



**IMPACT
RELATION**

Organisational culture as an enabler for sustainability

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CULTURE

“Culture eats strategy
for breakfast”

(Peter Drucker)



CULTURE

The set of beliefs,
processes and attitudes
held by people that make
up an organisation



SUSTAINABILITY CULTURE

Members of the organization have shared assumptions and beliefs about the **value of balancing economic, social and environmental aspects.**

DYNAMIC JOURNEY



SUSTAINABILITY CULTURE



VISIBLE ELEMENTS

Governance

Leadership (BOD & Executive Board)



Performance Management & Incentivization

Cross Functional
Sustainability Experts



VISIBLE ELEMENTS

Mission, Vision, Values

Neste sustainability vision



Climate

Neste leads transformation towards a carbon neutral value chain by 2040



Biodiversity

Neste drives a positive impact on biodiversity and achieves a nature positive¹ value chain by 2040



Human rights

Neste strives to create a more equitable and inclusive value chain by 2030 in which everyone works with dignity



Supply chain & raw materials

Neste drives safe and healthy workplace, fair labor practices and increased sustainability commitment across the supply chain

¹) Nature positive aims at halting and reversing nature loss, positive impacts outweighing the adverse impacts



Environmental Mission Statement

To help ensure a healthy environment for current and future generations...

We, the Bridgestone group, are committed to continually working toward a sustainable society with integrity and in unity with our customers, partners, communities and the world around us.

Therefore, we are focused on three objectives.



In harmony with nature

To contribute to biodiversity through habitat enhancement, and through environmental education and research.



Value natural resources

To continually improve natural resource conservation through operational improvements and product design.



Reduce CO₂ emissions

To continually reduce emissions of Greenhouse Gases, including CO₂, from our products' complete life cycle.

The Bridgestone group's environmental mission covers all aspects of our business.



One Team, One Planet.

TEAMS: Total Environmental Advanced Management System
TEAMS unites the group under a progressive management system to help ensure a healthy environment.

The Brainforest Way...

Walking the Forest Talk

We value authenticity and do what we say.

NGO Heart & Business Mind

We unlock impact with regenerative market solutions.

Radical Collaboration

We embrace the existing and seek powerful partnerships.

Growing Together

We invest in people and help each other grow.

Fast & Furious

We make bold moves and pivot quickly when we fail.

Making it Fun!

We invite playfulness and celebrate our successes.



www.brainforest.global

IMPACT
RELATION

VISIBLE ELEMENTS

Employee Engagement



Employee Suggestion Scheme

Complaint Management System



Sustainability Education

VISIBLE ELEMENTS

Policies



Code of
Conduct



Procurement
Policy



Travel Policy



DE & I
Policy



Resource Management & Circular Economy

VISIBLE ELEMENTS

Workspace



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**IMPACT
RELATION**

VISIBLE ELEMENTS

Workspace



Fleet



Cantine



Office

VISIBLE ELEMENTS

Partnerships / Memberships



SUSTAINABLE
SWITZERLAND



Network
Switzerland &
Liechtenstein



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

THE NET
ZERO
STANDARD

APPROVED NET ZERO TARGETS



Swiss Platform for
Sustainable Cocoa



SUSTAINABILITY CULTURE

- Leadership
- Integrative Strategy
- Employee Engagement
- Values & Rituals
- Visibility & Symbols

