

TOOL 2:

FRAMEWORK FOR IMPLEMENTING A COMMUNICATION STRATEGY

This tool offers a framework for companies to use when communicating the Code of Conduct on forced labour and modern slavery to staff, suppliers and other stakeholders. It outlines how companies can engage and expected deliverables of the communication strategy.⁷¹

STAKEHOLDER	LEVEL OF INFLUENCE	ENGAGEMENT METHOD	DELIVERABLES	TIMING
Executive Board	High	Business Case and Strategy	Approval for Supplier assessment program.	
Budget owners	High	Business Case and Strategy	Commitment, support and resourcing towards Supplier assessment program.	
Procurement team	Medium	Written and verbal communication Training Access to online portals	Understanding on what is modern slavery, legislation and guiding principles. Understand strategy. Understand amendments to sourcing process to assesses suppliers.	
Contract Managers	High	Written and verbal communication Training Access to online portals	Understanding on what is modern slavery, legislation and guiding principles. Understand amendments to Contracting process to manage high risk suppliers.	
Suppliers	High	Written and verbal communication Training Access to online portals Access to Hotline	Understanding on what is modern slavery, legislation and guiding principles. Implementation of relevant policies and compliance requirements.	
Purchasing staff	Low	Written communication Standard Operating Procedures	Understanding on what is modern slavery, legislation and guiding principles.	
Policy and Risk teams	Low	Written communication	Drafting of Policy to comply with company requirements.	