



Sustainability @the core

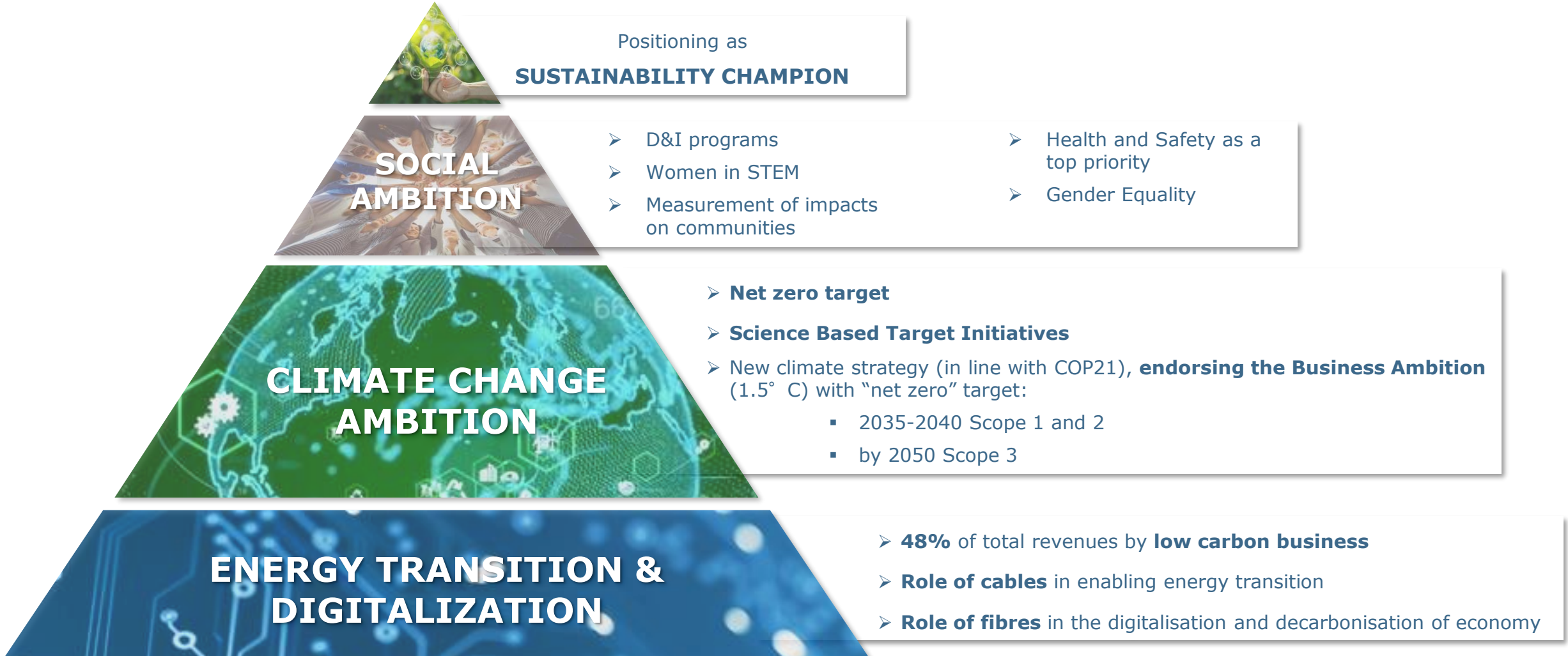
Communicating sustainability as a
business driver

Milan, 13 July 2021

Prysmian
Group

Linking
the Future

We don't do sustainability. We are sustainability



Phase 1: update communication touchpoints

Presentation

- Pay off **Linking The Sustainable Future**
- **New** Social and Climate Ambition & Energy transition **presentation**

Renewed website section

Restyling of sustainability section for:

- Strengthening our SBT approach to the **Race to net zero, Climate Ambition and Energy transition strategy**
- Reinforcing **People** section
- Highlighting **Social, D&I and STEM** projects



Sustainability video

- **NEW** video manifesto & video pills
- A series of gif on CSR topics



New kit for local communication's team Ambassadors

- Social & Climate Ambition and Energy transition facts and figures document

Launch of Social & Climate Ambition

Communication's Activities



Communication touchpoint

- Short video
- Web page on PrysmianGroup.com
- Review of the Social Ambition presentation



Launch event

- Live event from auditorium
- Stream live on LinkedIn
- Dedicated Press Release



Media engagement & speaking platforms

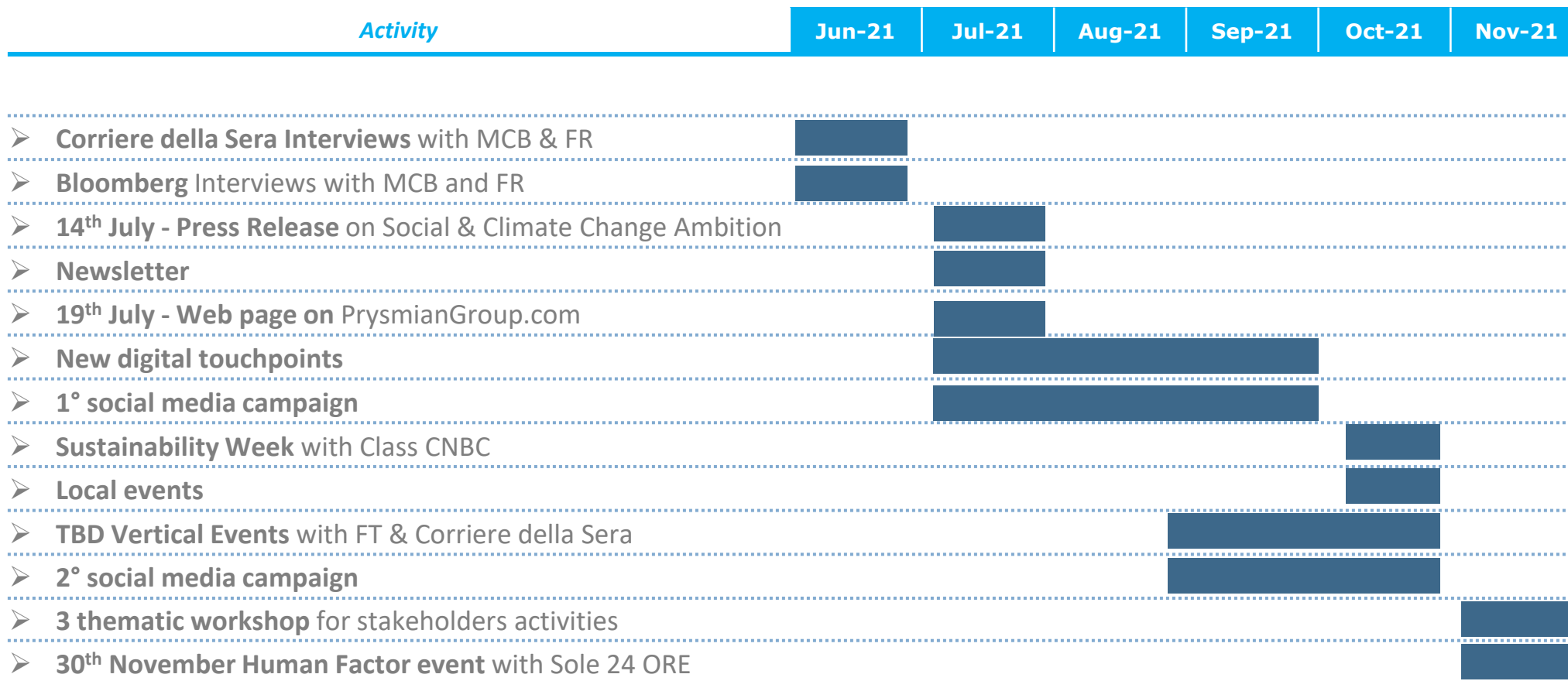
- Media relations
- Bloomberg/Corriere interview
- Speaking platform:
 - Sole 24 Ore,
 - Corriere della Sera,
 - FT Digital Dialogue



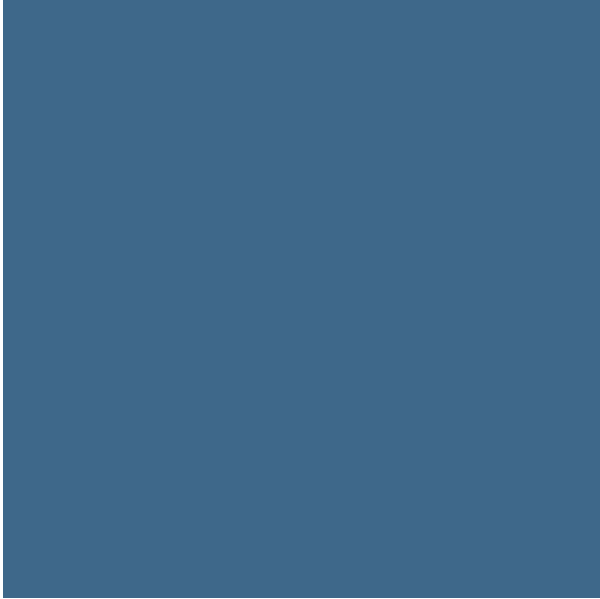
Digital campaign

- New creativity
- Post on social media channels
- Dedicated box on Newsletter & Insight

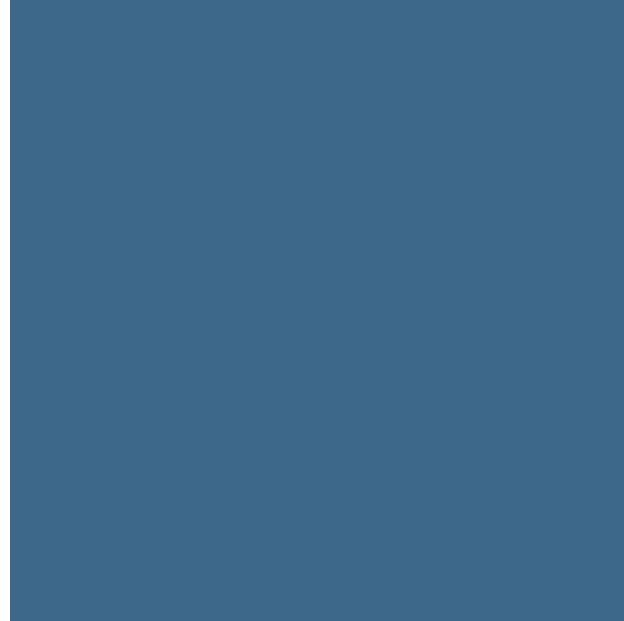
Communication activities: Gantt



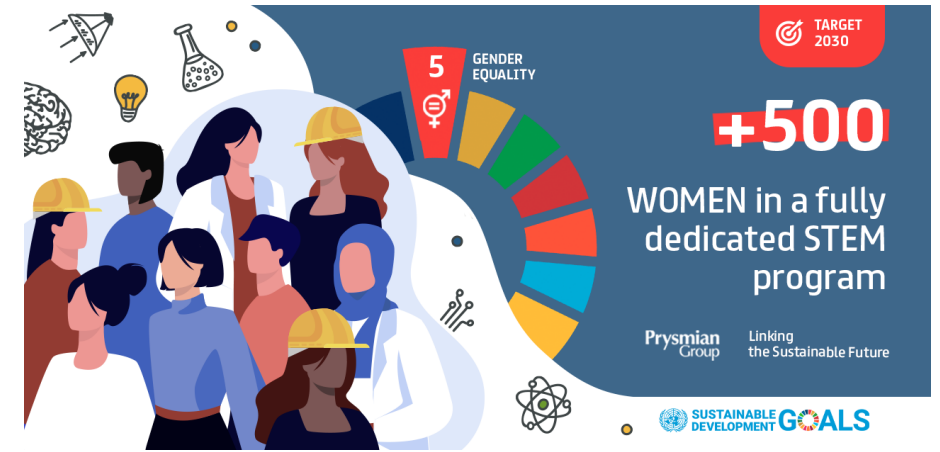
Creativity social ambition- reference 1/2



Values (drive, trust, simplicity)



Climate: net zero between 2035 and 2040

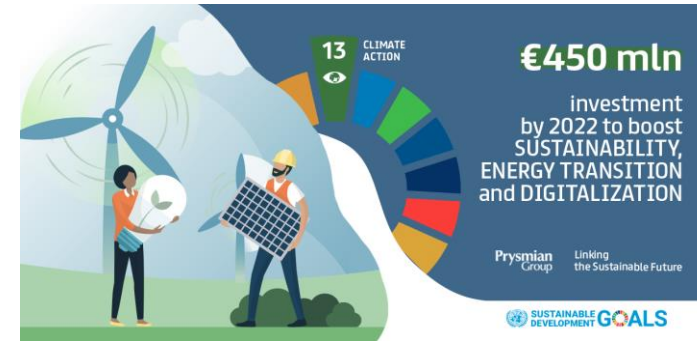


Gender: +500 women STEM program

Creativity social ambition- reference 2/2



50-50
the gender balance to be achieved in Recruiting of Desk Workers



€450 mln
investment by 2022 to boost sustainability, energy transition and digitalization



€10 mln
Of investments per year to reduce Scope 1 and Scope 2 emissions



Video
Energy
Transition



Class CNBC



Prysmian Group Sustainability Week 2021

Date: October (2H)

Main Topic: Group presentation and outlook, Group sustainability Strategy, Social and Climate Ambition, Net-zero target,

Description:

- Virtual worldwide events - Sustainability week (on Oct) + 3 thematic workshop (on Nov)
- Interactive Platform
- Held by PG Top Management and international guests

- Moderation by an anchor
- Realized in collaboration with **Class/CNBC**
- Expected over 2000 participants
- Speakers physically in the Prysmian's auditorium (or in the Studio Class CNBC)
- Live event in streaming or a simulated live to be broadcast on social platforms
- All sessions available on corporate intranet and internet
- Public event available also on Milano Finanza

Boosting the involvement of Regions

HQ

Rob Van Veen
Alberto Boffelli



South Europe

Francesco Zecchi
Flavio Sangalli

Central Eastern Europe

Benjamin Ferlay

North Europe

Bjorge Tor
Esther Zijlstra
Jan Schindler

UK

Richard Moyes
Leon Grettel

Germany

Bjorkman Peter

OSEA

Sam Finocchiaro



Middle East

Eyad Farah

Far East

Peake Caitlin
Eka Putra Muhammad Arief

Turkey

Yavuzturk Tamer

Middle East Africa & Turkey

Dario Rugge

China

Geng Junling

North America

Rebecca Mesnil
Maura Nespoli



LATAM

Alba Lima
Inaie Reis

Focal point

Involvement of the regions in local events
(20 in 2 weeks)

Events with HR Global & Local and D&I team in
dedicated **local events** on Social ambition

Dedicated PR with **Local CEO's quote**

Global social media campaign on social ambition:
Direct engagement of all our employees

Social media kit & Guidelines to boost the
awareness of Social Ambition

Bloomberg Green

Interviews with Bloomberg



She explains how sustainability helps to drive Prysmian's growth in a world moving towards net zero, creating new business opportunities but also challenges to overcome.



He explains how Prysmian Group is a People Company, the D&I target and new Social Ambition



The article will then focus on how innovation will drive Prysmian's sustainability agenda and its business strategy



He explains the company's approach on energy transition and products from a business perspective.

Interviews with Corriere.it

Video interview on the «Capitale Umano»



He explains the company's approach on Business and Climate Ambition, sustainability and introduces the new Social Ambition

Publication Date: 16th July



He explains how Prysmian Group is a People Company, the Remuneration Policy connected with the sustainability targets, the Prysmian sustainability scorecard and the new Social Ambition

Publication Date: 23rd July

Social media campaign - content strategy








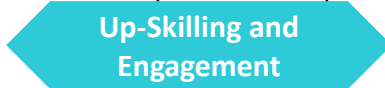







	Topics	Objective	Social	Format
 <p>Social Ambition</p>	<ul style="list-style-type: none"> • Gender Equality • Race/Ethnicity Inclusion • Empower Local Communities • Digital Inclusion • Health and Safety • Up-Skilling and Engagement 			
 <p>Climate Ambition</p>	<ul style="list-style-type: none"> • Energy transition • Race to net-zero CO2 emission (Scope 1,2,3) • Digitalization 			



Legenda:








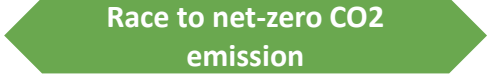




Social media campaign

	JULY-SEPTEMBER				SEPTEMBER (15-21)				OCTOBER			
	TEASER				EVENT				FOLLOW-UP			
  	       								  			

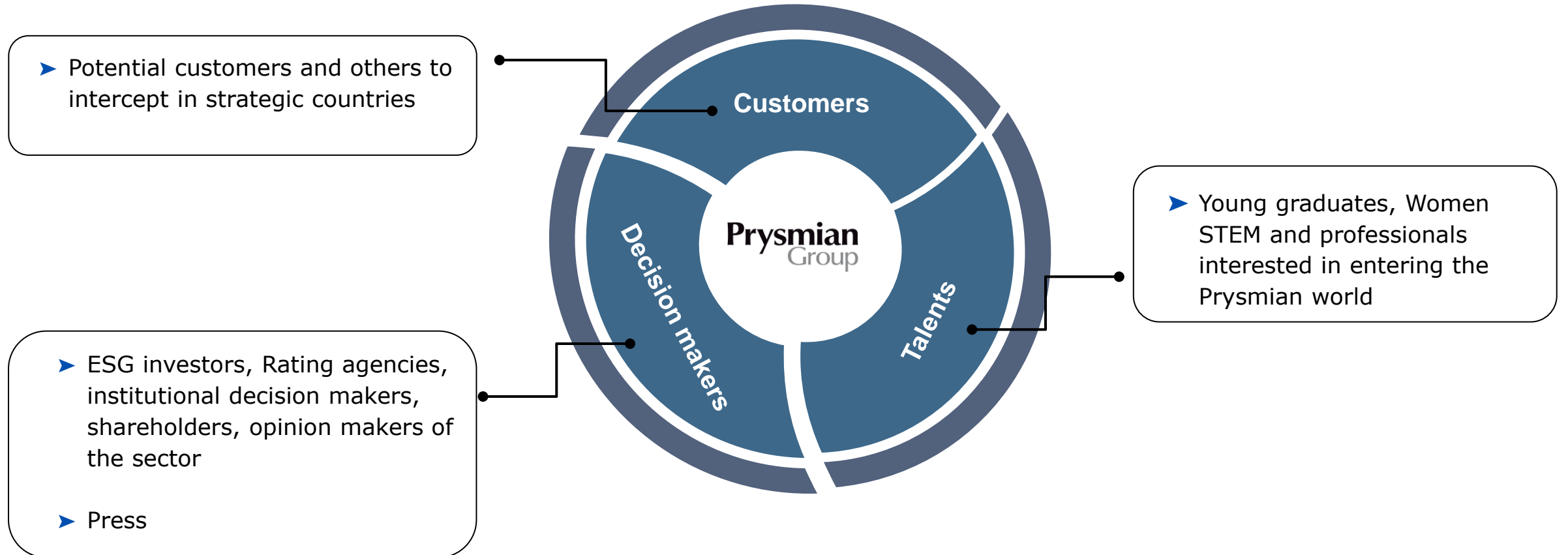
GANTT GRAPHICS

Legenda:



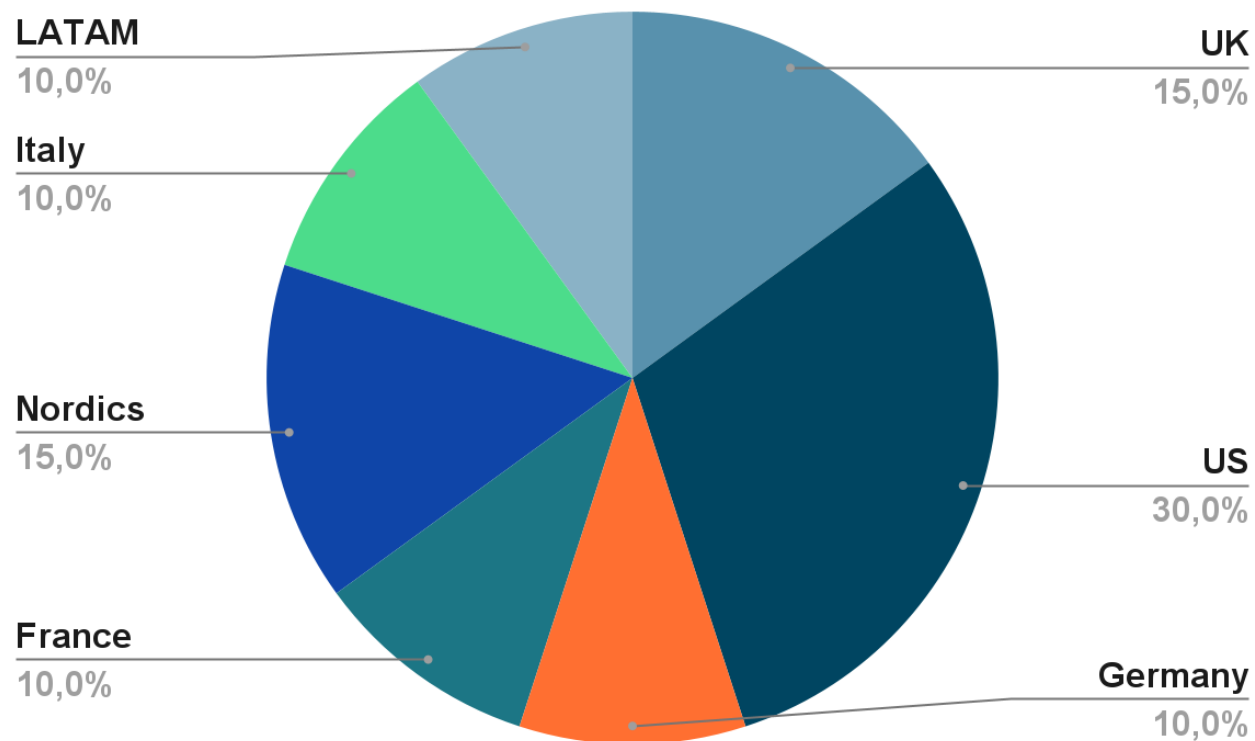
	Topic	Format	Calendar		
					
Values (drive, trust, simplicity)	 Sustainability @Prysmian's core	GIF	19/7	21/7	23/7
Climate: net zero between 2035 and 2040	 Race to net-zero CO2 emission	GIF	3/8	5/8	6/8
€10 mln of investments per year to reduce Scope 1 and Scope 2 emissions	 Race to net-zero CO2 emission	Static	1/9	2/9	3/9
€450 mln investment by 2022 to boost sustainability, energy transition and digitalization	 Energy transition and digitalization	Static	8/9	9/9	10/9
Gender: +500 women STEM program	 Gender Equality	Static	27/7	29/7	30/7
50-50 the gender balance to be achieved in Recruiting of Desk Workers	 Gender Equality	Static	14/9	16/9	17/9
Video Energy Transition	 Energy transition and digitalization	Video	20/9	21/9	22/9

Social media campaign - targets



Social media campaign - budget Allocation

We have made a **budget forecast** for the **countries** with the highest weight on the business, in order to guarantee an adequate visibility with the advertising campaigns.





Co-branded Events

Corriere della Sera – RCS Academy



Date: TBD

Main Topic:

Prysmian Group social & climate ambition

Description:

- Digital event
- The speakers will be connected remotely
- Budget TBD

Il Sole 24 ORE - The Human Factor



Date: November (30)

Main Topic: Prysmian Group social ambition & Human capital

Description:

- 1 Italian live event
- Interactive platform
- The speakers will be in attendance or connected remotely
- Budget allocated

FT Digital Dialogue



Date: TBD

Main Topic:

Prysmian Group climate ambition & energy transition

Description:

- Digital event
- The speakers will be connected remotely
- Budget TBD

FT Financial Times: Digital Dialogues

Prysmian Group's Ambition: enabling energy transition, inspiring positive social impacts with a new climate strategy

Speakers: M.C. Bifulco, F. Rutschmann, External speakers

Moderator: Financial Times Journalist

Location: Digital Event

Date: Oct TBD

Time: around 1,30h

Digital event: Streaming on FT platform

Main Topics:

Social Ambition

- *Developing D&I and Women in STEM programs*
- *Measurement of business impacts on local communities*
- *Maintaining workplace health and safety as a top priority for collaborators through programs aimed at daily prevention*

Climate Ambition

- *New ambitious climate strategy defined by Science Based Target Initiative (in line with COP21), endorsing the Business Ambition (1.5°C) with the "net zero" target:*
 - *2035-2040 Scope 1 and 2;*
 - *by 2050 Scope 3*

“PG’s Ambition: enabling energy transition, inspiring positive social impacts with a new climate strategy”

FT

Proposed Agenda – Date TBD
Virtual Event

Opening and welcome – FT Journalist

Agenda (moderator: TBD)

“Our journey to Climate Ambition”

Maria Cristina Bifulco, CSO - dialogue with FT journalist

Speech External Guests (Net zero target) – TBD

“Prysmian Group new Social Ambition: target and goals”

F. Rutschmann, CHRO - dialogue with FT journalist

Speech External Guests (Company social Ambition) – TBD