Value2Society™

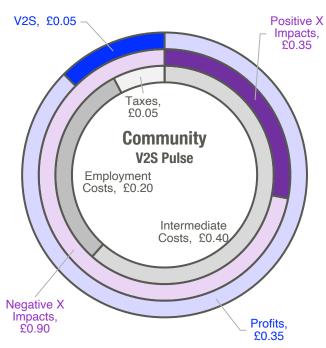
Becoming a more valued and valuable company.

V2S Communities

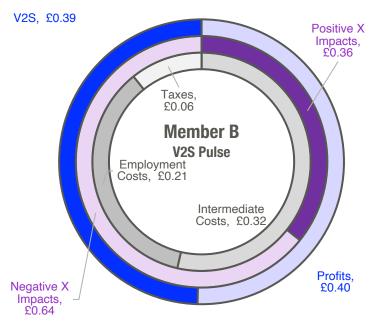


About

- Recognises pursuit of business sustainability requires a collaborative full value chain effort
- Delivers a single, comprehensive & comparable monetary metric of performance
 - For the individual businesses & community
- Illuminates where your societal impacts sit throughout the business & community value chain
- Distils the business & community priority sustainability issues, qualified by double materiality
- Permits ambitious target setting based on reality, versus aspiration
 - For the individual businesses & community
- Allows easy communication on position and progress, with all stakeholders
 - e.g. V2S Pulse →
 - Allow easy comparison of key metrics e.g. private profit with societal profit (V2S)
- Naturally supports & reduces the costs of burgeoning reporting requirements
 - e.g. via automated generation of Double Materiality Matrices
- Subscription costs reduce with increased community membership



V2S Pulse: Key V2S Metrics Per Unit of Sales



Community Building

Two Approaches

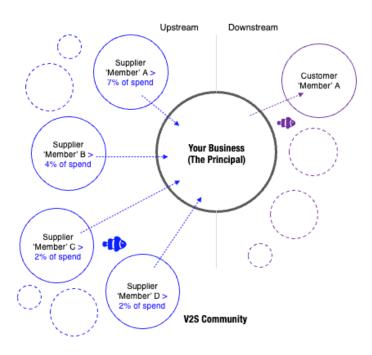
- Establishing V2S Communities is essential to the development of sustainable business models
 - To necessarily better understand & address upstream (supplier) and downstream (customer) impacts
 - Without establishing communities, upstream and downstream impacts are estimated
- V2S Communities can be created via two approaches: passive ('referral') or active ('archipelago')

Passive 'Referral' Approach

- > Community takes time establish ...
- ... as are data and insights sharing

Recognizing the benefit, but not the urgency

- > Requiring the principal to:
- identify 10-20 prospective members
- make warm introductions to Route2
- make indirect (time) investment
- > Incentive
- c. 10% discount to subscription fee
- Investment payback greater than two years
 - financial, engagement & progress



Active 'Archipelago' Approach

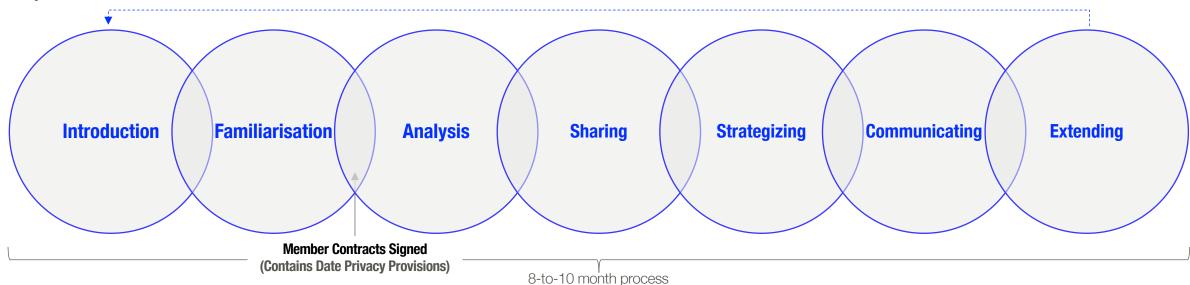
- > Community is immediately established ...
- ... as are data and insights sharing

Recognizing the benefit, and the urgency

- > Requiring the principal to:
- identify 20-30 prospective members
- Issue formal invites to identified members
- make direct (£) & indirect (time) investment
- > Incentive
- c. 80% discount to subscription fee
- Investment payback less than two years:
 - financial, engagement & progress

Community Building

Steps



The 'principal' makes
R2 & Value2Society
email introductions
(passive) / sends
formal invites (active)
to selected suppliers &
customers
(prospective
'members'). R2
supports with follow
up email & Introductory
Video

R2 host **Webinar1**providing further
details on
Value2Society: (i)
fundamental purpose;
(ii) benefits; (iii) data
requirements: (iv)
outputs; & (v)
commercial
arrangement &
associated costs

The members relay data inputs to R2 for processing. Direct & Indirect Value2Society profiles are generated. Initial Double Materiality Assessment provided. Results embodied within Value2Society **Dashboards**

The Value2Society
Dashboards are
shared across the
members, detailing
community & member
V2S profiles,
comparisons and key
insights. Dashboard
supported by method
statements. Results
explained via Webinar2

Strategy sessions are held with members, that aim to optimize Value2Society &, by doing so, set pathways to sustainable business models. Initially via Webinar3 & supported with One-2-One sessions.

External
communications
campaign comprising
community press
release' & publication
of Community
Value2Society Insights
Report. Community
report supported by
member insights
reports

The 'members' become 'principals', following the prior process, further building the V2S Community, strengthening the insights and accelerating the pathway to sustainable business models.

Supported by Webinar4

An 8-to-10-month process, depending on number of members, involving 4 webinars, delivering the comprehensive & comparable measure of annual societal contribution (V2S), and supporting requirements e.g., double materiality matrices

Community Building

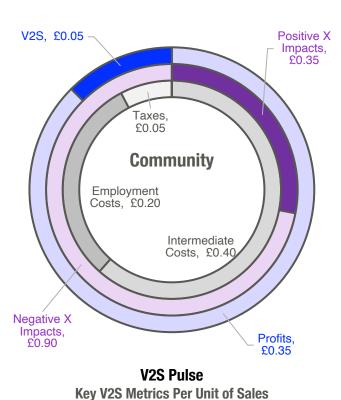
Steps: Further Details

	Introduction	Familiarisation	Analysis	Sharing	Strategizing	Communication	Extending
Principal Activities	 Agree R2 commercial arrangement Select members & make introductions or issue formal invites 	Input to Webinar1Attend Webinar1	 Relay data inputs Follow-up (chase) data collection with members 	Input to Webinar2Attend Webinar2	▶ Input to Webinar3▶ Attend Webinar3	 Co-shape & release V2S Community Press Release Co-shape V2S Community Insights Report 	Input to Webinar4Attend Webinar4
Member Activities		Attend Webinar1Agree commercial arrangement	Relay data inputs	Attend Webinar21-2-1 Sessions	Attend Webinar31-2-1 Sessions	 Co-shape & release V2S Community Press Release 	> Attend Webinar4
Route2 Activities	> Follow up on Principal introductions / invites	➤ Produce & deliver Webinar1: V2S - Purpose, Benefits & Outputs	 Process data Generate Direct & Indirect V2S Profiles & Double Materiality Matrices Build V2S Dashboards 	 Share V2S Dashboards & Method Statements Produce & deliver Webinar2: V2S – Insights 	 Produce & deliver Webinar3: V2S – Targets, Interventions & Pathways: delivering a sustainable business model 	 Produce V2S Community & Members Insights Reports Co-shape & release V2S Community Press Release 	Produce & deliver Webinar4: V2S – Growing the community
Channel	> Email	> Video Conference	> R2 Platform	Video Conference1-2-1 Sessions	Video Conference1-2-1 Sessions	Video ConferenceEmailMedia Channels	> Video Conference
Route2 Outputs	 Welcome email Process outline Introductory video 	> Webinar1	Provisional resultsQuality assurance	V2S DashboardsV2S MethodologiesWebinar2	➤ Webinar3 ➤ V2S Road Map	 Community Press Release V2S Community Insights Reports V2S Member Insights Reports 	> Webinar4
Timelines	> 2 to 4 Weeks	> 2 to 4 Weeks	> 12 to 16 weeks	> 2 to 4 Weeks	> 8 to 12 Weeks	> 6 to 8 Weeks	> 2 to 4 Weeks

Community Building

Mor About The V2S Pulse

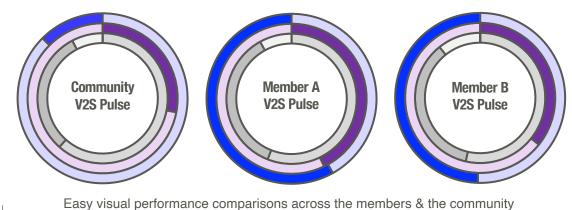
> The V2S pulse permits quick understanding of business health, from both an internal-financial and external-societal perspective

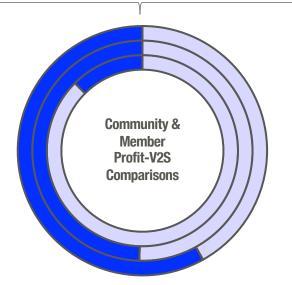


The inner ring shows the relative proportions of tax, employment costs & intermediate costs. The smaller the intermediate cost proportion the greater the Gross Value Added (GVA)

The middle ring shows the relative proportions of negative impacts (e.g., GHG emissions) & positive impacts (e.g., carbon sequestration). Ideally the positives outweigh the negatives

The outer ring shows the relative proportions of private profits and societal profits i.e., Value2Society. At a minimum, these two metrics should balance. Ideally V2S outweighs profits







Thank you for your time.

For more information, please email

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