



ACCELERATING A NET ZERO FUTURE, TOGETHER.

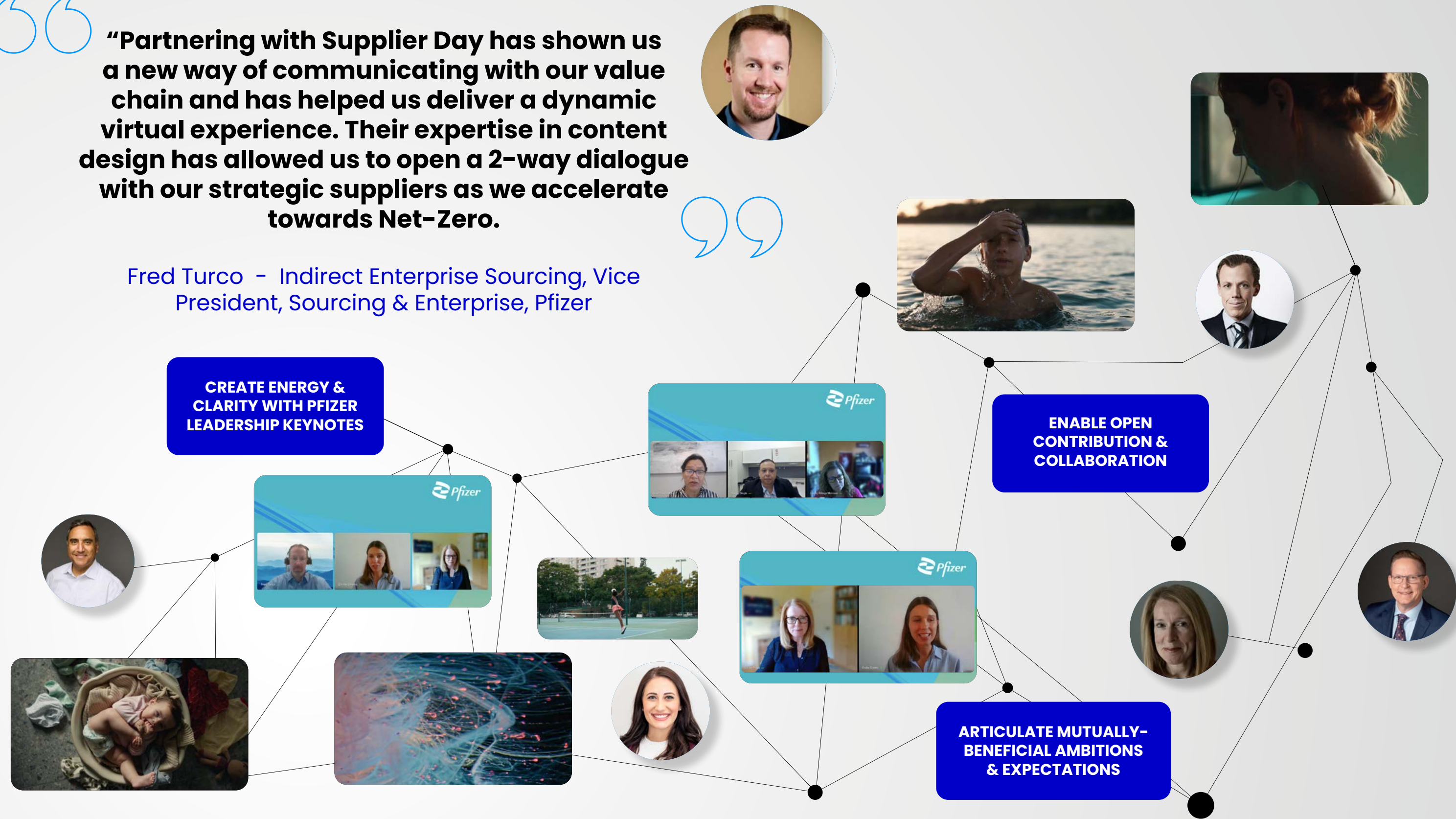
CHALLENGE
Pfizer recognises that environmental issues can result in profound societal and public health impacts. Their company purpose—Breakthroughs that change patients’ lives—guides the organisation’s environmental sustainability priorities, with a focus on climate impact mitigation, conservation of resources, and the reduction of waste arising from operations. Pfizer is committed to achieving Net-Zero across their value chain by 2040, and wants to secure understanding and engagement across their priority strategic suppliers.

SOLUTION
Supplier Day worked closely with Pfizer to design a powerful 2-hour virtual supplier summit to succinctly articulate the organisation’s sustainability mission and share the knowledge and tools that would enable suppliers to play an active role in the journey towards decarbonisation. The Supplier Day Team leveraged their expertise in Empathy Mapping and Content Design to create and produce an event that embedded Pfizer’s sustainability messaging throughout each session and developed a virtual experience that encouraged open conversation and engagement between Pfizer Procurement, strategic suppliers and other key stakeholders.

IMPACT
The virtual summit was the starting point for more in-depth conversation between Pfizer and its suppliers, on the journey to Net Zero. True engagement comes when stakeholders have a voice and the event was designed to encourage a 2-way dialogue between Pfizer and their suppliers, regardless of the maturity of their own sustainability programs. With Supplier Day’s strategic guidance, the event achieved the perfect balance of high-level strategy and energised engagement. The positive responses of the attendees speak for themselves.

“Partnering with Supplier Day has shown us a new way of communicating with our value chain and has helped us deliver a dynamic virtual experience. Their expertise in content design has allowed us to open a 2-way dialogue with our strategic suppliers as we accelerate towards Net-Zero.”




Fred Turco – Indirect Enterprise Sourcing, Vice President, Sourcing & Enterprise, Pfizer



FAR-REACHING & SUSTAINABLE IMPACT

85% COST SAVING VS PHYSICAL EVENT PRODUCTION	1,598 TONNES CO2 SAVED THROUGH VIRTUAL EXPERIENCE	76% ATTENDANCE OF ALL THOSE WHO REGISTERED
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END-TO-END VIRTUAL EVENT MANAGEMENT

 DESIGNED SUSTAINABILITY THEME KEYNOTE GUIDANCE AUDIENCE INTERACTION TOOLS OUTCOMES BASED AGENDA DESIGN	 PRODUCED 62 COUNTRIES 14 SPEAKERS 1647 REGISTRATIONS 3 BREAKOUT SESSIONS	 HOSTED PRE AND POST EVENT ENGAGEMENT EXPERT FACILITATION CHAT, Q&A AND SURVEY INTEGRATION BEST OF BREED VIRTUAL EVENT PLATFORM
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MEANINGFUL & MEASUREABLE IMPACT

96% FELT MORE ALIGNED AND EMPOWERED TO SUPPORT PFIZER'S VISION	96% DEVELOPED A CLEARER UNDERSTANDING OF THE OPPORTUNITIES TO COLLABORATE WITH PFIZER	100% UNDERSTOOD PFIZER'S EXPECTATIONS FROM THEIR SUPPLIERS
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