

Realizing the Blueprint: Corporate Action Plan	
Blueprint Indicator	Reference in Sustainability Report 2014* /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.	5, 41, 82-83, online 189, online 237-239
2. Design corporate sustainability strategy to leverage synergies between and among issue areas and to deal adequately with trade-offs.	15, 18, 19, 34-35, 36-41, online 7-16, online 192-195
3. Ensure that different corporate functions coordinate closely to maximize performance and avoid unintended negative impacts.	56-65, online 39-52, online 115-118
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.	15, 36, 41, 43-45, 65, 66, 77, online 38
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.	32, 36, 39, 43, 51, 62, 70-77, online 07, online 10, online 16, online 68, online 87, online 127, online 130, online 171-187
6. Engage and educate employees through training activities, the development and adjustment of business processes, and sound incentive schemes.	60-63, online 122-126
7. Implement a system to track and measure performance based on standardized performance metrics.	43, 44, 45, online 43-45, online 47-48, online 176,
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.	05, 21, 39, 60–65, 77
9. Align strategies, goals and incentive structures of all business units and subsidiaries with corporate sustainability strategy.	18, 36-41

10. Assign responsibility for corporate sustainability implementation to an individual or group within each business unit and subsidiary.	14, 15, 18, online 155
Value Chain Implementation	
11. Analyze each segment of the value chain carefully, both upstream and downstream, when mapping risks, opportunities and impacts.	43, 57, 64, online 43, online 100, online 154
12. Communicate policies and expectations to suppliers and other relevant business partners.	15, 36, 37, 43, 45, 60, online 09, online 38, online 43, online 48, online 50, online 117, online 173. <i>Except the policies and expectations that are mentioned in our sustainability report, we also published a business partner brochure, which explain our principles and expectations with regard to integrity for our business partners.</i> (http://www.daimler.com/Projects/c2c/channel/documents/2143150_Daimler_Business_Partner_Brochure_20120315_en.pdf)
13. Implement monitoring and assurance mechanisms within company's sphere of influence.	15, 36, 37, 43, 45, 60, online 09, online 38, online 43, online 48, online 50, online 117, online 173
14. Undertake awareness-raising, training and other types of capability building with suppliers and other business partners.	15, 36, 37, 43, 45, 60, online 09, online 38, online 43, online 48, online 50, online 117, online 173
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.	5, 15, 21, 39, 41, 82, online 04, online 14, online 16, online 38, online 237-239
16. Develop relevant products and services or design business models that contribute to UN goals / issues.	5, 15, 21, 39, 41, 78, 82, online 16, online 22, online 38, online 237-239
17. Adopt and modify operating procedures to maximize contribution to UN goals / issues.	39, 41, 78, 82, online 16, online 22, online 38, online 237-239
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.	28-30, 67-69, online 166-170
19. Coordinate efforts with other organizations and initiatives to amplify – and not negate or unnecessarily duplicate – the efforts of other contributors.	28-30, 67-69, online 166-170

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.	28-30, 67-69, online 166-170
Advocacy and Public Policy Engagement	
21. Publicly advocate the importance of action in relation to one or more UN goals / issues.	5, 15, 21, 39, 41, 82, online 04, online 14, online 16, online 38, online 237-239, as well as on daimler sustainability homepage (https://www.daimler.com/sustainability/integrity/un-global-compact) and regarding Women`s empowerment principles (http://www.daimler.com/dccom/0-5-1380319-1-1477295-1-0-0-0-0-16696-0-0-0-0-0-0-0.html)
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.	05, 15, 38-39
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.	18, 39, 40, 64-65, 66-69, 78-79, 82-83, online 04, online 18, online 22
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.	21, 42, 78-79
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.	<i>Daimler takes an active part in the Deutsche Global Compact Netzwerk (DGCN), where the Daimler head of Corporate Responsibility is a member of the steering committee. Not only is Daimler active in CR topics e.g. the human rights working group, Daimler also contributes to the yearbook of DGCN with interviews and publications.</i>

26. Encourage subsidiaries to engage with UN Global Compact Local Networks and to participate actively in events and activities.	<i>Daimler encourage it`s subsidiaries to engage with UNGC local networks. Except Daimler subsidiaries in many countries (Germany, China, Egypt, India, Poland, Serbia, the USA), Mercedes-Benz Argentina was encouraged to engaging in UNGC argentinian local network and Mercedes-Benz Romania is co-founder of the national GC network since beginning of 2015.</i>
27. Publish sustainability information related to each individual subsidiary separately or reference it explicitly in the Communication on Progress of Corporate Headquarters.	18, 19, 29-31, 44, 57, 62, 64, 67-69, 71
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.	<i>Daimler takes an active part in the Deutsche Global Compact Netzwerk (DGCN), e.g. in 2015 Daimler shared good practices regarding topic LGBTI rights in the local network human rights working group. Also Daimler took part in the UNGC LEAD webinars to learn and share experiences with other LEAD companies.</i>
29. Take active part in defining scope and objectives of new working groups when relevant.	21, Global Compact German Network Yearbook pg. 125-126
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.	<i>Daimler has committed to for example the Women`s Empowerment Principles and has always retained a keen interest on increasing women`s representation and women in management position. The goals were intergrated into our Sustainability Program 2020: pg. 39, 62, 67, 76</i>
31. Spearhead need-driven development of new issue-based or sector initiatives within the UN Global Compact and the wider United Nations.	34, 35, 39, 40, 41, 43, 44, online 18-22, online 43-46, online 172,
Promotion and Support of the UN Global Compact	
32. Advocate the UN Global Compact to business partners, peers and the general public.	05, 15, 40, Annual Report 2014 (pg. 183),
33. Encourage suppliers and other business partners to join the UN Global Compact, and take on mentoring role on issues related to the initiative.	21, 40, 82, Daimler Business Partner Brochure (pg. 04, 05, 09)
34. Participate in activities to further develop and strengthen the UN Global Compact.	40, 82, Annual Report 2014 (pg.101, 179, 183)
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.	<i>05, online 04-05, Dr. Dieter Zetsche about the Sustainability Report (http://sustainability.daimler.com/)</i>
36. CEO promotes initiatives to enhance sustainability of the company's sector and leads development of industry standards.	<i>05, online 04-05, Dr. Dieter Zetsche about the Sustainability Report (http://sustainability.daimler.com/), the Daimler Supervisory Board integrated sustainability topics in their strategy workshop (annual report 2014, pg. 48)</i>
37. CEO leads executive management team in development of corporate sustainability strategy, defining goals and overseeing implementation.	<i>38, 39, 76, online 13-14, online 17, online 189</i>
38. Make sustainability criteria and UN Global Compact principles part of goals and incentive schemes for CEO and executive management team.	<i>05, online 04-05, Dr. Dieter Zetsche about the Sustainability Report (http://sustainability.daimler.com/)</i>
Board Adoption and Oversight	
39. Board of Directors (or equivalent) assumes responsibility and oversight for long term corporate sustainability strategy and performance.	<i>Since 2008 Daimler has established a Corporate Sustainability Board (CSB) - headed by two board members (reporting regularly to the Board of Management). Further: 5, 14, 15, 21, 34, 34, 38, 39, 42, 43, 45, 56, 78, online 14, online 16, online 18-19, online 43, online 92, online 127, online 160, online 175, online 193</i>
40. Board establishes, where permissible, a committee or assigns an individual Board member with responsibility for corporate sustainability.	<i>Next to CSB, a Corporate Sustainability Office implements and coordinates the CSB decisions. 5, 38, 39, 40, Online 14, online 16, online 43, online 92, online 150, online 160</i>
41. Board (or committee), where permissible, approves formal reporting on corporate sustainability (Communication on Progress).	<i>5, online 5-6</i>
Stakeholder Engagement	
42. Publicly recognize responsibility for the company's impacts on internal and external stakeholders.	<i>See particularly open stakeholder survey for materiality matrix. 21, 34-37, 40, 42, 44, 70, 71, online 07, online 11, online 18-26, online 171, online 192-195, online 207</i>
43. Define sustainability strategies, goals and policies in consultation with key stakeholders.	<i>34, 35 (the Daimler Materiality Analysis), 36, 40, 44, 70, 71, online 18-26, online 176-177, online 192-195</i>
44. Consult stakeholders in dealing with implementation dilemmas and challenges and invite them to take active part in reviewing performance.	<i>21, 34, 35, 37, 40, 42, 70, 71, online 18-26, online 42, online 192-195</i>

45. Establish channels to engage with employees and other stakeholders to hear their ideas and address their concerns, and protect 'whistle-blowers'.	21, 34, 35, 37, 40, online 18-26, online 172, online 192-195
Transparency and Disclosure	
46. Share sustainability information with all interested parties and respond to stakeholder inquiries and concerns.	41, 56, 79
47. Ensure that Communication on Progress covers all aspects of the Leadership Blueprint and utilize, where appropriate, the Global Reporting Initiative framework.	34, 35, 40, 41, 42, 70-80, 82, online 15, Online 18, online 21,online 26, online 171-198, online 202-226
48. Integrate Communication on Progress into annual financial report or publish them together.	<i>The COP, as part of the Sustainability Report, has been published in connection with the annual share holder meeting to emphasize their interrelations.</i>
49. Secure external verification of Communication on Progress or seek other methods for legitimization by external stakeholders.	80, online 196-198. <i>Independet Assurance Report published by PWC.</i>
*Without special remarks, all page numbers refer to the Daimler Sustainability Report 2014. Online references can be accessed at http://sustainability.daimler.com (search function in upper right corner)	