Gunnebo Sustainability Communications Strategy

Version 1.2 December 2024

GUNNEBO®

This document identifies our strategy for internal and external communications that focus on sustainability. It describes the principles of communication, language and visual guidelines, dissemination and our policy for clear and honest communication. It aims to provide a framework for an effective programme of sustainability communications for Gunnebo.

Introduction

Sustainability is an important part of the group's vision to be a leading provider of a safer future by supplying solutions which protect people, valuables and assets.

Documented in the 2022 Gunnebo Group Sustainability Approach, the commitments of **Our Business**, **Our People** and **Our Impact** are the pillars of sustainability communications. We use the principles and targets set-out within this approach to create a framework of communication.

We aim for fair, honest and transparent sustainability communications at all times. In this way we uphold the goal of our brand values to **build trust** with our customers. Our commitment is resolute and essential to the success of the programme.

Why a sustainability communications strategy?

In relation to ESG (environmental, social, governance), 'sustainability' is a wide-ranging topic that impacts all parts of business and acts as a measure of its success. It is the ethics of how we operate, the actions we take for the wellbeing of our employees, and what we do to reduce our impact on the planet. As such, it is important to communicate on sustainability to our stakeholders so that they are kept informed and engaged about this business-critical subject.

Yet for customers of Gunnebo, as a company they trust to do business with, it is supposed that we are acting responsibly by operating in ways that are ethical and which support the wellbeing of our employees. In communicating with customers, 'sustainability' sharpens its focus. It is the awareness of how we are reducing our impact on the planet and its people.

An effective Sustainability Communication Strategy delivers engagement to advance the sustainability agenda and encourages talent to the business, while navigating the ESG reporting environment. At the same time, we will also raise awareness with customers of our efforts to reduce our environmental and societal impacts.

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The strategy mission

The strategy mission is to create fair and transparent communications that foster engagement and grow awareness of our progress in becoming a more sustainable business. The communications will strive to position us as a trustworthy sector leader in sustainable practices. We will report honestly on activity and progress in achieving the targets as set-out in **Our Business**, **Our People** and **Our Impact** commitments within the Gunnebo Sustainability Approach.

Our mission will be achieved by:

- A framework of communications
- A guide for developing communications
- A procedure to ensure honest communications
- A time map for dissemination of communications

Mission statement

Honest and engaging communications that raise awareness of Gunnebo as a trustworthy leader in sustainable business.

Framework

Why do we need a framework?

The framework will establish the type of sustainability communication, its intent and its relevant audience. This will provide clear communications that educate, promote engagement, raise awareness and encourage action, and which will contribute in achieving our mission.

Components
The framework structure is made up of four components that will allow us to assess group and business unit sustainability messages and develop engaging communications that raise awareness of Gunnebo as a trustworthy leader in sustainable business.

The Topic component

The Topic component is the first building block. It allows all sustainability communications to be aligned with the focus areas of our sustainability approach.

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Use the Topic component to decide if your story can be considered a sustainability communication.

Topic

Communications are categorised into **one of the topics in the Sustainability Approach**. Priority is always given to messages that are identified as priorities within Assess and Act Targets.

Priority Topics

- Customer privacy and data security
- Diversity & inclusion
- Climate & energy

All Topics

- Business ethics
- Suppliers
- Customer privacy and data security
- Health and safety
- Employee development
- Diversity & inclusion
- Climate & energy
- Resource & efficiency

The Pillar component

The Pillar component is the second building block. It allows all sustainability communications to be aligned with the focus areas of our sustainability approach.

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Use the Pillars component to think about the relevancy of the communication for audiences.

Pillar

Communications are categorised into **one of three** pillars based on the topic. These pillars are defined as Business, People and Impact.

Business

These are communications that talk about our achievements and progress, and their trade-offs, in business ethics, the value chain, customer privacy and data.

People

These are communications that talk about our achievements and progress, in health and safety, employee development, diversity and inclusion.

Impact

These are communications that talk about our achievements and progress, and their trade-offs, in climate and energy, society, materials, product innovation, water, waste and chemicals.

The Pillar component

In communicating with customers, 'sustainability' becomes more focused. It is the awareness of how we are reducing our impact on the planet and its people.

The Audience component

The Audience component is the third building block. It defines who we want to receive the sustainability communication.

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Use the Audience component to create a clear message that resonates and that upholds our mission.

Audience

A communication's messaging is defined by audiences. These audiences are defined as Internal and External.

Internal

These are communications are for use within the business. These can include business updates for employees and information for stakeholders within the value chain.

External

These are communications for customers, users and affected communities. These include customer communications such as emails and marketing activity such as advertising and the website.

The Target component

The Target component is the final building block. It defines the intent of the sustainability communication.

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Use the target component to create a strong call to action for your communication.

Target

A communication's call to action is defined by targets. These targets are defined as Engagement and Awareness.

Engagement

These are communications designed to educate on the topic and improve involvement in sustainability. These could include long read articles or videos on innovations, employee surveys, interviews with senior stakeholders, news on careers and personal development or volunteer opportunities.

Awareness

These are communications designed to improve awareness of sustainable actions. These could include progress in climate and energy, social stewardship activities, any third-party certifications or innovations to make products more sustainable.

Using components

We use components to make an evaluation of all sustainability communications, choose the right audience, develop messaging and create a strong call to action.

Evaluation		Relevancy	Audience & messaging	Call to action
		Business		
Example Communication	Climate & energy	People	Internal	Engagement
			External	Awareness
		Impact		
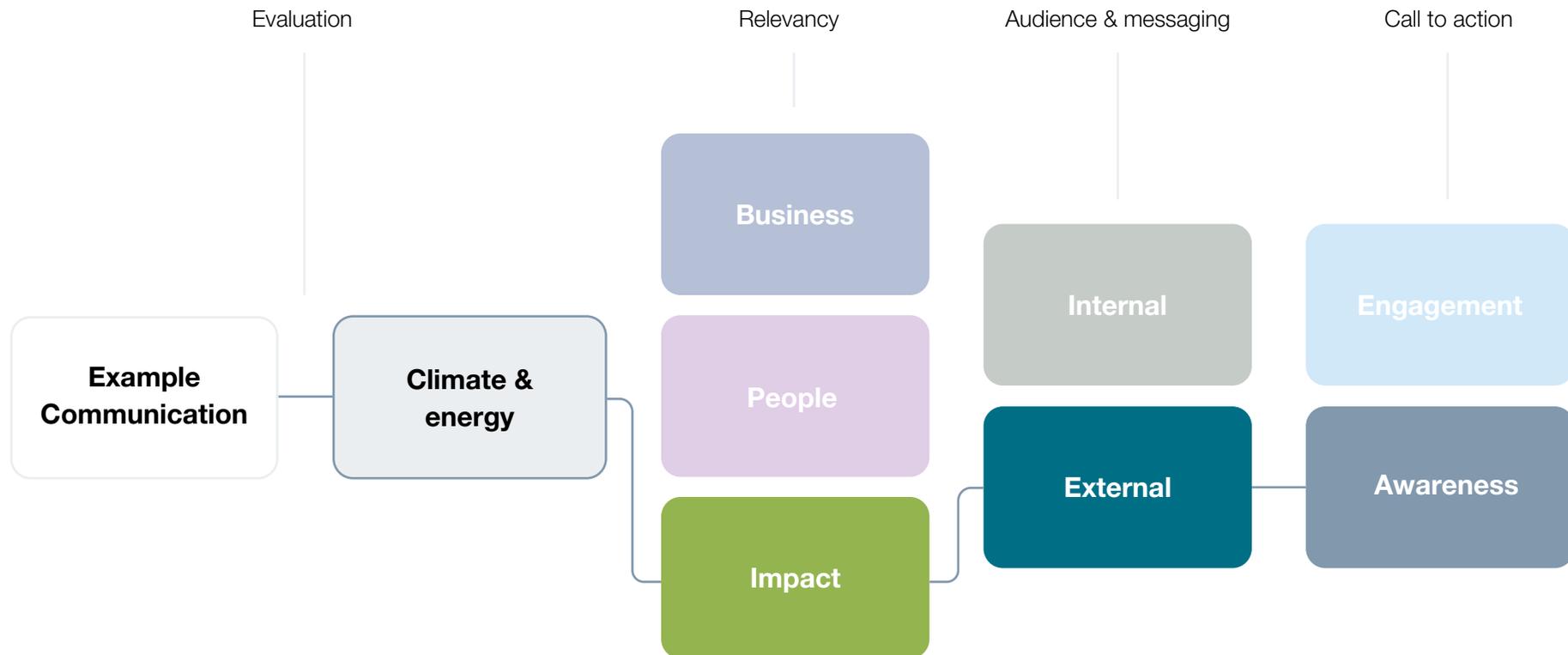
Example 1

This shows how a story on climate and energy can boost awareness of sustainability with an external audience.

Using components

Evaluation

Relevancy

Audience & messaging

Call to action

Example Communication

Privacy & data protection

Business

People

Impact

Internal

External

Engagement

Awareness
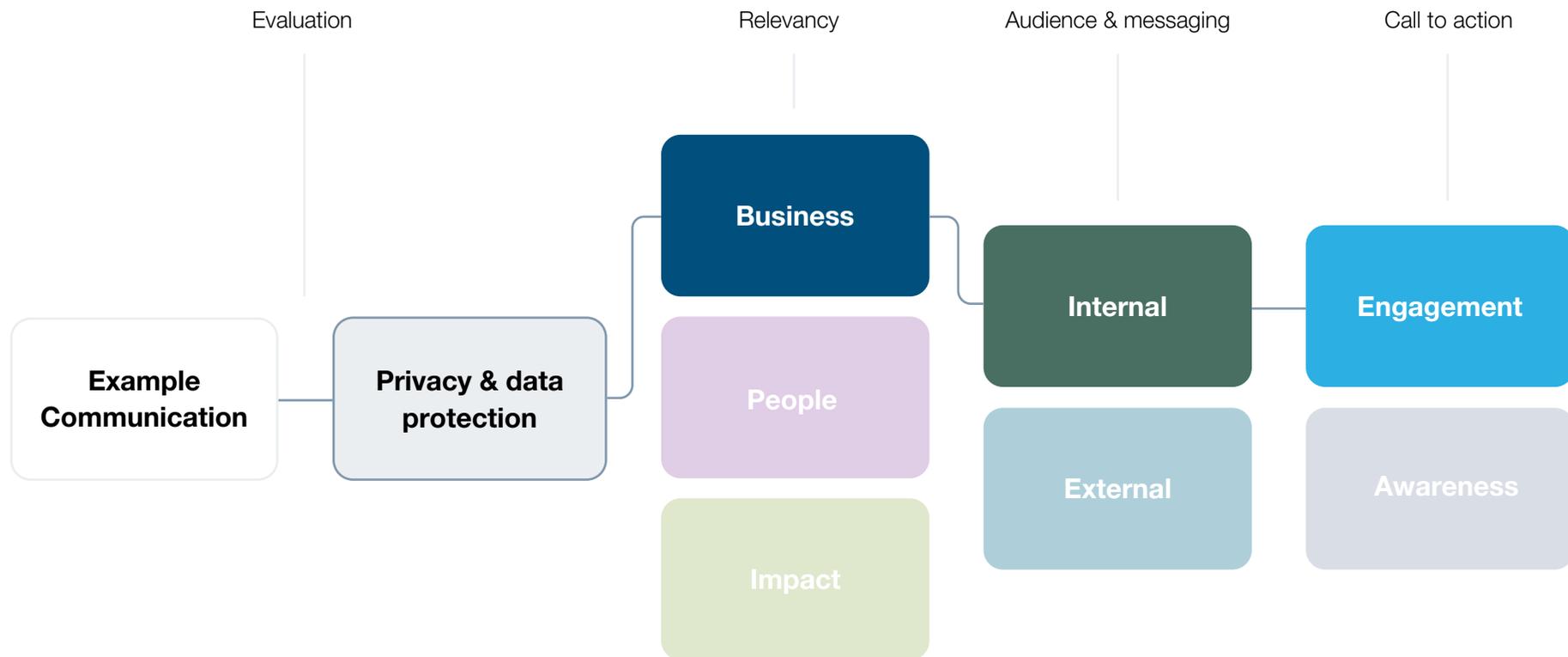
Example 2

This shows how a story on customer privacy & data security can be used to develop engagement with an internal audience.

Using components

Evaluation		Relevancy	Audience & messaging	Call to action

Example Communication — **diversity & inclusion**

Business

People — **Internal** — **Engagement**

People — **External** — **Awareness**

Impact
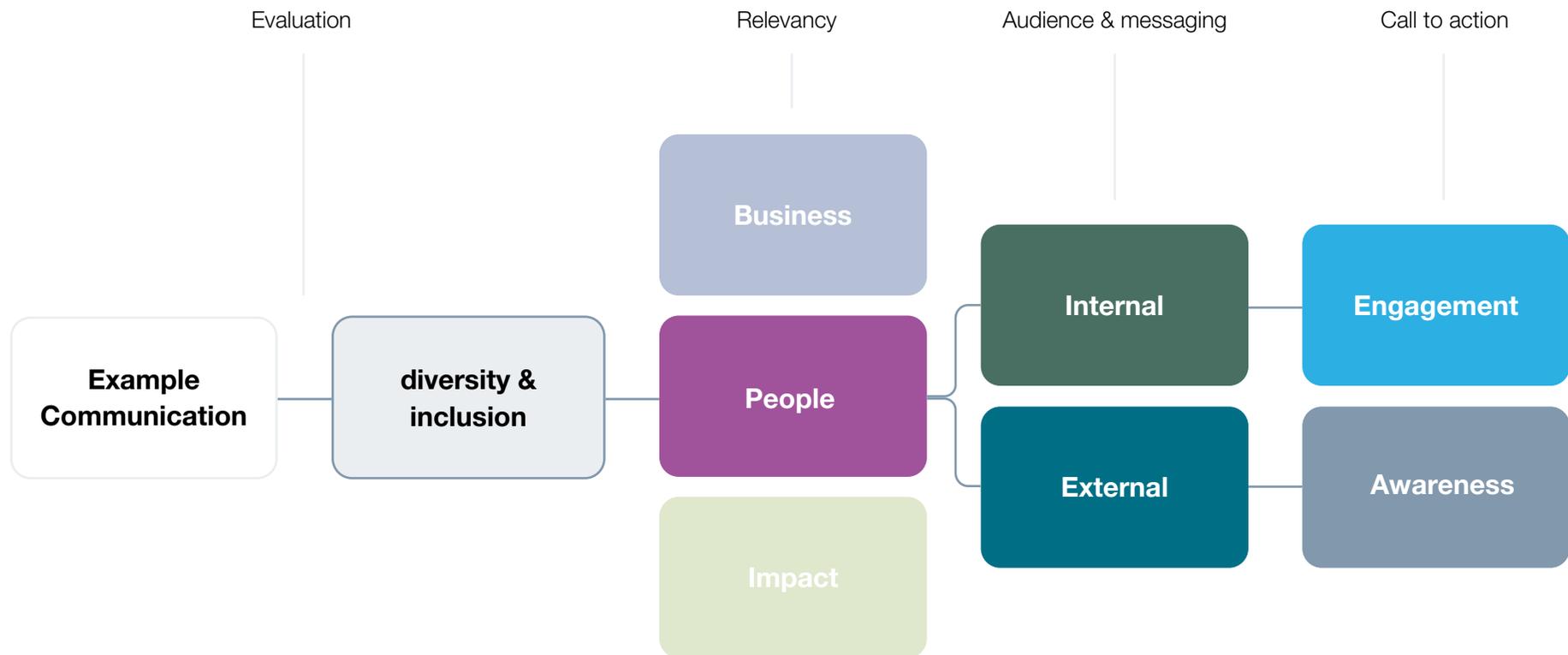
Example 3

This shows how a story on diversity & inclusion can be used to develop engagement and increase awareness.

Using the framework

The framework can be applied to all group and business unit sustainability communications.

| Group | Business unit | Evaluation | Relevancy | Audience & messaging | Call to action |
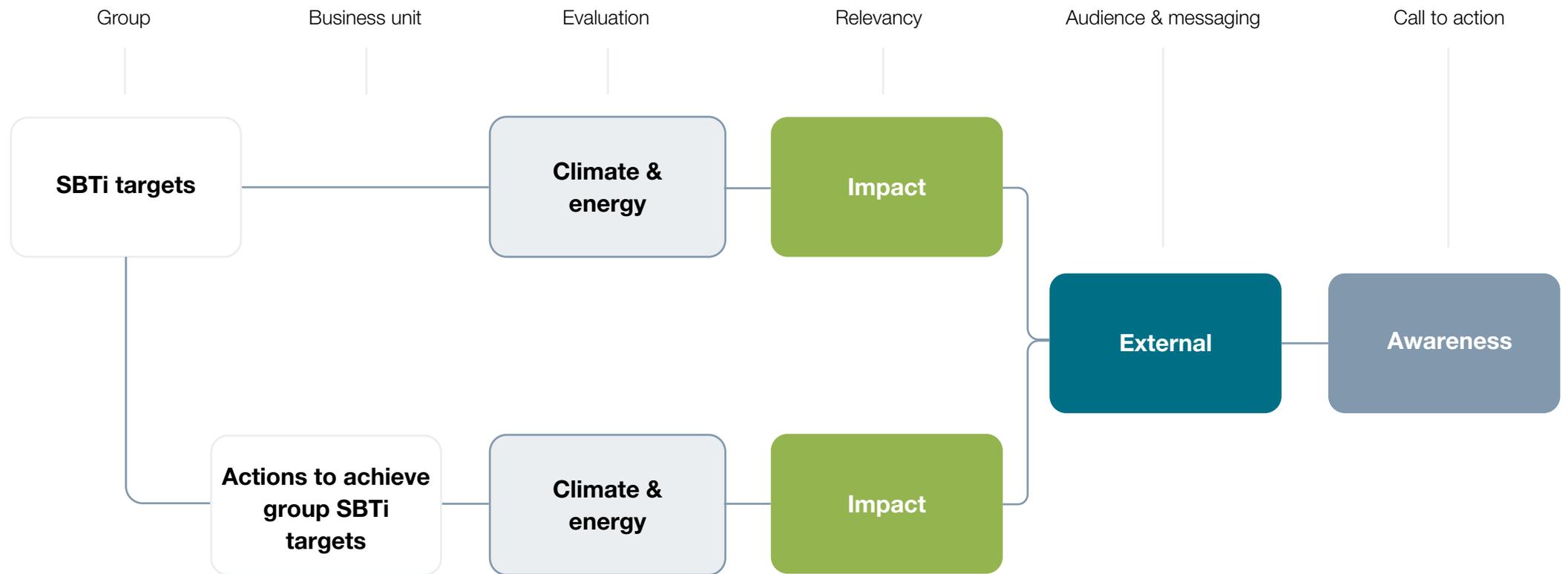
Example 4

This shows how related group and business unit communications can use the components to deliver cohesive messaging and call to action.

Using the framework

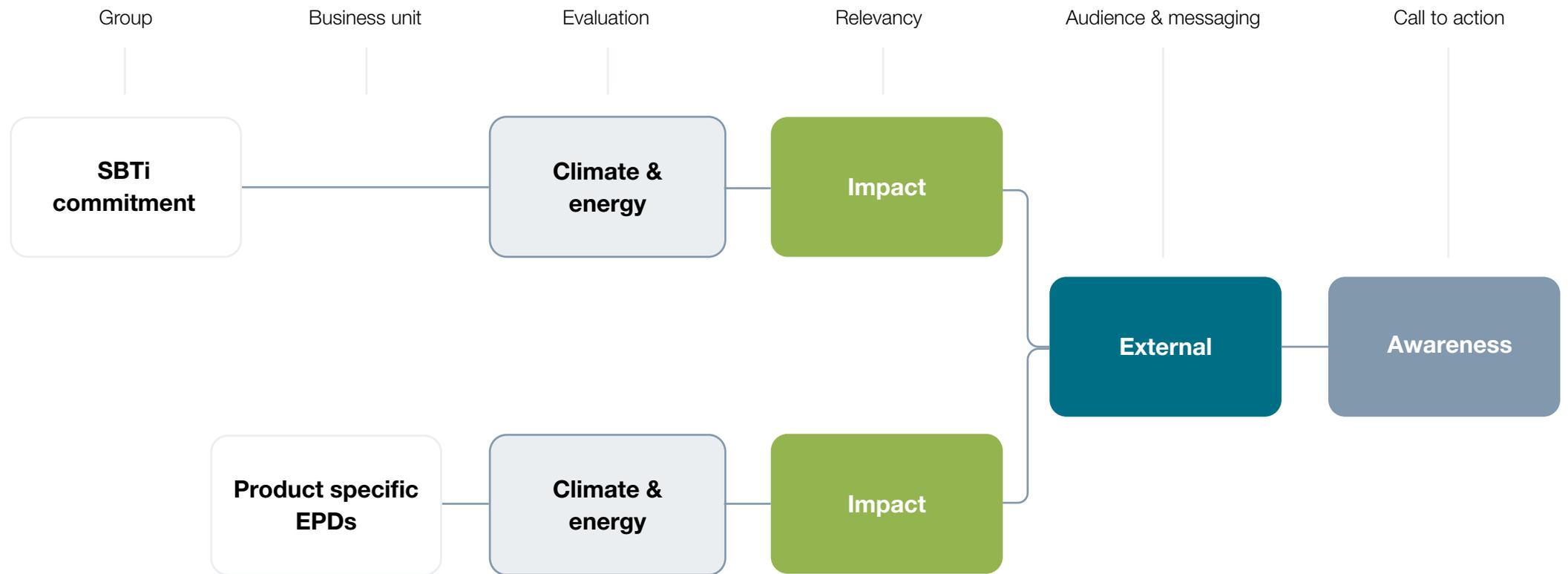| Group	Business unit	Evaluation	Relevancy	Audience & messaging	Call to action

SBTi commitment — **Climate & energy** — **Impact**

Product specific EPDs — **Climate & energy** — **Impact**

External

Awareness

Example 5

This shows how unrelated group and business unit communications can use the components to deliver cohesive messaging and call to action.

Content guidelines

Why do we need content guidelines?

How we communicate is just as important as what we communicate. Clear and honest communications are essential in making us a trustworthy leader and will contribute in achieving our mission.

Content Values

These guidelines are not meant to replace existing guidance, instead to work alongside existing Brand & Visual Identity Manual documentation. These guidelines align with our brand position and core values with three Content Values that allow for creativity and flexibility. This attributes are fundamental in a sustainability communications strategy that works on a day-to-day basis.

Content values

Honesty

Honest reporting of our sustainability progress and actions is the backbone of content. When creating sustainability communications we make every attempt to not mislead our audience and be honest about what we say.

Transparency

When reporting on facts and figures, or on progress towards our targets, we are transparent about the information we present. We do not conceal figures or omit statements to give the impression of improved performance and we present the trade-offs of our actions.

Fairness

When comparing our business or products to others, we only present like-for-like information and avoid the use of ambiguous language that may show our business or products in a more favourable light than the comparison suggests.

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The ICC Framework for Responsible Environmental Marketing Communications offers further guidance on preparing communications and shares similar values.

The UK Green Claims Code offers further useful guidance on preparing communications.

The European Union has also proposed the Green Claims Directive, requiring companies to substantiate their green claims. This is expected to be presented in March 2024.

Honesty

Honesty is our most important value in creating content. Remaining honest about our products and the impact we create is essential to being a trustworthy business that's a leader in sustainability.

When we create product marketing materials and other sustainability-related communications, we ensure that all information is accurate and is not intended to mislead through inaccuracy or omission.
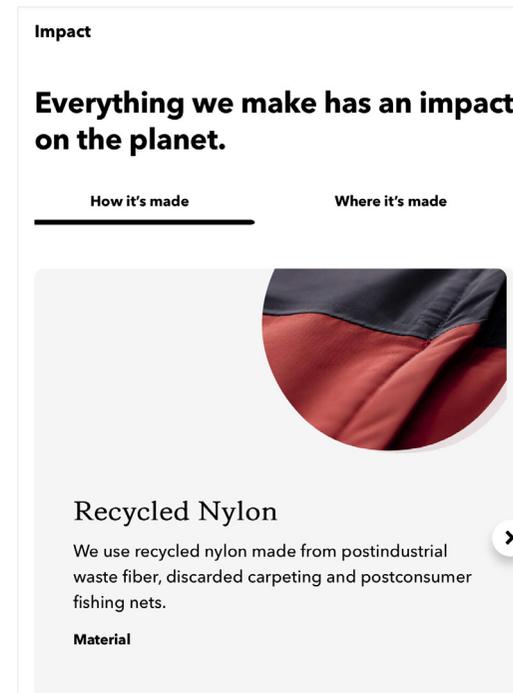
Good

This product information excerpt shows an honest approach to marketing content. The headline statement is true and accurate. By being transparent about the impact of its products, the company show its a trustworthy business. It also provides supplemental information about the true impact of its materials.

Bad

This showroom window vinyl shows an example of misleading and dishonest messaging. A product can not positively impact the planet. There will always be residual impacts from materials, manufacturing and supply.

Transparency

Transparency is the accurate presentation and reporting of data in a way that is designed to convey the facts, rather than paint a more positive picture.

When using data in product information, marketing materials and other communications, we provide definitions and present it in a way that is clear, honest and understandable for the audience.

Scope   Value

We have reduced our direct GHG emissions by 20% since 2022.

Measurement   Time frame

Good

Here we give the audience enough information for an accurate impression of performance, including the scope, value, measurement and time frame.

We have reduced our emissions by 20%.

Bad

While this statement is more 'marketable' and broadly says the same thing, it omits references that let the audience truly understand the data.

Fairness

Fairness is the accurate comparison of our business and products within the market or against competition. When comparing our business's products, actions and progress, we always do so with like-for-like data on equivalent products, actions or progress.

Being fair about comparisons ensures that the audience can assess our products, actions and progress within the market and make accurate observations of our performance.

"The first company in the world to develop the technology for recycling MDF."

Good

This statement is based on existing technology that is being implemented into production and which is not offered by any other company.

Bad

This advert was banned in 2019 for using data from 2011, which did not include figures from some well-known airlines.

Colour & imagery

We have developed a special green colour for use in sustainability communications. Our content values of honesty and transparency means this green should only be used for sustainability communications.

It should not be used on products, product packaging, product information, product marketing, or other marketing materials that are not related to sustainability.

It should be used sparingly, as an emphasis to highlight key information with our approved brand colours always being dominant.

CMYK 64 0 100 0
RGB 91 197 0
HEX #5bc500
PMS 2287C

Good

This example shows an acceptable ratio for the use of the green in documentation.
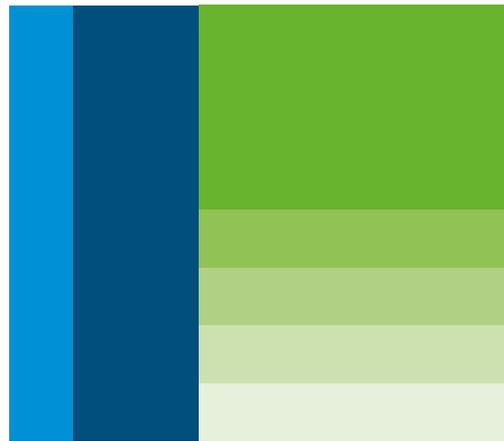
Bad

This example shows an unacceptable ratio for the use of the green in documentation.
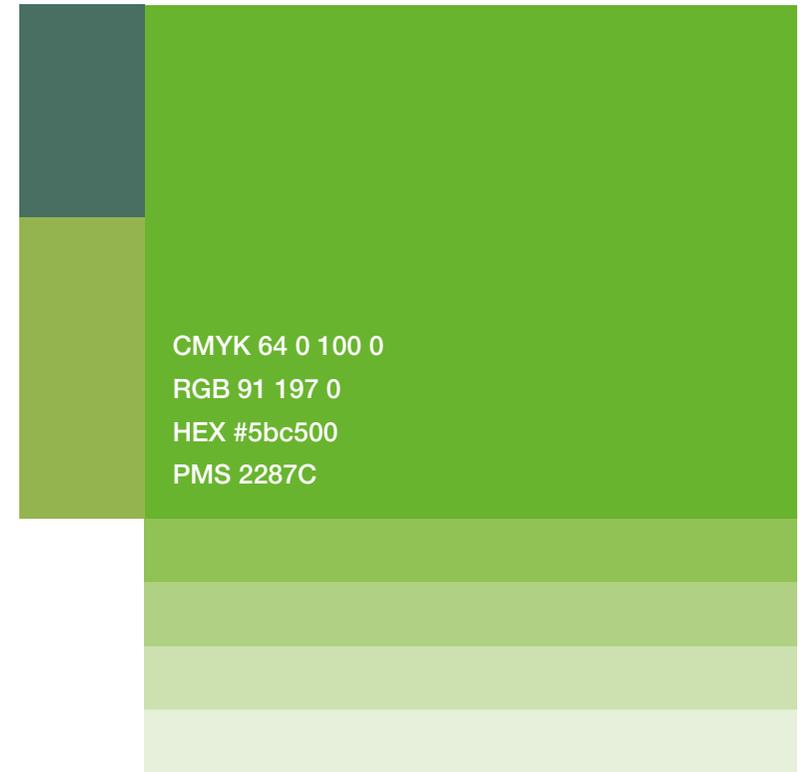
Colours in the Gunnebo Sustainability Approach

The Gunnebo Sustainability Approach identifies three colours used for actions taken by the businesss under three pillars. These colours may be used to highlight respective actions within each pillar.

Our Impact   Our People   Our Business
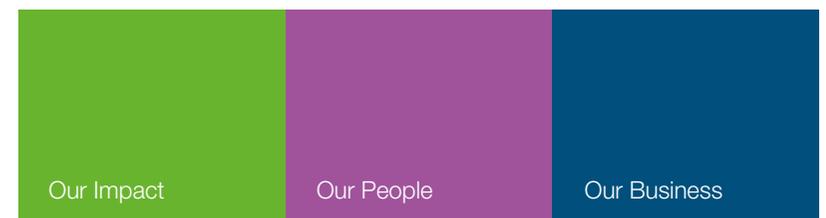
Colour & imagery

Colour and imagery can be used to support sustainable messaging, but it can also mislead the audience if it is not an honest representation of the product, our processes, actions or our external environments.

When considering the visual design of your content, avoid using colours or images that do not represent the product, process, action or environment honestly, transparently and fairly.

Avoid the use of general stock imagery as it gives an inaccurate representation of our products, processes, actions or environments.

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Access our standardised images for your sustainability communications through BMC.

For access, contact Brand Manager, Kristoffer Ludvigsson, on kristoffer.ludvigsson@gunnebo.com

Good

These are authentic and original images from Gunnebo that show products in real world application and accurate depictions of manufacturing and external environments.
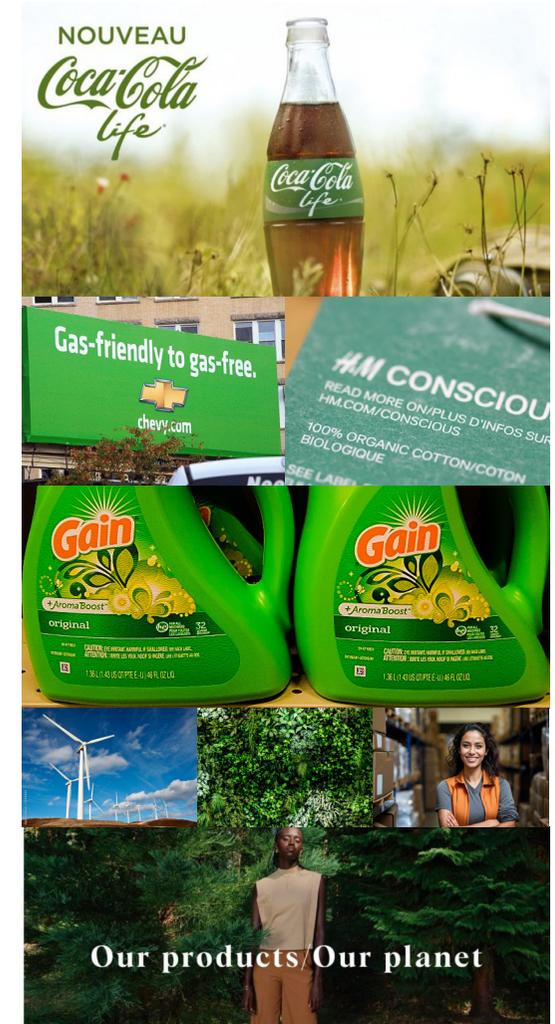
Bad

These examples and stock images show misleading representation of products, how they are made and their impact on the environment.

The G of Sustainability

The G of Sustainability is a graphical element that can be used as an indentifier for sustainability related information.

It should only be used alongside content that specifically relates to sustainability. Its use to suggest sustainability in content that is not directly related is prohibited.

It can be used on images that support sustainability content, or to the left of text that shares information on where more information on the sustainability topic can be found.

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Consult the Gunnebo Brand and Visual Identity Manual for further information on appropriate usage.

For access, contact Brand Manager, Kristoffer Ludvigsson, on kristoffer.ludvigsson@gunnebo.com

G. **Find out more about our solutions for active transport: www.gunnebo.com**
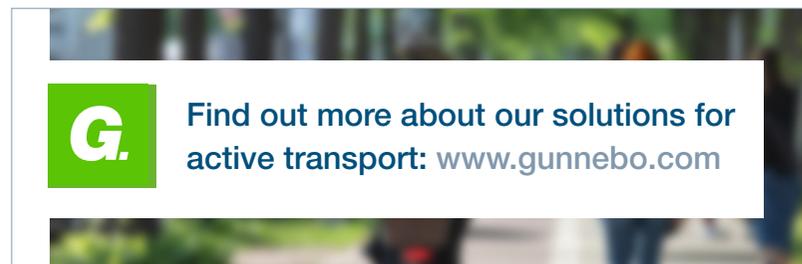
Appropriate use on content

This example shows an appropriate usage on content directly related to sustainability.
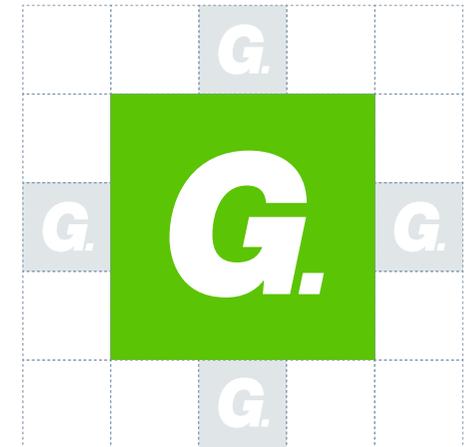
Appropriate use on an image

This example shows an appropriate usage on an image directly related to sustainability.

Definitions

When creating communications, we use a standard set of definitions
to ensure our claims our clear and transparent.

Accessible(-ity); products or services that are designed and developed so that people with disabilities can use them.

Bio-based; a material derived from natural resources that acts as an alternative to fossil fuel based material, e.g., sugarcane.

Biodegradable; a product or material that can be returned to soil and water without industrial processes or chemical accelerants. Any statements must also include reference of expected length of time to decompose.

Our Business; achievements and progress in business ethics, supply chain, customer privacy and data.

By-product; a material that demonstrates a post-industrial origin, e.g. production waste of another product. The amount by constituent material weight must always be given, e.g., 20% production waste.

Circular economy; a system where materials never become waste and nature is regenerated. In a circular economy, products and materials are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling, and composting.

Cradle to Cradle; a design philosophy for products that sees raw materials used indefinitely. The goal is for products to be fully recyclable and to create no waste at end of life.

Cradle to Grave; a way of considering and assessing the environnmental impact of producs from the beginning to end of life, including disposal.

Decarbonisation; The process by which countries, individuals or other entities aim to achieve zero fossil carbon existence. Typically refers to a reduction of the carbon emissions associated with electricity, industry and transport.

Downcycled; a product or material that comes from post-consumer waste of a higher-grade product.

Downcyclable; a product or material that can be re-used in products or materials of lower grade value or used for energy recovery.

Environmental Product Declaration (EPD); a product or manufacturer specific third-party verified certificate that evaluates and declares the environmental performance of a product or service on the basis of the principles of ISO 14040 Life Cycle Assessment (LCA) standards.

Our Impact; achievements and progress in climate and energy, materials, product innovation, water, waste and chemicals.

Lower impact; a product or action that demonstrates a reduced impact on the environment compared to previous products or equivalent products that are currently and widely available, specifically relating to GHG emissions.

Renewable energy; energy from renewable resources including wind and solar, and excluding nuclear and fossil fuels.

Definitions

More efficient; a production process that demonstrates less use of air, water and soil resources compared to previous or standard production processes. The amount of reduction must always be given, e.g., water treatment that is 20% more efficient than the previous system.

More sustainable; a product or action that demonstrates a reduced impact on the environment and/or a positive social impact compared to previous products or equivalent products that are currently and widely available.

Natural; a material or product that is more than 95% by weight from natural resources, e.g., wool or cork.

Our People; achievements and progress in health and safety, employee development, diversity and inclusion.

Recycled; a material that demonstrates a post-consumer origin, e.g., ocean plastic. The amount by constituent material weight or volume must always be given, e.g., 20% recycled content.

Recyclable; a material that can be recycled in normal household recycling schemes, or for which a recovery scheme exists that allows recycling into product of an equivalent grade.

Reduced/lower emissions; a material or process that demonstrates reduced/lower Greenhouse Gas (GHG) emissions than previous products or equivalent products that are currently and widely available.

Resources; air, water and soil resources used in the production of materials.

Scope 1 (emissions); the Green House Gas (GHG) emissions that we make directly by company activities, for example while running heating, production processes, lighting and vehicles.

Scope 2 (emissions); the Green House Gas (GHG) emissions that we make indirectly, for example through purchased electricity.

Scope 3 (emissions); the indirect Green House Gas (GHG) emissions that are made by our value chain, for example by suppliers of raw materials and transport companies.

Sustainable; an action or process that leads towards being able to maintain a certain rate or level without increasing resource use or impact on society.

Sustainably sourced; a material or product that is sourced from certified managed resources, e.g., FSC certified timber.

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Can't find the definition you need?

Email our Group Head of Marketing & Communication, Chanisa Wallace: chanisa.wallace@gunnebo.com **to update our definitions.**

Science Based Targets initiative

Gunnebo's near and long-term science-based emission reduction targets have been approved by Science Based Targets initiative (SBTi). The approval of these targets commit us to follow SBTi communications guidelines:

Communicating on SBTi
Please use these definitions and guidelines when talking about Science Based Targets initiative.

Science-based targets; use lower case if you are describing the concept of science-based targets.

Science Based Targets initiative; use capitals when you are referring to the Science Based Targets initiative. Do not capitalise 'initiative'. When talking about the Science Based Targets initiative do not hyphenate (i.e. Science Based). If you are referring to targets themselves do hyphenate (i.e. science-based targets).

Net-zero; the first time you refer to the Net-Zero Standard should be worded as 'the Science Based Targets initiative (SBTi) Net-Zero Standard', then as 'Net-Zero Standard' or 'Standard'. Net-zero is hyphenated, especially when referring to the Net-Zero Standard.

About SBTi
The Science Based Targets initiative (SBTi) is a collaboration between CDP, the United Nations Global Compact, World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). The SBTi defines and promotes best practice in science-based target setting and independently assesses companies' targets.

About the science-based Net-Zero Standard
On the 28th of October 2021, the SBTi launched the first ever science-based Net-Zero Standard. This will combat the current inconsistencies that surround net-zero targets, and allow companies to decarbonise at the pace and scale required to align with the goals of the Paris Agreement and keep 1.5C in reach.

Using the SBTi Logo
The SBTi logo must only be used on materials that directly reference our SBTi approved near-term and long-term targets and overall Net-Zero target.
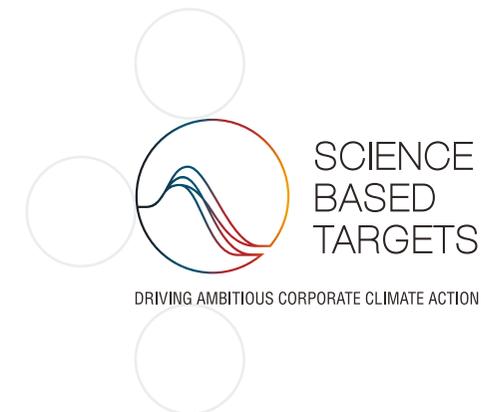
The logo should never be modified and enough space should be given between it and surrounding graphics. It should never be used on product or packaging.

Our SBTi approved targets

Overall Net-Zero Target

Gunnebo commits to reach net-zero greenhouse gas emissions across the value chain by 2050.

Near-Term Targets

Gunnebo commits to reduce absolute scope 1 and 2 GHG emissions 42% by 2030 from a 2022 base year*. Gunnebo also commits to reduce scope 3 GHG emissions by 52% per thousand EUR value added within the same timeframe.

Long-Term Targets

Gunnebo commits to reduce absolute scope 1, 2 and 3 GHG emissions 90% by 2050 from a 2022 base year*.

*The target boundary includes land-related emissions and removals from bioenergy feedstocks

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Descriptions of our targets should never be modified or adjusted.

Talking about SBTi

Any communication mentioning Science Based Targets Initiative and/or overall Net-Zero target should feature 'About SBTi' and/or 'About the science-based Net Zero standard' as on page 27. **Please do not modify in any way**.

When talking about our SBTi approved targets, it is important to use the targets as they appear on page 28. **Please do not modify in any way**.

You can also use the below statements in order to explain Gunnebo's reasons for having our targets SBTi approved:

"I hope that more companies, especially our customers and suppliers, will choose to also commit to science-based 1.5°C and net-zero targets. This way, we can benefit from each other's efforts and align around shared values, going on a decarbonisation journey together."
Per Hökfelt, Head of Sustainability, Gunnebo

"The approval of our science-based targets is a key milestone for our sustainability efforts as we join the ranks of over 5,000 companies that have taken this step. Although Gunnebo's verified net-zero science-based target is set for 2050, we have an ambitious aim to reach net zero already by 2045."
Fredrik Fors, General Counsel & SVP Sustainability, Gunnebo Group.

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If you have any more questions on SBTi, then why not visit the SBTi comms pack for commitments and targets.

View the SBTi comms pack here

EcoVadis

Rating more than 130,000 companies, EcoVadis is the world's largest provider of business sustainability ratings. It helps us to accurately record, monitor and improve sustainability across the business in line with ESG principles. EcoVadis relates specifically to Gunnebo Group and only applies to activity at a group level.

Communicating on EcoVadis
Please only use these statements when talking about our EcoVadis Scorecard and Bronze Medal.

Each year, we submit our sustainability data to EcoVadis to be rated based on four sustainability categories. Our rating for 2024 saw us advance from 48 to 62, earning us a Bronze Medal. Our score is 77th overall, reaching within the top 25% of companies assessed by EcoVadis.

We submit our sustainability related data to EcoVadis for a third-party verified report of our performance in four areas: environment, labour and human rights, ethics and sustainable procurement.

"We are on a journey to build a very strong sustainable business model that will secure long-term profitability. Our improved EcoVadis rating shows that we are moving in the right direction. As we are still in the early stages of this transition, I'm confident that this Bronze Medal is just the beginning."
Stefan Syrén, CEO, Gunnebo

"Improving in sustainable procurement is key to both improving our overall EcoVadis rating next year and to meeting our emission reduction targets. We have several sustainability initiatives underway so we can continue to make meaningful progress."
Per Hökfelt, Head of Sustainability, Gunnebo

The below should accompany any statement about our EcoVadis Scorecard and Bronze Medal:

About EcoVadis
EcoVadis is the world's most trusted provider of business sustainability ratings, intelligence and collaborative performance improvement tools for global supply chains. EcoVadis' sustainability scorecards provide detailed insight into environmental, social and ethical risks across 200 purchasing categories and 160 countries.

Using the EcoVadis medal
The EcoVadis medal must only be used on materials that directly reference our EcoVadis Scorecard.

The logo should never be modified and enough space should be given between it and surrounding graphics. It should never be used on product or packaging.

Corporate Sustainability Reporting Directive

From 2025, Gunnebo is applying the principles of the Corporate Sustainability Reporting Directive (CRSD), meaning we will make over 400 sustainability disclosures as part of our reporting. CSRD is not a certification, but will be compulsory from 2026 for all companies operating in the European Union with more than 250 employees or €50m in annual revenue. CSRD relates specifically to Gunnebo Group and only applies to activity at a group level.

Communicating on CSRD
Please only use these statements when communicating on CSRD.

We have voluntarily created a sustainability report that adheres to CSRD guidelines in preparation for the implementation of legislation in 2026.

Gunnebo reports on ethics, sustainability and governance in accordance with the Corporate Sustainability Reporting Directive (CSRD). You can find our report on the sustainability page of the Gunnebo website.

We conduct a materiality assessment of our business in the three dimensions of sustainable development (ESG) in line with our sector of activity, and report findings in a CSRD compliant annual management report. The report can be downloaded from our website.

As a business that takes its environmental responsibility seriously, Gunnebo has taken the decision to adopt the CSRD ahead of it becoming law in the European Union in July 2026. Reporting on all businesses in the group, the 2025 Sustainability Report looks at Gunnebo's performance throughout 2024 and can be downloaded freely from our website.

Gunnebo reports on double materiality (relevant impact and financial) in accordance with CSRD topics. These are: workers in the value chain, consumers and end-users, business conduct, workforce, climate change, pollution, resource use and the circular economy.

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If you have any more questions on CSRD then the CSRD Essentials guidance from GRI is a helpful read.

View CSRD Essentials from GRI here

Content development

Providing clarity to communications

Our content values of honesty, transparency and fairness mean that the communications we create must be accurate and easy to understand.

By using the content form, you can build an effective communication that upholds our values and which will keep its focus on engagement or awareness.

Content form

The content form allows an effective sustainability communication. It should provide marketing with enough information to create an engaging and accurate story for the achievement or action.

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Download the Sustainability Communication Content here.

Sustainability Communication Content Form

What is the pillar you are submitting this communication for?
(delete as appropriate)

- **Business**
- **People**
- **Impact**

Who is the audience you want to reach with this communication?
(delete as appropriate)

- **Internal audience**
- **External audience**

What is the target of this communication?
(delete as appropriate)

- **Engagement**
- **Awareness**

In no more than two sentences, what is your achievement or action?

Enter your text here (the box will automatically resize)

How did you get to your achievement or action?
(Be as detailed as you like, please submit any relevant certification, data or documentation)

Enter your text here (the box will automatically resize)

What difference has your achievement or action had in progressing Assess and Act targets?

Enter your text here (the box will automatically resize)

If you have any questions about this form, contact our Group HSE & Sustainability Controller, Kristina Wetterhorn, on kristina.wetterhorn@gunnebo.com

Example communication

This example internal communicaton shows a pathway to commucations that uphold our content values.
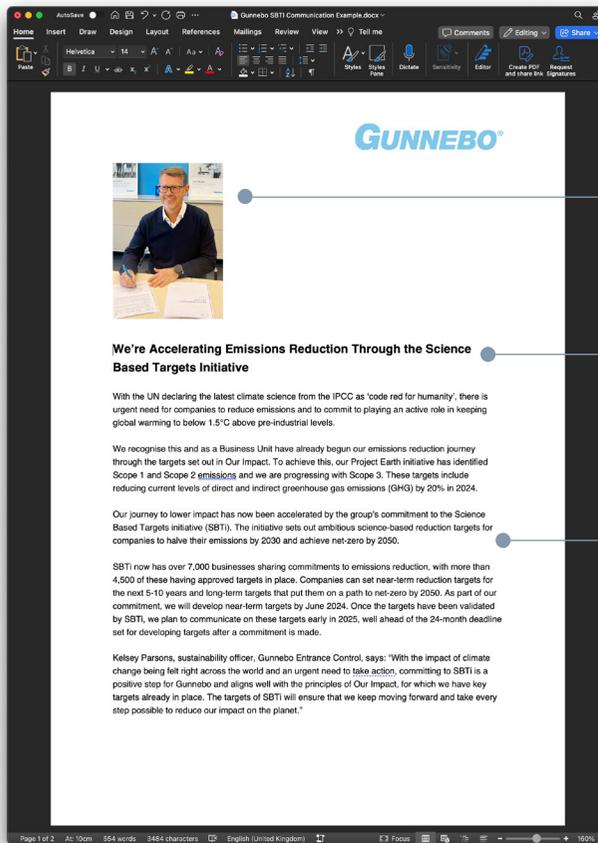
An authentic image to support the communication

A title that clearly sets out the intent of the achievement or action made

Content includes honest and transparent information and definitions applied as in our Definitions.
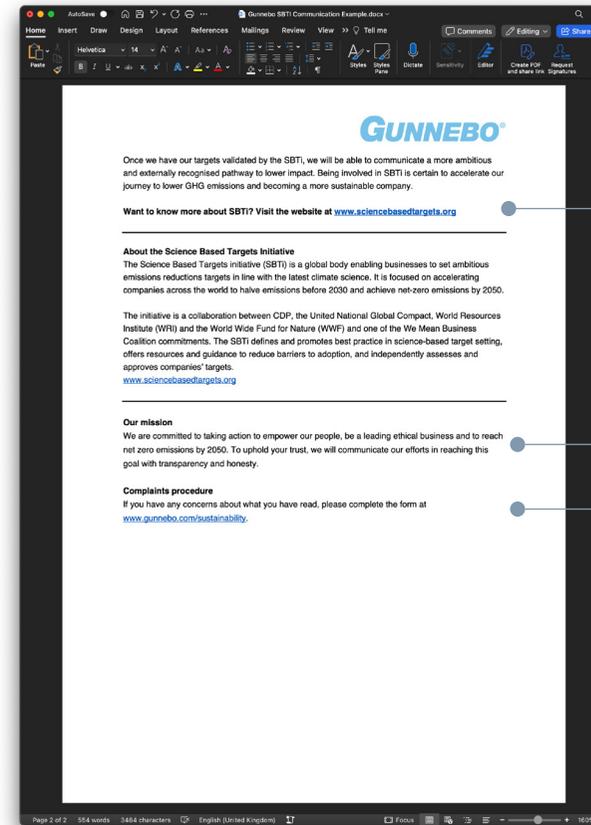
A call to action that focuses on engagement

Our mission statement

Complaints procedure

Reviews & complaints procedure

Why do we need a reviews & complaints procedure?

A reviews and complaints procedure will ensure that sustainability communications released are honest, transparent and fair. Should an audience feel we are being misleading in our statements, it will also provide opportunity for recourse and allow us to provide an acceptable resolution.

The review and complaints procedure will help to position us **as a trustworthy leader in sustainable business.**

Internal communications review procedure

All internal communications are subject to a review procedure to ensure honesty and accuracy of communication. Sufficient time must be given to ensure the process is completed in full.

i

Visit our sustainability page on Midas to access information, discover review contacts and file your documents.
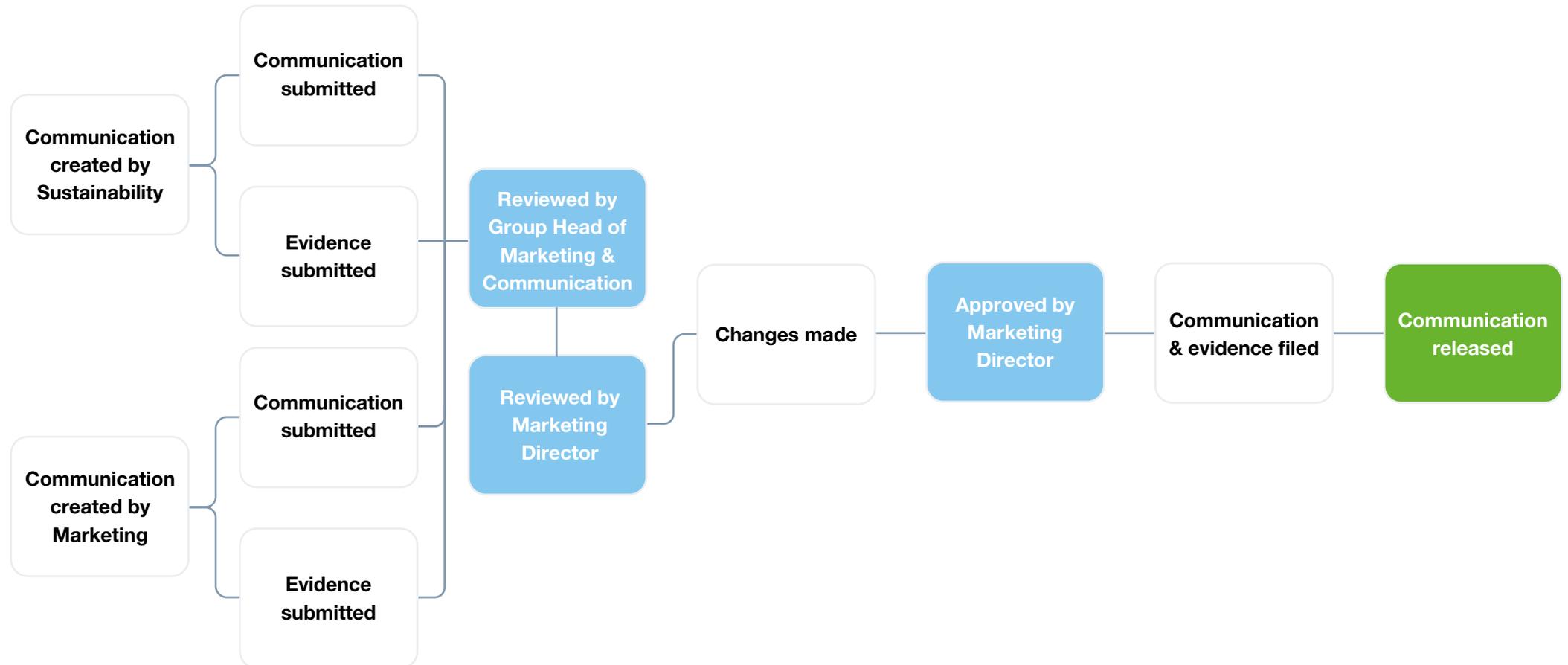
Example 6
This shows the creation and review process for internal communications created at group level.

Creator | Reviewer

Internal communications review procedure


```
Communication
created by
Sustainability
    ├── Communication submitted
    └── Evidence submitted
                ──> Reviewed by Sustainability Officer

Communication
created by
Marketing
    ├── Communication submitted
    └── Evidence submitted
                ──> Reviewed by Marketing Director

Reviewed by Sustainability Officer / Reviewed by Marketing Director
    ──> Changes made
        ──> Approved by Marketing Director
            ──> Communication & evidence filed
                ──> Communication released
```

Example 7

This shows the creation and review process for internal communications created at business unit level.

Creator   Reviewer

External communications review procedure

All external communications are subject to a review procedure to ensure honesty and accuracy of communication. Sufficient time must be given to ensure the process is completed in full.

i

Visit our sustainability page on Midas to access information, discover review contacts and file your documents.


```
Communication
created by
Marketing
    ├── Evidence
    │   submitted ──────┐
    │                   ├── Reviewed by
    │                   │   Group Head of
    │                   │   Marketing &
    │                   │   Communication
    │                   │        │
    └── Communication   │   Reviewed by
        submitted ──────┘   Marketing
                            Director
                                │
                            Changes made ── Approved by
                                            Marketing
                                            Director ── Communication
                                                        & evidence filed ── Communication
                                                                            released
```

Legend:
☐ Creator ▣ Reviewer

Example 8
This shows the creation and review process for external communications created at group level.

Creators can be third-parties such as marketing agencies, or internal stakeholders.

External communications review procedure

Communication created by Marketing → **Communication submitted** / **Evidence submitted** → **Reviewed by Sustainability Officer** / **Reviewed by Marketing Director** → **Changes made** → **Approved by Marketing Director** → **Communication & evidence filed** → **Communication released**

Creator   Reviewer
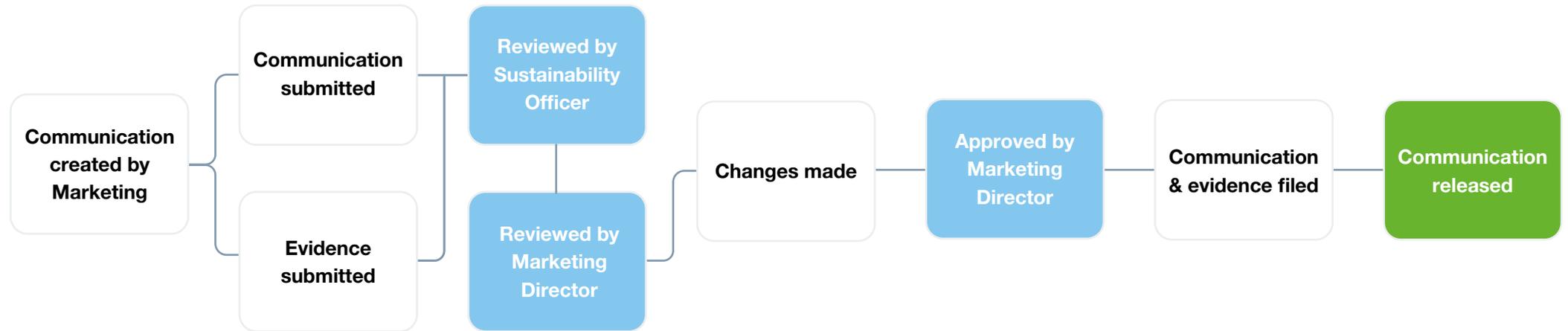
Example 9

This shows the creation and review process for external communications created at business unit level.

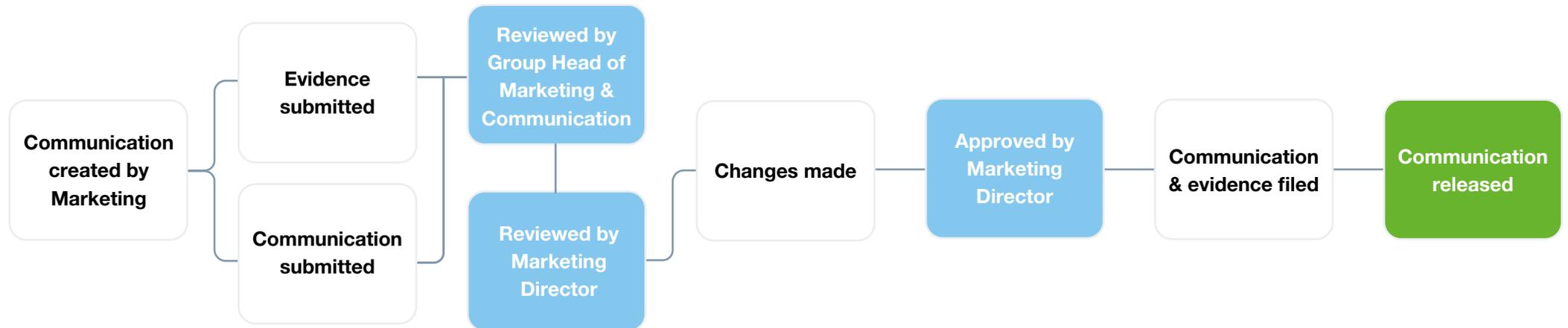Creators can be third-parties such as marketing agencies, or internal stakeholders.

Complaints procedure

We operate a complaints procedure to ensure transparency and fairness in our sustainability communications. The procedure aims to investiage all complaints made and to provide a response and resolution if appropriate.

i

To ensure we're transparent and fair, all sustainability communications must include the following statement:

If you have any concerns about what you have read, please complete the form at gunnebo.com/sustainability

Complaint received → **Complaint logged** → **Original communication & evidence reviewed** / **Response & resolution prepared** → **Response & resolution reviewed** / **Response & resolution logged** → **Response & resolution executed** → **Complainant notified**
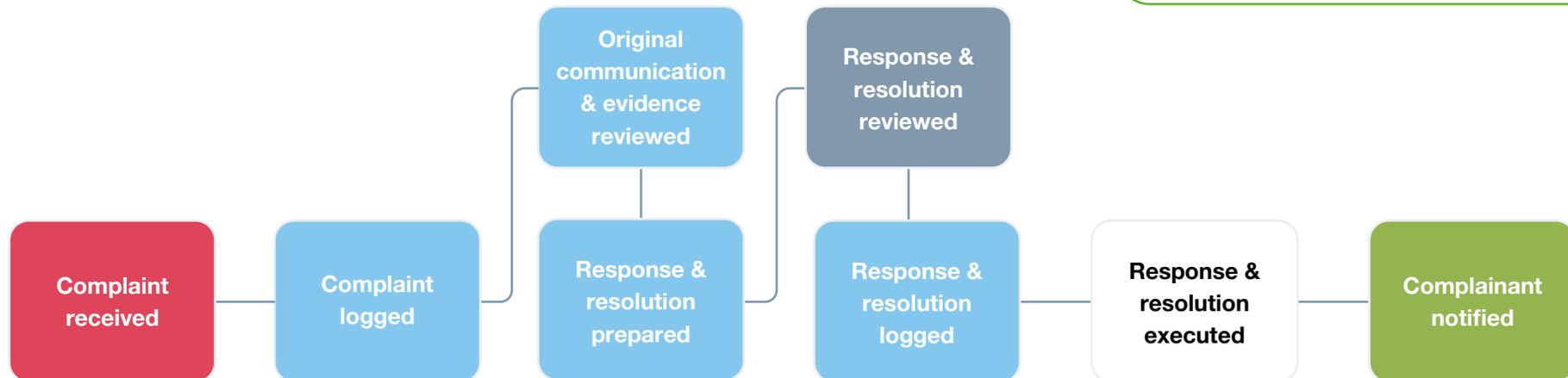
Example 10

Creators can be third-parties such as marketing agencies, or internal stakeholders.

Creator | Sustainability officer | Marketing

Content checklist

Make sure you've completed these steps before releasing your communication.

- [ ] Compiled evidence
- [ ] Prepared content in line with our values
- [ ] Used our definitions
- [ ] Included the complaints procedure statement
- [ ] Submitted the communication for review
- [ ] Made any changes & received approval
- [ ] Filed the communication and evidence for future reference

Complaints procedure

If you have any concerns about what you have read, please complete the form at www.gunnebo.com/sustainability.

(adjust website address as appropriate)

Dissemination

Positioning Gunnebo as a trustworthy leader in sustainability

The dissemination of honest, transparent and fair communications
will improve awareness and engagement on sustainability and will
position us as a trustworthy leader.

The strategy involves the following activity:

Engagement

- Internal touchpoint
- Internal communications roadmap

Awareness

- Group to BU communications flow
- External touchpoint
- Direct to customer communications roadmap
- Third-party communications roadmap

Group to BU communications flow

Each business unit may leverage Group communications, such as those of SBTi or EcoVadis. For these communications, the following flow must be used. Each business unit retains control over modification and dissemination of the communication.

A minimum time frame of five working days between the communication issued by group and being released by the business unit.
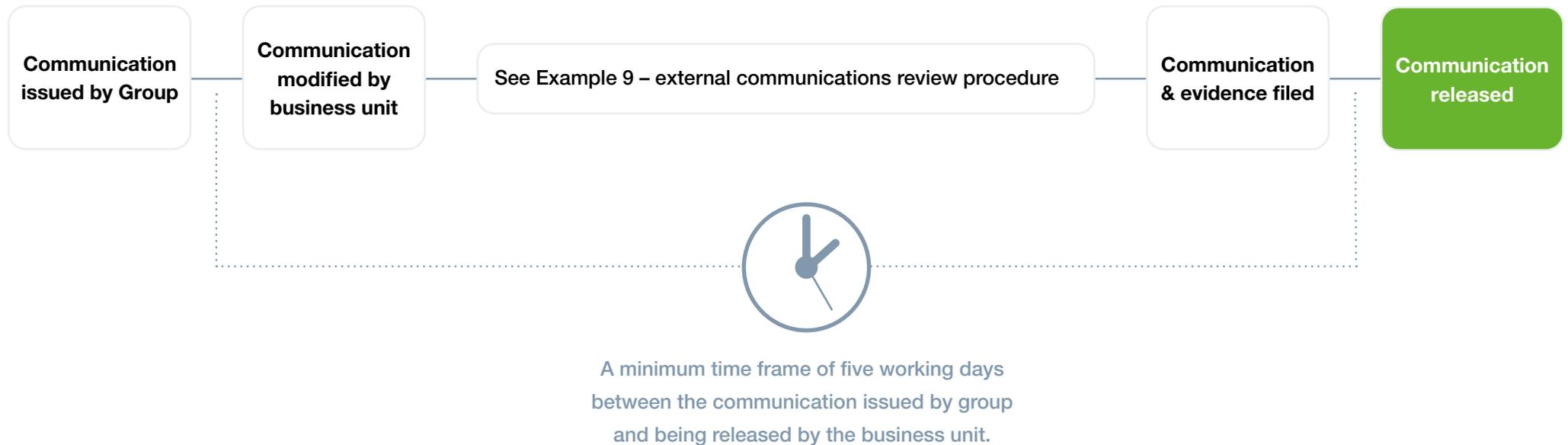
Example 11

This shows a business unit communication derived from a group communication.

Internal touchpoint

The group Midas sustainability page is the primary touchpoint for all internal communications:

- Mission statement
- News updates
- CSRD progress update
- Sustainability Approach Pillars
- Targets progress
- Ideas submission area
- Useful information, inc. certifications, emission reports etc
- Review and complaints procedures
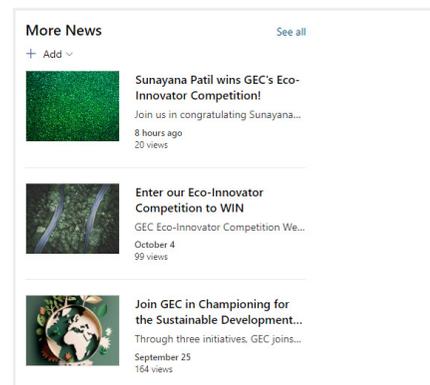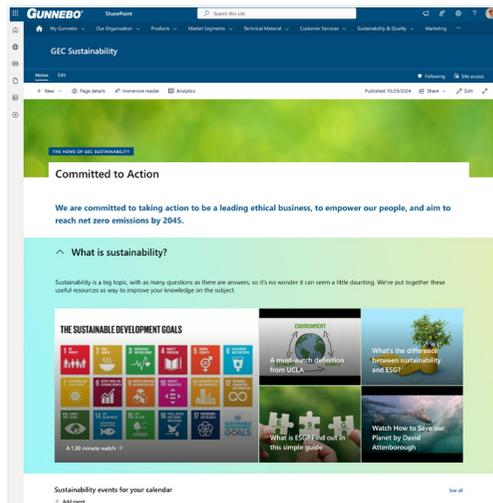
The existing BU sustainability page is the primary touchpoint for all internal sustainability communications and references.

Internal

These are communications are for use within the business. These can include business updates for employees and information for stakeholders within the value chain.

Engagement

These are communications designed to educate on the topic and improve involvement in sustainability. These could include long read articles or videos on innovations, employee surveys, interviews with senior stakeholders, news on careers and personal development or volunteer opportunities.

Internal touchpoint structure

Group Midas sustainability page

Mission statement
News updates
CSRD progress update
Sustainability Approach Pillars
Targets progress
Ideas submission area
Useful information, inc. certifications, emission reports etc
Review and complaints procedures

**Entrance Controls
Midas sustainability page**

News updates
Asses & Act Targets progress
Ideas submission area
Manufacturer specific EPD

**Safe Storage
Midas sustainability page**

News updates
Asses & Act Targets progress
Ideas submission area
Manufacturer specific EPD

Each BU has a dedicated Midas sustainability page that provides unique information.
For **relevant group content**, BU pages should direct to the group page.

Internal communications roadmap

This roadmap gives guidance on how a BU can build regular communications and activities to boost external awareness on sustainability.

Activity	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Midas update	■	■										
Midas review						■			■			■
News & updates email		■			■			■			■	
CSRD progress update			■			■			■			■
Internal engagement event							■	■				
Our Impact targets campaign					■	■						
Our Business targets campaign			■	■								
Our People targets campaign									■	■		
SBTi near-term targets campaign												■

■ Marketing responsibility ■ Sustainability responsibility

External touchpoint

The Gunnebo website will feature a dedicated sustainability page that is focused on delivering external awareness of sustainable actions. Content to include:

- **Our mission statement**
- **Our Impact pillar and targets**
- **Progress on targets**
- **News updates**
- **Product innovation**
- **Complaints submissions form**

The page will be updated regularly to ensure relevancy and will be reviewed quarterly for accuracy of content.
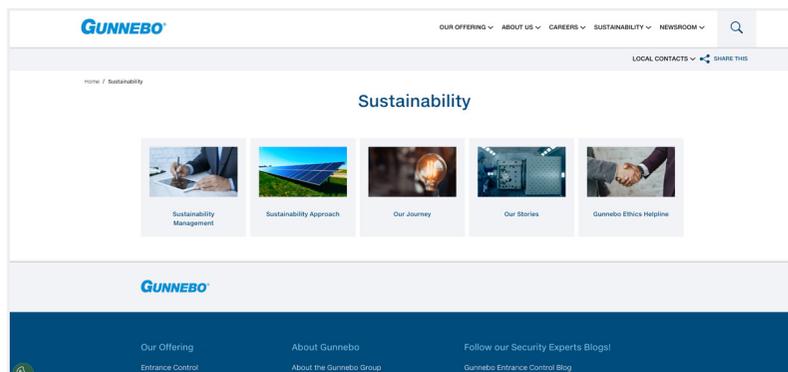
A new sustainability page will replace the existing content.

External

These are communications for customers, users and affected communities. These include customer communications such as emails and marketing activity such as advertising and the website.

Awareness

These are communications designed to improve awareness of sustainable actions. These could include progress in climate and energy, social stewardship activities, any third-party certifications or innovations to make products more sustainable.

External touchpoint structure

gunnebo.com sustainability page

Our mission statement
Our Impact pillar & targets
Progress on targets
News updates
Product innovation
Complaints submissions form

gunneboentrancecontrol.com website sustainability page

News updates
Asses & Act Targets progress
Unique product innovation

gunnebosafestorage.com sustainability page

News updates
Asses & Act Targets progress
Unique product innovation

Each BU has a dedicated sustainability page that provides unique information. For **relevant group content**, BU pages should use the same information as the group page.

Direct customer communications roadmap

This roadmap gives guidance on how we can build regular communications
and activities to boost external awareness on sustainability.

Activity	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website page update	■ (Sustainability)	■ (Marketing)										
Updates email			■ (Marketing)			■ (Marketing)						■ (Marketing)
Our Impact targets campaign								■ (Sustainability)	■ (Marketing)			
SBTi near-term targets campaign*												■ (Marketing)

This supplemental activity will contribute in achieving our position
as a trustworthy leader.

Activity	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Anti-greenwash policy				■ (Sustainability)	■ (Sustainability)	■ (Marketing)						

■ Marketing responsibility   ■ Sustainability responsibility

*Dependent on progress

i

The roadmap is a guidance example only. Content will be decided on a monthly basis between sustainability and marketing teams.

Third-party communications roadmap

This roadmap gives guidance on how we can use third-party magazines and websites to boost external awareness on sustainability.

Activity	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Thought leadership editorial				▉					▉			
EcoVadis Scorecard campaign							▉					
SBTi target progress campaign												▉

■ Marketing responsibility   ■ Sustainability responsibility

*Dependent on progress

i

The roadmap is a guidance example only. Content will be decided on a monthly basis between sustainability and marketing teams.

Engagement & awareness roadmap

This roadmap gives guidance on how internal and external communications can work together to boost awareness and engagement of sustainability.

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The roadmap is a guidance example only. Content will be decided on a monthly basis between sustainability and marketing teams.
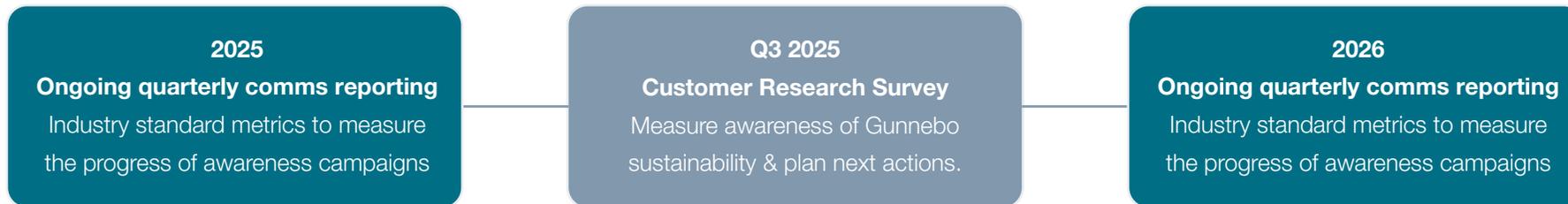
	Activity	Q1			Q2			Q3			Q4		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Internal	Sharepoint update	■	■										
	News & updates email		■			■			■			■	
	CSRD progress update			■			■			■			■
	Internal engagement event							■	■				
	Our Impact targets campaign						■						
	Our Business targets campaign				■								
	Our People targets campaign										■		
	SBTi targets progress campaign												■
External	Website page update		▣										
	Updates email			▣			▣						▣
	Our impact targets campaign								▣				
	Thought leadership editorial				▣					▣			
	EcoVadis campaign							▣					
	SBTi targets progress campaign												▣

■ Awareness   ■ Engagement

Measuring success

Two metric devices that will allow us to measure the success of engagement and awareness.

2025	Q3 2025	2026
Ongoing quarterly comms reporting	**Customer Research Survey**	**Ongoing quarterly comms reporting**
Industry standard metrics to measure the progress of awareness campaigns	Measure awareness of Gunnebo sustainability & plan next actions.	Industry standard metrics to measure the progress of awareness campaigns

Example 10

External awareness will rely on regular quarterly communications reporting to track progress and 18-month reviews to measure success.

Midas Sustainability Page interactions

Tracking visits to the sustainability page will indicate engagement levels.

Email Views

Tracking views of quaterly emails will indicate internal awareness.

Ideas submitted

Tracking any ideas submitted will indicate a deep level of engagement.

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Measuring Success is a guidance example only. Reporting metrics and frequency are at the discretion of Group or business unit.

Example 11

This shows an example of a metrics dashboard for internal communications. Interactions with the Midas page, views of emails and ideas submitted will be measurements of success in engagement.

Honest and engaging communications that raise awareness of Gunnebo as a trustworthy leader in sustainable business.

If you have any questions about this document, contact our Group Head of Marketing & Communication, Chanisa Wallace, on chanisa.wallace@gunnebo.com.