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Welcome



Our vision at Corporate ID Group is to create, enable and foster meaningful communities and communications. As our business activity grows, we remain inspired by the precepts of social justice, solidarity, social inclusion, and respect for human dignity.

We often tend the aspect which is strictly linked to our life whether personal, companies or organisations.

This is why the Group has also committed part of its efforts towards supporting the creation of opportunities for a section of the Maltese society to empower some of the more vulnerable people who might be subjected to social exclusion and risk of poverty, including the children, youth and the elderly, enabling them to realise their aspirations and full human potential.

Covid-19 gave the world an opportunity to re-think where we were wrong and time to reflect on what is 'essential'. To us, the most essential thing is that we have an opportunity to shape tomorrow by harnessing all the strengths at hand to create and bequeath future generations with the legacy of a more resilient and inclusive Maltese society.





Time for New Aspirations

What we knew as 'normal' up to a couple of months ago, might not have been totally right but at this point in time, the most essential thing is that we have been handed a unique opportunity to shape a better tomorrow.

Throughout this crisis, the business community has emerged strongly as a guarantor of the common good. As the general conversation will shift from emergency management to recovery planning, the private sector must be allowed more room in the public arena.

Businesses, on their part, ought to become more mindful of their civic role and step up their involvement in the community from conventional CSR to meaningful ESG programmes.

In the post-Covid era, expectations will change for every stakeholder and, now that the private sector affirmed its centrality to public affairs, businesses must not shrink back to the periphery.

At Corporate ID Group, our target is Malta 2030 as an opportunity to shape the Malta of tomorrow.

The socio-economic programmes driven by the public and private sector in the last years made our country one of the leading economies in Europe. However, the economic recovery will now largely depend on the pace of recovery of other countries particularly those on which our tourism sector depends. But not only.

It will also depend on the concerted effort of public administration, NGOs, and the private sector who through a collective effort can ensure a comprehensive social cohesion framework allowing all strata of society to benefit from the economic recovery of the country.

Covid did not have the same impact on all families. Home-schooling and teleworking introduced new challenges as working parents struggle to keep their agility in completing their corporate tasks while looking after their children and completing the increased housework workload and in some cases looking after the elderly.



Time for New Aspirations



Therefore, life after Covid-19 will not be the same. While government's role is to encourage and award efforts towards addressing societal and environmental ailments, the business community needs to embrace long-term goals to secure a profit that includes a social purpose. Adopting a shared value mentality in the corporate world demands a shift from a short-term objective to a longer-term vision through which various elements of the value chain are moulded to reduce and potentially eliminate any negative environmental or social impact.

The rebound of the European economy after this pandemic depends on the agility of creating a social innovation culture where business, civic society and public administrations work together to shape public policy, implement programmes and develop products and services that address the social needs while providing a profit.

The next decade therefore presents the challenge of ensuring the same quality of life and levels of employment we had in the past years, while addressing societal challenges of the ageing population and poverty.

The reality of a post-Covid society will accentuate the need to address challenges particularly if the economic slowdown persists to long weeks resulting in a substantial increase in unemployment.

Nonetheless, Malta needs to continue to work towards a resilient and productive economy, providing top-notch education to our children and investment in the best health and social care systems. At the same time, Malta's workforce needs to embrace lifelong learning because it will be only through newly acquired skills that we will be able to preserve economic growth and guarantee increased prosperity.

Time for New Aspirations



And whilst the last decade has witnessed an increase in female participation in the labour market, the gender pay gap still needs to be addressed while efforts to boost female presence in C-level positions and politics at local and national level should continue.

The aspiration is for Malta 2030 to be a safe and economically stable country where the young generation can grow, thrive, and work on their dreams and aspirations. Malta will continue to implement and respect civil and equal rights, increase normality for people with disabilities, ensure equal maternal and paternal rights and guarantee equal wages based on role and not gender identity.

The months following the recovery from Covid will be crucial for Malta. The decisions taken in the next few months will mould Malta's road map for this next decade.



Jesmond Saliba



Malta 2030

It only took a few days of partial lockdown to demonstrate how deeply our separate lives are connected by our consumption patterns. But Covid-19 gave a new dimension to our economic relationships. When we produce and consume, our actions reach far beyond the immediate buying-selling process and help sustain an entire cycle of living.

The upheaval in the past weeks made it clear that the interests of employers and investors are not contrary to those of employees and customers, and many people are, in fact, both one and the other. So much so, that throughout the crisis the business community has emerged strongly as a guarantor of the common good.

As the general conversation slowly shifts from emergency management to recovery planning, the private sector must be allowed more room in the public arena.

Businesses, on their part, ought to become more mindful of their function within the civic domain and step up their involvement in the community from conventional CSR or ESG programmes.

It would be a mistake to think that the post-Covid era will be a safe landing in the world we know. Expectations will change for every stakeholder and, now that the private sector affirmed its centrality to public affairs, businesses must not shrink back to the periphery.

Therefore, we are launching Malta 2030. We have the opportunity to shape Malta of tomorrow. Tomorrow is Now!





Creating a shared value ethos – towards 2030

The Independence of Malta from the British Government had triggered a socio-economic development in a small-island state with very limited natural resources. The hard-working ethic of its citizens, as well as the investment-pro strategy of the various public administrations led to a thriving economy, which although faced periods of recession, has culminated in Malta being one of the top economic performers in the EU.

The socio-economic programmes driven by the public and private sector in the last years that resulted in our country being one of the leading economies in Europe will surely need to be revisited in the wake of the Covid reality that dragged the country to an economic slowdown.

The economic recovery of our country will largely depend on the pace of recovery of other countries particularly those which our tourism sector is dependent upon.

However, our reconstruction will also be highly dependent on the concerted effort of public administration, NGOs and the private sector who through a collective effort can ensure a comprehensive social cohesion framework allowing all strata of society to benefit from the economic recovery of the country.

Covid did not have the same impact on all families. Those dependent on daily paid income and those working in sectors that had to abruptly cease their operations and sack their employees, or reduce their pay, witnessed a drastic drop in their income.

Home-schooling and teleworking introduced new challenges as working parents struggle to keep their agility in completing their corporate tasks while looking after their children and completing the increased housework workload and in some cases looking after the elderly.

A common theme in the recent socio-economic discourse is that life after Covid-19 will not be the same. Indeed, the economic recovery from the pandemic will be accelerated through the adoption of smarter policies and programmes that identify the transformative power of shared value through the merge of profit and non-profit deliverables.



Creating a shared value ethos – towards 2030



While government's role is to encourage and award efforts towards addressing societal and environmental ailments, the business community needs to work towards long-term goals of securing a profit that includes a social purpose. Adopting a shared value mentality in the corporate world demands a shift from a short-term objective to a longer-term vision through which various elements of the value chain are moulded to reduce and potentially eliminate any negative environmental or social impact.

The rebound of the European economy after this pandemic depends on the agility of creating a social innovation culture where the business community, civic society and public administrations work together to shape public policy, implement programmes and develop products and services that address the social needs while providing a profit.

Prior to the pandemic, Malta's journey to the future was already a challenging transition as the advent of artificial intelligence coupled with the ambitious targets to zero-carbon emissions have a direct impact on our socio-economic fabric.

Malta 2030 foresees the happiness of its citizens and residents who increasingly hail from different cultures. The nearly full-employment scenario that led to the attraction of foreign workers in the various economic activities from gaming to low-skilled jobs, has fuelled the economy through an increase in the demand for real-estate, entertainment and catering services. The next decade presents will challenge us to ensure the same quality of life and levels of employment, while addressing societal challenges of the ageing population and poverty.

Although slightly less than the EU average, having one-fifth of the population at risk of poverty is a particularly worrying phenomenon especially when the country has had an economic boom which clearly has not translated in a better quality of life to the vulnerable strata of society.

Creating a shared value ethos – towards 2030



The reality of a post-Covid society will accentuate the need to address these challenges particularly if the economic slowdown persists to long weeks resulting in a substantial increase in unemployment.

Malta will continue to work towards a resilient and productive economy, provide top-notch education to our children and invest in the best health and social care systems. Yet, Malta's workforce needs to embrace lifelong learning as increasingly machines will take over rote tasks and workers need to apply more cognitive, creative, and problem-solving skills.

The impact of AI on the workforce is expected to result in an unprecedented need for re-skilling in the labour market, yet if Malta can provide the new skills it will preserve its economic growth and increase in prosperity. Although the last decade has witnessed an increase of female participation in the labour market Malta stills needs to address the gender pay gap while continuing its efforts to boost female presence in C-level positions and politics at local and national level.

The aspiration is for Malta 2030 to be a safe and economically stable country where the young generation can grow, thrive, and work on their dreams and aspirations. Malta will continue to implement and respect civil and equal rights, increase normality for people with disabilities, ensure equal maternal and paternal rights, equal wages based on role and not gender identity.

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The decisions taken in the next few months will mould Malta's journey towards the next decade.





Business 2030

The exchange of goods and services is only one dimension of business. The community of entrepreneurship is integral to the wholesome and fair development of society. These sections consider the multifarious contributions of business to social achievements and personal freedoms.

There are crises and there was the coronavirus crisis. The difference with the latter, for leaders, was that everything else – not just their companies or industries – hit a brick wall.

The Covid-19 outbreak happens at the very first quarter of this decade and should be a lesson in how businesses, small and large have to mobilise to adjust to such an emergency. Some companies shifted operations away from their corporate bases to quickly set up remote working capabilities without disrupting the customer experience; others completely reworked their business models to cater for new consumption patterns.

Other companies, however, have sadly ground to a halt and risked dying with their boots on. And with them, thousands of families would suffer utter devastation unless bold decisions were made in time.

The outbreak of Covid-19 was a crushing health emergency that hit communities in the most painful of ways. On top of that, the spread left a trail of misery among business and industry. Paradoxically, the serious and far-reaching effects of coronavirus on the economic system lay bare the importance of the commercial sector to the stability and welfare that we so easily take for granted.

It showed that businesses are not faceless, obscure machines but dynamic organisations made of people and their families. The business community is a major underwriter of social order and wellbeing. Along with government, institutions, and the media, companies are the main stakeholders that uphold contemporary civilisation and allow individuals to improve their lives.



Business 2030



While many are right to call out greed and profiteering by unscrupulous people in business when they take place, it is times like the coronavirus crisis that help us appreciate the efforts of entrepreneurs and the shared benefits made possible by the accomplishments of audacious dreamers and determined risk-takers.

Malta's thriving economy over the past decades has been silently foregrounded by its intrepid business community: women, men and whole families who found ways to successfully navigate an exposed market and boost its performance comprehensively.

We often say that the workforce in Malta is enterprising and inventive and the collective response to the Covid-19 situation was indeed nothing short of remarkable. In more ways than one, the business community reflects a nation's success.





Leading through a storm

Managing a crisis is always a daunting task, but it is in times like these that true leaders shine. This is a make-or-break moment for any leader if there ever was one and success will not simply depend on return to full operability. Leadership must give a new sense of purpose even in the absence of a defined objective.

Despite the fluidity, the decision-making process during crises has to be approached less by intuition and more by observation: leaders are required to draw patterns quickly before allowing them to be altered again as the situation develops and re-arranged by others. A multi-perspective approach is crucial to arrive at a robust and clear formula that has the potential to drive the organisation forward.

Leaders will be faced with hard decisions to make without having the luxury of either time or certainty. On most occasions throughout the emergency, actions will feel like a leap of faith, but that is not to say they are a roll of a dice. On the contrary, the importance of informed decisions is more pronounced in this period.

At the same time, the news cycle itself is in overdrive and there is an overwhelming flood of information coming in, but leaders worthy of their role will be able to discern the relevant from the inconsequential. Above all, they will lean on reliable news sources that filter out sensationalism, hidden agendas, and frippery to provide stories with depth and context.

A leader in a crisis is not the one who acts first but who acts best.





Banking on Values

It is rare to find a company that does not profess a set of core values these days. Visit any corporate website and if it misses a section outlining its vision, mission and values, the page is probably still under construction.

Corporate values communicate the worldview of a company and show that a business stands for something beyond success and profit.

The noble principles that are purported to define a corporate culture often fall into three broad categories: ethical conduct (integrity, transparency, humility, care); commitment to customers (reliability, excellence, innovation, accessibility); and pride in the job (teamwork, passion, ownership, achievement).

We are living an unprecedented moment in the story of the globalised world and businesses are expected to play a leading role in the drive towards social development. Many corporate values express a company's interest in the wellbeing of employees, customers and the wider community and the profound interconnection between these three stakeholders is vital for success.

Nevertheless, inspirational words laser-engraved on office wall plaques will sound utterly hollow unless companies are able to live by their stated values in a difficult period. Businesses must show that their vows of authenticity, customer-focus, and team spirit count for something tangible and significant.

In fact, if brand values have any practical use at all, it is to steer companies in times of turbulence and prepare them for comeback.





The age of sustainability

Thought leaders, academics, businesspersons and indeed legislators have long advocated for the need to place our wealth-generating clusters on a more sustainable footing. In fact, many have made the case for a comprehensive rethink of our entire economic architecture but decision-makers across all strata were reluctant to jump off the economic treadmill while it was still rolling at full speed.

The coronavirus gap now gave us the space to consider the kind of economic activity we want to create for the next decades. From tourism to construction and from education to corporate services, our sectors must act boldly to realign operations with objectives that are supportive of community wellbeing, protective of the natural environment, and respectful of our cultural heritage.

It is heartening to see established businesses as well as budding entrepreneurs approaching problems strategically and adapt their offerings to the values that they expect the market to reward.

But the required transformation cannot just depend on the spontaneous initiative of a few visionaries. Major players – government, authorities, corporations, financial institutions – must join forces to back their efforts if anything significant and durable is to be achieved at all.

In this scenario, state support ought to be more properly understood as investment in the country's innovation rather than as expensive hand-outs to keep companies afloat. A relief budget is a vital instrument to help businesses prepare for the new reality ahead.





Small business with big impact

Malta's SME community accounts to more than four-fifths of the islands' value added coming from the non-financial business sector, the highest rate in the EU. This is perhaps not entirely surprising given that 99 percent of businesses here are SMEs.

However, when 97 out of every 100 companies are micro enterprises employing 10 people or less, the power of individual resourcefulness, ingenuity and expedience comes into full view. Our workforce is, almost at once, our entrepreneurial base and the economy needs all the business acumen it can gather to steer itself forward.

Visionaries and risk-takers in the business community are, many times, the unacknowledged architects of the country's future. They drive the system forward even when the wheels of time feel stuck, they re-imagine success when everything else seems to be failing.





Business outside the box

Our separate lives are connected by our consumption patterns. From the fuel we put in our cars to the office rent we pay to the after-lunch coffee and the training session at the gym, together they form an imperceptible grid that makes us a community.

It is not to say that societies are based on transactions; surely there is a more profound sense of collective identity and shared narrative that holds us together. Besides, the feeling of community almost amplified proportionally with the severity of social distancing measures.

But, when we produce and consume, our actions reach far beyond the immediate buying-selling process and help sustain an entire cycle of living.

Participating in the market is, therefore, an essentially public act. Not simply because we trade with other people, but more importantly because we contribute to the prosperity and wellbeing of everyone else within the system.

Public life, in this perspective, is not limited to politicians or activists. Quite the contrary and, as oxymoronic as it sounds, the private sector is utterly public in its nature.





Society

The overlap of lives transcends time and space and our quest for meaning travels through events we never witnessed, and actions we were never part of. This section brings into frame the areas of life that give our individuality the colourful background it emerges from.

The current pandemic situation has led companies redefining their product / service offering to address the change in consumer demand.

These companies have altered their value proposition to introduce social value and anchor their position in a highly volatile market.

We believe that by adding the social dimension to their offering, the private sector is moving to the next stage of capitalism, meeting the needs of more stakeholders, delivering good to society, while ensuring revenue to limit lay-offs and pay current operating costs.

The market is a main organism of the social ecosystem that impacts the lives of families and individuals directly. Businesses and customers come together to drive communities towards success by creating value in both its material and non-material forms. In this perspective, consumption tax is an intrinsically prosocial mechanism that acts as an investment across all society.



