



Sabine Peters-Halfbrodt

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My vision is to establish sustainability as a core business value

- ✚ Sustainability will become a key element and success driver for your business.
- ✚ The risks in the value chain, such as commodity availability or human rights, must be recognized and managed.
- ✚ Compliance with the legal framework is necessary.
- ✚ Transparency of the legal requirements, business challenges and opportunities is needed.
- ✚ In workshops, we identify the main issues and impacts so you are able to familiarize yourself with the basic elements which are the foundation for your sustainability strategy.

sustainability

Establish responsible business processes and initiate integrated sustainability programs.

project management

*Form resilient and future-oriented supply chains.
Improve working conditions and environmental requirements within the company.*

human rights

Integrate human rights due diligence in business processes.

My services for sustainable solutions

- ✚ **Development of individual sustainability strategies**
 - Assessment and analysis
 - Strategy and project development
 - Project implementation and management
 - Concepts to integrate social aspects to ensure compliance with due diligence of human rights within the value chain
- ✚ **Dialog and communication**
 - Develop concepts to ensure effective communication for sustainability and CSR, including story development and suitable messages as well as different communication formats
 - Develop and manage stakeholder engagement
 - Support of internal and external corporate communication
 - Workshop mediation
 - Coaching and sparring partner
- ✚ **Issues and crises management**
 - Perform issues mapping, assessment for risks and opportunities for brand and corporate reputation
 - Develop messages to support stakeholder dialog



My approach

✚ Understanding & Positioning

In the first step, the relevant themes and focus areas are defined. These are the basis for the development of the strategic course of action. The alignment of the political environment, the Sustainable Development Goals and the relevant framework will be part of this assessment.

✚ Strategic outline

Following the assessment, the strategy and roadmap, including business-oriented objectives, which should be ambitious but feasible, will be developed. In general, the roadmap covers a time frame of two to three years.

✚ Relevance for the business

To integrate corporate responsibility and sustainability in the core business, it is crucial to assess the relevance for the company.

✚ Impact and transparency

The strategy objectives will provide orientation for programs including measurable indicators. This is how sustainability programs and campaigns will become transparent and measurable.

My experience

✚ A wide spectrum of experience and knowledge in marketing, corporate and brand communication as well as corporate social responsibility and sustainability.

✚ A proven track record in concept development, implementation and management of sustainability programs for commodities such as coffee, cacao, palm oil and dairy.



✚ Development and establishment of partnerships as well as the implementation of Public Private Partnerships (PPP's) including the fundraising for those projects.

✚ In-depth know-how with the development of corporate positioning and commitments for key issues, such as human rights, animal welfare, deforestation and other environmental topics.

✚ Development of sector initiatives with multi stakeholder participation, such as 4C Association (coffee), International Cocoa Initiative, IDH Platform, German Initiative on Sustainable Cocoa and other relevant groups.

✚ Excellent network to all relevant stakeholder groups, such as governmental and nongovernmental organizations, associations and media.

✚ Recognized as a strong communicator and mediator. Successful in leading and moderating interdisciplinary groups.

I am looking forward to a lively discussion with you!