How to communicate on sustainability and CSRD

<u> 🛚 wearepantarein.be</u>

epantarein
we create future businesses



Meet our

Head of Communication

Pantarein

As a **full-service consultancy partner**, we help companies with their sustainability transformation in line with the **European Green Deal**.

We combine **technical sustainability expertise** with stakeholder engagement through **communication, storytelling, and training**.

Sustainable strategies and ESG roadmaps

Carbon footprint and reduction plan

Sustainability reporting

Stakeholder communication

Multidisciplinary team

Engineering & environmental sciences

Finance

Social and communication sciences

Linguistics & journalism

Creative design

> USP: sustainability expertise + communication knowhow



Our clients















































































































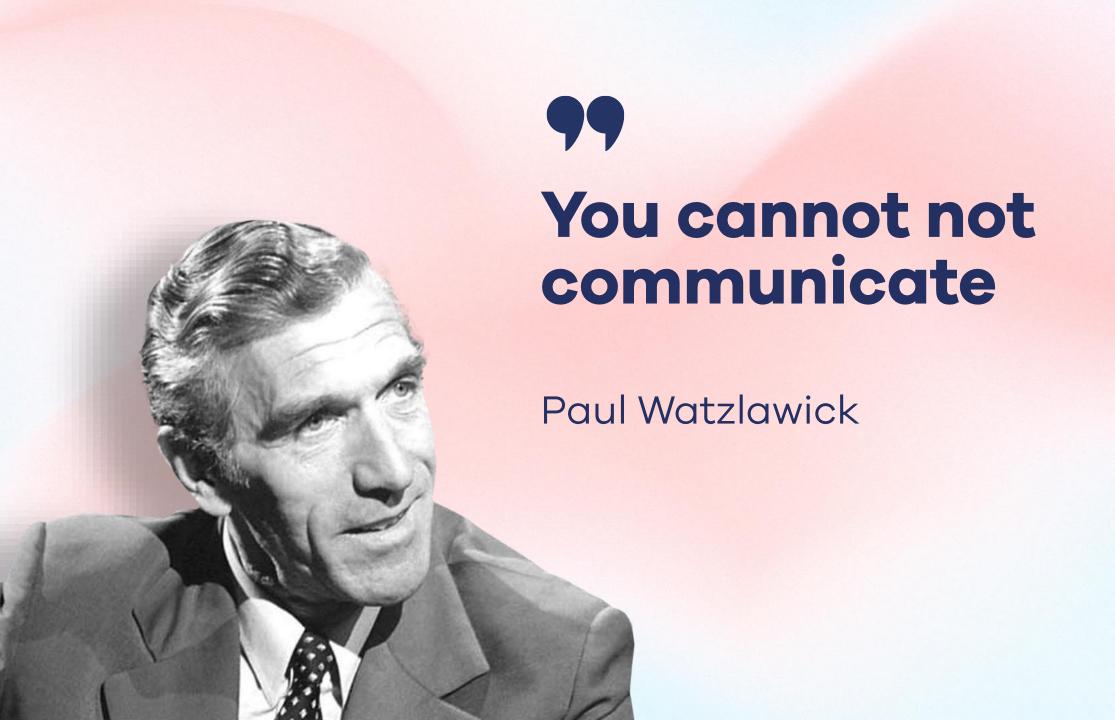














3 Things we will talk about today

1

Crafting a narrative based on your sustainability strategy

How to use the narrative to move employees

3

How to use the narrative to convince stakeholders

01

Crafting a sustainability narrative

What is a sustainability narrative

A sustainability narrative is a clear and compelling story that communicates a company's commitment to sustainability in a recognizable and relevant way. It is based on the companies impacts, culture and value proposition.

This narrative serves as a guiding strategic framework for all sustainability communication; from website content and reports to employee engagement programmes.

It ensures that a company's sustainability story remains consistent and trustworthy, avoiding greenwashing while building trust with customers, employees, and other stakeholders.



Sustainability narrative

- Relevant
- Recognizable





3 ingredients for a sustainability narrative

- Double materiality → relevant
- 2. History and culture \rightarrow recognizable
- 3. Value chain → relevant and recognizable



02

The narrative in internal communications



Sustainable transformation does not stop at the boardroom



Fogg model for behavioral change

Motivation

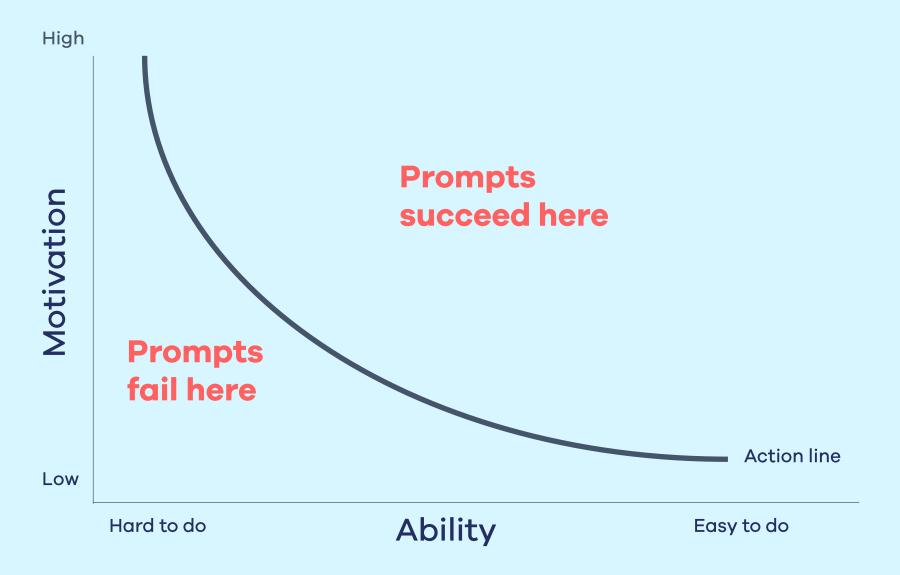
Prompt

B = MAP

Behaviour

Ability

How to change behavior?





Bron: Fogg Behaviour Model

Our plan Change Onboard Anchor

COMPANY MILESTONES



Through the resul-

Launch of Vandemoortele

Transport Solutions and its first e-track N 2023, cur inquirate transport companies Mirror & Panalog marged into one larger Schotters, The new company offin bangon nanagement many is 3000 are convenient Asses on Tuesto, I Delivery and Local British. Karteen and Senido Cin auropo these creedy most, ble-un-plus extremy the

Launch of Tinance for the Future'

arm to furthin plays and of our financial beams, No tion for many remarking. Evolois, Earner/Sime activities become a many effort. The Virtual



New employer branding 2023, we unsafest but here expenses - Store our tools for MV - and five proportions to presude Stock on Recument



Future-proof production in PBFS

In 2003, see further

Fault Sulutions 298'S trasinos line. Our order pickers in brigam trad out Malon



miller

KEY FRANCIAL INFORMATION

SUSTAINABILITY STATEMENT

THREE GOALS, ON A SOLID FOUNDATION

Our former sustainability storage was directed. by three strategic goals Salahord nutrition. Protecting nature, Enhancing lives, in our updated strategy, we extend the goal Balanced reportion. to Conscious numbers, and we add Governance as the solid foundation that shapes out sustainable organisation. By integrating these new perspectives, we are acting on the results of the double materality assessment.

. Correctous nutrition shows our intention to regrow the nutrition profile of our products. facilities will informed bod choses, after plant based atternatives and the s leader in

 Our main goals test on our strong governance foundation, Sustainable organisation. designed to create sustainable crowth and amount a good relationship with-

Heave and monitor Dur sustainability strategy is dynamic; we are always on the lookout for new or changing ROs in our sector. We also take gooming legislation and changing essisticities papertations into consideration.

















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"Let's continue to develop and shape tasty & healthy breads together" 3 joined the Bakery Products R&D department. in 1991 and I'm still passionate about my work. The had the opportunity to work on various international projects with a lot of colleagues. For 33 years, I've grown together with Vandemoortele to become an expert in broad. I'm fascinated about the technical aspects of making quality breads, and eager to increase and share my knowledge and give support. where I can."





03

The narrative in external communications



Sustainability communication has a problem...



Unique?































O4 Bad News

Coca-Cola accused of quietly dropping its 25% reusable packaging target

Exclusive: Campaigners say company's apparent abandoning of 2030 pledge is a 'masterclass in greenwashing'



Coca-Cola has been previously found by researchers to be among the world's most polluting brands when it comes to plastic waste. Photograph: Régis Duvignau/Reuters

Coca-Cola has been accused of quietly abandoning a pledge to achieve a 25% reusable packaging target by 2030 in what campaigners call a "masterclass in greenwashing".





Corporate climate footprint (kg CO2e/L) dropped 17%*

Transportation of final product from Europe to Asia dropped 97%*

Emissions (kg CO2e/L) from ingredients dropped 12%*

Packaging used per kg/L of Oatly produced dropped 13%*

100 percent renewable electricity sourced for all Oatly-operated factories.*

The gender balance of our executive team increased to 42 percent women (up from 23 percent in 2022)



Sourcing renewable heat energy for our factories remains a challenge.

Sustainable ground transportation dropped 3% (and we're trying to increase this to 100%).*

We have not yet achieved gender parity in our executive team and the Board gender balance is even worse.



Key Takeaways

- Write your sustainability narrative
 - Relevant
 - Recognizable
- Move your employees
 - Motivation
 - Ability
- Spread your story
 - Credible
 - Unique

