

## 2018 sustainability internal communication plan

**Date updated:** Aug. 23, 2018

**Strategic alignment:**

- Establish segment-focused business model
- Define and develop winning customer experience
- Establish scalable operational excellence
- Advance change leadership

**Objectives:** Educate and engage employees about our quality and environmental objectives (connect the dots to what we are already doing)

- Address ISO auditor’s action on enhancing environmental communication internally (quality, safety, environment)
  
- Create compelling internal/external messaging that ties to CX and our strategic direction and broadly to company so that our employees, customers and the world understand our commitment to sustainability
  
- Focus on significant environmental aspects
  - Waste generation
  - Electrical usage
  
- Sustainability Development Goals (SDGs) – UNA's focus
  - Conserve water
  - Climate action / Enhance sustainable living environments
  - Circular economy / Advance sustainable operations
  - Workforce/support skilled labor

**Further exploration / internal note:** Consider creating an Uponor-certified sustainability program where employees earn points/credits and receive a certificate / Uponor accreditation after completing and passing a sustainability educational program. Make it of value; you learn this and you get this recognition. Learn to earn; different levels.

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
UNA employees	Revamp and repurpose Quality Environmental Management (QEM) Policy and Environmental Aspects posters / slides	For us at Uponor, sustainability is not a trend. Our sustainability strategy is built on the United Nations’ Sustainable Development Goals (SDG). We support all 17 SDGs, but have prioritized four of them. <ul style="list-style-type: none"> <li>• Clean water and sanitation</li> <li>• Decent work and economic growth</li> </ul>	4Q’18	Sustainability team members:  kmf  ISO Project Lead	Tie in with We Mean Progress templates  Simplify message <ul style="list-style-type: none"> <li>• Need to make it more compelling</li> </ul>	

## 2018 sustainability internal communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
	<p>Infographic or dashboard to demonstrate progress</p>	<ul style="list-style-type: none"> <li>• Responsible consumption and production</li> <li>• Climate action</li> </ul> <p>We feel these four SDGs enable Uponor to truly contribute and make a difference.</p>		<p>Community Relations Manager</p>	<ul style="list-style-type: none"> <li>• Tie it into CX Our strategy/strategic direction</li> <li>• Progress-focused</li> <li>• Memorable</li> <li>• Satisfy ISO standards</li> <li>• Tie to sustainability and SDGs</li> <li>• Tie to environmental aspects</li> <li>• May include: Group sustainability statement, SDG goals and tactics and how ISO ties in, where to find updates on progress toward tactic competition</li> <li>• Include messaging: In North America, only 8,438 companies are ISO14001 certified as of 2016.</li> <li>• <b>ISO14001 standards:</b></li> </ul>	

## 2018 sustainability internal communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
					<ul style="list-style-type: none"> <li>• Has to be appropriate to our purpose</li> <li>• Provides a framework for setting the environmental objectives</li> <li>• Includes a commitment to the protection of the environment, including prevention of pollution and other specific commitments relevant to the context of the organization</li> <li>• Includes a commitment to fulfil its compliance obligations</li> <li>• Includes a commitment to continual improvement of the EMS to enhance environmental performance</li> </ul>	

## 2018 sustainability internal communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
					<ul style="list-style-type: none"> <li>• Must be communicated within the organization</li> <li>• Be available to interested parties</li> </ul>	
UNA employees	Sustainability 101 FAQs / content / cube poster / talking points?	FAQs to answer basic questions: why, what and how? For example: <ul style="list-style-type: none"> <li>• What is sustainability?</li> <li>• What is our strategy/how does it tie into our strategy?</li> <li>• Why are we doing this?</li> <li>• What is climate change?</li> <li>• How is that different from global warming?</li> <li>• How are macro trends affecting our environment?</li> <li>• What is carbon footprint?</li> <li>• What is water footprint?</li> <li>• What is greenhouse gas?</li> <li>• Define acronyms</li> <li>• What is circular economy?</li> <li>• What do we mean by monetize product transparency?</li> <li>• How are the SDGs we're focusing on helping our environment?</li> <li>• What is green building?</li> <li>• If plastic is so bad, how can we say we're making a more sustainable world?</li> <li>• What's ISO got to do with the environment?</li> <li>• I heard that / I saw our cleaning crew put trash and recycled items into the same bin (address comingling)?</li> <li>• What is Uponor doing to help the environment?</li> <li>• I heard that we burn our PEX scrap? How is that environmentally friendly?</li> </ul>	4Q'18 and ongoing	Sustainability team members:  kmf  ISO Project Lead  Community Relations Manager  Director of Social Responsibility and Sustainability	Use the SDG visible indicators / icons to help employees connect the dots.  Answer questions posed by skeptics  Keep responses brief, simple language – no jargon.  Use images to help define.  We could highlight a sustainability question of the week on Uponoria and week in review  Link to existing content; e.g., <a href="#">Partnering with the United Nations for a more sustainable world</a>  <a href="#">The basics of SDGs, the process of how</a>	

## 2018 sustainability internal communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
		<ul style="list-style-type: none"> <li>• How are our suppliers audited/graded on meeting our sustainability goals?</li> <li>• What is our sustainability strategy and 2025 goals? And what's driving the deadline?</li> <li>• Most important, so what? Why should I care? And how can I help?</li> </ul> <p>Include a space online for employees to submit questions we haven't answered (and make it visible right away so that others could also answer... doesn't have to be a member of the green team; more social)</p>			<p><a href="#">Uponor will align with them</a></p> <p><a href="#">Sustainability strategy and goals 2025.</a></p> <p><a href="#">QEMS overview (English)</a> (may need to re-record)</p> <p><a href="#">QEMS Quiz (English only)</a> (may want to make it more engaging and entertaining)</p>	
UNA employees	Quick fixes poster / slide /article series	<p>What can I do today that will make an impact?</p> <ul style="list-style-type: none"> <li>• Turn off lights when not in use (e.g., need to inform the cleaning crew; do we install motion sensors in main office areas?)</li> <li>• Reusable dishes and/or offer biodegradable plates and plasticware (note: current plasticware are individually packaged)</li> <li>• Recycling basics / refresher</li> <li>• Doubleside printing</li> <li>• Caterer vendor selection (e.g., would need to provide criteria)</li> <li>• Eliminate plastic bottles on campus (have we considered water in a box for the vending machines)</li> </ul>	4Q'18	Include the why? And the measurements if everyone does X, then Y will happen; cost savings; energy savings, etc.; tie into the SDGs	<p>Use the SDG indicators / icons for employees to connect the dots</p> <p>Perhaps give out prizes: reusable glassware</p>	
UNA employees	New recycling signs	Use Greenbuild examples: Convention examples	4Q'18	kmf		

## 2018 sustainability internal communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
				Community Relations Manager  Brand Director		
UNA employees	Lunch and Learns and webinars	<ul style="list-style-type: none"> <li>• Introduce SDGs and ISO connection</li> <li>• Conserve water: Guest speaker from Plumbers without Borders</li> <li>• Supporting skilled labor: Testimonials from scholarship recipients or maintenance apprentices</li> <li>• Enhancing sustainable living environments: Showcase Environmental Learning Center (perhaps include a virtual tour; record up there how we're making a difference); or the solar decathlon</li> <li>• Advancing sustainable operations: Educate employees what we mean by monetize product transparency</li> </ul>	Quarterly beginning 4Q'18	Sustainability team members:  kmf  ISO Project Lead  Community Relations Manager  Director of Social Responsibility and Sustainability		
UNA employees	Survey <ul style="list-style-type: none"> <li>• Benchmark survey before education / new initiatives</li> <li>• Follow-up survey</li> </ul>	<ul style="list-style-type: none"> <li>• Measure knowledge / awareness of sustainability in general, quality and environmental policy</li> </ul>	TBD	Sustainability team members:  kmf  ISO Project Lead  Community Relations Manager  Director of Social Responsibility and Sustainability	Make it fun;	
All Uponor employees (global)	Uponoria blog or vlog series / people profiles (possibly	Potential topics <ul style="list-style-type: none"> <li>• Employee or someone in the local community who is a Sustainability</li> </ul>	TBD:	Sustainability team members:	Take same topics from posters and	

## 2018 sustainability internal communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
	<p>called Sustainability Stewards)</p> <p>Specific to SDGs</p>	<p>Steward (whose behavior we could model)</p> <ul style="list-style-type: none"> <li>• TBD: Need to identify candidates</li> </ul>		<p>kmf</p> <p>ISO Project Lead</p> <p>Community Relations Manager</p> <p>Director of Social Responsibility and Sustainability</p> <p>Brand Director</p>	<p>elaborate to help connect the dots</p> <p>Ted talk style? Tell a story that is true to the speaker; expressing values that you feel deeply about</p> <p>Storytelling always comes from a human place</p> <p>Talk about sustainability in their language and take them on a journey</p> <p>The world is full of interesting problems to solve</p> <p>Tell the story; and keep telling the story</p>	
<p>UNA employees</p>	<p>We mean progress landing pages / environmental / sustainability block</p> <p>Infographic or dashboard to demonstrate progress</p>	<ul style="list-style-type: none"> <li>• SDGs                             <ul style="list-style-type: none"> <li>○ Conserve water</li> <li>○ Climate action / Enhance sustainable living environments</li> <li>○ Circular economy / Advance sustainable operations</li> <li>○ Workforce support skilled labor</li> </ul> </li> <li>• Define each SDG along with objectives:                             <ul style="list-style-type: none"> <li>○ What is it?</li> <li>○ Why should I care?</li> <li>○ How can I make a difference?</li> <li>○ How is Uponor making a difference?</li> </ul> </li> </ul>	<p>1Q'19</p>	<p>kmf</p> <p>Community Relations Manager</p>		

## 2018 sustainability internal communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
		<ul style="list-style-type: none"> <li>• Summary of 2025 goals with tactics</li> <li>• Links to blogs: Why Uponor is involved? (link to relevant Uponoria blogs by Richa/Rusty)</li> <li>• Links to Uponoria stories (topics TBD; see above)</li> </ul>				
UNA employees	Fireside Chat / Townhalls	<ul style="list-style-type: none"> <li>• Q4'18: SDG definitions / intro / we passed ISO – so what?</li> <li>• Q1'19: SDG #1 Conserving water</li> <li>• Q2'19: SDG #2 Supporting skilled labor</li> <li>• Q2'20: SDG #3 Enhancing sustainable living environments</li> <li>• Q3'20: SDG #4 Advancing sustainable operations</li> </ul>	Oct. 29, 2018 Feb. XX, 2019 May XX, 2019 Aug. XX, 2019 Oct. XX, 2019  Actual topics and timing will depend on when initiatives happen.	Sustainability team members  kmf  Community Relations Manager  Brand Director		
UNA employees	Uponoria / In the Know on the Go	<ul style="list-style-type: none"> <li>• Community relations events</li> <li>• Green fair</li> <li>• Employee bike rides</li> <li>• Donation drives – e-waste</li> <li>• America Recycles Day</li> </ul>	Monthly	kmf  Community Relations Manager		
UNA employees	Green day mftg tour	<ul style="list-style-type: none"> <li>• Employees take a tour of our facility and/or the DC to learn first-hand how Uponor is contributing to a sustainable world</li> </ul>	On hold			
UNA employees	Teambuilding activity / competition (baseball; Jeopardy; Family Feud, etc.)	Educate employees about our 4 SDGs	TBD			



## 2018 sustainability internal communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
UNA employees	Sustainability report – a gratitude report	<ul style="list-style-type: none"><li data-bbox="766 253 1220 337">• What do we highlight? Or is this a Fireside Chat or Lunch and Learn topic? Or blog?</li></ul>	TBD: Future			