

# ARYAN JANMEJAY

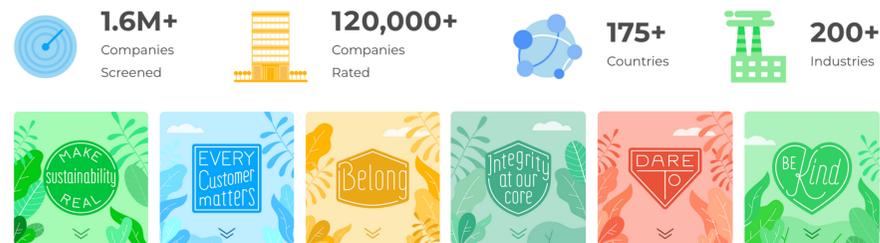
## Community Strategy Intern

### ECOVADIS: COMPANY OVERVIEW

Since its founding in 2007, EcoVadis has grown to become the **world's largest** and **most trusted provider** of business sustainability ratings, creating a network with over **120,000+** companies that have received a rating globally.

EcoVadis helps manage ESG risk and compliance, meet corporate sustainability goals, and drive impact at scale by guiding the sustainability performance improvement of a company and its value chain.

With a commitment to transparency, collaboration, and continuous improvement, EcoVadis is contributing to a more sustainable and equitable world by encouraging **responsible corporate behavior** and promoting **sustainable supply chains**.



**Purpose:** Guide all companies toward a sustainable world

**Vision:** We envision a global marketplace where sustainability intelligence influences every business decision – improving economies, people's lives, and the planet we all depend on

**Mission:** Our mission is to provide reliable, globally recognized sustainability ratings and insights, enabling all companies to reduce risk, drive improvement, and accelerate positive impact on our planet and society

### KEY PROJECT

**To scope and construct a proposal for the Rated and Requesting Customer Communities Program.**

The objective of the community groups is to develop network connections and affinity with the EcoVadis brand, foster peer-to-peer learning, and increase the value delivered to our customers by being part of the EcoVadis network.

### PROJECT HIGHLIGHTS

#### 1 INDUSTRY RESEARCH & ANALYSIS

- Evaluated the effectiveness of past and current community initiatives, conducting a thorough analysis of successful strategies, areas requiring improvement, and opportunities to apply acquired insights
- Performed industry benchmarking and market research to gain a comprehensive understanding of competitor offerings and explore best practices in related industries and sectors

#### 2 INTERNAL STAKEHOLDER RESEARCH

- Facilitated internal stakeholder interviews across diverse teams within the organization, capturing valuable insights and identifying key considerations
- Synthesized findings from industry research and internal stakeholder consultations to formulate an initial conceptual framework for the network community groups

#### 3 CUSTOMER RESEARCH

- Spearheaded the development and distribution of a customer survey to solicit feedback on various facets of the network community program, followed by meticulous data compilation and analysis
- Conducted in-depth interviews with 29 customers, garnering insights into their perspectives on the network community program and their preferences for its evolution

#### 4 PILOT DEVELOPMENT

- Consolidated and examined extensive data from diverse sources, including industry research, internal stakeholder interviews, customer surveys, and client interviews, culminating in a well-informed and conclusive recommendation for the strategic vision of the network community
- Scoped a pilot program encompassing a compelling value proposition, a well-defined segmentation model (sector/maturity/ geography), and a comprehensive operational blueprint detailing its implementation and management

### KEY TAKEAWAYS

#### Fostering Sustainability through Collaborative Synergy

The collaborative exploration of sustainability-related topics serves as an advantageous avenue for companies to bolster their sustainability endeavors, leveraging collective insights and mutual support to accelerate their progress.



#### Navigating Transparency and Confidentiality Dynamics

Transparency and confidentiality pose intricate challenges within a network community, given that companies may be reluctant to divulge all information despite the primary objective of promoting best practice sharing.

#### Maximizing Stakeholder Engagement is Crucial

Engaging stakeholders is vital in making well-informed decisions. Since both internal and external stakeholders bring different perspectives, having open dialogues with all parties is crucial for gathering valuable input.



#### The Urgency of Embracing Sustainability

Companies must prioritize business sustainability now, as the prevailing trajectory indicates a collective shift in this direction among the majority of enterprises. Delaying this focus leaves little to no room for future catch-up.

#### Driving Sustainability Through Advocacy

Companies are integrating sustainability into their operations due to demands from clients, partners, and suppliers. Active advocacy for positive change plays a pivotal role in prompting businesses to adopt sustainable practices.



### LEARNING OUTCOMES

My tenure at EcoVadis helped me develop valuable **project management** skills while also teaching me effective **stakeholder engagement and management** strategies. Additionally, I honed my **research skills** and became proficient in **data collection and analysis**.

I also learned the significance of expanding my **professional network** and connecting with individuals whom I could learn from. Their input was instrumental in **advancing my knowledge and skills**, while also guiding me toward unexplored areas of **personal and professional development**.