



Zero Inequality with Social Responsibility

Change Business for Good

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New Business & Industry Strategy, SAP



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Sustainability at SAP

Purpose

Help the World Run Better and Improve People's Lives

Sustainability

Creating Positive Economic, Environmental and Social Impact within Planetary Boundaries

Exemplar

Leading by example in our own sustainable business operations and practices

Enabler

Providing products & services that meet the sustainability challenges and opportunities of our customers



Holistic Steering & Reporting

Integrated Reporting since 2012

Founding Member of the VBA
(Value Balancing Alliance)



Climate Action

Zero Emissions

Carbon Neutrality by 2023
Net Zero by 2030
Environmental Management System



Circular Economy

Zero Waste

Phase out single-use Plastics



Social Responsibility

Zero Inequality

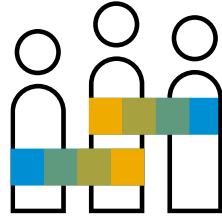
Diversity, Equity, and Inclusion
Health & Well-Being
Skilled Workforce
Social Entrepreneurship

..... **Ethical business practices** (Ten Principles of the UN Global Compact, AI Ethics, Respecting Human Rights)

SAP supports the Sustainable Development Goals



sap.com/sustainability

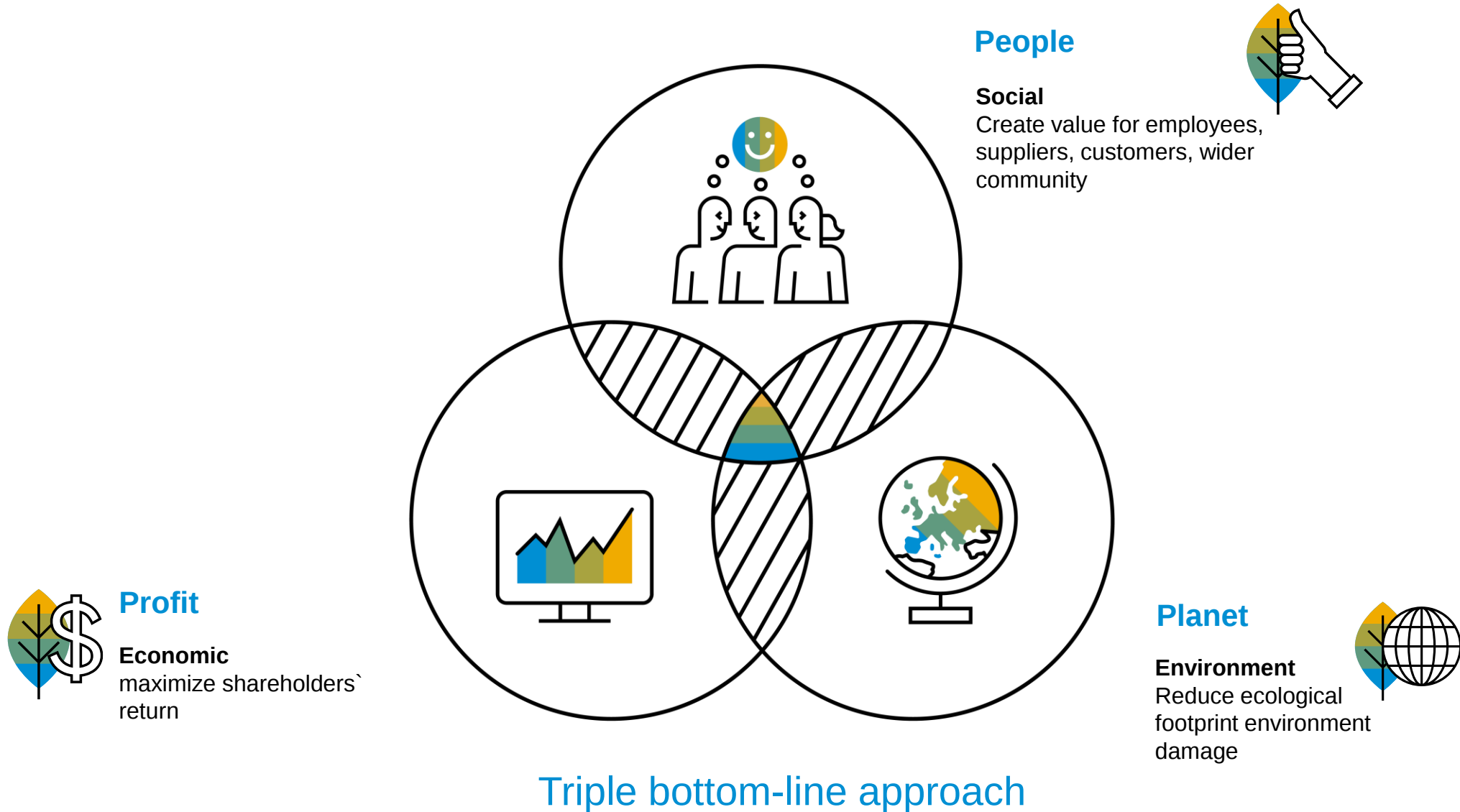


Social Responsibility and Zero Inequality

Business Imperative

Social, Economic and Environmental Dimension of Sustainability

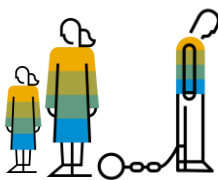
Sustainability is not only green



Social Responsibility: Understanding the Urgency

Business Impact on People and Society

40 million people are estimated to be trapped in modern slavery worldwide:



1 in 4 of them are children, and almost three-quarters are women and girls.

Over the past decade, **extreme weather has displaced 20 million people a year**



as a cost of the climate crisis.

Climate change is the greatest threat to human health in recorded history.



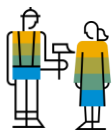
Air pollution causes **between 3.6 million and 9 million premature deaths a year.**

The rapid loss of species is estimated by experts to be **between 1,000 and 10,000 times higher** than the natural extinction rate.

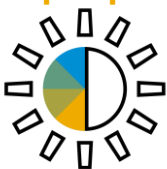
~780m men and women are working, but not earning enough to lift themselves and their families out of poverty



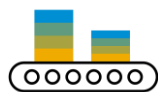
Child labour has risen to **160 million worldwide**, almost 1 in 10 of all children.



+2 degrees C warmer 189 million people
+4 degrees C warmer 1.8 billion people
could experience levels of vulnerability to food insecurity greater than the present day.



Consumer Industry



Discrete Manufacturing



Energy & Natural Resources



Financial Services



Public Services



Service Industry

Business – Human Rights and Social Responsibility

Why is this relevant to business?

Most business practice is driven by the measure on:



Profit



Shareholder
wealth



GDP

The current system is impacting People and the Planet



PEOPLE

Inequality (wealth)-> mental health issues, abuse, obesity, increase teen birth and violence, poverty.



CONSUMERS

Unsafe and destructive products.



COMMUNITIES

Families homeless, mortgages, long working hours, outsourcing.



PLANET

Leading to an environment not conducive to human life, sickness and death (polluted water and air, increased sea levels).

Human Right Standards

Civil and political rights

- Right to life, liberty and security of person.
- Freedom from torture or cruel, inhuman or degrading treatment or punishment.
- **Right to an effective remedy.**
- Freedom from arbitrary arrest, detention or exile.
- **Right to privacy.**
- Freedom from Interference with Privacy, Family, Home and Correspondence.
- Right to freedom of thought, conscience and religion.

Economic, social and cultural rights

- Right to an adequate standard of living – housing, food, water.
- **Right to non-discrimination and equality.**
- Right to form and join trade unions.
- Right to social security.
- Right to take part in cultural life.
- Right to education.
- Right to work – just and favourable conditions at work.

Specific groups and themes

- Indigenous Peoples' Rights
- Children's Rights
- Women's Rights
- International Humanitarian Law

Core Labour Standards

- Freedom of association, right to organise, Collective bargaining.
- **Absence of discrimination in employment.**
- Absence of child labour.
- Freedom from forced or compulsory labour.

Implication on business practise

A company fails to ensure the access of workers to effective mechanisms for raising workplace concerns.

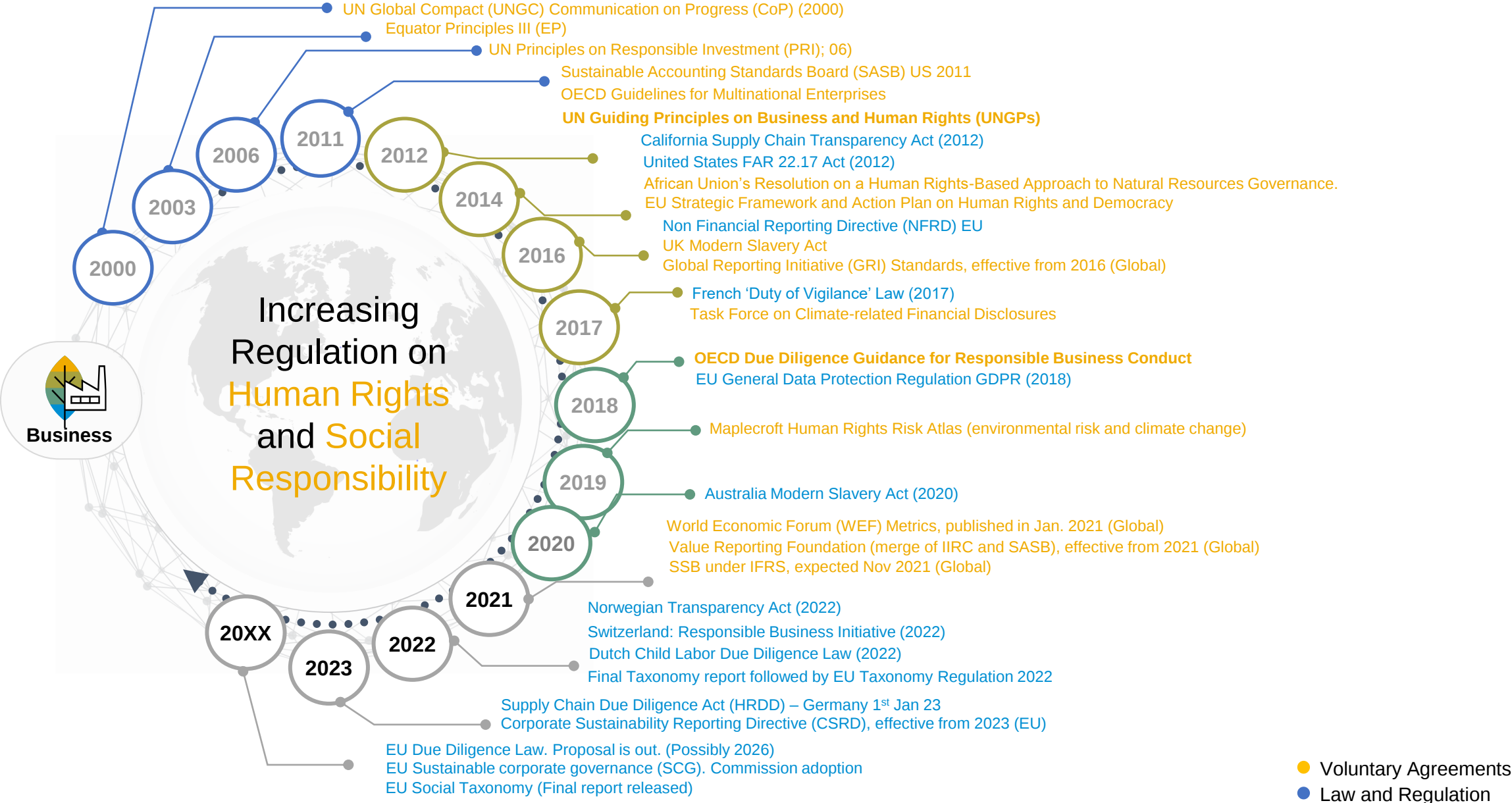
A company delivers sensitive information about workers to the government.

A company discriminates on gender in their hiring practices.

A company has migrant workers as a contracted laborers in construction that has had to leave home and family to work at the company, or they have taken their children with them and without proper documentation, the children cannot go to school.

From Voluntary Agreements to Regulations

Social Responsibility



How SAP Can Help



**UN Sustainable
Development
Goals Targeted**

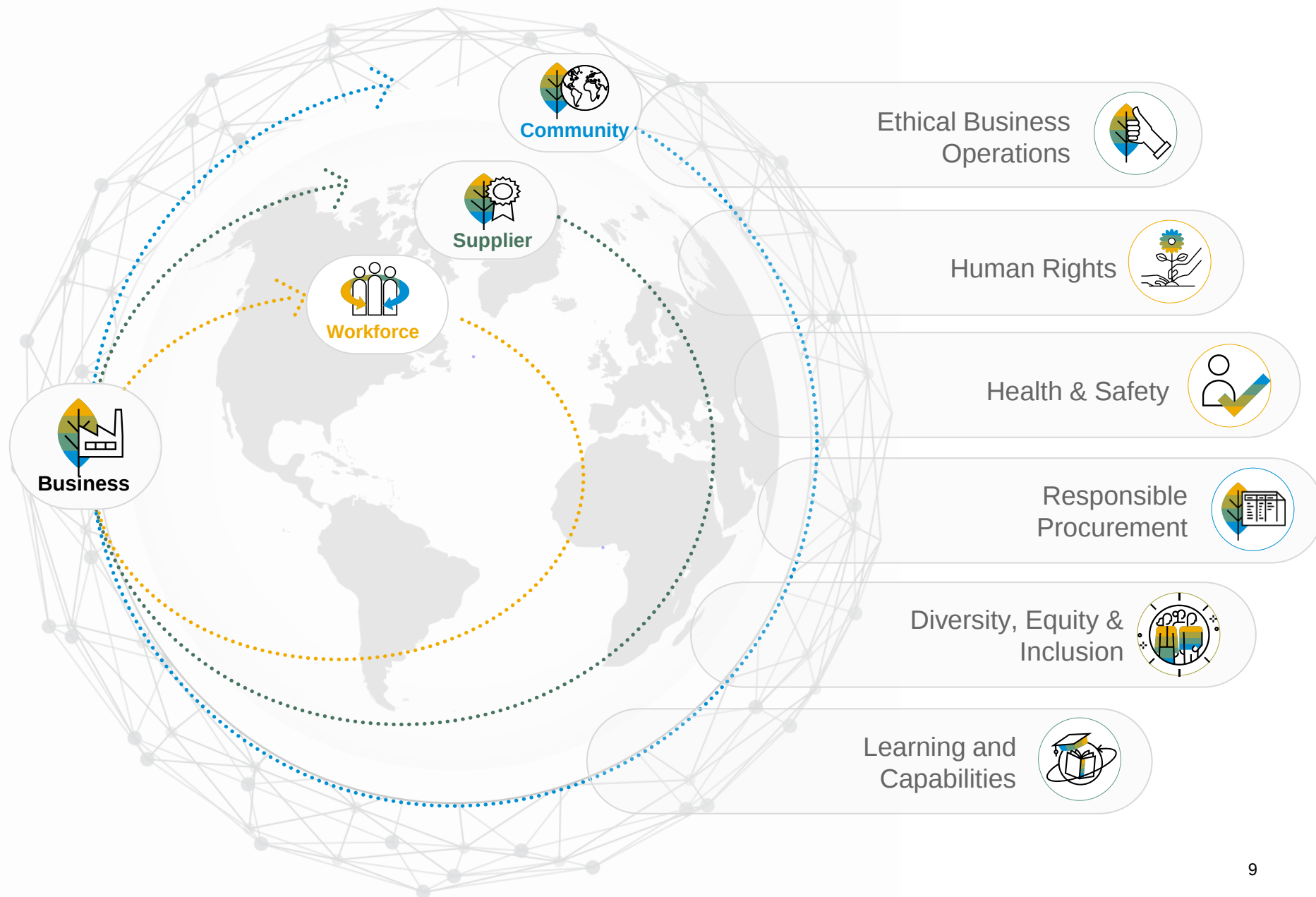


Understanding the Impact of Business on People and Society

Social Responsibility

“Do business in ways that benefit society and protect people”

United Nations Global Compact



SAP Solutions linked to Social Responsibility

Equality and Human Rights



Business Beyond Bias

- SAP SuccessFactors Human Experience Management (HXM) Suite

Contingent Workforce Diversity

- SAP Fieldglass

Capture Insight to Action

- Qualtrics EmployeeXM

Diversity Spend Management

- SAP Ariba Spend Analysis

Responsible Supplier Management

- Ariba Network
- SAP Ariba Supplier Risk

Procure to Pay with Purpose

- SAP Ariba Buying



Health, Safety and Well-Being



Environmental, Health and Safety

- SAP Health and Safety Management
- SAP Occupational Health
- SAP Incident Management

Safety and Compliance Training

- SAP SuccessFactors Learning

Product Responsibility and Compliance

- SAP S/4HANA for Product Compliance



Learning, Skills & Capabilities



Learning and Upskilling

- SAP SuccessFactors Learning

Equitable Opportunities for Development

- SAP SuccessFactors Opportunity Marketplace



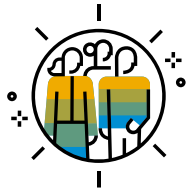
“Do business in ways that benefit society and protect people”

United Nations Global Compact



Protect Equality and
Human Rights
Across Your Value Chain

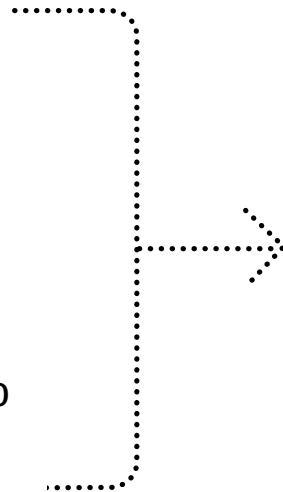
Equality and Human Rights



Create a culture of **diversity, equity, and inclusion** to unleash the human potential at work.



Manage increasing requirements around **ethical sourcing** and human rights in the supply chain to ensure decent work, **reduce inequalities**, and mitigate risk



Business Beyond Bias

- SAP SuccessFactors Human Experience Management (HXM) Suite

Contingent Workforce Diversity

- SAP Fieldglass

Capture Insight to Action

- Qualtrics EmployeeXM

Diversity spend management

- SAP Ariba Spend Analysis

Responsible supplier management

- Ariba Network
- SAP Ariba Supplier Risk

Procure to pay with purpose

- SAP Ariba Buying



UN Sustainable Development Goals Targeted



Diversity, equity and inclusion is recognized as good for business...

Highly inclusive organizations:

- Generate 2.3x more cashflow per employee
- Generate 1.4x more revenue
- Rate themselves 170% better at innovation

Predictions for 2017 Everything Is Becoming Digital (Bersin by Deloitte)

85%

CEOs whose organizations have a diversity and inclusion strategy say it has enhanced performance.

PwC, 18th Annual Global CEO Survey

\$28 trillion

added to global economy if gender equity achieved

McKinsey

48%

Higher operating margins generated by gender diverse management teams.

McKinsey

35%

Ethnically diverse companies more likely to outperform their peers

McKinsey

50% of executives say that diversity in their organization has had a positive impact on culture

Oxford Economics

69%

of executives rate diversity and inclusion an important issue

Deloitte Global Human Capital Trends

... but what has really changed in the workplace?

A meta-analysis of over 350 studies reveals women and non-white employees are **still more likely to turnover voluntarily**⁸

Women are **punished for failure** to a greater extent than men, discouraging them from pursuing leadership roles³

Disabled workers report experiencing **discrimination in promotion, pay, and being given less responsibility** than non-disabled workers⁶

Non-white employees **continue to be underpaid**, reducing org commitment, especially among high performers⁵

Women are less likely to apply for jobs which are described as being **“fast paced”** or **“competitive”**¹

In a study of 200,000+ job applicants across NA and Europe, non-white candidates received between **25-50% fewer callbacks** than white candidates²

LGB employees are **perceived as less able to “fit in”** to workplaces, and therefore less likely to be promoted⁷

Women are implicitly **categorized as being ideal “followers”** and males as ideal “leaders”, impacting development opportunities⁴



Business Beyond Bias: Detect and mitigate bias across the employee lifecycle

SAP® SuccessFactors Human Experience Management (HXM) Suite



In a Nutshell

- SAP SuccessFactors solutions provide decision-makers with the tools they need to identify and reduce unconscious bias where it occurs. Incorporate DEI as a key component of your company culture and employee experience. Change how diversity is seen and understood to make decisions that cultivate a diverse and inclusive workforce.

Capabilities

- Full suite to manage and support your workforce, including core HR and payroll, talent management, HR analytics and workforce planning, and employee experience management.
- Understand the make up of your total workforce, including who is hired, developed, rewarded and promoted.
- Incorporate DEI as a key component of your company culture and worker experience.
- Give your workforce equitable opportunities to develop and advance with training and mentoring.
- Provide managers with guidance to improve decision-making and reduce unconscious bias.

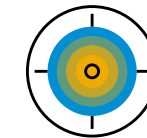
Benefits



Reduce unconscious bias from decision-making and embed fair and equitable processes across the entire HR lifecycle



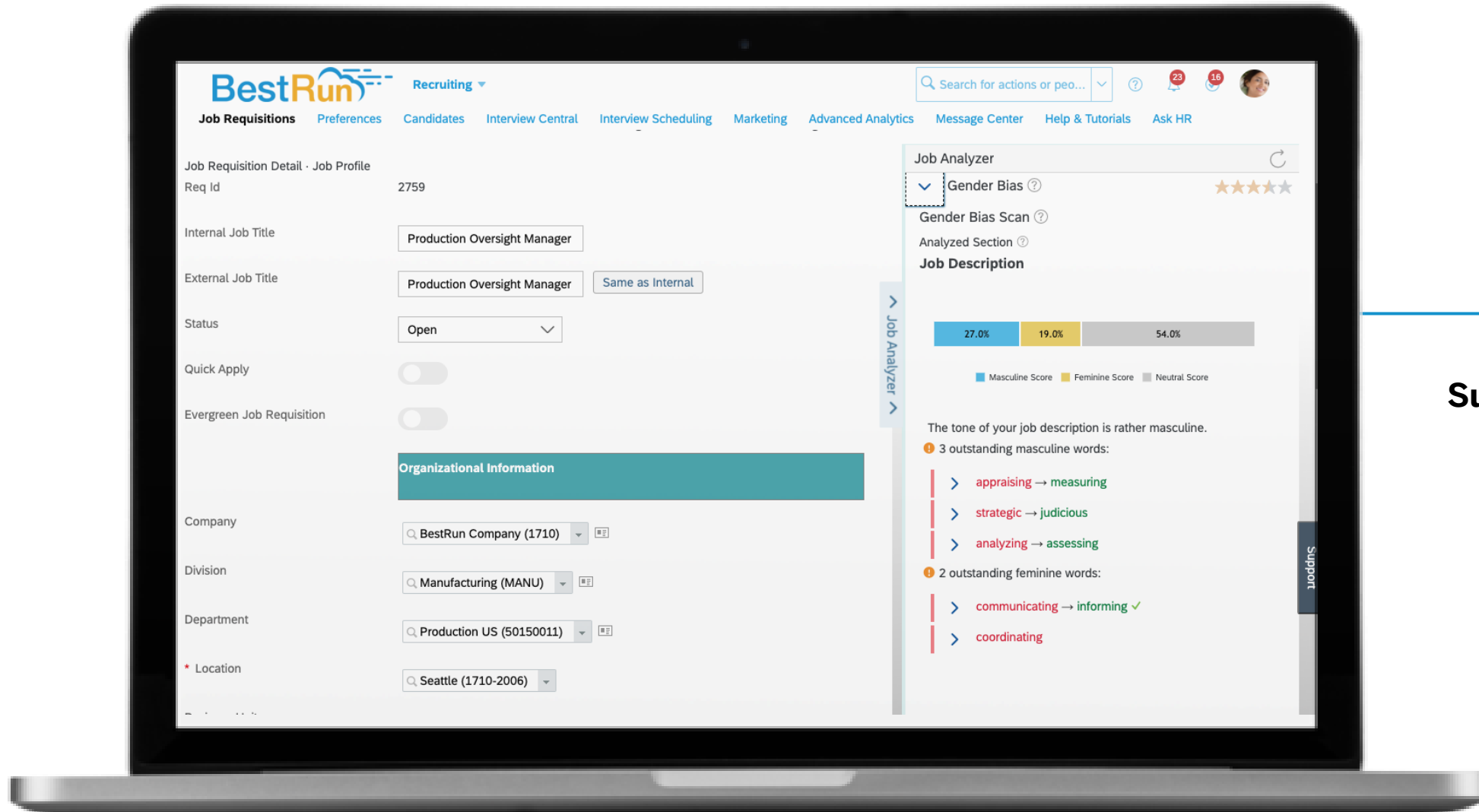
Deliver analytics, metrics, and actionable insights that can influence key HR decisions and change behavior



Attract, develop and retain top talent from diverse backgrounds.



Foster a culture where people feel comfortable to bring their whole selves to work.

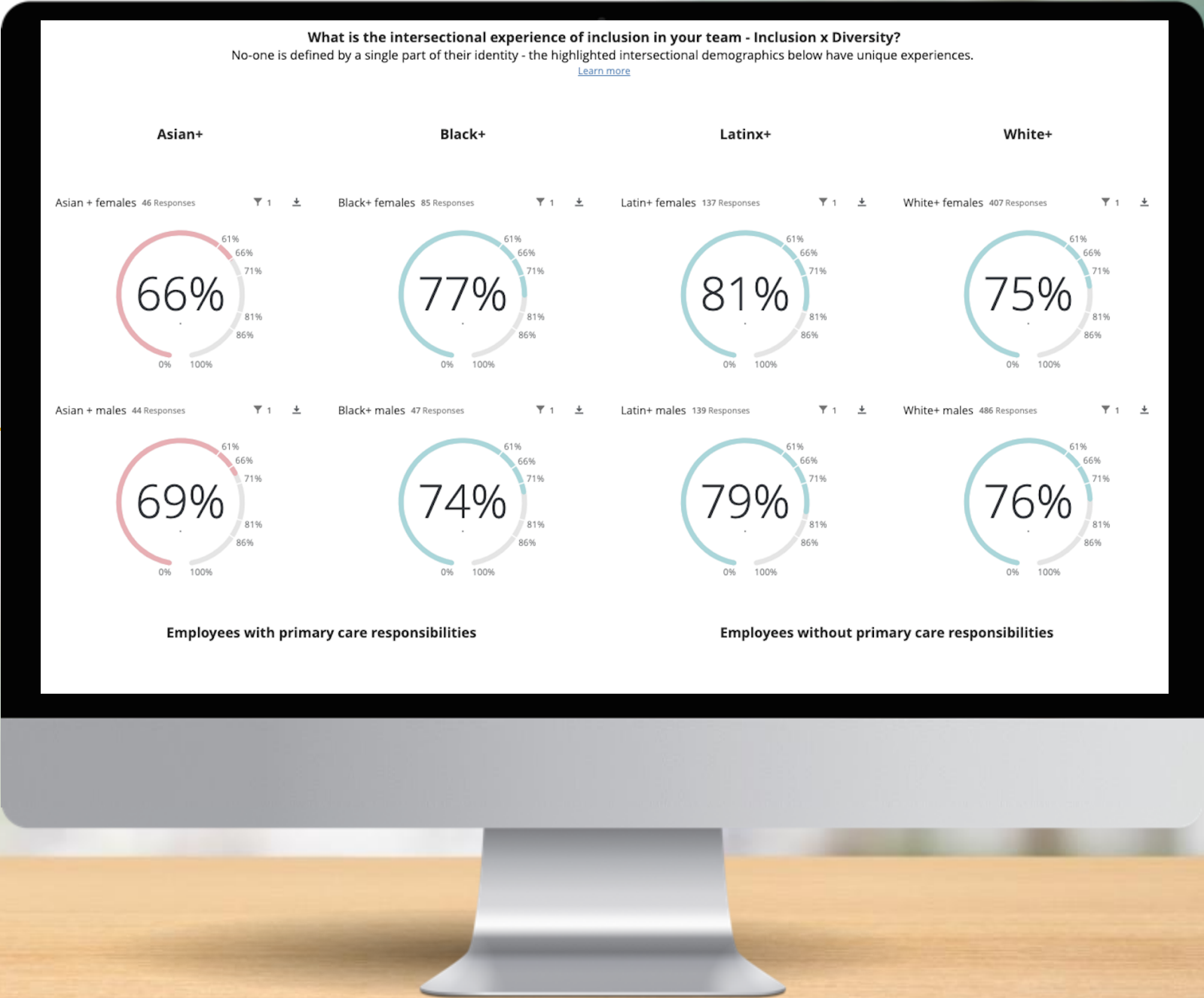
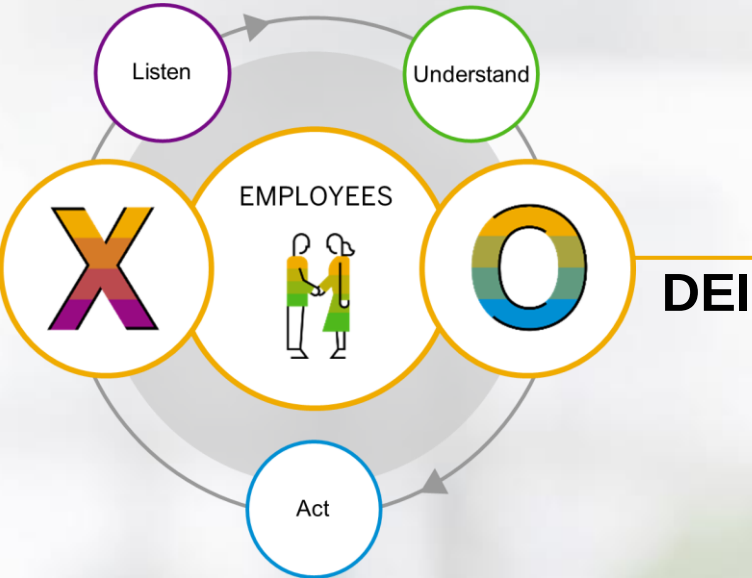


Surface gender-biased language to create effective job descriptions

SAP SuccessFactors Recruiting

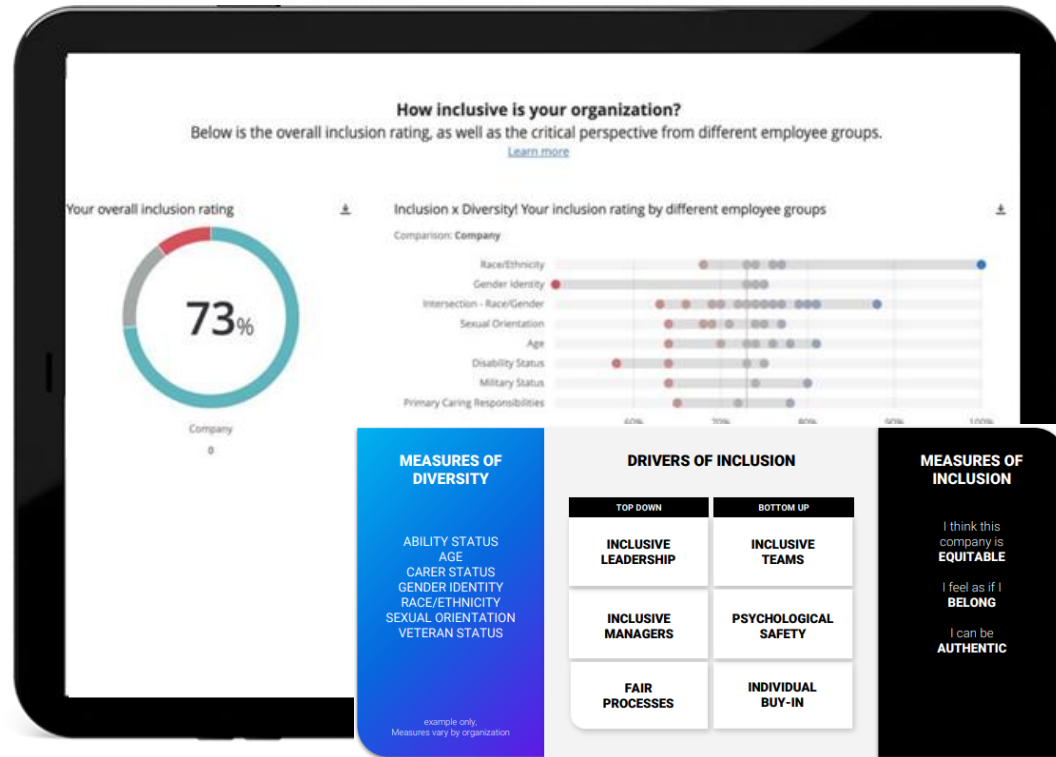


Listen. Understand. Act.



Understand key drivers of diversity, equity and belonging

Qualtrics EmployeeXM



In a Nutshell

Qualtrics EmployeeXM solutions allow you to capture continuous feedback from every employee experience and take the right actions to impact engagement, DE&I, productivity, and innovation. Technology and tools are seamlessly integrated into SAP® SuccessFactors® HXM suite allowing for automated employee listening, analysis, and guided action planning.

Capabilities

- Pre-built survey question sets and guides.
- Research-backed methodologies combined with world-class employee experience management technology.
- Ability to combine onboarding and exit feedback with other key touchpoints to understand the impacts throughout the employee lifecycle.
- Seamless integration with the SAP SuccessFactors HXM suite.

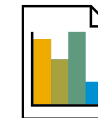
Benefits



Increase employee engagement, top talent retention, and innovation by focusing on DEI improvement across your organization.



Insight into where leaders can have the most impact, what processes contain bias, and where to close inclusion gaps for under-represented groups across their organization.



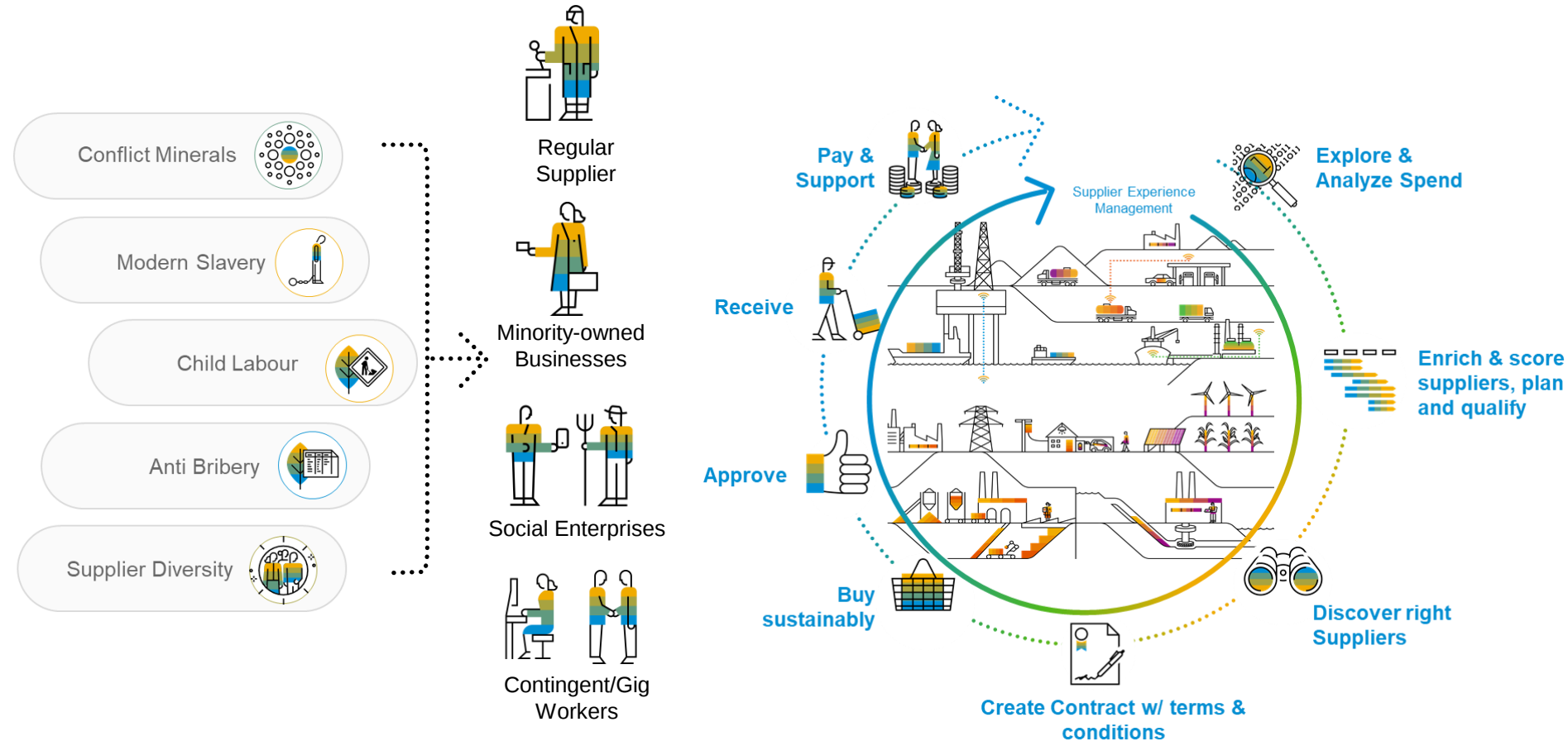
Automated, personalized analytics and actions to help managers build more inclusive and effective teams.



Executives and managers are empowered with research-backed methods and individualized dashboards to understand and close DEI employee experience gaps.

Socially Responsible Supply Chains.

Positive impact on employees, communities, and societies



Sustainability Value



- Respecting Human Rights – of all workers
- Supporting Decent work in Supply Chain and manage risk
- Contributing to Thriving Communities by Building skills in vulnerable people and Integrating Social Enterprises



- Include diversity and inclusion as part of the evaluation of candidates for posted roles and ensure equal pay.
- Enforce guidelines for living wage, manage excessive working hours and breaches of recognized codes for business and human rights.
- Promote worker safety through full and proper onboarding and training.

Business Value

- Stay Compliant
- Protect the Brand
- Respond to customers and employees
- Secure resilient supply chain
- **Do the right thing!**

Social Procurement Initiative 5 & 5 by '25

Rallying Businesses to Spend More with Social Enterprises and Diverse Suppliers

SAP aims to **direct 5% of addressable procurement spend to social enterprises and to diverse suppliers by 2025**. The initiative invites organizations around the world and across industries to join SAP in buying more goods and services from purposeful suppliers.



Fulfill organizations' **business needs** with quality goods and services



Power to tackle some of the world's most pressing **social and environmental problems**



Make a **positive collective impact** on the societies organizations operate in

Social Procurement Initiative 5 & 5 by '25

www.sap.com/buysocial



Social Listening – Best Practice Example

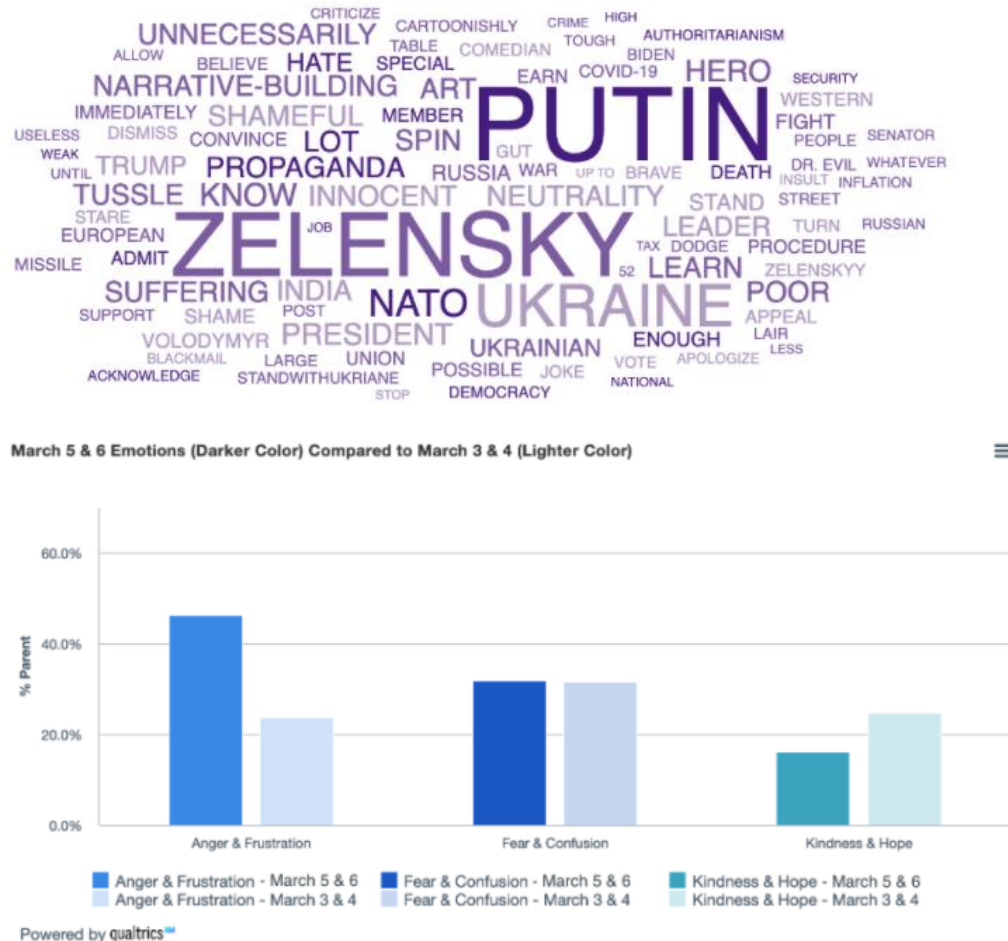


Figure 6: For each of the top 3 emotions expressed (Anger & Frustration, Kindness & Hope, Fear & Confusion), the left bar displays prevalence of that emotion on March 5 & 6 compared to the right bar, which represents the prevalence on March 3 & 4.

When the war started in the Ukraine, emotional reactions resounded around the world. But what did those reactions look like in aggregate, did they change as the crisis unfolded and what topics generated the most intense emotions?

To answer these questions, Qualtrics analysts used XM Discover, its natural language processing and listening tool, to filter and analyze more than 200,000 Twitter posts about the invasion of Ukraine to understand the most emotions of people around the globe as they took in the headlines.

XM Discover aggregated those tweets, assigned them meaning, and produced a digestible snapshot of the public reaction.

Best practice example from Qualtrics XM



Protect the Safety and
Well-Being of Your
Workforce and
Community

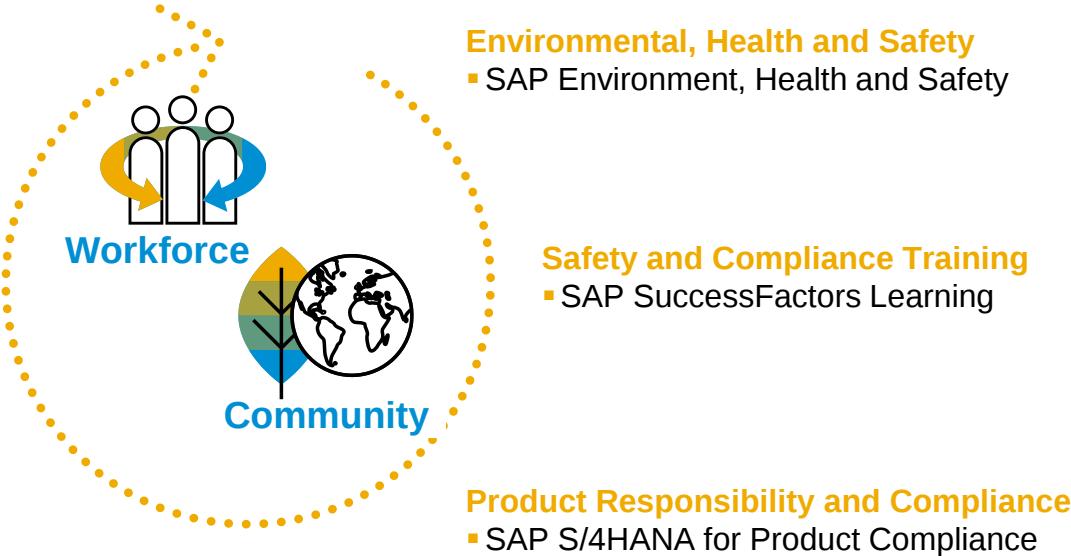
Health, Safety and Well-Being



- Manage **risks, safety, and well-being** in the workplace to protect people and business



- Ensure **product safety and compliance** throughout the entire product lifecycle



**UN Sustainable
Development
Goals Targeted**

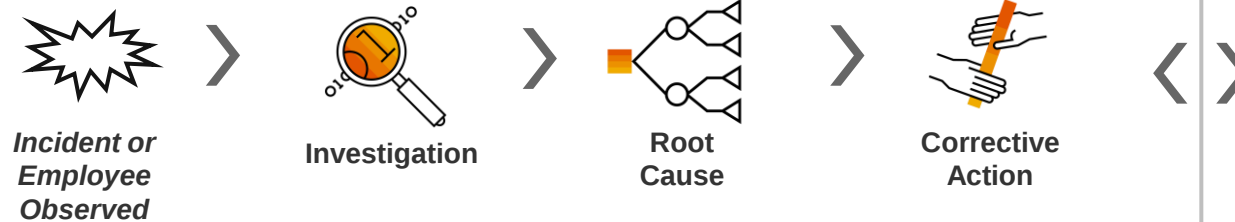


Process/Data integration across SAP EHS and SuccessFactors

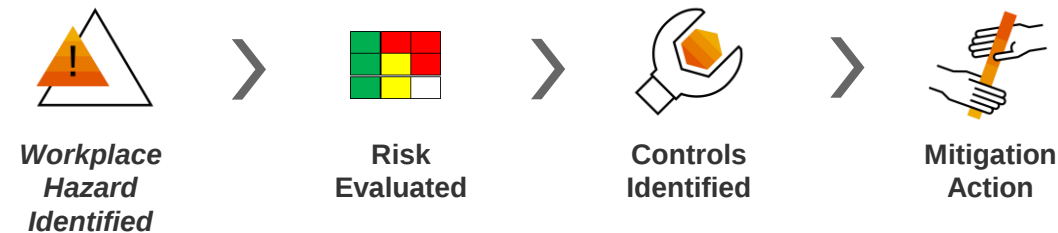
SAP EHS Environment Management



SAP EHS Incident Management



SAP EHS Health and Safety



Employee Central

Employee and organizational data shared directly with SAP EHS

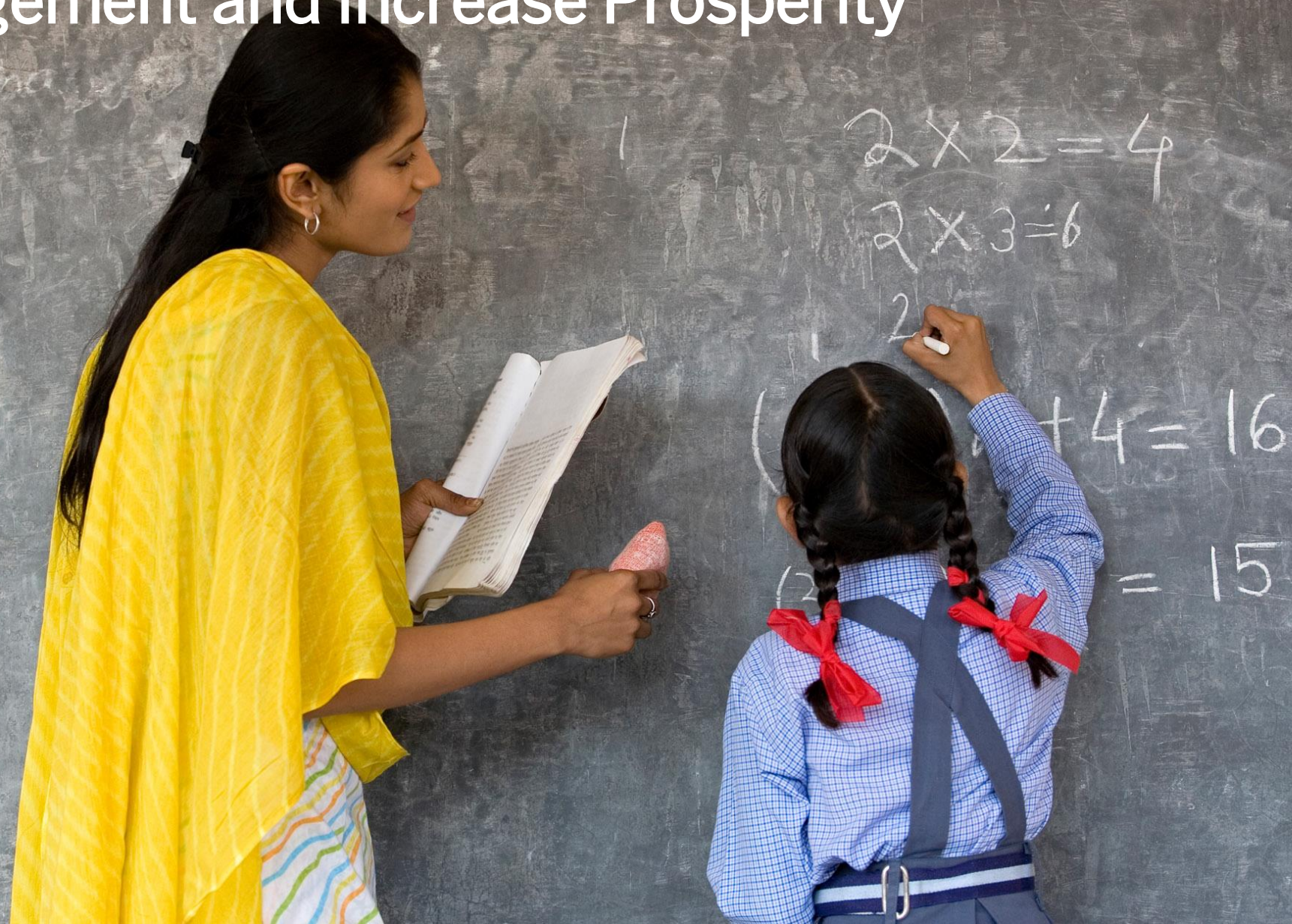
LMS/SuccessMap

Performance Management

Rewards and Recognition

Process integration with HR actions triggered from EHS requirements or events

Provide Learning and Development Opportunities to Fuel Engagement and Increase Prosperity



Learning, Skills & Capabilities Development



Connect people to relevant **learning and development opportunities** to address skills gaps, fuel engagement and productivity, and increase prosperity



Learning and Upskilling
▪ SAP SuccessFactors Learning

Equitable Opportunities for Development
▪ SAP SuccessFactors Opportunity Marketplace



UN Sustainable Development Goals Targeted

1 NO POVERTY



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH

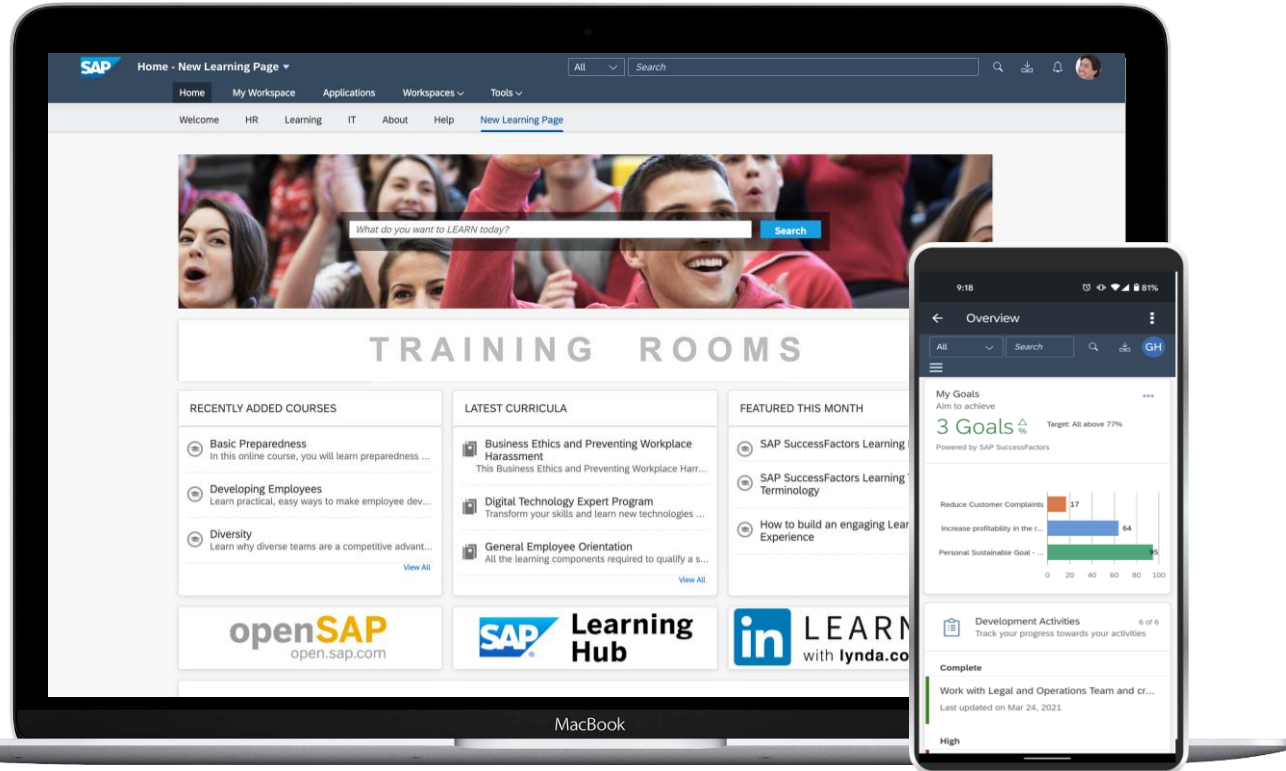


11 SUSTAINABLE CITIES AND COMMUNITIES



Upskilling and reskilling to foster life-long development

SAP® SuccessFactors Learning

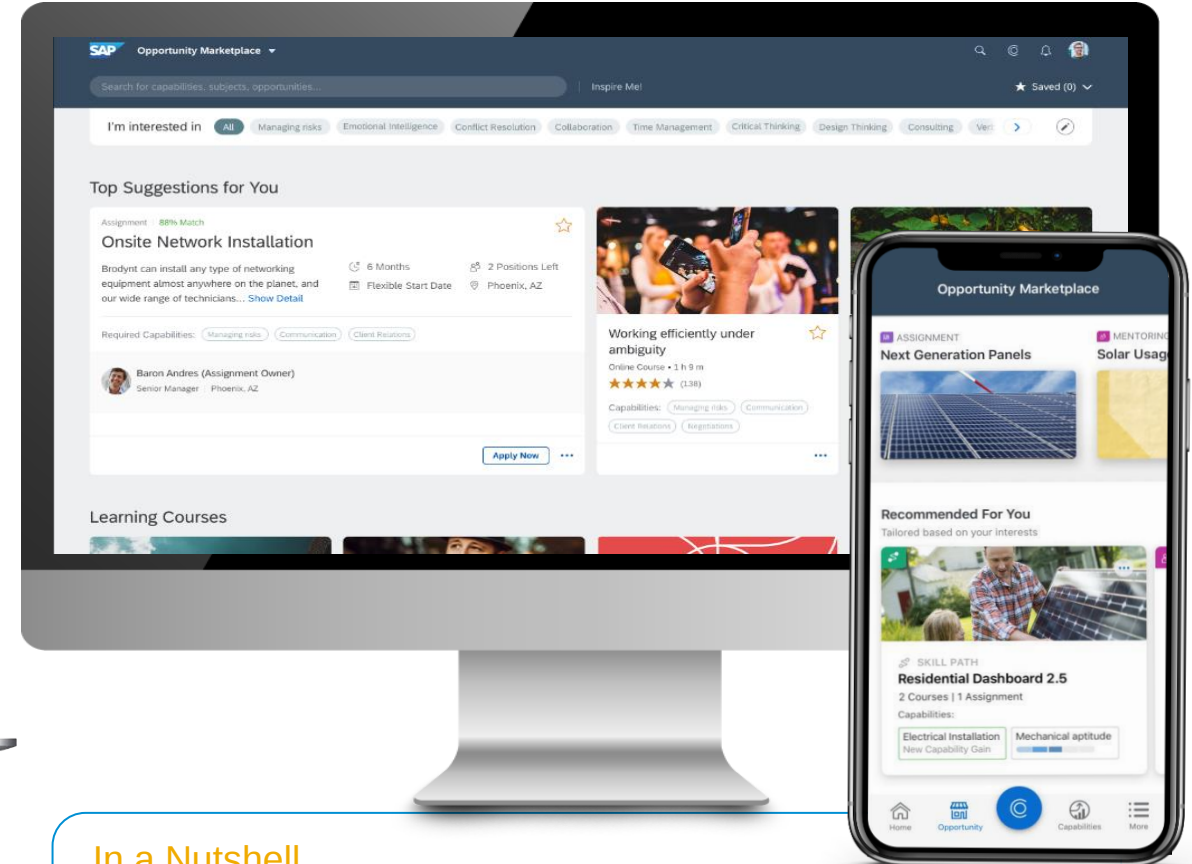


In a Nutshell

SAP® SuccessFactors Learning provides innovative capabilities and social responsibility content libraries that help create a culture of continuous learning, flexible, and open approaches to supporting learning content, and proven business results at organizations around the world.

Provide equitable opportunities for development and advancement

SAP® SuccessFactors Opportunity Marketplace



In a Nutshell

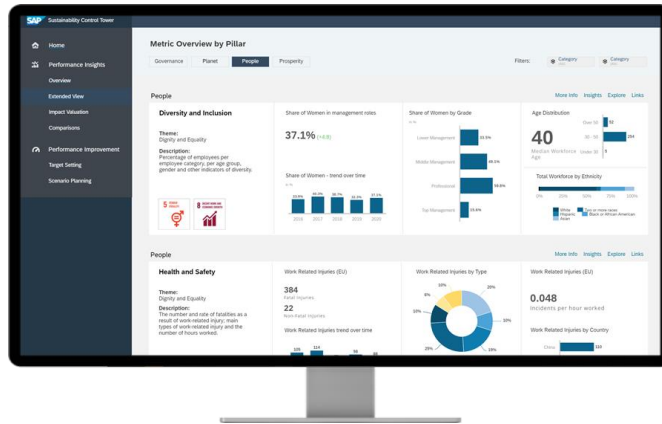
SAP® SuccessFactors Opportunity Marketplace enables employees to easily discover, in one place, recommendations to fuel their ongoing development and growth – learning, roles, assignments, dynamic teams, mentors, mentor programs, and peer connections. Embedded intelligence ensures that everyone can explore opportunities that are meaningful and relevant to them.



Give Data Purpose

SAP Sustainability Control Tower – Solution Architecture

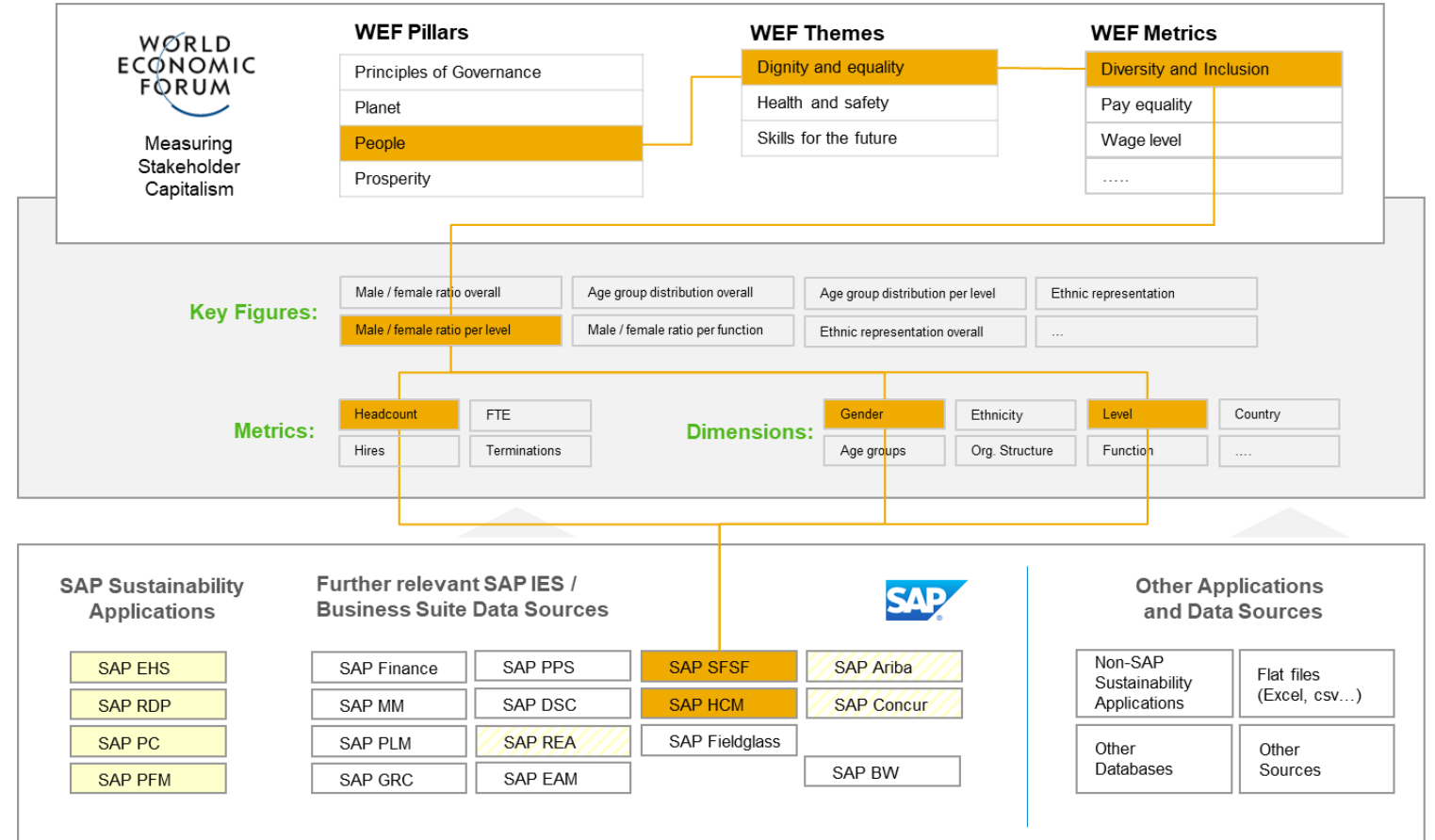
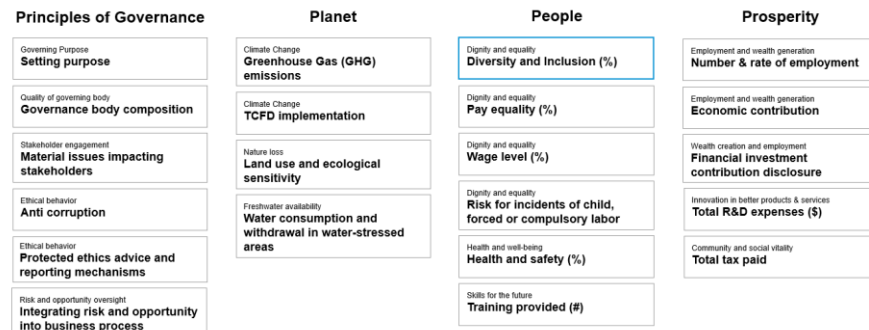
SAP Sustainability Control Tower for holistic and integrated Sustainability Performance Management



Example

Percentage of Employees by Categories like Age, Gender, or Level

According to
WEF Stakeholder Capitalism Metrics



Outlook – Social Responsibility



Understand your Reputation on ESG Factors

- Understand whether the perception of your employees, customers and the general market matches the reality of your actions.
- Understand what will have the biggest impact on improving the employee, customer and brand experience around using ESG factors.



Human Rights for your Digital Identity

- Customer data is a digital extension or digital footprint of a human being.
- Before, it was all about data collection. Now, it's all about individual rights. We believe in the right to choose.
- This requires a shift in today's generation of brand experience.



Purposeful Employee Engagement with CSR

- Embed sustainability into new employees' view of the company from the start.
- Encourage sustainable practices throughout employee lifecycles and daily tasks.
- Engage employees with sustainability by introducing programs and asking for employee feedback and ideas.

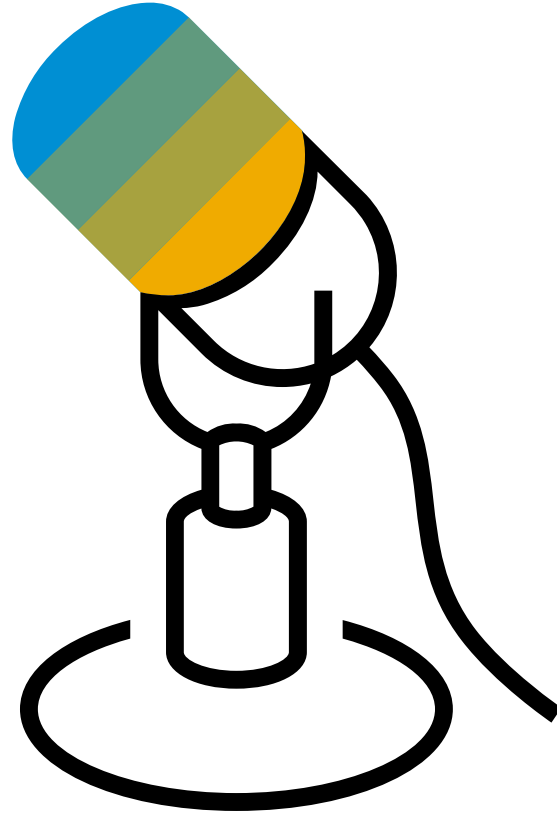
SUSTAINABILITY NAVIGATOR



LET'S GO

<https://sustainability-navigator.cfapps.sap.hana.ondemand.com/4>

Q & A



Thank you.

Gitte Winther Bruhn

Global Head of Social Responsibility Solutions
New Business & Industry Strategy, SAP



Visit our [Sustainability Community page](#)

