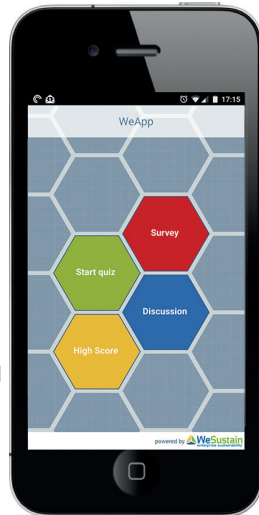![WeSustain - enterprise sustainability]

WeApp

DIALOGUE AND PARTICIPATION IN A NEW FORMAT

Target stakeholder groups

In our digital society, modern sustainability communications cannot be limited to a static annual sustainability report. Today, content and formats must be flexible, well-targeted and communicated widely. This involves an active dialogue with all interest groups – both internal and external. The mobile WeApp module offers you all of this and more.

Modern communications

WeApp is geared towards current changes in how media is used: more mobile devices and fewer desktop computers. It enables content to be individualized, while facilitating real-time, bidirectional interaction with stakeholders. As a result, not only is information communicated across a wide range, but feedback and suggestions can also be collected. The diverse interaction options enable you to secure and develop stakeholder relationships, such as with customers, suppliers and partners, while also enhancing internal company communications and supporting a continuous transfer of expertise.
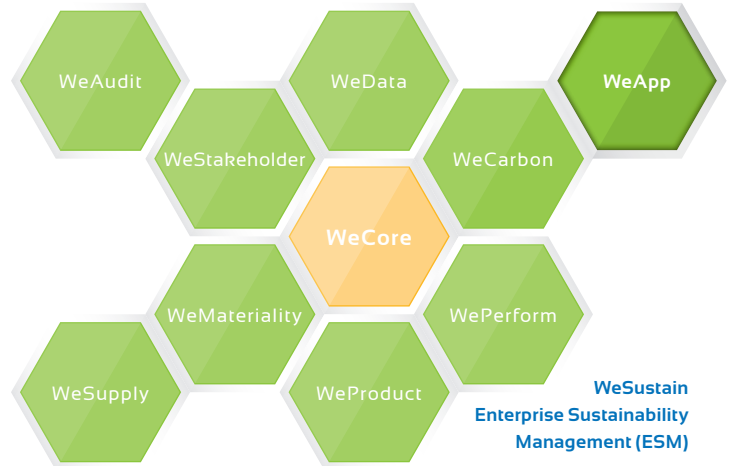
**WeSustain
Enterprise Sustainability
Management (ESM)**

Conduct surveys quickly and efficiently

In addition, WeApp enables you to flexibly carry out surveys and analyses. This provides important insights and form a basis for decisions pertaining further development of your sustainability strategy. As a result, multiple target-group-specific surveys can be started in parallel and their results directly transferred into the materiality matrix of the *WeMateriality* module. This serves both to identify new action fields and to enhance strategic risk minimization and conflict prevention. WeApp is simple to distribute, install and tailor to a company's needs, and can also be easily integrated with social media platforms such as Facebook, Xing and LinkedIn.

WeApp enables you to carry out surveys and analyses in a flexible manner. Consequently, you obtain fast, direct feedback from your relevant stakeholders.

>> FAR-REACHING, TARGET-GROUP-SPECIFIC COMMUNICATIONS
>> MORE ACCEPTANCE THROUGH DIALOGUE AND FEEDBACK
>> BUILD AND MAINTAIN STAKEHOLDER RELATIONSHIPS
>> DIVERSE DIFFERENTIATION POTENTIAL VIA INDIVIDUALIZED CONTENT
>> KEY INSIGHTS THROUGH FLEXIBLE SURVEY OPTIONS

Examples of application scenarios:

As part of a project to reduce energy and resource consumption, a company wishes to conduct a stakeholder survey - firstly to gain feedback on measures that have already been planned or implemented, and also to obtain suggestions for further measures.

Scenario 1: The company uses WeApp – independent of other ESM software – purely to collect data. Specific surveys can be developed and distributed in a manner focusing on the target groups – e.g. differentiated by external and internal stakeholders.

Scenario 2: The company already uses ESM modules, and expands its structure to include WeApp. In this case, all data collected can by directly processed in the system. It is then possible, for example, to utilize the obtained data to produce a materiality matrix in the WeMateriality module, or to evaluate the degree of target attainment in WePerform.

WeMateriality: ESM module for materiality analyses and processes
WePerform: our ESM module for role, action and progress management