

## **Title: Value-Driven Sustainability: Unlocking Relevance in the Future of Green Transformation**

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Abstract: In the pursuit of sustainable development in the future green transition, the alignment of personal values with company values becomes crucial. This alignment fosters consistency, integrity, motivation, and engagement among employees. By fostering a sustainable culture anchored in core values, businesses can establish a strong reputation, attract customers, and contribute to a greener future. This presentation underscores the significance of value-driven sustainability and the pivotal role of well-defined values in empowering modern enterprises to remain relevant in the future.