

Project: Cultural Insights & ESG Initiative

Supporting War Survivors through Cultural Awareness and Global Strategy

What You Need to Do

Your group will:

- Research cultural differences using Hofstede's model.
- Create an ESG (Environmental, Social, Governance) initiative to support war survivors.
- Design a professional infographic to present your strategy.
- Submit:
 - Cultural Insights Document
 - Strategic ESG Plan
 - Infographic (as JPG file) (submit to the designated dropbox)

Why This Matters

By completing this project, you'll:

- Understand how culture affects communication, leadership, and teamwork.
- Learn how to create global strategies that are sensitive and effective.
- Practice teamwork, research, presentation, and design skills.
- Explore how businesses can support real-world social challenges.

Part 1: Cultural Research & Insights Document

Goal

Learn how cultural values shape the needs of war survivors and design better support.

Steps

1. **Review website:** <https://resilientfuture.life/>.
2. **Research Your Assigned Region**

Each group will focus on one region (select one area of focus):

- Gaza
- Ukraine

- Lebanon
- U.S. Veterans and Families

Use **Hofstede's 6 Cultural Dimensions** to explore:

- **Power Distance:** Who has authority and how is it viewed?
- **Individualism vs. Collectivism:** Is the culture more focused on the group or the individual?
- **Masculinity vs. Femininity:** Is the focus more on achievement or care and relationships?
- **Uncertainty Avoidance:** How do people handle risk and change?
- **Long-Term vs. Short-Term Orientation:** Are people focused on the future or present?

3. Group Discussion

- Share your research and talk about the challenges war survivors face in your region.
- Discuss how cultural values impact their needs, support systems, and daily life.

4. [Project 2 - Cultural Insights and ESG Template.docx](#)[Download Project 2 - Cultural Insights and ESG Template.docx](#)

Fill in the Cultural Insights & Strategic Environmental, Social & Governance (ESG) Plan Document: your document should include

- Three key insights from Hofstede's framework.
- A short summary of important cultural considerations.
- A first idea for how your company could support survivors based on what you learned.

Part 2 Strategic ESG Plan + Infographic

Goal

Create a culturally sensitive ESG initiative to support survivors and share it visually.

Steps

1. Define Your ESG Initiative

Use what you learned in Part 1 to build a support plan. Include:

- **Goal:** What are you trying to do?
- **Actions:** 2–3 specific things your company will do.
- **Cultural Considerations:** How do the cultural insights shape your plan?
- **Implementation:** Who will be involved? What resources are needed?
- **Expected Impact:** How will this help survivors in a real way?

2. Design Your Infographic

Create a **1-page visual** (use [CanvaLinks to an external site.](#) or another tool).

Include:

- The goal of your initiative
- Key actions and expected results
- Short cultural summary
- Clear, colorful visuals

3. Prepare to Share

- Present your infographic and ESG plan in class.
- Be ready to explain how culture shaped your ideas.
- Some infographics may be featured on the **ResilientFuture.Life** website!

Deliverables

- **Strategic ESG Plan Document** (Week 4–5)
- **Infographic JPG File** (Week 5)
- **Class Presentation** (presentation is not a formal one - it is just presenting your infographic to the class) (Week 5)

Grading (90 Points)

- 25 pts: Cultural sensitivity and clarity of strategy
- 30 pts: Strategic ESG Plan - Detailed, practical plan, infographic represented
- 25 pts: Visual design of infographic

- 10 pts: Presentation and group participation
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Submission Checklist

- Cultural Insights & Strategic ESG Plan doc (.docx) - this drop box
- Infographic (.jpg file) - in the other Dropbox
- Submit all to the correct Dropbox folders by the due date

Helpful Resources:

- **Hofstede Insights Tool:** <https://www.hofstede-insights.com/>Links to an external site.
- **Infographic Tool:** <https://www.canva.com/>Links to an external site.
- Hofstede Insight Tool: <https://www.theculturefactor.com/>Links to an external site.
- Citation help: [Citation Machine®: Format & Generate - APA, MLA, & Chicago](#)Links to an external site.

Tips for Success:

- Communicate openly with your group members.
- Be respectful of cultural differences during discussions.
- Use your creativity to make your infographic engaging.
- Ask your instructor for help if you get stuck.

Good luck, and have fun exploring global cultures and building meaningful solutions!