

COMMUNICATION PLAN
CO2 PERFORMANCE LADDER

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1 INTRODUCTION

This document was prepared in accordance with the requirements of the CO₂ Performance Ladder 3.1. manual and relates to perspective C of the CO₂ Performance Ladder (transparency: communication). It describes how our policy, objectives and improvements to our CO₂ performance and projects with a CO₂-related award advantage are communicated both internally and externally. Communication is not a one-time thing, but structural in nature.

It is important to provide both external and internal insight into our CO₂ efforts and also to communicate them clearly to all stakeholders.

After obtaining the CO₂ Performance Ladder certificate, regular internal and external communication (minimum frequency of once every 6 months) will be conducted about:

- the energy policy and reduction objectives
- current energy use and trends within the company
- the savings in CO₂ emissions achieved
- the opportunities for individual contribution(s) by employees (e.g., through SBE support Jira ticketing system)

2 INTERNAL COMMUNICATION

The internal communication section identifies the stakeholders to whom internal communication regarding SBE's CO₂ performance relates. An explanation of his/her involvement in SBE's CO₂ performance is provided for each stakeholder from a communication standpoint. The communication objectives and the means to achieve them are then named.

Internal stakeholders means all SBE employees, members of the project team of projects with CO₂-related award advantages and management. We want to increase the awareness and involvement of internal stakeholders with regard to CO₂ reduction and the communication should lead to a change in attitude and behavior.

2.1 INTERNAL STAKEHOLDERS

Internal stakeholder	Involvement
All SBE employees	All SBE employees have a shared responsibility to contribute to the achievement of our CO ₂ reduction objectives.
All SBE employees with company cars	Each employee with a company car has an individual responsibility to contribute to the achievement of the CO ₂ reduction objective with respect to fleet emissions.
Members of the project team of projects with a CO ₂ -related award advantage	All members of the project team have an individual responsibility to contribute to the achievement of the CO ₂ reduction objective.
Management	Management is responsible for policy, formulation of objectives, decision making and management reviews regarding SBE's CO ₂ performance.
Sustainability Coordinator	The sustainability Coordinator is responsible for communicating the vision in terms of CO ₂ performance and is tasked with transforming the substantive input obtained into accessible texts/illustrations and then publishing them both internally and externally.

2.2 INTERNAL STAKEHOLDERS COMMUNICATION OBJECTIVES

2.2.1 ALL EMPLOYEES, INCLUDING THOSE WITH A COMPANY CAR

All employees, regardless of team, position and rank within SBE, must be aware of the CO₂ reduction policy and the formulated objectives regarding CO₂ reduction.

Everyone will be made aware of his/her individual opportunities to contribute to the improvement of our CO₂ performance:

- All employees working at the office are asked to be conscious of gas, electricity and paper consumption (think before you print, turn off lights, PC sleep mode, temperature settings, etc.)
- Everyone who comes to work by car (own car or company car) should try to drive less (by teleworking, carpooling, opting for public transport / bike lease, online meetings instead of physical ones, etc.).

The communication objectives for this target group are defined as follows:

- Knowledge: to be aware of the CO₂ reduction policy and its objectives
- Attitude: be aware that individual actions have an impact on the achievement of objectives
- Behavior: demonstrate commitment by actively participating in the proposed improvement measures and proposing further CO₂ reduction policy measures yourself

2.2.2 MEMBERS OF THE PROJECT TEAM OF PROJECTS WITH A CO₂-RELATED AWARD ADVANTAGE

All members of the project team, regardless of position and rank within this team for a project with CO₂-related award advantage, are aware of the CO₂ reduction policy and its objectives.

Members of the project team are made aware of their individual responsibilities in contributing to the objectives:

- All members of the project team working from the office are asked to be conscious of gas, electricity and paper consumption (think before you print, turn off lights, PC sleep mode, heating & temperature settings etc.)
- Everyone who travels by car for the project (own car or company car) should try to drive less (by teleworking, carpooling, opting for public transport / bike lease, online meetings instead of physical ones, etc.)

The communication objectives for this target group are defined as follows:

- Knowledge: to be aware of the CO₂ reduction policy and its objectives
- Attitude: be aware that individual actions have an impact on the achievement of objectives
- Behavior: demonstrate commitment by actively participating in the proposed improvement measures and by proposing further reduction measures for the project themselves

2.2.3 MANAGEMENT

The communication objectives for this target group are defined as follows:

- Knowledge: having sufficient and correct information to be able to make decisions about the CO₂ reduction policy in a responsible way. Management should also be familiar with market developments regarding CO₂ reduction.

- Attitude: be aware that the CO₂ Performance Ladder management system must be continuously monitored and periodically discussed as an agenda item for management meetings
- Behavior: demonstrate commitment to the CO₂ reduction policy by spreading the word about the importance of improving CO₂ performance

2.3 MEANS OF COMMUNICATION

Through effective communication to our internal audiences, we aim to ensure that environmental and sustainability policies (and CO₂ reduction policies in particular) are transparent to everyone within SBE. This ensures that it is carried throughout the organization and that employees understand why certain measures are taken and why certain actions are required of them. This also allows employees to put forward their own suggestions for improvement.

This is translated into practice as follows:

- First introduction to the CO₂ Performance Ladder: during the Let's talk on October 5 2021, the CO₂ Performance Ladder was explained to all employees for the first time and they were notified of the audit dates. All employees were briefed on the how, what, why of the CO₂ Performance Ladder.
- A section on the CO₂ Performance Ladder was added to our "Curieus" intranet under the heading of sustainability. Employees can find all relevant information about the management system on this page. In due course Curieus will also feature posts about current developments, achievements and future improvements.
- Welcoming presentation on sustainability for new employees: at the welcome event on sustainability for new employees, the CO₂ Performance Ladder and our CO₂ reduction objectives are explained, among other things.
- During internal events such as the annual Let's Talk, New Year's reception or informal business activities such as SBE radio, car free workday etc. updates are also given on current developments, status of measures, targets and achievements/results and future improvements of the CO₂ Performance Ladder system. That way, they are aware of the CO₂ reduction policy and the guidelines in this regard and are actively involved in knitting the predetermined objectives and further spreading the acquired knowledge to the outside world.
- Finally, news articles that provide updates on management systems, the environment and sustainability are also regularly posted on Curieus. In the future, it will include the CO₂ reduction objectives and other relevant information regarding the CO₂ management system.

To supplement this, the table below summarizes the means of communication for our CO₂ performance and their frequency:

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Means of communication	Target group	Frequency	Contents	Person responsible
Curious (posts and page)	All employees	On a continuous basis, ad hoc in case of news, at least 2x per year	Documentation on CO ₂ reduction	Sustainability Coordinator
Management review	Management & Strategic board	Annual	Internal regulations on CO ₂ . Discuss reduction measures, objectives and results	Jan T./management
Project meetings	Project team members	Continuously, ad hoc in case of news, at least 2x per year	Raise awareness about/share information about CO ₂ reduction and discuss the energy-efficient measures of the project	PM
Welcome process	All new employees	Once when entering into employment	Explanation of environmental awareness within SBE	Sustainability Coordinator
Let's talk (or other informal activity linked to sustainability)	All employees	Every 3 years	Internal regulations on CO ₂ . Discuss reduction measures, objectives and results	Jan T/ Sustainability Coordinator

3 EXTERNAL COMMUNICATIONS

The external communication section identifies the stakeholders to whom external communication regarding SBE's CO₂ performance relates. An explanation of his/her involvement in SBE's CO₂ performance is provided for each stakeholder from a communication standpoint. The communication objectives and the means to achieve them are then named.

External stakeholders are clients and competent authorities such as municipalities, provinces, governments, fresh water supply district, suppliers, project developers, branch associations, etc. We want to raise awareness among external stakeholders about corporate social responsibility and to emphasize our and their responsibility for sustainable entrepreneurship.

3.1 EXTERNAL STAKEHOLDERS

External Stakeholder	Involvement
Clients	Some clients may expect SBE to be actively committed to CO ₂ reduction and to communicate clearly on this subject
Competent authorities	Competent authorities may also be interested in getting insight into our CO ₂ performance (governments, municipalities, etc.)
Branch associations	SBE participates in CO ₂ reduction initiatives at branch associations
Other stakeholders	Interest groups, environmental organizations, future partners, suppliers, citizens, media, competitors, etc. may be involved from a variety of communication perspectives.

3.2 EXTERNAL STAKEHOLDERS COMMUNICATION OBJECTIVES

3.2.1 CLIENTS

SBE is aware of the impact of its business activities on the environment and therefore wants to demonstrate to its clients that the company assumes responsibility for this. We do this as follows, among other things:

- Use fuels and electricity efficiently within business operations
- Obtaining ISO 14001 certification to demonstrate the effort related to the environment
- Maintaining a CO₂-management system conform level 3 on the CO₂ Performance Ladder and, at a later stage, also to progressing to a higher level on the ladder

The communication objectives for this target group are defined as follows:

- We want to demonstrate the efforts SBE is making in the field of environmental care through level 3 certification of the CO₂ Performance Ladder and ISO 14001, among other things.
- Communicate our objectives and progress

3.2.2 COMPETENT AUTHORITIES

SBE wants to inform competent authorities such as environmental services and municipalities that we are compliant with environmental legislation.

The communication objectives for this target group are defined as follows:

- We want to demonstrate the efforts SBE is making in the field of environmental care through level 3 certification of the CO₂ Performance Ladder and ISO 14001, among other things.
- Making it more accessible to provide insight when supervisory and enforcement tasks need to be performed

3.3 MEANS OF COMMUNICATION

A section on the CO₂ Performance Ladder is dedicated on the SBE website (<https://sbe-engineering.com/nl/co2-prestatieladder/>). The page reflects the requested sections from the manual.

To supplement this, the table below summarizes the means of communication for our CO₂ performance and their frequency:

Means of communication	Target group	Frequency	Contents	Person responsible
www.sbe-engineering.be	All visitors to our website	On a continuous basis, ad hoc in case of news, at least 2x per year	Documentation on CO ₂ Performance Ladder (certificate, CO ₂ footprint, reduction objectives, projects with award advantage)	Sustainability Coordinator in collaboration with Marketing
Social media: Facebook, Instagram and LinkedIn	All visitors to these social media profiles, followers	On a continuous basis, ad hoc in case of news	Various CO ₂ -related information (and projects).	Sustainability Coordinator in collaboration with Marketing
Internet site (SKAO)	All visitors to our website	At least 2x per year	Documentation on CO ₂ Performance Ladder	Sustainability Coordinator

4 ORGANIZATION

This section briefly describes SBE's organization and budget for managing and improving its efforts under the CO₂ Performance Ladder:

- The ultimate responsibility and decision making in relation to policy and formulation of objectives lies with the management of SBE
- The responsibility for meeting the requirements of level 3 of the CO₂ Performance Ladder, identifying potential improvements in business processes and communicating about the CO₂ reduction policy, environmental and reduction objectives and achieved results related to CO₂ performance lies with the Sustainability Coordinator. In reality, these issues are also discussed during sustainability meetings with management.
- Regular checks are done to ensure that all communications have taken place and to verify that they have been properly communicated. If necessary, adjustments can be made after these evaluation moments. Evaluation will take place each year along with the assessment of the objectives.