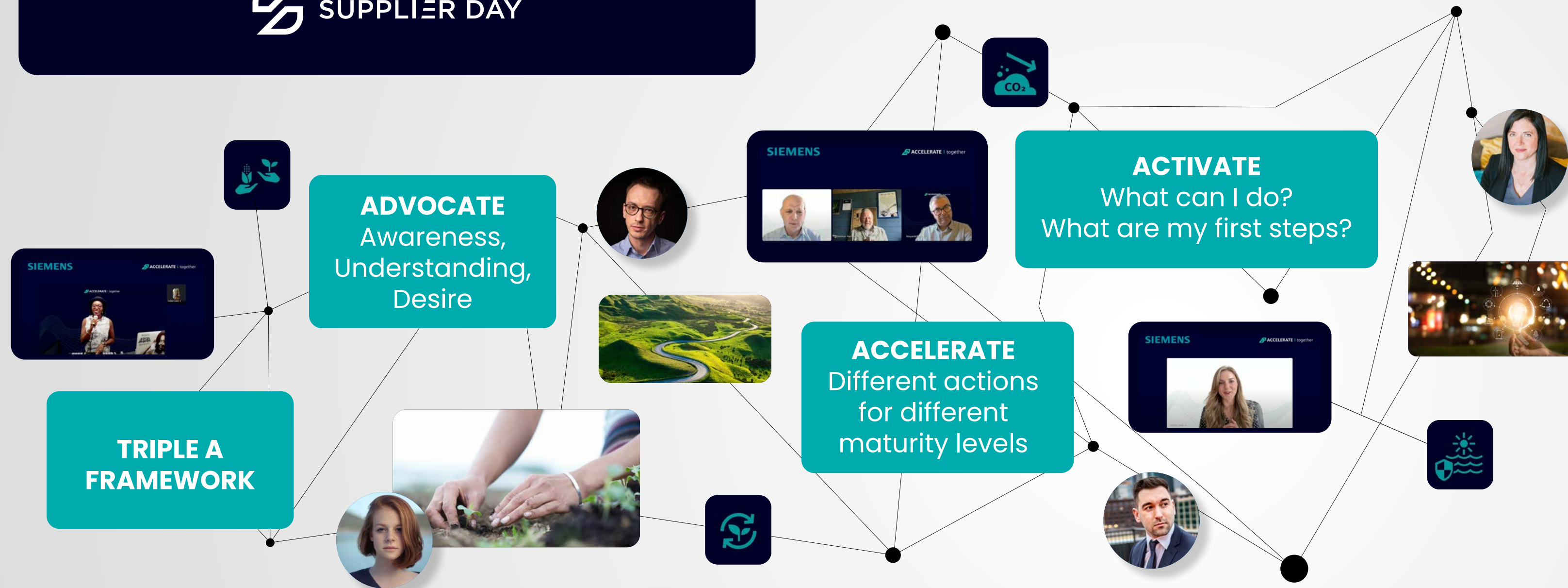




**SUPPLIER DAY HAS BEEN WORKING WITH US ON OUR SUPPLIER SUSTAINABILITY JOURNEY SINCE 2020. THEY HAVE CONTINUED TO DELIVER EXCITING AND ENGAGING EVENTS THAT ARE BOTH RELEVANT AND THOUGHT-PROVOKING FOR OUR AUDIENCE. EVERYTHING FROM THEIR PROJECT MANAGEMENT TO THEIR CONTENT DESIGN IS METICULOUSLY HANDLED TO REFLECT THE BEST SIEMENS HAS TO OFFER"**



Dietmar Hartevelde - Head of SCM UK, Siemens



### ACCELERATING SUSTAINABILITY THROUGH THE EUROPEAN SUPPLY CHAIN

**CHALLENGE**  
In partnership with Supplier Day, Siemens has made huge advances in driving a culture of sustainability through their UK supply chain. Now, Siemens want to accelerate this progress by extending its sustainability goals, approach and action across its European ecosystem, where suppliers have very different levels of maturity and are at different stages of their sustainability journey. This would require the development and delivery of a new programme of content built around Supplier Day's proprietary 'Triple A' framework for action - Advocate, Activate and Accelerate.

**SOLUTION**  
A two-day virtual event that inspired the European supplier ecosystem to drive change. Day 1 focused on educating and energising suppliers around prioritised sustainability topics. Day 2 enabled attendees to visualise the actions they would take to accelerate the steps of their own sustainability journeys.

**IMPACT**  
Accelerate Together was a genuine catalyst for action around sustainable practices within Siemens' supply chain. The event provided practical and action-orientated sessions for attendees to learn and adapt within their own organisations. By bringing suppliers together, Siemens created a sense of purposeful community, across which stories of sustainability progress would be shared.

### FAR-REACHING & SUSTAINABLE IMPACT

- 85% COST SAVING**  
VS PHYSICAL EVENT PRODUCTION
- 32 TONNES CO2**  
SAVED THROUGH VIRTUAL EXPERIENCE
- 86% ATTENDANCE**  
OF ALL THOSE WHO REGISTERED

### END-TO-END VIRTUAL EVENT MANAGEMENT

DESIGNED	PRODUCED	HOSTED
SUSTAINABILITY THEME	2-DAY EVENT	PRE AND POST EVENT ENGAGEMENT
KEYNOTE GUIDANCE	17 SESSIONS	EXPERT FACILITATION
AUDIENCE INTERACTION TOOLS	36 SPEAKERS	CHAT, Q&A AND SURVEY INTEGRATION
OUTCOMES BASED AGENDA DESIGN	192 ATTENDEES	BEST OF BREED VIRTUAL EVENT PLATFORM
	19 COUNTRIES	
	73 UNIQUE SUPPLIER COMPANIES	

### MEANINGFUL & MEASUREABLE ROI

- 76%** SCORED BETWEEN 8-10 ON HOW WELL THEY UNDERSTOOD SIEMENS' VISION FOR A COLLABORATIVE FUTURE
- 70%** FELT EMPOWERED TO INFLUENCE CHANGE IN THEIR OWN ORGANISATIONS
- 75%** ENJOYED ATTENDING THE EVENT