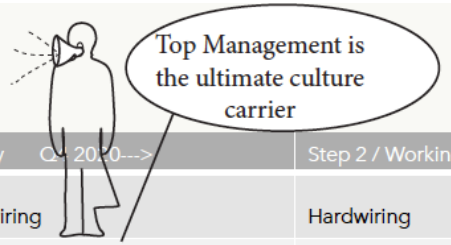
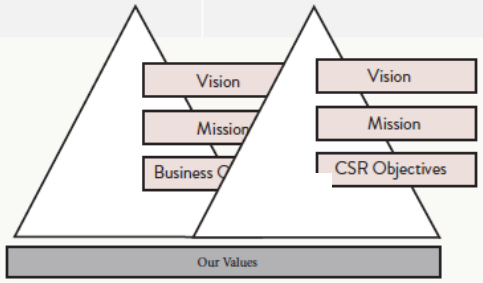
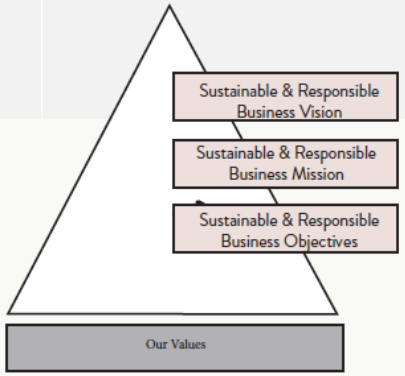
CORPORATE ENGAGEMENT PLANNING I EXAMPLE



Internal stakeholders	Step 1 / Fundaments for Sustainable Strategy Q1 2020--->		Step 2 / Working with the Sustainable Strategy- Implementing 2021--->	
	Hardwiring	Softwiring	Hardwiring	Softwiring
Top Management CEO Founder (main culture carrier)	Allocate Sustainability budget for 2021 Making the finance split on departments	Encouragement to stand up and highlight this project and the importance of it on a 'daily basis ' Culture change comes from above	When sustainable strategy is in place use KPI' s on both on progress and results	Educate in Sustainability Keep updated on new idea
Leader Team	Recurring department meeting with Sustainability Manager (start Nov.20) Leader Team Strategy workshop Q1 2021 -> ownership	Casual Idea / challenges meeting/talks w. Sustainability Manager They will be the daily culture carrier And be best practice role models	When the sustainability strategy is in place use KPI' s on both on progres and result	Educate in Sustainability Keep updated on new knowledge & developments across departments. -> addressing insecurity regarding new ways thinking & working Create ownership for the project -> Culture carriers
Employees	Present Strategic fundament at Townhall Meeting (dec.2020) 'View on Sustainability' text handed out before Christmas '20 Arrange workshop for all employees before strategy is finalized (Jan. 2021) -> ownership			Educate in Sustainability Keep updated on new knowledge & developments across departments. -> addressing insecurity regarding new ways thinking & working Make visible what we already do- we are on the way Involving & Sharing even small step Emphasizing we are on this journey together. Growing together





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