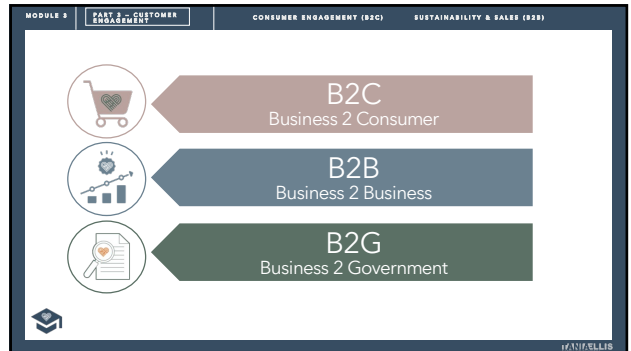
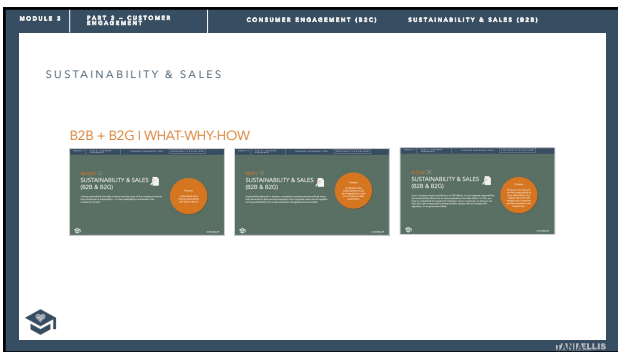




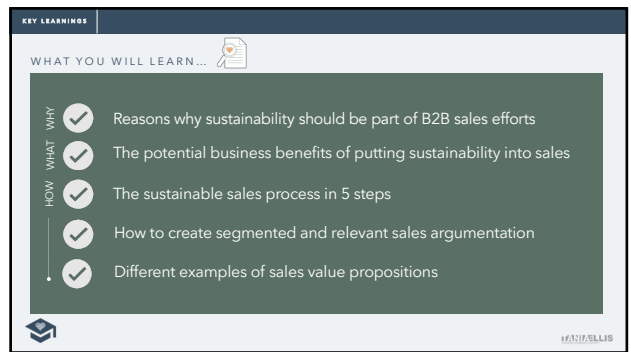
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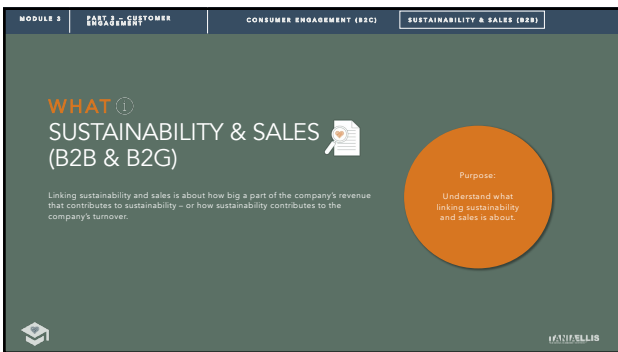
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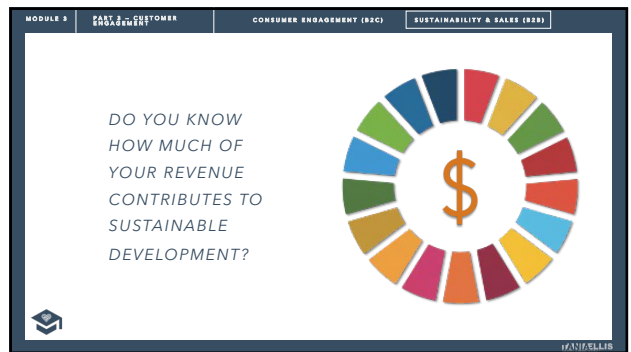
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5



6

MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

Our contribution to the UN Global Goals
More than 80% of Chr. Hansen's revenue contributes to the UN Global Goals

Targets and governance

80%

contribution positively to meeting the

A large-scale assessment of Chr. Hansen's entire product portfolio with 100% of our research & dev. has a positive contribution to the UN Global Goals, and 100% of our research & dev. has a positive contribution to the UN Global Goals, and 100% of our research & dev. has a positive contribution to the UN Global Goals.

Download Report

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

Corporate@ights

2023 GLOBAL 100 RANKING TABLE

Rank	Company	Revenue (USD B)	ESG Score	ESG Risk	ESG Controversy	ESG Rating
1	Microsoft	220,000	92	Low	None	A
2	Alphabet	218,000	88	Low	None	A
3	Amazon	214,000	78	Medium	Low	B+
4	Apple	213,000	85	Low	None	A
5	Meta	209,000	72	Medium	Low	B

2023 GLOBAL 100 RANKING TABLE

Showing 1 to 10 of 100 entries

SEARCH

Corporate@ights

Showing 1 to 10 of 100 entries

SEARCH

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

A REPORTING REQUIREMENT | EU TAXONOMY & CSRD

Turnover
%rate that is aligned & eligible with EU Taxonomy
[Omsætning]

CapEx
%rate that is aligned & eligible with EU Taxonomy
[Kapitaludgifter / Investeringer]

OpEx
%rate that is aligned & eligible with EU Taxonomy
[Driftsudgifter]

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

WHY SUSTAINABILITY & SALES (B2B & B2G)

Purpose: Understand why sustainability should be integrated as a part of a company's sales parameters.

Sustainability demands in tenders, concessions and procurement policies along with demands for data and documentation from corporate clients are all together turning sustainability into a sales parameter alongside price and quality.

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

BUSINESS-TO-BUSINESS (B-T-B) DEMANDS

Sustainable Procurement Pillars: Environmental, Social, Governance

Supplier Code of Conduct

CSDD, CSRD

OVER 500 CERTIFIED B-CORPORATION COMPANIES ARE FULLY COMMITTING TO REDUCE THEIR GREENHOUSE GAS EMISSIONS TO NET ZERO BY THE YEAR 2030

SEE MODULE 3, PART 1: MARKET DRIVERS (B2B)

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

BUSINESS-TO-GOVERNMENT (B-T-G) DEMANDS

European Commission

Sustainable Procurement Platform


Den Ansvarlige Indkøber

SEE MODULE 3, PART 1: MARKET DRIVERS (B2B)


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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

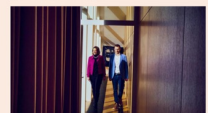

ThermIT lost million order because they didn't have a concrete SDG work plan



Manglende verdensmål kostede millionordre: - Man lærer altså af det




Familiejet lampefirma fik foden inden for hos Novo Nordisk via LinkedIn-opslag og genbrugskoncept


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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)


POTENTIAL BUSINESS BENEFITS



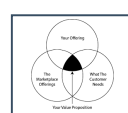
STRONG PARAMETER IN E.G. PUBLIC BIDS




DIFFERENTIATION FROM COMPETITORS




COMPETITIVE/ PREMIUM PRICE



STRONGER CUSTOMER VALUE PROPOSITION



NEW ENGAGEMENT OPPORTUNITIES



STRONGER CUSTOMER RELATIONS/LOYALTY

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

HOW SUSTAINABILITY & SALES (B2B & B2G)


If your company wants to profit from its CSR efforts, it must integrate responsibility and sustainability efforts into its value proposition and sales efforts. For this, you have to understand the needs and motivation of your customers, so that you can help them gain measurable business benefits, reduce risks and comply with regulation, or do good even better.

Purpose:
Show you how you can link sustainability to your sales efforts, so it creates value for both society, your customers and the company's own bottom line.

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

A GENERIC SALES PROCESS



THE SUSTAINABLE SALES PROCESS

- #1 - Segment your customers
- #2 - Understand your customer's interests & needs
- #3 - Relate your CSR efforts to your customer's needs
- #4 - Build value creation & impact into rewards/bonuses
- #5 - Invite customers to be part of joint CSR efforts

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

ONE SIZE FITS ALL?

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

SEGMENT YOUR CUSTOMERS | EXAMPLE

Budget impact

THE B2B CUSTOMER MATRIX | TEMPLATE

Customer Type	Customer Type	Customer Type	Customer Type
Main selling points: • Compliance • CSR skills • Training/education	Main selling points: • Compliance • CSR skills • Shared CSR goals • Training/education	Main selling points: • Price	Main selling points: • Compliance • Traceability • HSE

CSR maturity

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

SEGMENT YOUR CUSTOMERS | EXAMPLE

Example: segmentation in construction industry

Green building projects	Traditional building projects	Government	Retrofit & Renovation
Private contractors seeking materials & equipment with specific green certifications, such as LEED or BREEAM	Private contractors looking for emissions reductions but balancing with cost-effectiveness	Requirement to meet the strictest public sector standards for audited lifetime carbon emissions	Prioritise energy efficiency and reduced water consumption

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

In the B2B space, as the climate change agenda strengthens amongst corporates, we have been able to position services like cloud, and other ICT solutions as enablers for the B2B clients' carbon reduction strategies.

Andrew Buay, Vice President, Sustainability

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

Big enough to matter. Small enough to care.

REDUCE YOUR ENERGY USE FROM OPERATIONS BY UP TO **80%** WITH INVERTERS FROM ELTWIN

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

THE SUSTAINABLE SALES PROCESS | GUIDE

- #1 - Segment your customers
- #2 - Understand your customer's interests & needs
- #3 - Relate your CSR efforts to your customer's needs
- #4 - Build value creation & impact into rewards/bonuses
- #5 - Invite customers to be part of joint CSR efforts

The Sustainable Sales Process. SMA-ELLS - The Social Business Company®

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

IDENTIFYING CUSTOMER NEEDS

CUSTOMER HIERARCHY OF NEEDS

- LOYALTY: Professional, Fair Price, Service
- VALUE: Well-Equipped Equipment, Low Prices
- SAFETY: Clear Safety, Consistent Branding, Simple Instruction
- APPEARANCE: Customer Areas with a Clean, Pleasant, Working Equipment
- QUALITY

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

ONGOING MATERIALITY ANALYSIS PROCESS

Revise and update adidas Group's strategy and programmes

Identify key stakeholders: internally and externally, locally and globally

Regularly engage with stakeholders and collect input

Analyse and process input centrally

Develop, confirm or adjust materiality assessment

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

SALES TRAINING | EXAMPLE

Eco Advocate Program
Focus: Customers

Sustainability Network
Focus: Sites and communities

Eco Advocate content levels

1. Basic knowledge
2. Quick tips and news
3. Deeper knowledge + tools
4. Customer intimacy & briefings — Operators Manual

1:1 meetings
1-hour web-casts + tools
Podcasts
Sales newsletters
Four 10-minute videos

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

HOW TOP DANISH COMPANIES SUPPORT SALESPEOPLE

- 1. Training:** In sustainability, terminology, relevant issues to the business and customers, and greenwashing regulation
- 2. Tools:** E.g. approved messages, sales slides, communications checklists, impact calculators
- 3. Vetting:** Checking of sales materials before they are shared externally

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

THE SUSTAINABLE SALES PROCESS | GUIDE

- #1 – Segment your customers
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- #3 – Relate your CSR efforts to your customer's needs
- #4 – Build value creation & impact into rewards/bonuses
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The Sustainable Sales Process, TANAELLIS: "The Social Business Company"

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

HOW DO WE FIT INTO OUR CUSTOMERS' VALUE CHAINS?

FIRM INFRASTRUCTURE
HUMAN RESOURCE MANAGEMENT
TECHNOLOGY DEVELOPMENT
PROCUREMENT

VALUE CHAIN
INBOUND LOGISTICS | OPERATIONS | OUTBOUND LOGISTICS | MARKETING AND SALES | SERVICE

VALUE SYSTEM
UPSTREAM VALUE | THE FIRM'S VALUE CHAIN | DOWNSTREAM VALUE

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

WHERE DO WE HAVE A POSITIVE/NEGATIVE IMPACT?

Product development | **Purchasing** | **Production** | **Distribution and service** | **Product in use** | **Re-use**

LIFE CYCLE
RAW MATERIALS | MANUFACTURING | TRANSPORTATION | DISTRIBUTION | PRODUCT IN USE | REUSE

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

SUSTAINABILITY BUSINESS MODEL CANVAS | TEMPLATE

Vision, mission and strategic objectives
• What vision
• Mission statement
• Strategic objective statement

Key partners
• Supplier relations
• Distribution channels
• Logistics
• Raw materials
• Suppliers

Key activities
• Operations
• Technology development
• Procurement
• Logistics
• Distribution channels
• Marketing and sales
• Service

Value proposition
• What can we offer our customers?
• How can we help our customers?
• What can we do for our customers?
• How can we help our customers?
• What can we do for our customers?

Customer relations
• How can we help our customers?
• How can we help our customers?
• How can we help our customers?

Channels & Customer segments
• How can we help our customers?
• How can we help our customers?
• How can we help our customers?

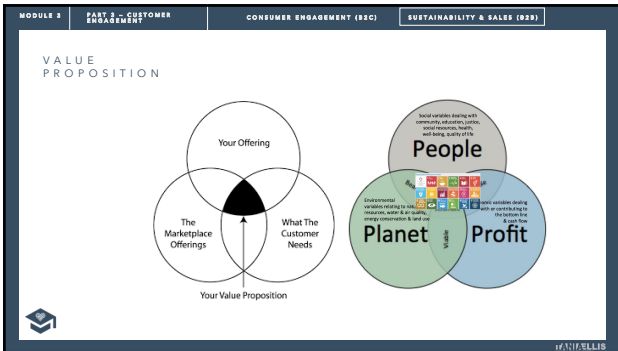
Cost structure
• Raw materials
• Manufacturing
• Distribution
• Marketing and sales
• Service

Revenue stream & pricing model
• How can we help our customers?
• How can we help our customers?
• How can we help our customers?

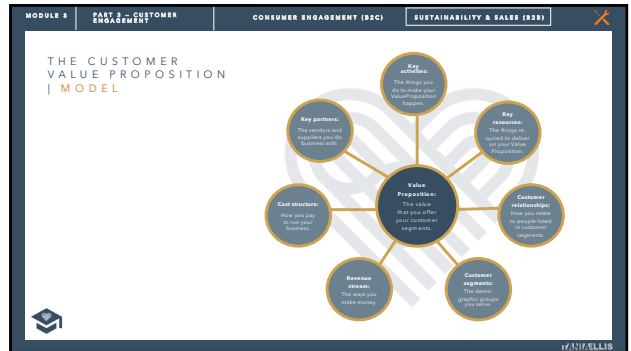
Business risks
• Market risk
• Operational risk
• Financial risk

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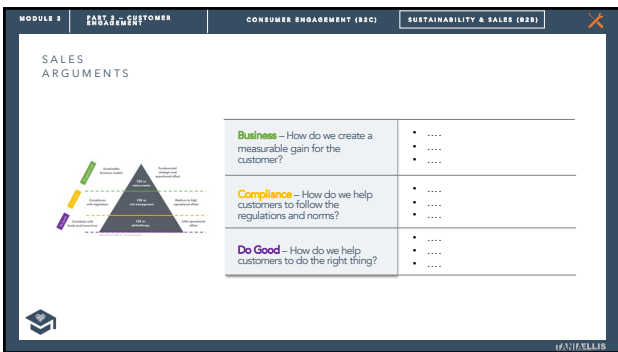
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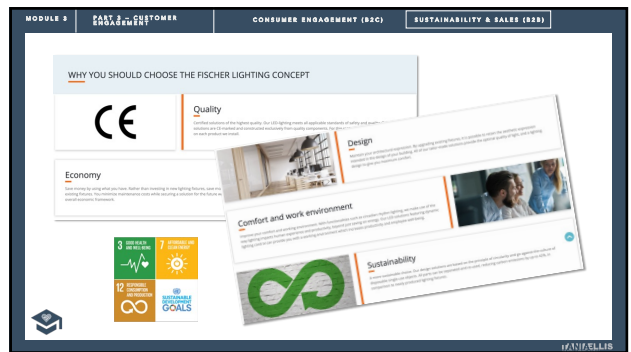
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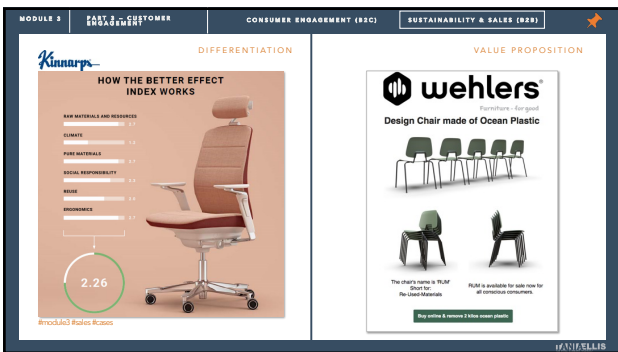
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Den filantropiske fortælling er mindre interessant end den forretningsbårne fortælling. Vores samarbejde med UNICEF, indsats overfor udsatte grupper, overholdelse af code of conduct er ikke det, der påvirker priserne. Men fordi vi arbejder med effektivisering af transport, bæredygtig produktion, cirkulær økonomi, længerevarende leverandørsamarbejder osv, kan vi holde vores lave priser. Vores vigtigste opgave er at skabe forståelse for, at bæredygtighed også handler om langsigtet økonomisk bæredygtighed.

IKEA - Jonas Engberg, Sustainability Manager

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

INTERNAL SALES SUPPORT

People & Planet Positive
 IKEA Group Sustainability Strategy for 2020

CONTENT PEOPLE & PLANET POSITIVE

01. The world around us
02. IKEA vision and business foundations
03. People & Planet Positive
04. Enabling change
05. Overview: People & Planet Positive
06. A more sustainable life at home
07. Resource and energy independence
08. Better life for people and communities
09. A little IKEA & sustainability dictionary

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

THE SUSTAINABLE SALES PROCESS | GUIDE

- #1 - Segment your customers
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- #5 - Invite customers to be part of joint CSR efforts

The Sustainable Sales Process. "MAKE BELIEVE - The Social Business Company"

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

GSK health
GSK creates a new business model with innovative marketing and sales practices

The pharmaceutical company ranks first in both trust and customer value, according to a survey of 4,000 US healthcare professionals. Tom Idle reports...

Sales reps are incentivised on their scientific knowledge of each product, their customer service feedback, and the wider success of the business.

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

Intel links a portion of every employee's variable compensation—from front-line staff to our CEO—to environmental sustainability metrics.

Intel 2013 Corporate Responsibility Report

Intel's Corporate Responsibility Strategic Structure	
1. CSR	Base of Structure: Organizational and Operational Structure
2. Sustainability Committee	
3. Management Review Committee	
4. Business Strategy and Core Financial Plans	

Intel's Environmental Sustainability Strategic Structure	
1. CEO	Base of Structure: Environmental and Operational Structure
2. Sustainability Committee	
3. Environmental Management System	
4. Management Review Committee	

Intel's Ethics and Compliance Strategic Structure	
1. CEO	Base of Structure: Environmental and Operational Structure
2. Ethics and Compliance Strategic Committee	
3. Ethics and Compliance Officer	
4. Ethics and Compliance Officer	
5. Ethics and Compliance Officer	

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

THE SUSTAINABLE SALES PROCESS | GUIDE

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The Sustainable Sales Process. "MAKE BELIEVE - The Social Business Company"

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

CUSTOMER ENGAGEMENT PRINCIPLES | GUIDE

- #1 - Inform
- #2 - Edit choices
- #3 - Influence & educate
- #4 - Nudge
- #5 - Involve
- #6 - Co-create

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

VALUE CREATING CUSTOMER ALLIANCES | MODEL

Business - How do we create a measurable gain for the customer?

Compliance - How do we help customers to follow the regulations and norms?

Do Good - How do we help customers to do the right thing?

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

DO GOOD | EXAMPLE

Affordable solar products to power your world

GivePower has given over 500,000 individuals access to electricity in over 13 countries

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

One MW. One School.

Our CSR projects provided opportunities for creating compelling digital media featuring of our employees and product in action, exploring frontier markets with new innovations, and engaging existing or prospective partners in new ways, in addition to leaving a meaningful positive impact in thousands of communities around the world.

- David Rechbaum, Global Program Manager

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

COMPLIANCE | EXAMPLE

SPRING OVER HVOR GÆRDET ER LAVEST. MED GOD SAMVITTIGHED

KlimaLog

STARK

Byggeriet belastar klimaet. Det er ikke nyt. Og det er bestemt ikke godt. Klimakravene til bygninger skærpes løbende. Det er et gængs krav. Særligt for klimaet.

Men det stiller også krav til dig. Håndværkeren, entreprenøren og bygherren. For ved at bygge, er det dig, der har dokumentationspligten. Og dig, der er ansvarlig for at løse "Klima-logbogen". Det kan være både besværligt og tidskrævende.

Hos STARK står vi bag dem, der kan deres håndværk. Og bag dem, der bygger fremtidsret. Vi mener, at klimaet er for vigtigt til forkerte tal og endeløse berøring.

Derfor introducerer vi KlimaLog®. For dig og klimaet. Med bare et klik dokumenterer du dit bedste projekts klimabeløst.

De handler, vi besøger, og sammen bygger vi professionelt.

KlimaLog®

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

SUSTAINABLE BUSINESS | EXAMPLE

FOR circular zero

FISCHER LIGHTING

novo nordisk

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MODULE 3 PART 2 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

THE SUSTAINABLE SALES PROCESS | GUIDE

- #1 - Segment your customers
- #2 - Understand your customer's interests & needs
- #3 - Relate your CSR efforts to your customer's needs
- #4 - Build value creation & impact into rewards/bonuses
- #5 - Invite customers to be part of joint CSR efforts

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MODULE 3 PART 2 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

Indspark: Sådan får du CSR ind i hjertet af salgsindsatsen

Hvis forening og samarbejdsengagement skal gå hånd i hånd, er det ikke nok at bygge bæredygtighed og bæredygtighed ind i design, produktion og leverandørkæde. I sidste ende skal der også være et kommercielt udslag i form af salg. Her er 4 bud på hvordan.

1. Kortlæg jeres egen bæredygtighedsindsats - hvor differentierer I jer?
2. Kend dine kunder - forstå hvad bæredygtighed betyder for dem.
3. Fortæl ikke kun om produktgenskaber - skab også synlighed om værdien.
4. Vær relevant - undgå "massekommunikation".

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MODULE 3 PART 2 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

OTHER USEFUL RESOURCES

James Bryce Smith
Sustainability Marketing - Strategy & Creative, helping B2B companies investing in sustainability create a competitive advantage.

What you'll learn about:

1. The profound impact of sustainability on B2B buying criteria and behaviour
2. Why companies must create sustainability communications specifically targeting customers
3. Opportunities and risks
4. Updating messaging and branding
5. Making sustainability appealing while avoiding greenwashing
6. When is the right time to communicate
7. What sort of content is relevant
8. Who should participate in the initiative
9. How to get started

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KEY LEARNINGS

WHAT YOU HAVE LEARNT...

- WHY**
 - Reasons why sustainability should be part of B2B sales efforts
 - The potential business benefits of putting sustainability into sales
- HOW**
 - The sustainable sales process in 5 steps
 - How to create segmented and relevant sales argumentation
 - Different examples of sales value propositions

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REFLECTIONS

REFLECTIONS ON SUSTAINABILITY & SALES

- What segmentation criteria could you apply on your customer base?
- What kind of CSR-related needs and interests do they have?
- How could you link your own CSR-efforts with customer needs?
- How could you train & incentivise your sales organisation?
- Which CSR-efforts could you invite your customers to join?

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MODULE 3

PARTNERSHIPS | COLLABORATIVE CO-CREATION

<p>PART 1 WHAT-WHY-HOW THE SUSTAINABLE VALUE CHAIN</p> <p>Sustainable supply chain management & procurement</p> <p>Guest contributor: Value chain due diligence in practice</p>	<p>PART 2 WHY-WHAT-HOW VALUE CHAIN ALLIANCES & PARTNERSHIPS</p> <p>Expert deep-dive: Measuring Scope 1-3 emissions</p> <p>Sustainability partnerships</p>	<p>PART 3 WHAT-WHY-HOW CUSTOMER ENGAGEMENT</p> <p>Consumer engagement (b-1-c)</p> <p>Sustainability & sales (b-1-b)</p>
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