determine how we treat each other within the company and how our collaboration functions. The core values should act as our compass and guiding principle, providing direction in all our endeavors.

These core values should also be employed in our external leadership. They should aid us in shaping the culture we want to prevail in the construction projects we are responsible for. The hope is that these core values will permeate among all those involved in the projects, thus guiding their actions and attitudes. This is an area where we will invest significant effort.

We have agreed upon three core values: **commitment**, **value**, and **compassion**. We define them using various sub-values but commence with a general description of what we mean by each core value.





Commitment

One who feels committed to a task believes that what they accomplish holds significance and creates value, both for themselves and others. To become committed, one must feel they are contributing to something meaningful.

The degree of satisfaction and joy experienced when working on significant tasks can be seen as a measure of one's commitment. The more individuals share a common commitment to a construction project, the more energy is generated to achieve both quantitative and qualitative objectives. This is something we strive for.

Commitment is necessary for delivering a strong performance. It applies internally to us and everyone we collaborate with. For us at Akuro, commitment is a prerequisite for successfully executing construction projects. We need to be committed to what we deliver for our clients, in our own work, and in others' work.

We also expect our clients to display active commitment to the projects we lead. It is together that we shall achieve the set project goals.

We define commitment through three sub-values: **competence**, **inclusion**, and **pride**.



Competence

Akuro leads various types of projects, each demanding expertise in construction and property development, sustainability, and digitalization. Therefore, our employees represent a wide spectrum of knowledge and skills.

Simultaneously, we are continually focused on enhancing our collective competence. We must be prepared to meet the future demands for knowledge and skills. Our assignments face ongoing challenges and the need to find new solutions. Therefore, we always strive to be more innovative and creative, exploring how we can evolve our methods and improve our offerings and services.

Even small steps that can lead to increased efficiency, higher quality, and improved safety at workplaces matter. If something goes wrong - and it's inevitable when striving for innovation and fresh thinking - we don't look for scapegoats but address the issues, rectify them, and learn from what has happened. The crucial aspect is that we continually improve what we do, thereby enhancing our competitiveness.

Commitment

Competence

Inclusion

Pride



Inclusion

Commitment also requires inclusion. Those working with us should receive acknowledgment that their contributions to the organization matter, regardless of their level or job tasks. At Akuro, we aim to foster a corporate culture where everyone feels valuable and significant.

Inclusion also means that individuals carrying out work need to be consulted for advice and improvement suggestions. This is essential for self-esteem. Each person's knowledge and experiences should be utilized and valued. Feeling involved in the work process and being allowed to have an impact results in satisfaction and joy in work. This enhances engagement.

Our employees at Akuro should feel a sense of inclusion. We also want those collaborating with us on construction projects to feel involved. It's crucial that all project members have the opportunity to contribute their suggestions, share experiences from previous workplaces, propose ideas about tools that can be used, how to handle risks, methods to monitor quality, and how each actor on the site hands over responsibilities to the next in the chain. This fosters increased engagement.

Commitment

Competence

Inclusion

Pride



Pride

Commitment is closely linked to the feeling of pride. A person is proud when they know they are accomplishing something valued by others, doing something important or meaningful. At Akuro, we strive to be a company where people develop and thrive. Our employees should feel proud of what we achieve together. This also applies to those we collaborate with on various projects.

At the same time, we should remain humble and continuously consider that there is room for growth. We aim to build a strong community where we appreciate each other and demonstrate the significance of individuals in our surroundings. Moreover, we should assist each other in growing and becoming even better.

We should never be associated with anything that strips away our pride, whether it's about what we achieve or who we are. We aim to uphold a high ethical profile.

Commitment

Competence

Inclusion

Pride



Value

For us, value lies at the heart of what we do. We aim for the missions we are involved in to benefit all stakeholders. We recognize the significance of creating value for everyone working at Akuro. Primarily, our clients should find that the results we deliver meet their expectations, justify their investment, and yield long-term returns.

We also consider the end-users, beneficiaries, and consumers. They should feel that what we accomplish brings genuine benefit and joy to them, thus contributing to society at large.

Furthermore, all project members should feel they derive value and joy from working with us. Understanding that the work one performs creates value gives a deeper sense of purpose. This contributes to job satisfaction and joy, something we aim for everyone to experience.

Utility is what gives value to our efforts. When we mention value, it's not solely about economic worth. Value, for us, encompasses much more, such as the beneficial impact on our environment and society through our work. We also include aesthetic and social aspects. Increased gender equality and a business that considers the well-being and job satisfaction of project members also count as utility.

We define utility through three sub-values:
customer value, industry value, and societal value.



Customer value

Customer value means that we create value for our clients. What this entails depends on our clients' needs and what they consider crucial and desirable. It demands that we be attentive and have an open mind towards what genuinely benefits the customer.

We always plan and conduct our operations in close dialogue with our clients. We should have the ability to understand what they are seeking and truly benefit from. Our goal is to find solutions that optimize customer value. To succeed in this, we must build strong relationships with our clients so that we genuinely comprehend their needs.

Emphasizing customer benefit leads to increased success for our clients. Simultaneously, it also results in increased profitability for Akuro.

Our success is intertwined with that of our customers.

Value

Customer value

Industry value

Societal value



Industry value

Through our approach to property projects and our way of managing them, we aim to contribute to the overall development of the construction and real estate industry. We should consider new technological solutions and innovations constructively while contributing to reducing the industry's significant impact on climate and the environment. Akuro is committed to actively participating in leadership development, project management, and quality work within the industry. We aim to do this in a manner that results in fewer errors, deficiencies, and damages to buildings (and facilities). This is something we aim to be recognized for.

We seek to demonstrate how one can improve collaboration and efficiency by working based on values, while also promoting well-being and a conducive working environment. We aim to set an example and showcase new ways to create a positive project culture.

A good culture fosters commitment and motivation among project members, leading to higher quality and fewer challenges in operations. Through effective planning, we aim to ensure that accidents and problems do not occur. This is a shared responsibility for everyone in the industry.

Value

Customer value

Industry value

Societal value



Societal value

Our work focuses on both our clients and end-users. Through our work, we aim to create value for them, regardless of the type of project or context we operate in.

Through our efforts, we aim to drive the transition towards a sustainable development of our society. To generate the greatest possible value, we combine our expertise in project management and leadership with extensive knowledge in environmental sustainability. We share our knowledge with our clients to support them in making courageous decisions.

We view sustainability as a holistic concept that should permeate both internally and in the work we undertake for our clients. We aim to create conditions for construction at reasonable costs while not compromising on long-term considerations or environmental and social aspects.

Additionally, we aim to contribute to socially sustainable community development by promoting increased gender equality, tolerance, and well-being for all. This should be a part of our brand.

Knowing that one's work contributes to positive societal development leads to a sense of purpose and shared responsibility in realizing our aim to generate benefits for society. We aim for individuals to see a connection between their own work efforts and the impact goals and values being achieved.

Value

Customer value

Industry value

Societal value



Compassion

For us at Akuro, compassion is of utmost importance. But compassion encompasses various meanings. For many, the term primarily involves a social context, representing excellent treatment, genuine concern, care, and assuming responsibility – elements we highly value. We aim to approach those we encounter and collaborate with in a sensitive manner. Building strong relationships based on thoughtfulness and empathy is a priority, both internally and in our dealings with clients.

However, compassion holds additional significance. It involves contemplating the most effective ways to achieve a goal. The concept embodies thoughtfulness, introspection, planning, and consideration. Being prepared to adjust strategies if a particular approach doesn't yield the expected results, being adaptable. This aspect is also crucial to us, alongside being willing to go above and beyond when necessary.

We define compassion through three sub-values: **thoroughness**, **respect**, and **community**.



Thoroughness

Thoroughness shall characterize everything we undertake. It should define our work and all the construction projects we are responsible for. We aim to avoid sloppiness and errors, being meticulous in all our endeavors. Through planning and risk assessment, we aim to prevent missteps and accidents. This applies to construction and building errors, as well as our efforts to prevent harm to individuals during our assignments. No one should suffer illness due to high workloads or stress either.

However, mistakes may still occur. But if problems arise, they should be promptly addressed. Here, there is a significant responsibility resting on everyone involved in our projects. Delivering high-quality and flawless work while assisting others to do the same is a way to demonstrate care and take responsibility.

Compassion

Thoroughness

Respect

Community



Respect

Respect entails responsiveness, clarity, and integrity. It means being honest and accountable. If there are mistakes caused by us, we take responsibility. If the issues are caused by others, we are respectful in explaining the situation. However, we are also forthright and express our opinions when necessary. Respect doesn't mean accepting everything, but it entails explaining why we don't accept something if we don't.

If there are deficiencies in quality and workmanship, they should be addressed directly. This yields better feedback than if negative feedback comes in small doses and is unclear. There is no thoughtfulness in ambiguity. Criticism is where we learn and understand how to improve. It leads to increased job satisfaction. Equally important is seeking reasons to praise each other and show appreciation.

Respect also means counteracting all forms of harassment and violations of people's dignity. It requires integrity and the courage to speak up when needed. Defamation and derogatory judgments are incompatible with a corporate culture that has respect as its core value.

Compassion

Thoroughness

Respect

Community



Community

The sense of community is incredibly significant for all of us at Akuro. It's easy to create a sense of belonging with those who are similar to us. Simultaneously, we view diversity as something that enriches our culture and makes us more complete. Therefore, we should embrace each other's differences, such as gender, age, diverse experiences, cultural background, ethnic identity, and sexual orientation. It's obvious to us that everyone has the same rights and opportunities for development in the workplace.

Some individuals are closer to us than others, and that's natural. You don't have to like everyone equally. However, we don't accept exclusion or bullying. New employees should be welcomed into the community. We support and help each other when needed. This is central to our culture.

Community also means that we don't speak ill of others. We also don't tolerate exclusive groupings. We don't blame others when something goes wrong. Instead, we collaborate to resolve the situation if needed. Appreciation and kindness are crucial parts of our culture. We treat others as we would like to be treated ourselves.

Compassion

Thoroughness

Respect

Community



Thank you for engaging.

Thank you for sharing our core values.