

VERSO

Responsible business. Connected.

Agenda

1

Entstehungsgeschichte Verso &
Grundgedanke Stakeholder Engagement

2

CSR Informationsmanagement,
Kommunikation & Innovation



Jussi & Florian



... wollten mehr über diesen
Kaffee wissen.

Verso in Kürze

- Spielerisches Informationsmanagement
- Aktuelle Leitfäden mit Erklärungen, Standards und Beispielen - direkt im System verfügbar
- Vielfältige interaktive Kommunikationsmöglichkeiten

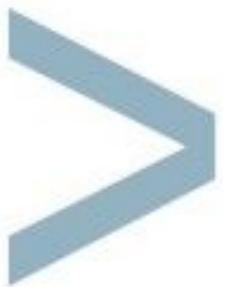
Effiziente Lösung für jedes Unternehmen –
unabhängig von Größe, Branche oder CSR Erfahrung.

CSR Informations- management

**Kommunikation &
Engagement**

Veränderte Herangehensweisen

Status Quo



Shift

Risk management
CR as a source of new turbulence.

mindset

Problem solving
Embedding CR as an enabler of success.

Information is power
Master of own destiny.

strategy

Value through sharing
Information gains value when refined and utilized by others.

Infinite resources
No limits to growth.

premise

Infinite opportunities
Through our 7 billion CR co-developers.

Reporting
Expect audiences with deep technical backgrounds.

tools

Live communications
Dynamic, targeted and accessible.

One-way information
Us and Them.

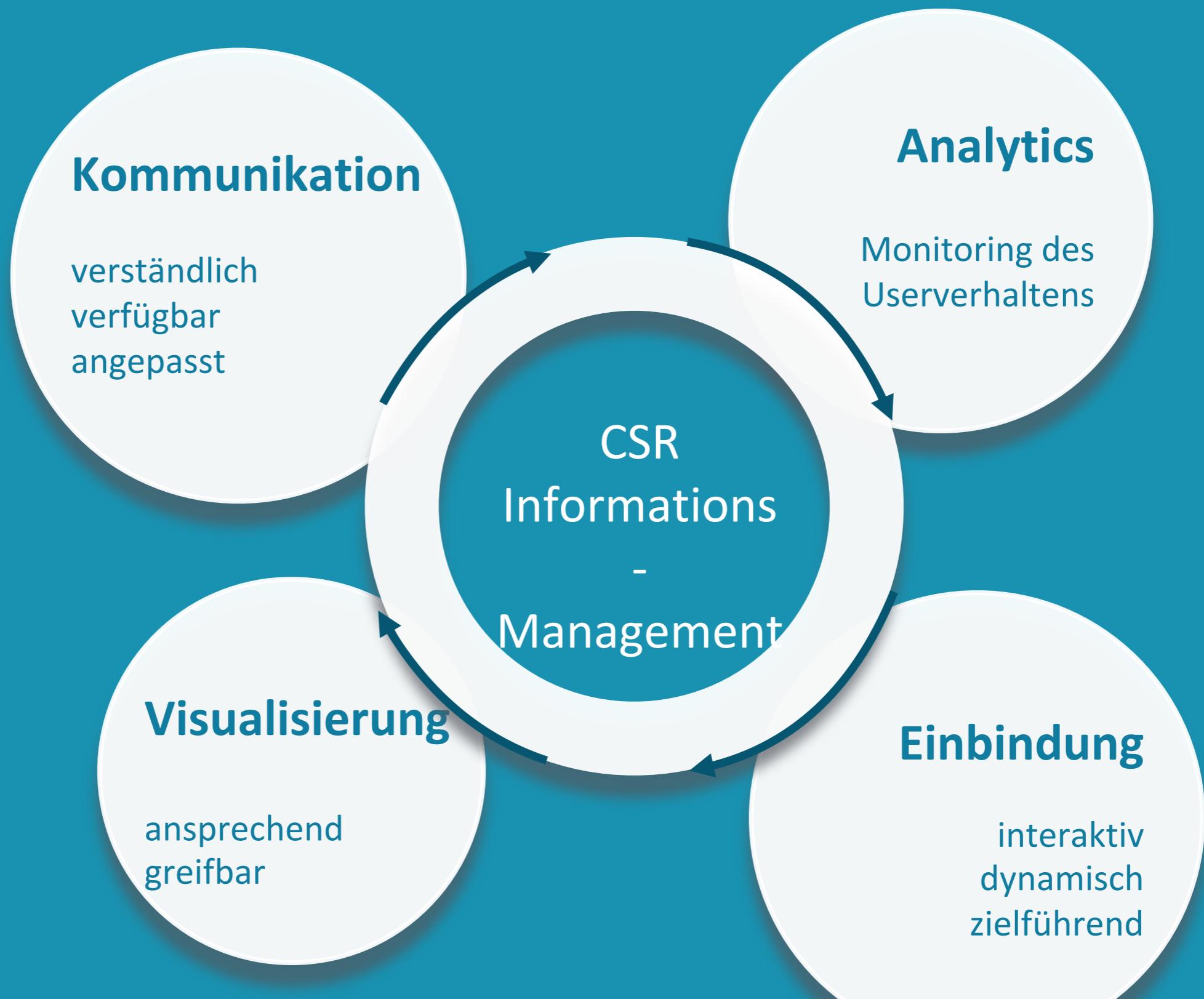
tone

Multi-directional and layered
We are all in this together.

Globale Konsumentenbefragung

- 85% say its ok not to be perfect if honest about efforts
- 85% would tell their family about a CR effort of a company
- 78% would voice their opinion if given the opportunity

CSR Eco-System



Kriterien für Informationen

- angepasst für entsprechende Stakeholder
- dynamisch, verständlich und ansprechend
- fokussiert auf bestimmte Themen
- “Social Media & Mobile –fähig”
- relevante und aktuelle Themen

Evolution der CSR Kommunikation



Birth

Definition von relevanten Themen und Zielen



Teenager

Informationen sind identifiziert, werden zentral verwaltet und sind entsprechend aufbereitet.



Grown up

Informationen sind verfügbar und auf Basis erster Analysen strukturiert und visualisiert



Next level

Sämtliche Stakeholder werden in den Weiterentwicklungsprozess eingebunden.

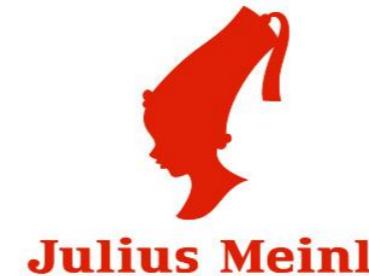
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Team. Referenzen. Kontakt.

Team



Referenzen



richterpharma ag



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