

# Example Slides for Workshop

# Exemplary Agenda

01 **Introduction / Warm-Up Exercise**

02 **Group Discussion**

03 **Q&A (about anything!)**

04 **Present some Content**

05 **Group Work**

06 **Closing**

# Purpose of the Workshop

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Creating a **common understanding of Sustainability goals & initiatives @ Forto**

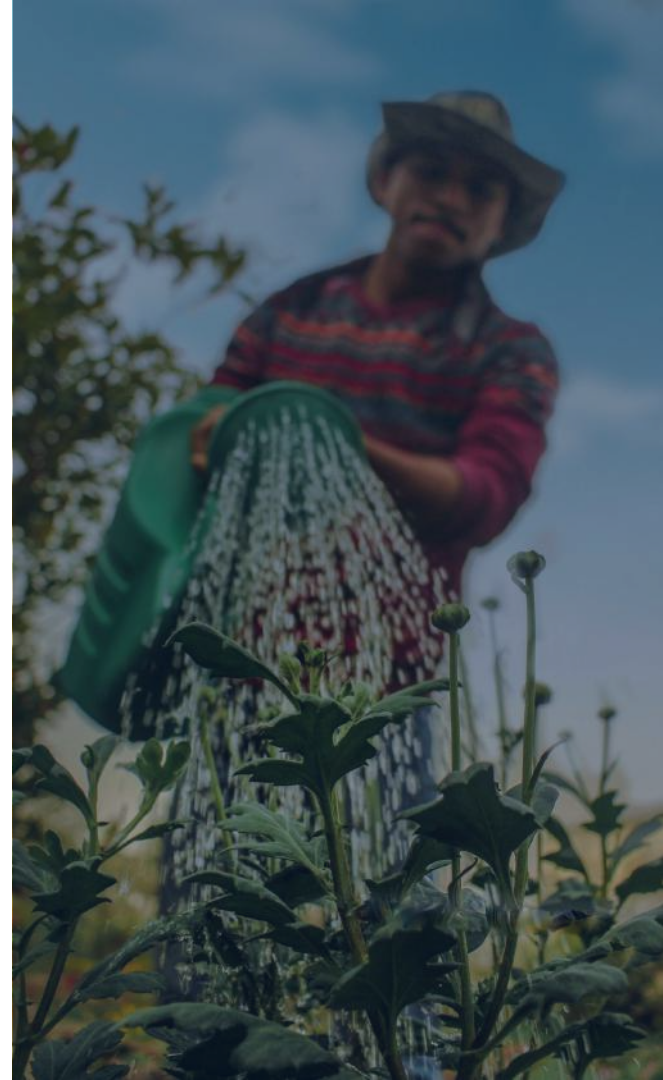


**Answering all questions you have about sustainability** (in your daily lives, Forto's operations & products, moral or philosophical issues & beyond)



**Learning** from you

- how Forto's sustainability approach must be **adapted for [insert Team here]**
- how the **Sustainability Team can support you** to include sustainability in your daily actions at Forto





Introduce yourselves! 🙌

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**Name:** Pia

**Team:** Sustainability

**Tell us something about you that we cannot find on your CV:** You can find me on my yoga mat every single morning



Introduce yourselves! 🙌

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**Name?**

**Team?**

**Tell us something about you that we cannot find on your CV!**

# Warm-up Quiz (Option 1)

Please stand up, if you are able to :)

There are 3 areas taped off on the floor. Please position yourself according to the answer you want to give.

If you are not able to move around the room easily, please indicate where you want to position yourself with a sign of hands.

00:05

When was **FreightHub (Forto)** founded?

2016

2017

2021

00:05

What share of all **plastic waste in the world ends up in the oceans?**

**less than 6%**

**Around 36%**

**More than 66%**



00:05

How many companies in the world have  
a **woman as top manager or CEO?**

**Around 2%**

**Around 10%**

**Around 18%**

00:05

**Globally, how much food is lost between being harvested and sold in stores?**

**Around 15%**

**Around 30%**

**Around 45%**

00:05

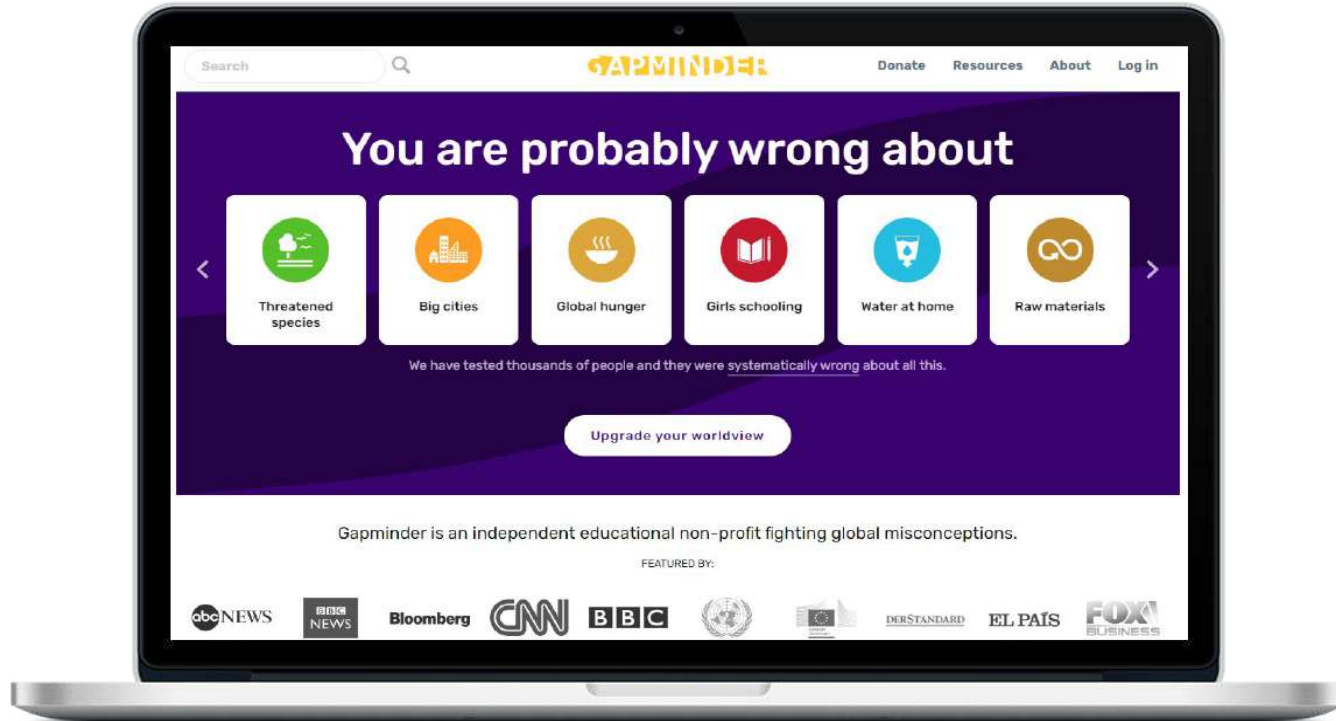
How many of the world's 250 richest companies **describe climate change as a risk in their annual reports?**

**Around 10%**

**Around 30%**

**Around 50%**

# Upgrade your worldview on **gapminder.org**



# Warm-up Quiz (Option 2)

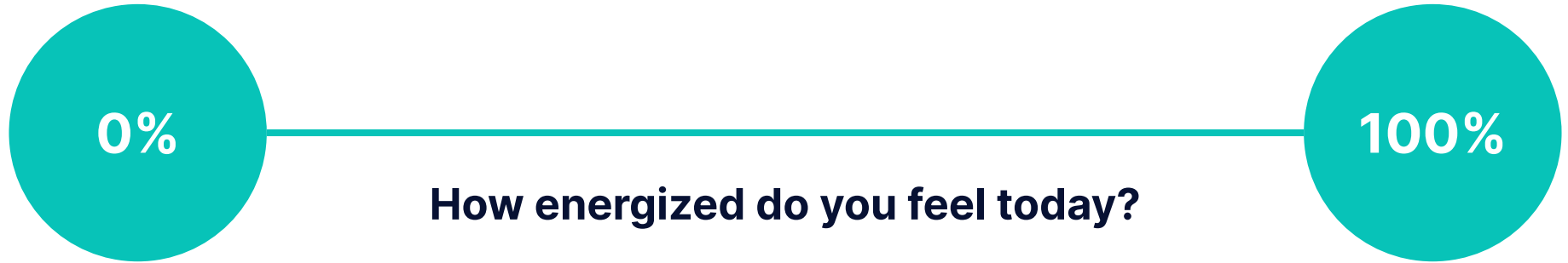
Please stand up, if you are able to :)

One end of the room is 0%, the other end is 100%. Please position yourself according to the answer you want to give.

If you are not able to move around the room easily, please indicate where you want to position yourself with a sign of hands.

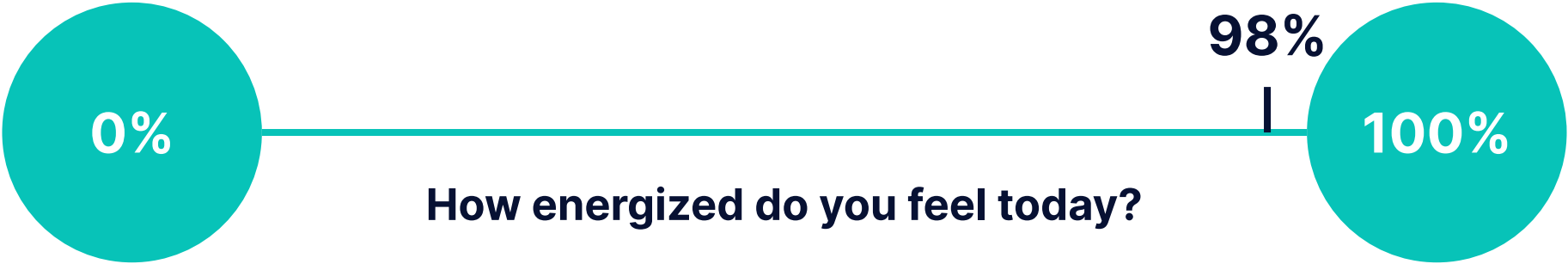
# Warm-up Quiz: Test Run

Please position yourselves according to your answer



# Warm-up Quiz: Test Run

Please position yourselves according to your answer



## Warm-up Quiz: Clean water

Please position yourselves according to your answer

0%

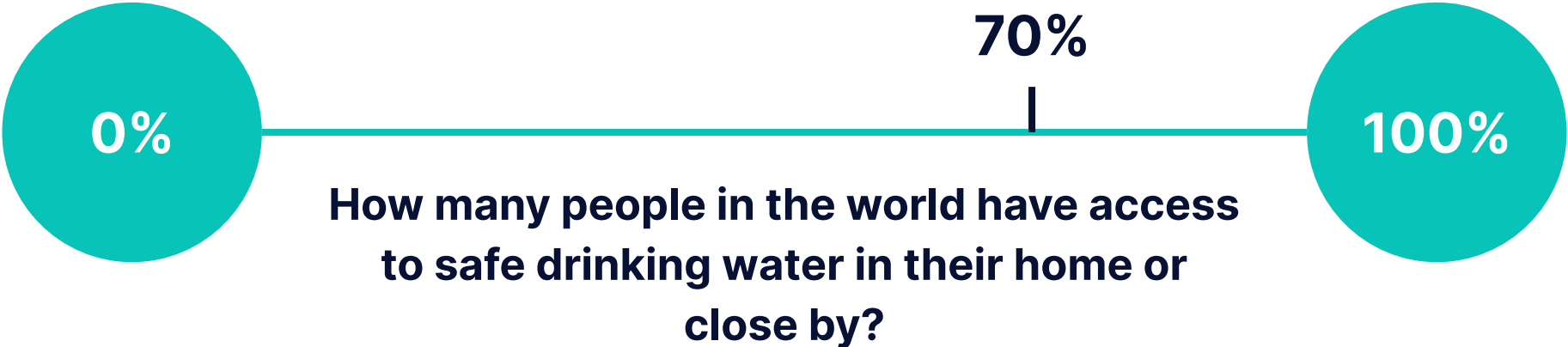
100%

**How many people in the world have access  
to safe drinking water in their home or  
close by?**



# Warm-up Quiz: Clean water

Please position yourselves according to your answer



## Warm-up Quiz: Income taxes

Please position yourselves according to your answer

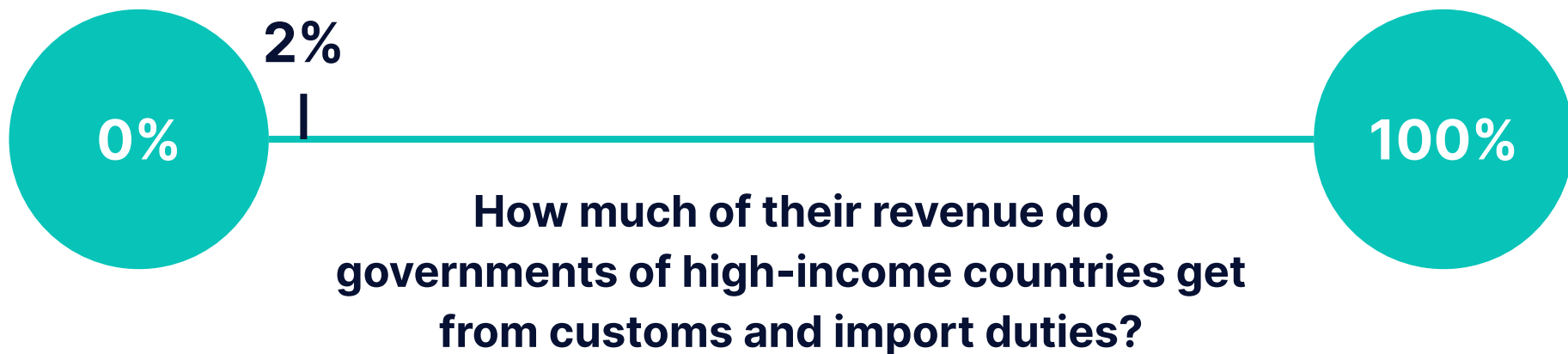
0%

100%

**How much of their revenue do  
governments of high-income countries get  
from customs and import duties?**

## Warm-up Quiz: Income taxes

Please position yourselves according to your answer



## Warm-up Quiz: Female bosses

Please position yourselves according to your answer

0%

100%

**How many companies in the world have a woman as top manager or CEO?**

## Warm-up Quiz: Female bosses

Please position yourselves according to your answer



## Warm-up Quiz: Fossil fuels

Please position yourselves according to your answer

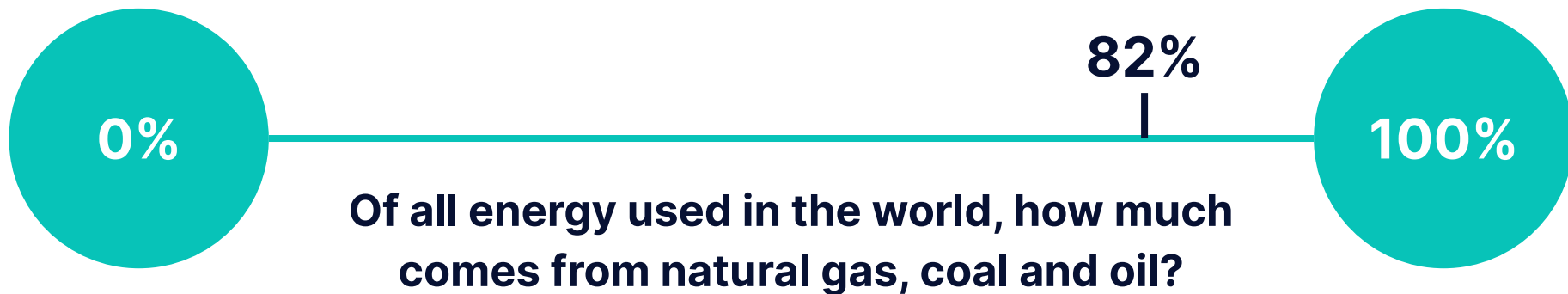
0%

100%

**Of all energy used in the world, how much comes from natural gas, coal and oil?**

## Warm-up Quiz: Fossil fuels

Please position yourselves according to your answer



## Warm-up Quiz: Responsible production

Please position yourselves according to your answer

0%

100%

**How many of the world's 250 richest companies describe climate change as a risk in their annual reports?**

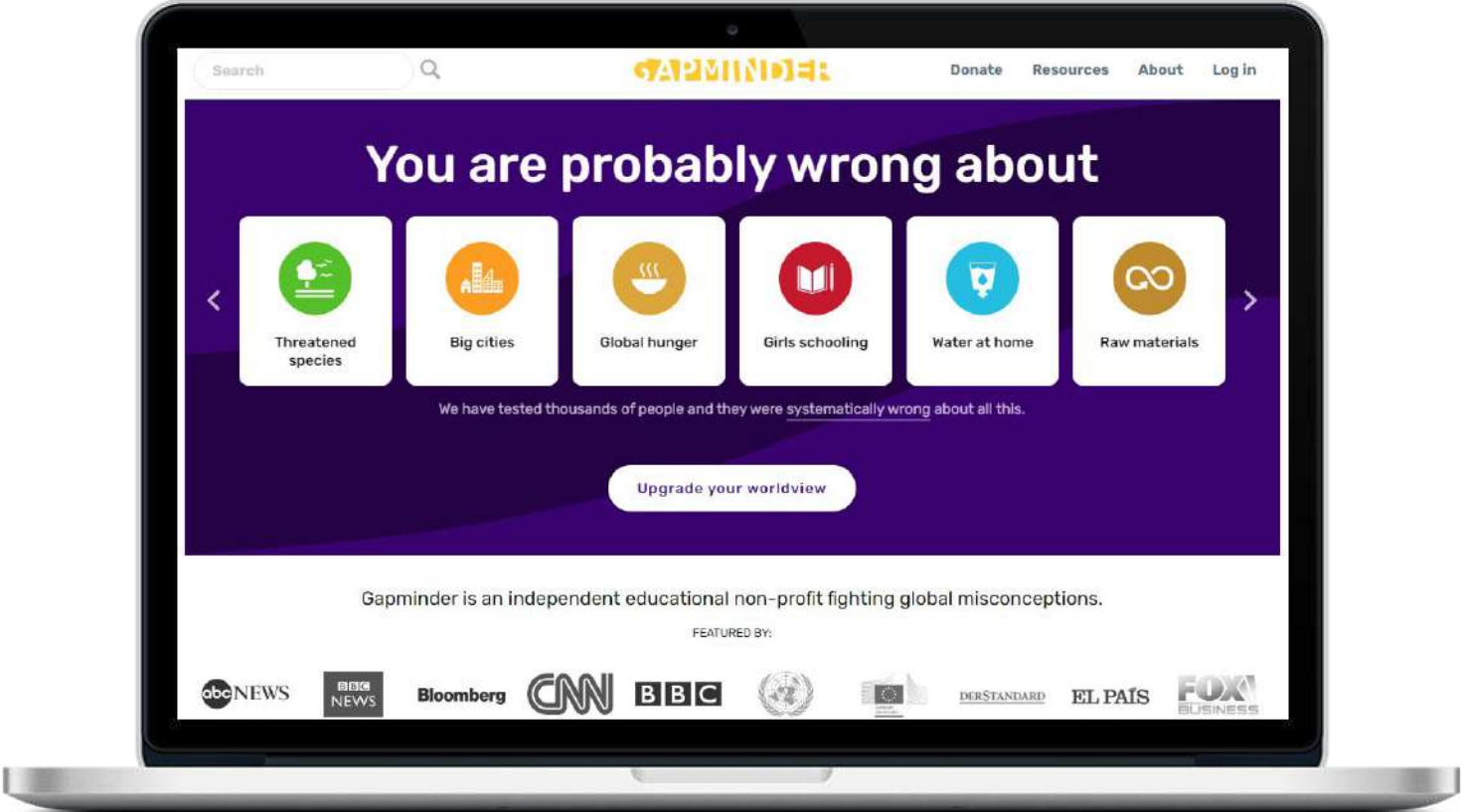


## Warm-up Quiz: Responsible production

Please position yourselves according to your answer



# Upgrade your worldview on [gapminder.org](https://gapminder.org)



# Group Discussion (Option 1)

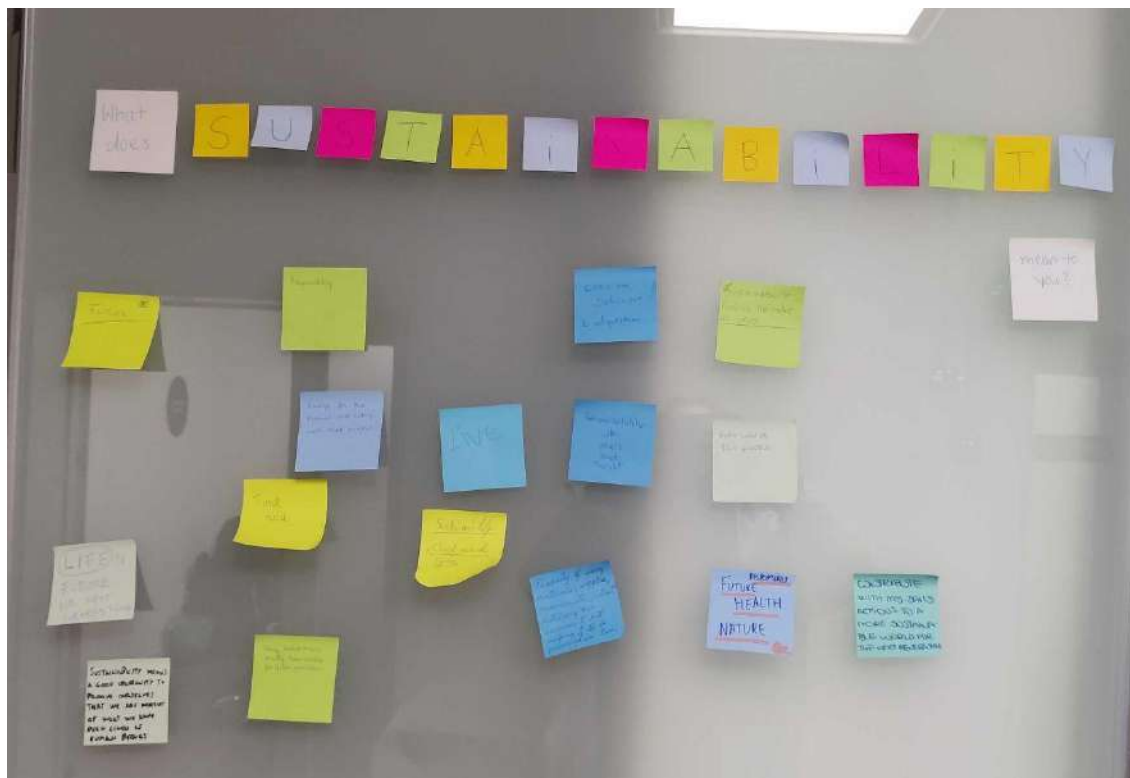


*Please write 1 sentence on a sticky note*

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**What does sustainability  
mean to you?**

# What does Sustainability mean to you?



**Example Result  
from a  
workshop**



# Sustainability

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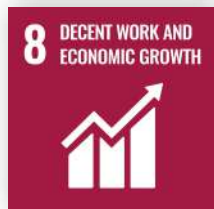
meeting the **needs of the present** without compromising the ability of **future generations** to meet their needs

*BRUNDTLAND COMMISSION 1987*



# A Holistic Approach to Sustainability

UN Sustainable Development Goals - a comprehensive vision for a better tomorrow

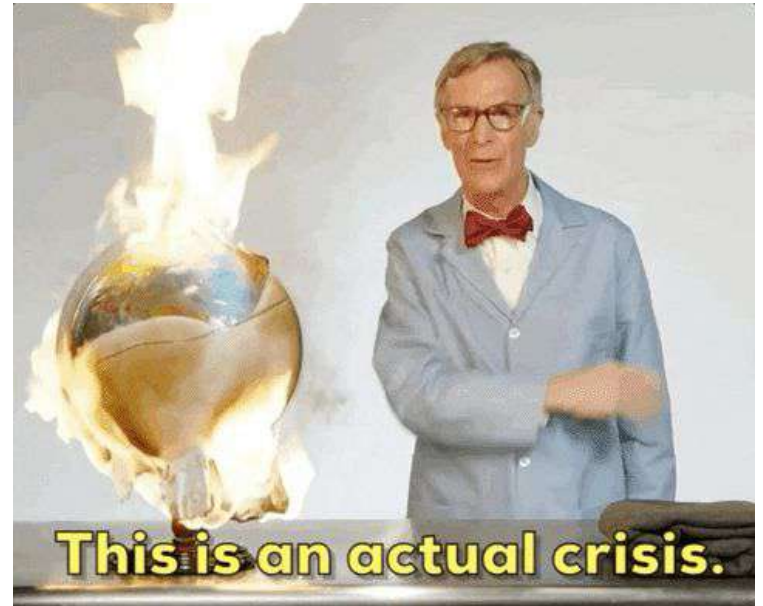
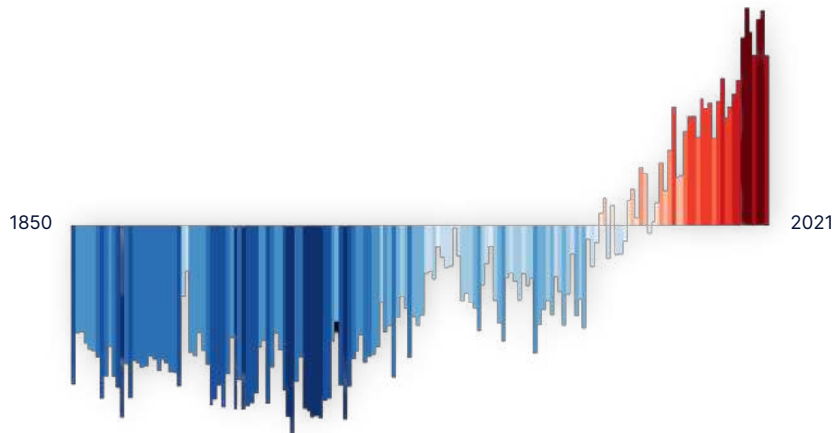


# Climate Change is the Most Pressing Issue Today

The Science behind it

**Climate Change is not an opinion, it's a scientific fact**

Global average temperatures have increased by over 1.2°C





**Plan enough time for this!**

This open format is super valuable, because it opens the door to the complex world of sustainability for many people

# Q&A

Ask anything - questions about sustainability in your daily lives, Forto's operations & products, moral or philosophical issues and beyond!

# Present Content

Insert some sustainability content that is relevant for your audience here

Keep it short and concise, provide enough space for questions

# Group Work (e.g. Sales)

Let's put our heads together!

# How to brain write

## Brainwriting

silent writing

2 min. writing time per question

present your answers  
(clarification questions are  
allowed, but no discussion yet)

# Customer Pains & Needs

## Brainwriting

1. What are the customers' sustainability **pains**?
2. What are the customers' sustainability **needs**?
3. How are sustainability pains and needs connected to or disconnected from other pains & needs?



## Group Work (45 min)

1. **Find your group:** Look for people with the same number as you (4-5 people per group)
2. **2 min of silent writing:** Think about the question silently and write your ideas on paper
3. **Discussion:** Discuss your ideas & leverage diversity
4. **Create a poster:** Summarize your ideas on a poster to present them to the others (max. 4 min per group)



# How to talk to customers about sustainability?

10 min group work (2 silent, 8 discussion), then 5 min presentation of results by each group

**Group 1: Tone of voice** - What is the goal of the conversation? How do we want to make customers feel? What kind of words and language do we use?

**Group 2: Possible Hooks** - How do we bring up the topic of sustainability? How do we engage customers in a conversation about sustainability?

**Group 3: Pains & Needs** - How do we identify the customer's sustainability pains and needs? What kind of questions can we ask?

**Group 4: Objection Handling** - How do we inspire customers who seem to care little about sustainability? What are useful arguments? How do we respond to objections?

**Group 5: Lock-in effect** - How do we keep customers engaged & inspired? How do we keep customers up to date on our sustainability offering and achievements?



# Closing

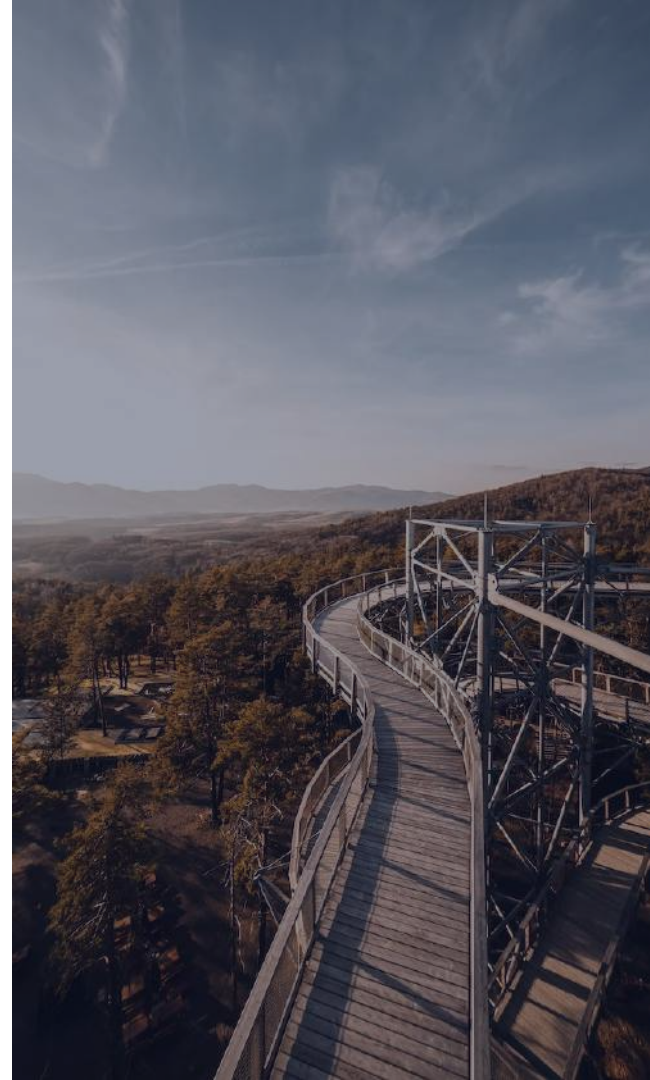
XXX



# Outlook

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Let's enable future-proof supply chains today,  
and drive sustainable transformation in the  
industry & beyond **#fortomorrow**



# How to **stay in touch & engage** on sustainability topics

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**#sustainability  
channel on Slack** -  
feel free to join



**Monthly Roundtable**  
- invite in your  
calendar



**Sustainability  
Ambassadors** -  
experts &  
collaborators



**Sustainability  
Working Group** -  
sign up here



# Thank you!

Let's enable future-proof supply chains today & drive sustainable transformation in the industry and beyond  
**#fortomorrow**