

Realizing the Blueprint: Corporate Action Plan	
Blueprint Indicator	Reference in Sustainability Report 2012*/Additional Comments
Implementing the Ten Principles into Strategies and Operations	
Full Coverage and Integration Across Principles	
1. Implement all the ten UN Global Compact principles into strategies and operations.	101, 102, 34-36, 52-53
2. Design corporate sustainability strategy to leverage synergies between and among issue areas and to deal adequately with trade-offs.	52-53, 102
3. Ensure that different corporate functions coordinate closely to maximize performance and avoid unintended negative impacts.	52-53
Robust Management Policies and Procedures	
4. Assess risks and opportunities on an ongoing basis at both enterprise and product level and undertake due diligence to ensure that the company identifies any negative impacts caused by its operations and activities.	52, 54-55, 56, detailed risk report: Annual Report 2012
5. Develop strategies and policies specific to the company's operating context – as well as scenarios for the future – and establish measurable short, medium, and long term goals.	52-53, 86-98, online 800
6. Engage and educate employees through training activities, the development and adjustment of business processes, and sound incentive schemes.	52, 57-58, 87-88
7. Implement a system to track and measure performance based on standardized performance metrics.	87, 101
Mainstreaming into Corporate Functions and Business Units	

8. Place responsibility for execution of sustainability strategy in relevant corporate functions (procurement, government affairs, human resources, legal, etc.) and ensure that no function is operating in conflict with sustainability commitments and objectives of company.	52-53, 102
9. Align strategies, goals and incentive structures of all business units and subsidiaries with corporate sustainability strategy.	12-13, 52-53, 54-55, 86-98, 102, online 800
10. Assign responsibility for corporate sustainability implementation to an individual or group within each business unit and subsidiary.	34-38, 52-53, online 800
Value Chain Implementation	
11. Analyze each segment of the value chain carefully, both upstream and downstream, when mapping risks, opportunities and impacts.	12-13, 52, 56, 80, 102
12. Communicate policies and expectations to suppliers and other relevant business partners.	34-36, 37-38, 52, 54-55, 79-82
13. Implement monitoring and assurance mechanisms within company's sphere of influence.	34-36, 37-38, 52, 54-55, 79-82, 88
14. Undertake awareness-raising, training and other types of capability building with suppliers and other business partners.	34-36, 37-38, 52, 54-55, 87-88, 96
Taking Action in Support of Broader UN Goals and Issues	
Core Business Contributions to UN Goals and Issues	
15. Align core business strategy with one or more relevant UN goals / issues.	18-30, 39-49, 66-78
16. Develop relevant products and services or design business models that contribute to UN goals / issues.	18-30, 39-49, 58-59, 66-78
17. Adopt and modify operating procedures to maximize contribution to UN goals / issues.	58-59, 74-78
Strategic Social Investments and Philanthropy	

18. Pursue social investments and philanthropic contributions that tie in with the core competences or operating context of the company as an integrated part of its sustainability strategy.	83-85
19. Coordinate efforts with other organizations and initiatives to amplify – and not negate or unnecessarily duplicate – the efforts of other contributors.	83-85
20. Take responsibility for the intentional and unintentional effects of funding and have due regard for local customs, traditions, religions, and priorities of pertinent individuals and groups.	83-85
Advocacy and Public Policy Engagement	
21. Publicly advocate the importance of action in relation to one or more UN goals / issues.	34-36, 83-85, 101, online 701
22. Commit company leaders to participate in key summits, conferences, and other important public policy interactions in relation to one or more UN goals / issues.	34-36, 63-64, 98, 101
Partnerships and Collective Action	
23. Develop and implement partnership projects with public or private organizations (UN entities, government, NGOs, or other groups) on core business, social investments and/or advocacy.	19-22, 23-30, 83-85, online: 701
24. Join industry peers, UN entities and/or other stakeholders in initiatives that contribute to solving common challenges and dilemmas at the global and/or local levels with an emphasis on initiatives that extend the company's positive impact on its value chain.	12-13, 34-36, 54-55, 83-85, 98, online: 103, 104, 701
Engaging with the UN Global Compact	
Local Networks and Subsidiary Engagement	

25. Contribute to the building and operating of at least one UN Global Compact Local Network and help elevate performance of other companies through training, mentoring, COP peer review, etc.	34-36, 37-38, 98, online 004
26. Encourage subsidiaries to engage with UN Global Compact Local Networks and to participate actively in events and activities.	98, online 004
27. Publish sustainability information related to each individual subsidiary separately or reference it explicitly in the Communication on Progress of Corporate Headquarters.	Second individual sustainability report on China has been published; currently exploring methods for reporting of subsidiary sustainability metrics and information.
Global and Local Working Groups	
28. Participate in relevant global or local working groups and share experiences, networks, tools and good practices with other UN Global Compact participants.	50, 98, online 004; in 2012 Daimler joined Women's Empowerment Principles (WEP)
29. Take active part in defining scope and objectives of new working groups when relevant.	63-64; in 2012 joined WEP and participated in a leadership role in March 2012 event in New York
Issue-Based and Sector Initiatives	
30. Join and help advance one or more existing UN Global Compact initiatives, e.g. Caring for Climate, CEO Water Mandate, Women's Empowerment Principles, and Global Business Initiative on Human Rights.	63-64; in 2012 joined WEP and participated in a leadership role in March 2012 event in New York
31. Spearhead need-driven development of new issue-based or sector initiatives within the UN Global Compact and the wider United Nations.	58-59
Promotion and Support of the UN Global Compact	
32. Advocate the UN Global Compact to business partners, peers and the general public.	34-36, 38, 50, 58, 98
33. Encourage suppliers and other business partners to join the UN Global Compact, and take on mentoring role on issues related to the initiative.	34-36, 38, 50, 58, 79-80

34. Participate in activities to further develop and strengthen the UN Global Compact.	38, 50, 98
The Cross-Cutting Components	
CEO Commitment and Leadership	
35. CEO publicly delivers explicit statements and demonstrates personal leadership on sustainability and commitment to the UN Global Compact.	34-36, 37, 52
36. CEO promotes initiatives to enhance sustainability of the company's sector and leads development of industry standards.	53, 18-30
37. CEO leads executive management team in development of corporate sustainability strategy, defining goals and overseeing implementation.	53
38. Make sustainability criteria and UN Global Compact principles part of goals and incentive schemes for CEO and executive management team.	52, 87
Board Adoption and Oversight	
39. Board of Directors (or equivalent) assumes responsibility and oversight for long term corporate sustainability strategy and performance.	53, 86-98
40. Board establishes, where permissible, a committee or assigns an individual Board member with responsibility for corporate sustainability.	53
41. Board (or committee), where permissible, approves formal reporting on corporate sustainability (Communication on Progress).	53
Stakeholder Engagement	
42. Publicly recognize responsibility for the company's impacts on internal and external stakeholders.	12-13, 54-55, online 103
43. Define sustainability strategies, goals and policies in consultation with key stakeholders.	12-13, 54-55, online 103

44. Consult stakeholders in dealing with implementation dilemmas and challenges and invite them to take active part in reviewing performance.	12-13, 54-55, online 103
45. Establish channels to engage with employees and other stakeholders to hear their ideas and address their concerns, and protect 'whistle-blowers'.	12-13, 54-55, 58, 60, 62, 88, online 103
Transparency and Disclosure	
46. Share sustainability information with all interested parties and respond to stakeholder inquiries and concerns.	12-13, 54-55, online 103
47. Ensure that Communication on Progress covers all aspects of the Leadership Blueprint and utilize, where appropriate, the Global Reporting Initiative framework.	101, 102, online 006
48. Integrate Communication on Progress into annual financial report or publish them together.	<i>Published together annually in April</i>
49. Secure external verification of Communication on Progress or seek other methods for legitimization by external stakeholders.	23-25, 34-36, 42-44, 99, 101
<i>*All page numbers refer to the Daimler Sustainability Report 2012. Online references can be accessed at http://sustainability.daimler.com (search function in upper right corner)</i>	