

Appendix 12: CSR communication plan 2022-2023

Target Group	Subject	How	Desired effect	When and how often	Communication responsible
Consumers	• CSR Vision • Safe and effective products • Sustainable use of resources	• CSR video • Marketing materials • Packaging	Awareness Preference	CSR Video (2022) Marketing materials + packaging for new launches (2023)	Corporate communication Marketing and sales
Customers	• CSR Vision • Compliance with OECD	• CSR report • Annual report • CSR video • Selling-in materials	Awareness Share of wallet	2022 report and video 2023 selling-in	CSR Corporate comm. Marketing and sales
Employees	• CSR Vision	• CSR video • Employee engagement campaigns	Awareness Engagement	2022	CSR Corporate comm. HR
Regulators	• Compliance with OECD	• CSR report • MSA • Annual report	Compliance	2022	CSR Corporate comm.

