

Value2Society™

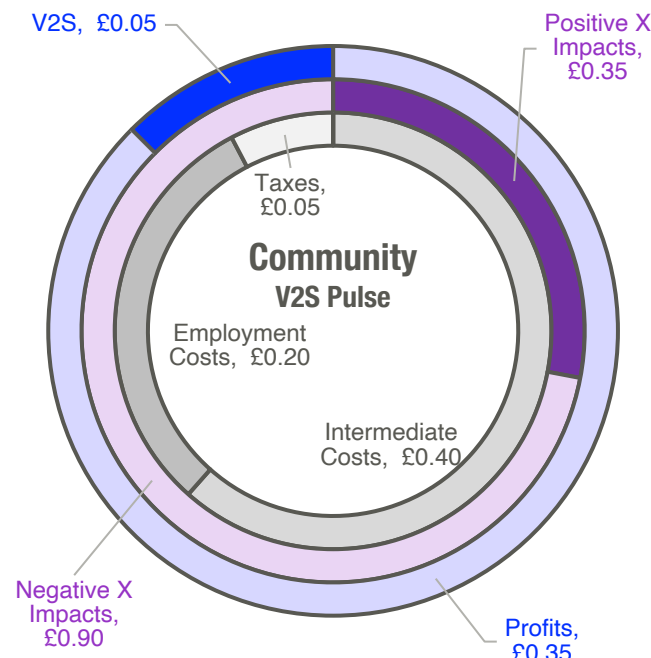
Becoming a more valued and valuable company.

V2S Communities

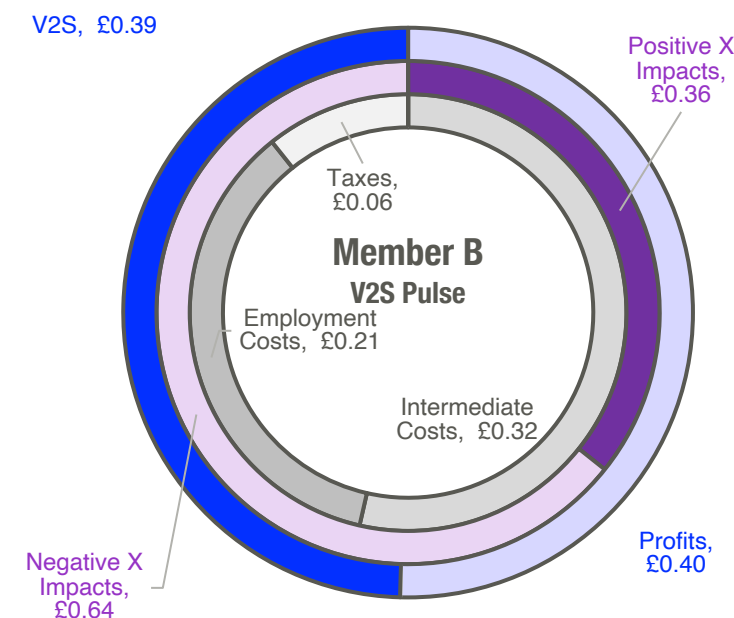


About

- 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

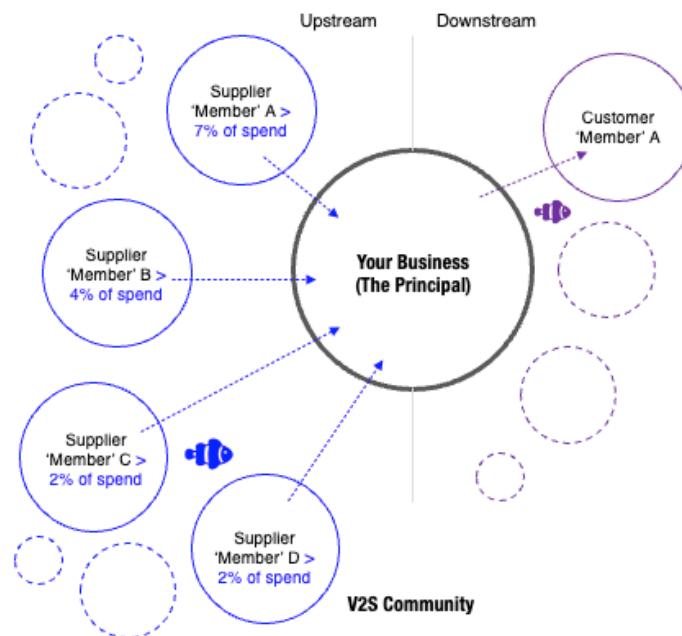
Recognizing the benefit, but not the urgency

- 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:

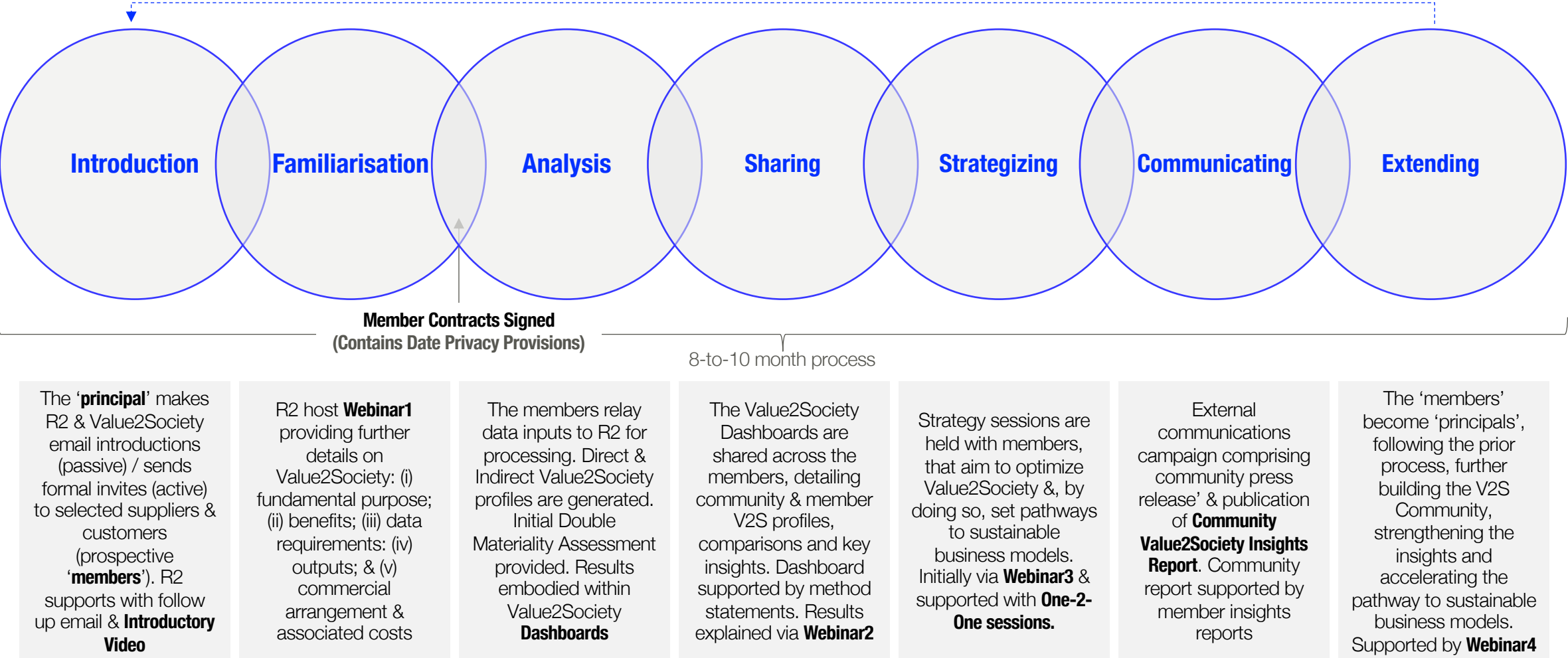
- **identify 20-30 prospective members**
- **Issue formal invites to identified members**
- **make direct (£) & indirect (time) investment**

- Incentive

- c. 80% discount to subscription fee
- Investment payback less than two years:
 - *financial, engagement & progress*

Community Building

Steps



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 reporting requirements e.g., double materiality matrices

Community Building

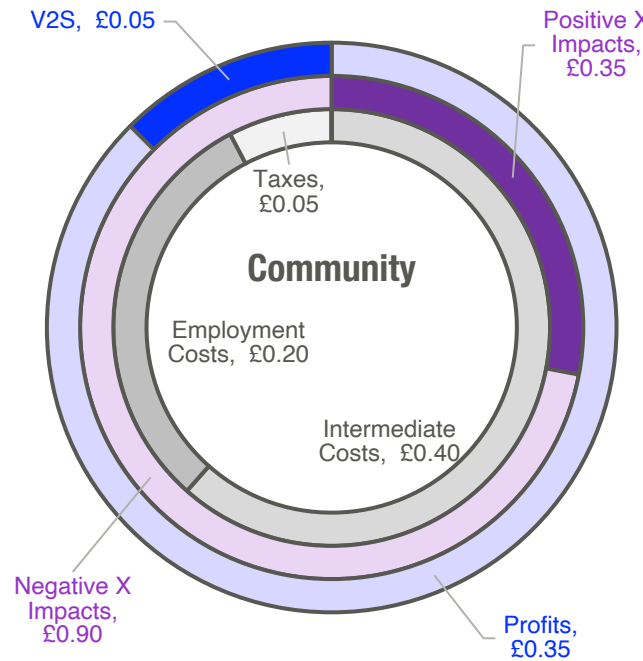
Steps: Further Details

| | Introduction | Familiarisation | Analysis | Sharing | Strategizing | Communication | Extending |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| Principal Activities | <ul style="list-style-type: none"> ➤ Agree R2 commercial arrangement ➤ Select members & make introductions or issue formal invites | <ul style="list-style-type: none"> ➤ Input to Webinar1 ➤ Attend Webinar1 | <ul style="list-style-type: none"> ➤ Relay data inputs ➤ Follow-up (chase) data collection with members | <ul style="list-style-type: none"> ➤ Input to Webinar2 ➤ Attend Webinar2 | <ul style="list-style-type: none"> ➤ Input to Webinar3 ➤ Attend Webinar3 | <ul style="list-style-type: none"> ➤ Co-shape & release V2S Community Press Release ➤ Co-shape V2S Community Insights Report | <ul style="list-style-type: none"> ➤ Input to Webinar4 ➤ Attend Webinar4 |
| Member Activities | | <ul style="list-style-type: none"> ➤ Attend Webinar1 ➤ Agree commercial arrangement | <ul style="list-style-type: none"> ➤ Relay data inputs | <ul style="list-style-type: none"> ➤ Attend Webinar2 ➤ 1-2-1 Sessions | <ul style="list-style-type: none"> ➤ Attend Webinar3 ➤ 1-2-1 Sessions | <ul style="list-style-type: none"> ➤ Co-shape & release V2S Community Press Release | <ul style="list-style-type: none"> ➤ Attend Webinar4 |
| Route2 Activities | <ul style="list-style-type: none"> ➤ Follow up on Principal introductions / invites | <ul style="list-style-type: none"> ➤ Produce & deliver Webinar1: V2S - Purpose, Benefits & Outputs | <ul style="list-style-type: none"> ➤ Process data ➤ Generate Direct & Indirect V2S Profiles & Double Materiality Matrices ➤ Build V2S Dashboards | <ul style="list-style-type: none"> ➤ Share V2S Dashboards & Method Statements ➤ Produce & deliver Webinar2: V2S – Insights | <ul style="list-style-type: none"> ➤ Produce & deliver Webinar3: V2S – Targets, Interventions & Pathways: delivering a sustainable business model | <ul style="list-style-type: none"> ➤ Produce V2S Community & Members Insights Reports ➤ Co-shape & release V2S Community Press Release | <ul style="list-style-type: none"> ➤ Produce & deliver Webinar4: V2S – Growing the community |
| Channel | <ul style="list-style-type: none"> ➤ Email | <ul style="list-style-type: none"> ➤ Video Conference | <ul style="list-style-type: none"> ➤ R2 Platform | <ul style="list-style-type: none"> ➤ Video Conference ➤ 1-2-1 Sessions | <ul style="list-style-type: none"> ➤ Video Conference ➤ 1-2-1 Sessions | <ul style="list-style-type: none"> ➤ Video Conference ➤ Email ➤ Media Channels | <ul style="list-style-type: none"> ➤ Video Conference |
| Route2 Outputs | <ul style="list-style-type: none"> ➤ Welcome email ➤ Process outline ➤ Introductory video | <ul style="list-style-type: none"> ➤ Webinar1 | <ul style="list-style-type: none"> ➤ Provisional results ➤ Quality assurance | <ul style="list-style-type: none"> ➤ V2S Dashboards ➤ V2S Methodologies ➤ Webinar2 | <ul style="list-style-type: none"> ➤ Webinar3 ➤ V2S Road Map | <ul style="list-style-type: none"> ➤ Community Press Release ➤ V2S Community Insights Reports ➤ V2S Member Insights Reports | <ul style="list-style-type: none"> ➤ 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

More About The V2S Pulse

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

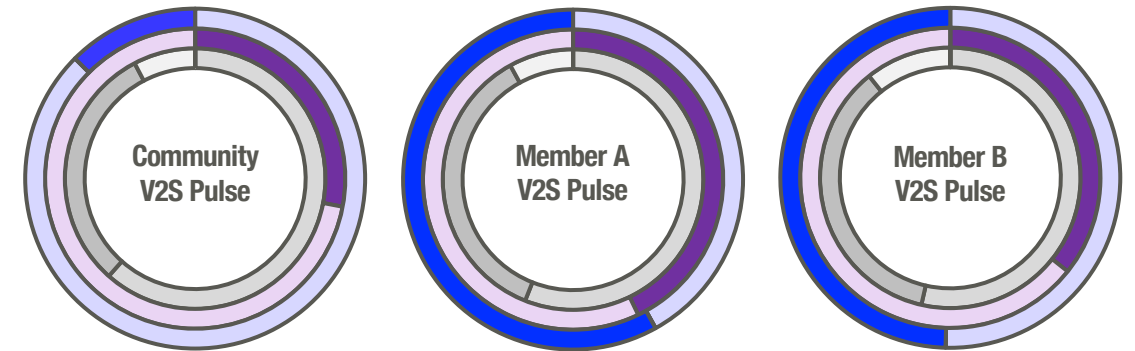


V2S Pulse
Key V2S Metrics Per Unit of Sales

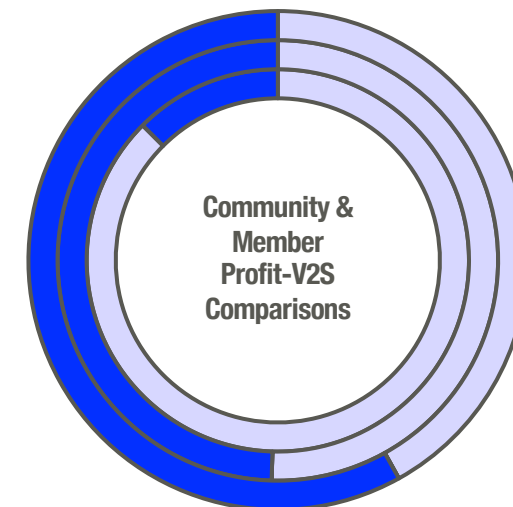
The inner ring shows the relative proportions of tax, employment costs & intermediate costs. The smaller the intermediate cost proportion the greater the Gross Value Added (GVA)

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



Easy visual performance comparisons across the members & the community





Thank you for your time.

For more information, please email
info@route2.com