

# Responsible Business Simulator

We help you make strategic decisions that not only benefit Profits, but also People and the Planet!

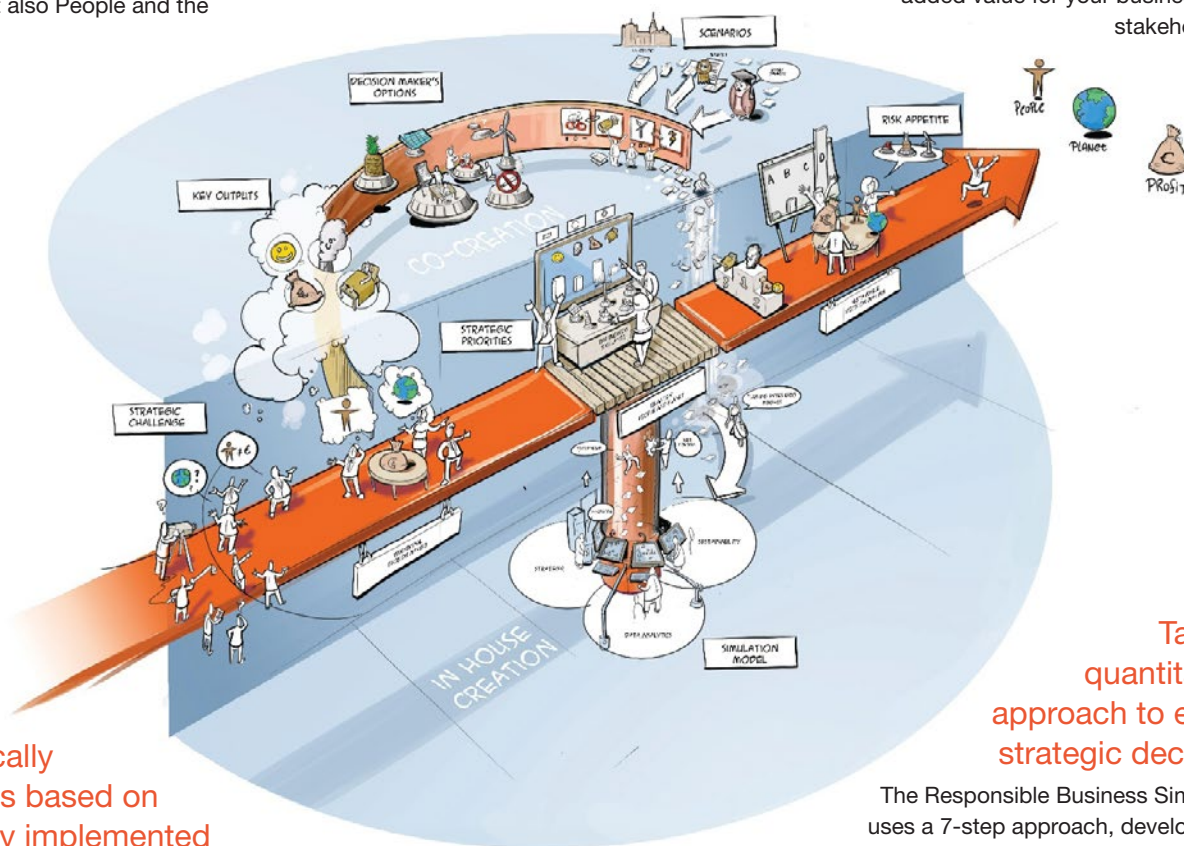


Acknowledge that profit is no longer the only driving force behind strategic decisions

How to make smart and strategic decisions in the boardroom that not only benefit Profits, but also People and the Planet?

Replace 'gut-feeling' with sustainable business simulation!

The Responsible Business Simulator helps you make more sustainable, transparent and integrated business decisions to maximize added value for your business and stakeholders.



Use scientifically proven results based on a successfully implemented approach

We have combined the power and technology of PwC's Data Analytics, Sustainability and Strategy Experts to allow you to unleash the full potential of your business.

Take a quantitative approach to every strategic decision

The Responsible Business Simulator uses a 7-step approach, developed in cooperation with Nyenrode Business University, that enables decision makers to factor in financial and non-financial aspects based on data and dialogue. All easily accessible via our Online Platform.

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## The challenge of making Responsible Strategic Decisions

### How to make smart and strategic decisions that not only benefit Profits, but also People and the Planet?

We see Business Leaders increasingly looking for ways to build a strong License to Operate by taking into account the impact of their actions on People and the Planet. However, most of them lack the insights needed to take decisions based on facts rather than instincts when it comes to non-financial aspects.

#### Let us share some of the key questions we get from clients:

- What values should be attached to financial and non-financial aspects of business decisions?
- How can these values be translated into concrete and manageable actions?
- Which decisions best suit the strategic goals of the organization?
- How can we get a better understanding of the economic and social impact that our organization has?

## How we help you make Responsible Decisions

### Want to try it yourself?

Try out the Responsible Simulator via this QR code



### The Responsible Business Simulator helps you make more sustainable, transparent and integrated business decisions to maximize added value for your business and stakeholders.

The Responsible Business Simulator eliminates internal bias and can be used to make decisions that increase profits, benefit staff and protect the environment as a whole. Allowing you to align values, ethics and morals with business goals and strategy.

#### The Responsible Business Simulator enables you to:

- Make integrated strategic decisions
- Get insights in interdependencies
- Make business dynamics understandable and transparent
- Properly document every step of the decision making process
- Embed Client specific knowledge and terminology into a best practice approach
- Create an interactive dialogue with key stakeholders
- Get easy access to results via our Online Platform

#### Want to read more?

The book "Responsible Business - Making Strategic Decisions to Benefit People, the Planet and Profits" describes the theory and its practical application via real life cases.



## Our quantitative approach to every Strategic Decision

### Time to take a quantitative approach to every strategic decision

The Responsible Business Simulator uses an innovative seven step approach in a user-friendly online tool that has been developed by a multidisciplinary team of PwC Professionals in close cooperation with Nyenrode Business University.

#### Our approach is designed to:

- Unlock the collective intelligence of internal and external stakeholders and experts to specify strategic challenges from different point of views
- Construct a model for the Responsible Business Simulator
- Allow refining previous steps via feedback loops
- Analyze the output from the simulation model to make a strategic choice in a boardroom dialogue
- Allow for customization of the simulation model to best suit your data & terminology

**Phase 1:** Explorative dialogue with stakeholders and experts from multiple disciplines

**Step 1**  
Describing strategic challenge that requires a decision

**Step 2**  
Determining key outputs involving stakeholders

**Step 3**  
Defining decision maker's options

**Step 4**  
Drawing up scenarios

**Phase 2:** Desk and field research

**Step 5**  
Constructing simulation model

**Phase 3:** Strategic dialogue in boardroom

**Step 6**  
Evaluating options by assessing strategic priorities

**Step 7**  
Evaluating options by assessing risk appetite

## Why we're fit for the job

### Scientifically proven results based on a successfully implemented approach

- We have brought together Data Analytics, Sustainability and Strategy to provide you with best-in-class solution based on years of previous experience and knowhow in helping organizations make more responsible business decisions
- We have successfully implemented the Responsible Business Simulator at multiple clients in a wide variety of sectors, such as DSM, NEMO, Rimetaal, IZZ, KNVB, Refugee Influx and Amplino
- We offer scientifically proven results based on an extensive survey of the literature to determine how your strategic options can be assessed and quantified, and how environmental factors can influence the desired effect

### Finally, let us share a case study with you to put this all in perspective!

#### The Challenge

Royal DSM N.V. wanted to anticipate climate change by addressing its own environmental and carbon footprint. To deliver on its ambition, DSM needed more insights into the impact that different energy sourcing and the use of an internal carbon price had on Profit, People and Planet.

#### How we helped

Using the Responsible Business Simulator the impact of different types of energy sourcing and the inclusion of an internal carbon price was measured on three components: its contribution to Profit (i.e. Energy Cost and CAPEX), to People (i.e. Employee Engagement, Employee Recommendation, Net Promotor Score and Brand Value) and to Planet (i.e. Carbon Footprint and Carbon Emission).

#### What we realized

The Responsible Business Simulator approach stimulated the existing internal discussion on the use of internal carbon price, but now with a more strategic and fact-based dialogue. It contributed to the process of taking externalities into account in the decision-making process for energy sourcing, which finally contributed to the introduction of an internal carbon price.