

10 SUSTAINABILITY PRIORITIES FOR PHARMA TODAY

FORSTER
COMMUNICATIONS

CAF Charities Aid
Foundation

Forster Communications and CAF

Certified



Corporation

THESE ARE EXTRAORDINARY TIMES

GLOBAL IMPACT OF THE PANDEMIC

BUSINESSES AT HEART OF COVID-19 RESPONSE

BUSINESSES EXPECTED TO LEAD 'BUILD BACK BETTER' ACTIONS

EXTERNAL ISSUES DRIVING FIRST FIVE PRIORITIES

Responding as a global partner in tackling COVID-19, helping to accelerate progress to benefit us all

Helping both patients with non-Covid conditions and the wider system who have been adversely affected by the pandemic

Shifting global agenda towards healthcare prevention rather than cure

Cutting carbon emissions across your whole value chain, using Science-Based Targets to support the Paris Agreement

Protecting our natural world and helping to repair areas of damage, reflecting its importance to individual health and wellbeing and its role in medicine



**YOUR ACTIONS TO HELP
STAKEHOLDERS AND SOCIETY AS
WELL AS YOUR BUSINESS MUST BE
CLEAR TO ALL**

INTERNAL ACTIONS DRIVING SECOND FIVE PRIORITIES

Acceleration of work to increase access to medicine for all, today and tomorrow

Demonstration of how you are increasing equality and social justice internally and externally

Creating diverse opportunities for young people within your organisation, including apprenticeships

Looking after employee health and wellbeing, through the pandemic and beyond

Educating and enabling your senior leaders to speak out on sustainability and ensuring your governance structure supports investment required for long term change



AMBITION AND BRAVERY ARE EXPECTED – BUSINESS AS USUAL IS WILL BE INCREASINGLY CALLED OUT BY STAKEHOLDERS

PHARMA HAS AN INCREDIBLE OPPORTUNITY TO DRIVE CHANGE – WHICH AREAS ARE YOU SEEING TAKE OFF AND WHERE ARE THE CHALLENGES?

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