



SocialGoodAgency

*Sustainable Business
Advisory*

SOCIAL GOOD AGENCY

I N T R O D U C T I O N



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64%

of Millennials won't take a job if their employer doesn't have a strong CSR policy

73%

73% of consumers say [that] to win their support, companies must show how they are supporting communities and the environment

84%

84% of GEN-Z investors are either already invested in socially responsible or impact investments or plan to invest this way in the future



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INTELLIGENT OPERATIONS

Introducing a sustainability lens will bring you another set of variables that gives you new ways of achieving best-in-class operations.

Take the opportunity to step up on sustainable business leadership and move from commitment to impact.



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BENEFITS

Ensure your business is part of the solution.

An organizational overview will reveal synergies and opportunities.

Capital is steered towards sustainable investments.

Systematic processes help companies mitigate risks and create resilience in a constantly changing society.

Be a valued contributor to the community of operations.

Build brand equity and a purpose for your corporation or brand(s).

Create employee pride and engagement.





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ABOUT US

Corporations are not anonymous giants with profit as their only goal, they are built by people.

I have seen what people within corporations can do, how they can share a tremendous passion for a product and a stubbornness to always improve.

This inspired me.

-Elin Wibell, Founder Social Good Agency





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ABOUT US

Social Good Agency was founded in 2015 based on the belief that it is the corporations themselves that need to drive the change within their industry.

Today, this process is well underway. with a corporate understanding that sustainability is not only beneficial to the planet but to business as well.

Social Good Agency offers Sustainable Business Advisory together with a network of experts. An impactful sustainability program is a team effort.





SCOPE OF SERVICES

01.

SUSTAINABILITY REPORTING

Transform your business and comply with upcoming legislation with the necessary ESRS Governance and Impact, Risk and Opportunity management processes.

02.

STRATEGY & BRAND PURPOSE

Data and insights will help build brand and strategy. This will allow you to improve your strategic intent by identifying circular opportunities and defining or redefining what your business is all about.

03.

COMMUNICATION & IMPACT

Manage change and communication to unlock the full potential of your ESG strategy and brand purpose. Embed these strategies and values into the organization and beyond.

04.

STAKEHOLDER MANAGEMENT

Move from a transactional relationship with suppliers to a more strategic one where sustainability and resilience come hand in hand. Map out and understand your multi-stakeholder sphere.



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Data to Transform

SUSTAINABILITY REPORTING

- ESG Coordination and implementation of infrastructure
- Ideation and analysis of current programs
- Internal mobilization and communication
- Stakeholder mapping and communication





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*Upgrade your business not
just your reporting*

DATA DRIVEN IMPACT

On 5 January 2023, the EU Corporate Sustainability Reporting Directive (CSRD) and The European Sustainability Reporting Standards (ESRS) entered into force.

This concerns all large companies that meet at

least 2 of 3 criteria:

+250 employees

+EUR 40 million in turnover

+EUR 20 million in total assets

Listed companies including small and medium-sized companies (SMEs)

CROSS FUNCTIONAL TEAMWORK

General Management and Board - CSR (Sustainability report section) - Finance (Annual Report & Financial IRO) - Supply chain management & Purchase (Value chain information) - Legal (Disclosure Validation) - Compliance, Internal control, Risk management (G1, 2 GOV1-5, 2 IRO1-2) - HR (S1) - Marketing, Communication, Quality Mgmt (S4) Strategic Planning, Operations (2 SBM 1-3)

EXTERNAL RESOURCES may include: experts, project mgmt, sustainability communication, software, an external Auditor, a dedicated ESG Controller, or ESG Coordinator with technical expertise in reporting standards and emissions...





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GET CSRD READY

A lot of work and investments are needed to comply with CSRD. On the other hand - you will gain control of the impact you have on the world and understand the impact the world will have on you.



CHANGES

Your sustainability reporting will sit alongside your financial reporting in your Annual Report.

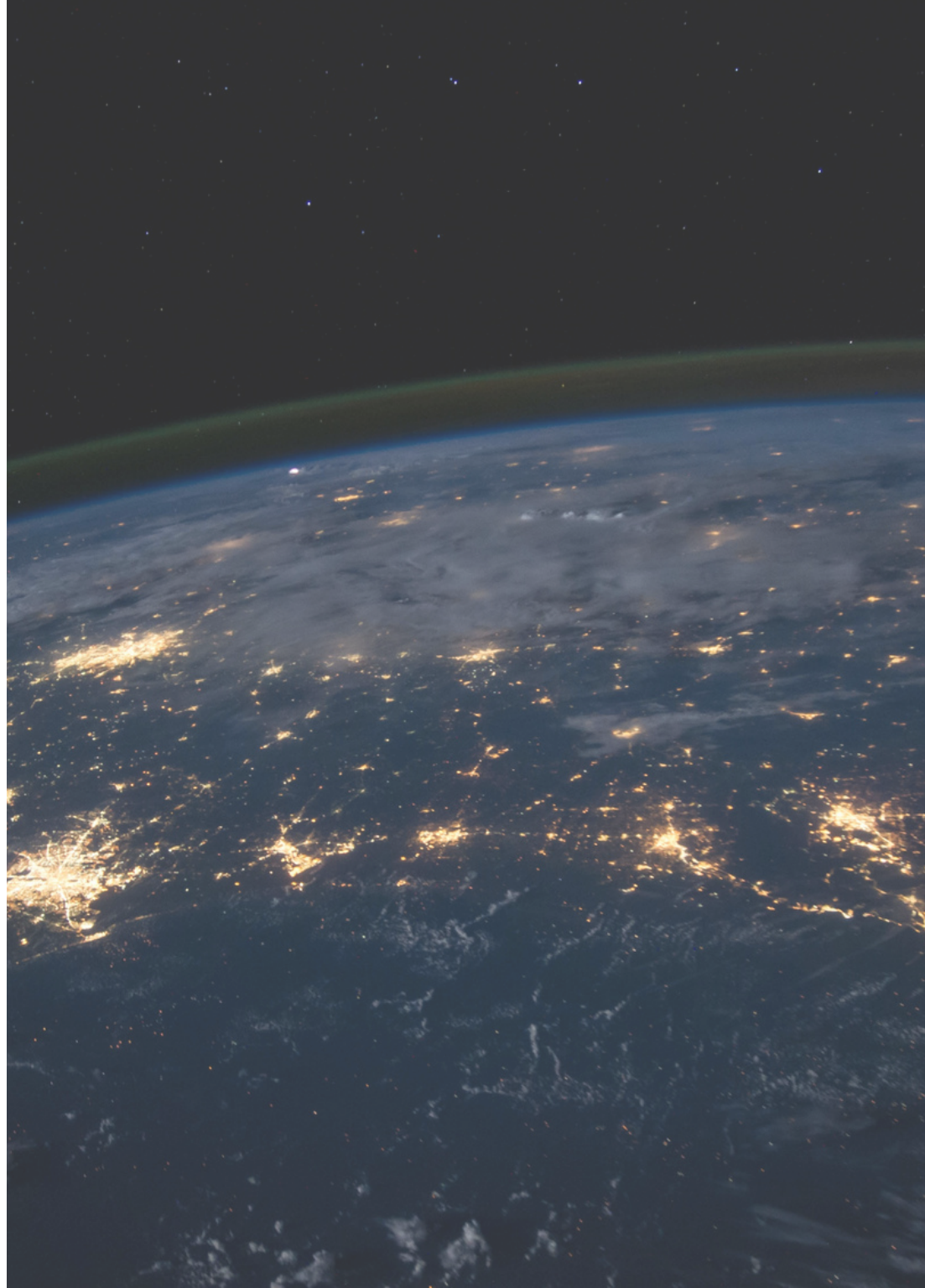
More data is required. Need to include Scope 3 emissions (suppliers) and a greater scope of the company's impact.

Your information will be audited.

A digital format of the data will be required.

Double materiality assessment - how the business affects society but also how ESG questions and issues affect the business.

Link to strategies, policies, and action plans and dedicated responsibility among top management.





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How do we achieve it?

INFRASTRUCTRE

Find the right software reporting tool to collect data, follow up across markets, and monitor your KPIs.

SGA collaborates with different systems such as SaaS solution Cleerit ESG Strategy & Report.

To set your organization's GHG emission reduction targets, most of us will also need to use carbon calculation tools or carbon accounting software.



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Corporate Social Responsibility

STRATEGY AND BRAND PURPOSE

- Define or redefine your Brand Purpose
- Identify Circular Opportunities
- Ideation to find the right CSR/BSR initiatives or relevant Partnerships
- Internal Mobilization and Communication





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Update and Align

CSR STRATEGY

The Double Materiality Assessment (DMA) and an overview of impact will update your CSR strategy.

Is your sustainability vision inspirational and integrated enough?

Are your focus areas the right ones including your whole value chain?

Is the strategy aligned with your climate work's long-term KPIs?

Ensure your strategy has the right ambition

Use the data for strategic decision-making

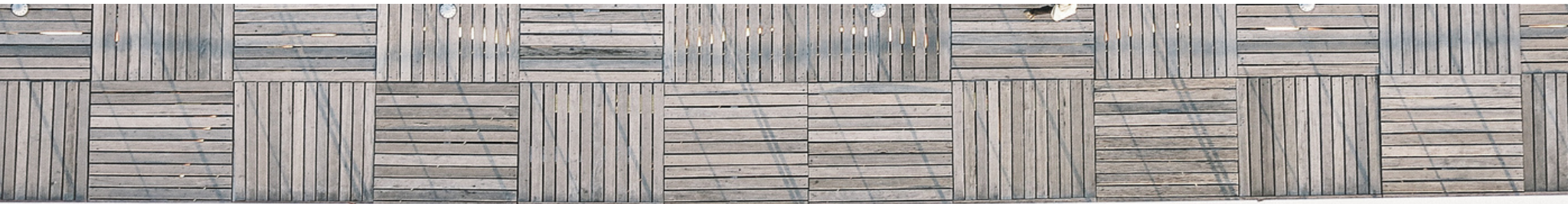
Benchmark - compare suppliers and production sites

Be proactive - seize opportunities

LIFE CYCLE ANALYSIS (LCA)

Consider the total environmental impact of your product.

From the cradle to the grave, in other words from raw material extraction through production and use up to recycling and final disposal.





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*How is your business
meaningful to people's
lives?*

BRAND PURPOSE

Brand Purpose is a holistic value-based approach that a corporation actually has a higher purpose. This does not mean that it should not be focused on sustainability through profit.

Every stakeholder will be included in the overarching strategy with purpose as the core to embedding sustainability and driving meaningful impact.



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YOUR WHY

The purpose is the foundation upon which your company's values, vision and mission are built.

Connected to the benefits the business is delivering to its stakeholders.

True to the brand, the business heritage and DNA - connected to why the business was started in the first place.

In line with international frameworks, the industry and environmental KPIs.

Focused on where the business has, and can make a real impact.





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CIRCULAR DESIGN

A better overview provides you with opportunities.
Reconsider your existing product(s) and/or develop or
redefine your business model from a Circular Design
perspective.





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Beyond Reporting

COMMUNICATION AND IMPACT

- Internal and External Sustainability Communication based on solid data
- Embed sustainability into the Corporate Culture and apply Change Management
- Public Relations





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INTERNAL COMMUNICATION

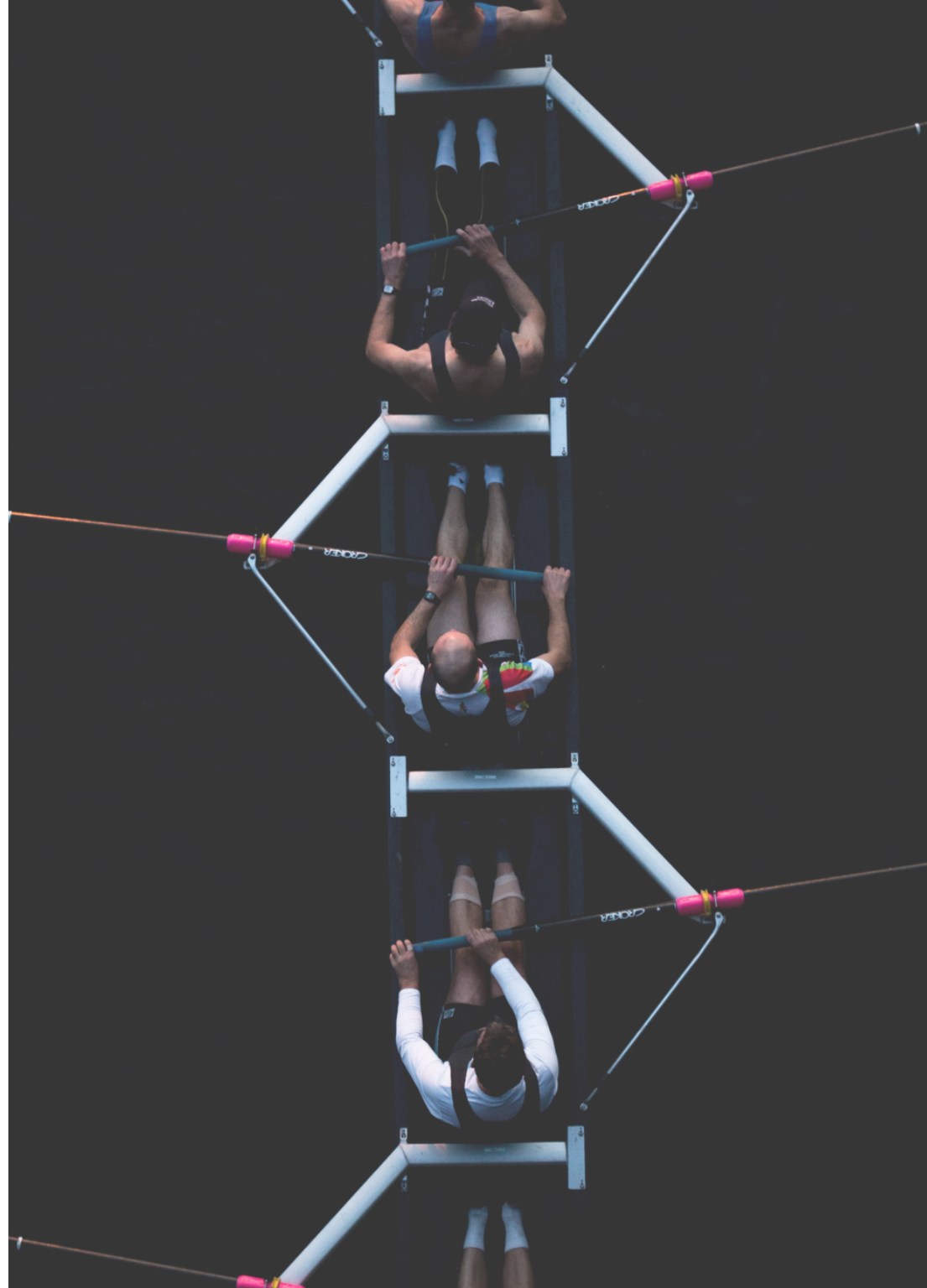
Give your vision internal life and make sure everyone is aware of your targets.

A clearly communicated vision will help you reach your goals.

Spark a passion and integrate sustainability across the organization: town halls, kick-offs, tools, training, intranets, and onboarding.

Have all tools available - processes, guidelines, Code of Conduct and communication material.

What gets measured gets done - display data and progress on the intranet to ensure impact and accountability.





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*People are the agents of
change*

CORPORATE CULTURE

Create a strong corporate culture with clearly defined values. Consider all ambassadors and have all play an active part by changing their own behaviors for the better.

Motivate and focus on the "who" and individual responsibility:

"Your impact as VP of Production has reduced our emissions by xxx - which makes you a role model in sustainable production."

Who can you help someone become?



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CHANGE MANAGEMENT

Sustainable Innovation
and think tank
to collect internal ideas
for changes or
products.

“Green Team” and
Trainings.

Bonus or incentive
programs.

Sustainability into your
induction process.



A GREEN OFFICE

Transforming your office space into a sustainable one can significantly impact both the environment and your bottom line. Reduced energy and product consumption, proper recycling, food waste management, and a green working environment also impact your corporate culture.





50%

of all green labels used in the EU are lacking verification. Ensuring that all green claims and communication are aligned with correct data is key.

To avoid greenwashing, the EU has proposed the Green Claims Directive. This will allow for a life cycle perspective and ensure no false claims are made in communication.

Green claims subject to third-party verification / Green claims must be substantiated using widely recognized scientific evidence, taking into account relevant international standards / There should be transparency in claims relying on CO2 offsetting.



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EXTERNAL COMMUNICATION

Consistent, transparent, and
validated key messages.

Ensure the communication plan
includes all stakeholders and the
local community of operations.

Benchmark suppliers and facilities
to communicate Best Practices.

Communicate your projects and
achievements through all external
channels (PR, web, SoMe, Annual
Report, LinkedIn, NL).

Unpredictable and impactful
communication campaigns building
brand and awareness.





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*Who is affected and who has impact on
your business*

STAKEHOLDER MANAGEMENT

- Stakeholder Mapping
- Identify and Prioritize
- Manage and Promote Engagement with Stakeholders



MULTI STAKEHOLDER SPHERE

Your materiality assessment will give you control over your
ESG impacts and stakeholder expectations.
Ensure early-stage stakeholder engagement
and consider the value equation & and vision for each
stakeholder group(ROI).





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96%

of all emissions are occurring in Scope 3

Do an inventory of the requirements and boundaries.

Understand your suppliers (Scope 1, 2, 3).

Map up and segment your value chain following the stream of your business/product.

Make sure the final scope is approved within the organization and by the top management.



STAKEHOLDERS

Shareholders

Greater investor returns and ESG performance, as well as reduced business risk, input costs, and cost of capital.

Employees

Increased jobs, income, benefits, and training, in addition to greater Diversity, Equity and Inclusivity (DEI).

Customer/social/public

Improved products and services, economic vitality, and community impact, with reduced risk.

Environment

Reduced greenhouse gas emissions, energy consumption, and resource depletion, along with greater environmental responsibility and development.



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A C T N O W