

BEYOND REPUTATION: HELPING PHARMA DELIVER SUSTAINABLE VALUE

This presentation is designed to help guide the development of a sustainability strategy, including practical steps for making the business case
April 2021



FORSTER
COMMUNICATIONS

SETTING THE SCENE:
THE IMPORTANCE OF SUSTAINABILITY
IN THE PHARMACEUTICAL INDUSTRY

WHAT IS SUSTAINABILITY?

In its most general term:

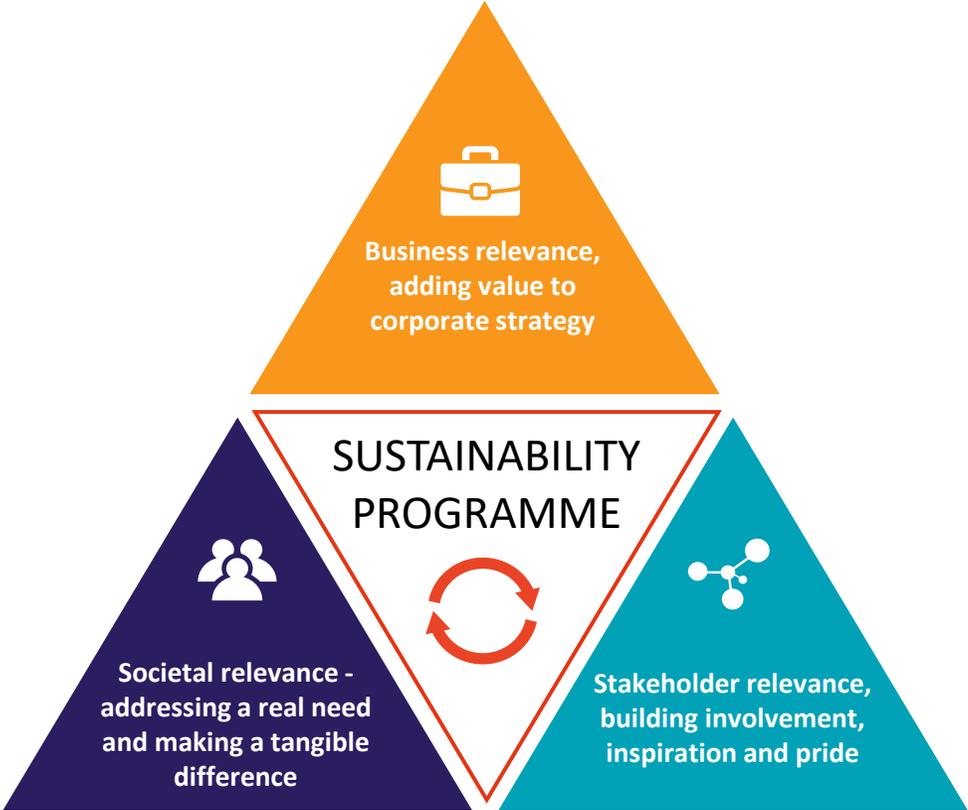


“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Our Common Future, Brundtland Report, 1987

ADDING VALUE TO YOUR BUSINESS, STAKEHOLDERS & SOCIETY

A successful sustainability programme should reach every element of your business, internally and externally:



BRINGING TOGETHER EVERY IMPACT AREA

Example issues that need to be considered and addressed

BUSINESS	EMPLOYEES	ENVIRONMENT	SOCIETY
Regulation & compliance	Health and safety	Reducing carbon emissions	Access to medicine
Patient safety	Wellbeing	Biodiversity protection	Patient advocacy
Innovation	Diversity & inclusion	Resource protection	Health education
Drug pricing	Equality	Waste minimisation	Medical education/training
Transparency	Training & development	Circular economy	Infrastructure development
Data management	Talent pipeline	Water management	
Modern slavery		Pollution	
Supply chain			

WHY NOW?

1

The Covid-19 pandemic has created a new world reality and firmly linked health to the sustainability agenda with an expectation of collaboration and access to medicine

2

The race to zero carbon emissions is accelerating, and every organisation needs to actively take part and show the steps it is taking to become climate positive

3

Inequality and injustice is in the spotlight and pharma companies need to look at themselves from the inside out, as well as ensuring they are progressing access to health for all

BENEFITS OF BECOMING A SUSTAINABLE BUSINESS

1

Drives product
and service innovation

2

Increases business ability to
comply with regulation

3

Helps you become a trusted
partner and supplier

4

Attracts and motivates
employees and investors

5

Future proofs your business,
providing a license-to-operate

6

Creates a positive social and
environmental impact

ACHIEVING THE UN SUSTAINABLE DEVELOPMENT GOALS

The UN SDGs offer huge potential for pharmaceutical companies looking to accelerate their take on sustainable business and are a global framework for taking action across every impact area

“ Organisations that act quickly to align their resource use and workforce management with the SDGs will have a 5–15 year advantage on the sustainable playing field.

Business & Sustainable Development Commission

When announcing new personalised medicines from Novartis to treat leukaemia, Simon Stevens, Chief Executive of NHS England said: *“This constructive fast-track negotiation also shows how responsible and flexible life science companies can succeed – in partnership with the NHS – to make revolutionary treatments available to patients.”*

UN SUSTAINABLE DEVELOPMENT GOALS

The SDGs could unlock **\$12 trillion** per year in business value across four economic systems alone by 2030



The biggest market opportunities related to delivering the SDGs in health and wellbeing are **risk pooling, remote patient monitoring** and **telehealth**



\$1.8 trillion of this is across the health and wellbeing industry



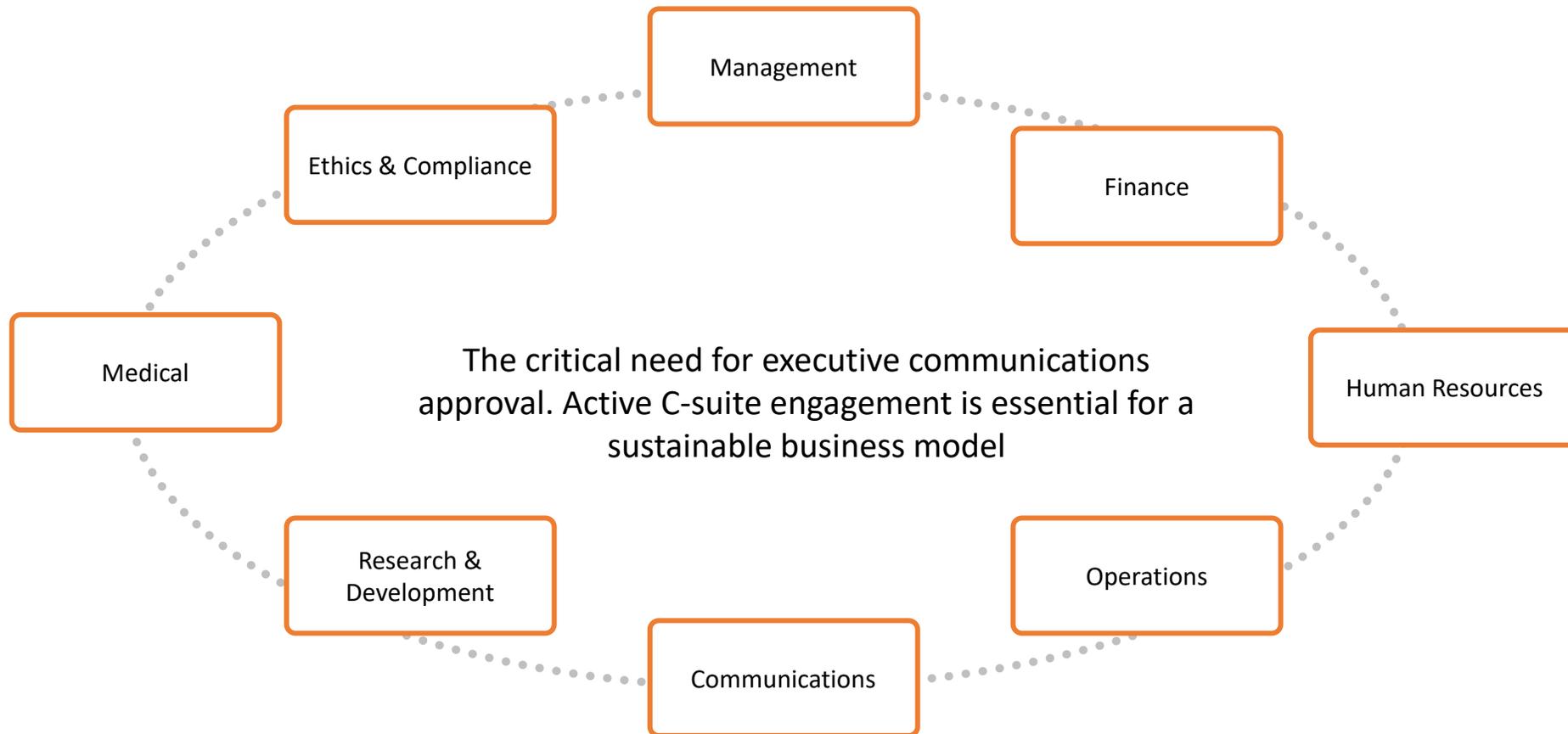
We know purchasers of health and wellbeing products are actively **seeking new relationships with pharma to achieve sustainable health systems**



**PLANNING & BUILDING A
SUSTAINABILITY STRATEGY:
KEY CONSIDERATIONS**

OWNERSHIP

In order to build a successful sustainability programme, it's important to understand who is responsible for each of the interlocking areas it covers within your company. Their skills and commitment will be integral in helping delivering, communicating and measuring your sustainability goals.



WHAT ARE YOUR EXTERNAL STAKEHOLDERS LOOKING FOR?

A successful strategy will be communicated transparently inside and outside of the business. To do this, consider, what do the following stakeholders want to see in the short and long term:



ON THE ROAD TO SUSTAINABILITY

Consider what is already taking place across your company, for example:

- What patient advocacy programmes are in place?
- Are there any key programmes that can be built on?
- How is work currently being measured and evaluated?

Sources that might provide the necessary information include:

- Annual Reports
- Shareholder meeting minutes
- CSR report for investors
- Media coverage
- Company department heads
- PMO departments
- Sustainability audits

COMPETITOR RESEARCH

Examining your competitor landscape will not only help make your case internally, but will also allow you to set realistic targets to stay ahead of your competitors, be best in class or at the very least, not get left behind.

Start by asking yourself these key questions:

- What are other industries and pharmaceutical companies doing? And where, when and how?
- What are trade associations doing?
- Who are the trend setters?
- What is working well and what could do with being improved?
- Where could you fit in and what is your USP?

CREATING YOUR STRATEGY

Defining the sustainability strategy

- What are the key components in your strategy?
- What are your overall core objectives?
- What is your tactical plan?
- Can you audit effectively to move forward?

Devising a communications roadmap

- Employee communications
- External communications
- Investor & financial communications
- Third party organisations
- Government affairs
- Trade associations

Through building a long-term strategy, it will be possible to set Key Performance Indicators against every stream of the business to measure and communicate sustainability goals.

COMMUNICATING ACTION AND OUTCOMES

1

Report regularly against your commitments using the KPIs set out in your strategy

2

Communicate these milestone successes internally as well as externally - transparency is key

3

Don't be afraid to show work in progress and what you are doing to tackle complex challenges

4

Inspire the people around you to change their behaviours and help you embed sustainability goals into the wider business

5

Work in partnership with others wherever possible, seeking to accelerate progress and action

MEASURING RESULTS

When measuring success, consider:

- Performance vs your targets
- Annual reporting – internally and externally against your targets
- Setting external benchmarks

Recognised and reputable tools to help benchmark success. Examples include:



ACTIVITIES TO CONSIDER



Stakeholder research, benchmarking
and planning



Value mapping and
strategic frameworks



Development and implementation
of flagship programmes globally and
locally



Employee engagement programmes
to improve the employee value
proposition and attract talent



Government affairs campaigns to
support achievement of
sustainability goals



Multi-media communications
campaigns to raise the corporate
profile and build trust

GET IN TOUCH



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