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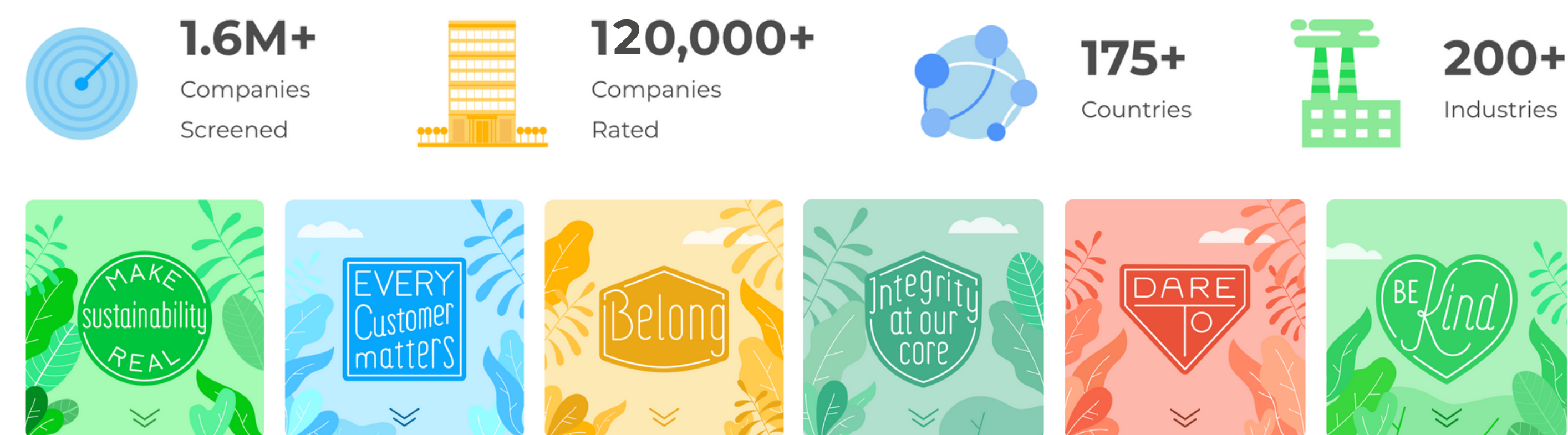
Community Strategy Intern

ECOVADIS: COMPANY OVERVIEW

Since its founding in 2007, EcoVadis has grown to become the **world's largest** and **most trusted provider** of business sustainability ratings, creating a network with over **120,000+** companies that have received a rating globally.

EcoVadis helps manage ESG risk and compliance, meet corporate sustainability goals, and drive impact at scale by guiding the sustainability performance improvement of a company and its value chain.

With a commitment to transparency, collaboration, and continuous improvement, EcoVadis is contributing to a more sustainable and equitable world by encouraging **responsible corporate behavior** and promoting **sustainable supply chains**.



Purpose: Guide all companies toward a sustainable world

Vision: We envision a global marketplace where sustainability intelligence influences every business decision – improving economies, people's lives, and the planet we all depend on

Mission: Our mission is to provide reliable, globally recognized sustainability ratings and insights, enabling all companies to reduce risk, drive improvement, and accelerate positive impact on our planet and society

KEY PROJECT

To scope and construct a proposal for the Rated and Requesting Customer Communities Program.

The objective of the community groups is to develop network connections and affinity with the EcoVadis brand, foster peer-to-peer learning, and increase the value delivered to our customers by being part of the EcoVadis network.

PROJECT HIGHLIGHTS

1 INDUSTRY RESEARCH & ANALYSIS

- Evaluated the effectiveness of past and current community initiatives, conducting a thorough analysis of successful strategies, areas requiring improvement, and opportunities to apply acquired insights
- Performed industry benchmarking and market research to gain a comprehensive understanding of competitor offerings and explore best practices in related industries and sectors

2 INTERNAL STAKEHOLDER RESEARCH

- Facilitated internal stakeholder interviews across diverse teams within the organization, capturing valuable insights and identifying key considerations
- Synthesized findings from industry research and internal stakeholder consultations to formulate an initial conceptual framework for the network community groups

3 CUSTOMER RESEARCH

- Spearheaded the development and distribution of a customer survey to solicit feedback on various facets of the network community program, followed by meticulous data compilation and analysis
- Conducted in-depth interviews with 29 customers, garnering insights into their perspectives on the network community program and their preferences for its evolution

4 PILOT DEVELOPMENT

- Consolidated and examined extensive data from diverse sources, including industry research, internal stakeholder interviews, customer surveys, and client interviews, culminating in a well-informed and conclusive recommendation for the strategic vision of the network community
- Scoped a pilot program encompassing a compelling value proposition, a well-defined segmentation model (sector/maturity/ geography), and a comprehensive operational blueprint detailing its implementation and management

KEY TAKEAWAYS

Fostering Sustainability through Collaborative Synergy

The collaborative exploration of sustainability-related topics serves as an advantageous avenue for companies to bolster their sustainability endeavors, leveraging collective insights and mutual support to accelerate their progress.



Navigating Transparency and Confidentiality Dynamics

Transparency and confidentiality pose intricate challenges within a network community, given that companies may be reluctant to divulge all information despite the primary objective of promoting best practice sharing.

Maximizing Stakeholder Engagement is Crucial

Engaging stakeholders is vital in making well-informed decisions. Since both internal and external stakeholders bring different perspectives, having open dialogues with all parties is crucial for gathering valuable input.



The Urgency of Embracing Sustainability

Companies must prioritize business sustainability now, as the prevailing trajectory indicates a collective shift in this direction among the majority of enterprises. Delaying this focus leaves little to no room for future catch-up.

Driving Sustainability Through Advocacy

Companies are integrating sustainability into their operations due to demands from clients, partners, and suppliers. Active advocacy for positive change plays a pivotal role in prompting businesses to adopt sustainable practices.



LEARNING OUTCOMES

My tenure at EcoVadis helped me develop valuable **project management** skills while also teaching me effective **stakeholder engagement and management** strategies. Additionally, I honed my **research skills** and became proficient in **data collection and analysis**.

I also learned the significance of expanding my **professional network** and connecting with individuals whom I could learn from. Their input was instrumental in **advancing my knowledge and skills**, while also guiding me toward unexplored areas of **personal and professional development**.