

Realizing the Blueprint: Corporate Action Plan	
Blueprint Indicator	Reference in Sustainability Report 2015(*) (**)/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.	02, 08-09, 11-12, 16-17, 19-24, 31-40, 43-46, 49, 52-61, 66, 69-72, 80-84, 94-95, 97, 116-117
2. Design corporate sustainability strategy to leverage synergies between and among issue areas and to deal adequately with trade-offs.	07-17 Annual Report 66, 105, 112, 185-186 Focus Brochure 04/05
3. Ensure that different corporate functions coordinate closely to maximize performance and avoid unintended negative impacts.	09-12, 26-50, 51-62 Annual Report 105 Focus Brochure 04/05
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.	07-17, 19-24, 40, 50-53, 75-79, 84, 95, 110, 116-117 Focus Brochure 04/05, 26/27
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.	04-06, 08-09, 11, 37-39, 70, 92-110 Focus Brochure 04/05
6. Engage and educate employees through training activities, the development and adjustment of business processes, and sound incentive schemes.	19-25, 52-53, 65, 68-69, 71-79, 80-84 Annual Report 117, 185-186 Focus Brochure 26/27
7. Implement a system to track and measure performance based on standardized performance metrics.	21-25, 53 Annual Report 186
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.	02, 10-11, 19-21, 31, 43-46, 52-53, 63-84, 92-110 Focus Brochure 04/05
9. Align strategies, goals and incentive structures of all business units and subsidiaries with corporate sustainability strategy.	07-17, 20, 68 Annual Report 105, 185 Focus Brochure 04/05
10. Assign responsibility for corporate sustainability implementation to an individual or group within each business unit and subsidiary.	10-11 Annual Report 105 Focus Brochure 04/05
Value Chain Implementation	
11. Analyze each segment of the value chain carefully, both upstream and downstream, when mapping risks, opportunities and impacts.	21-22, 32, 55, 81 Focus Brochure 18/19
12. Communicate policies and expectations to suppliers and other relevant business partners.	08-09, 21-22, 24, 64, 84 Focus Brochure 26/27 <i>Except the policies and expectations that are mentioned in our sustainability report, we also published a business partner brochure, which explains our principles and expectations with regard to integrity for our business partners. (updated version available shortly on https://www.daimler.com/sus/obr/)</i>
13. Implement monitoring and assurance mechanisms within company's sphere of influence.	08-09, 21-22, 24, 64, 84
14. Undertake awareness-raising, training and other types of capability building with suppliers and other business partners.	08-09, 21-22, 24, 64, 84 Focus Brochure 08/09, 26/27

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.	02, 12, 21, 116-117
16. Develop relevant products and services or design business models that contribute to UN goals / issues.	02, 12, 112, 116-117
17. Adopt and modify operating procedures to maximize contribution to UN goals / issues.	12-16, 112, 116-117
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.	88-91
19. Coordinate efforts with other organizations and initiatives to amplify – and not negate or unnecessarily duplicate – the efforts of other contributors.	88-91
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.	88-91
Advocacy and Public Policy Engagement	
21. Publicly advocate the importance of action in relation to one or more UN goals / issues.	02, 08-17, 116-117, Focus Brochure 02/03 as well as on Daimler sustainability homepage (https://www.daimler.com/sustainability/integrity/un-global-compact.html) and regarding Women`s empowerment principles (https://www.daimler.com/sustainability/employees/diversity/women-in-leading-positions.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.	02, 08-17
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.	12-15, 80-84, 85-91, 111, 116-117 Focus Brochure 02-05, 08/09, 30-33
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.	19,-20, 111-112

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 encourages its subsidiaries to engage with UNGC local networks. Additionally to Daimler, its subsidiaries engage in many local networks (Germany, China, Egypt, India, Poland, Serbia, the USA, Argentina and Romania).</i>
27. Publish sustainability information related to each individual subsidiary separately or reference it explicitly in the Communication on Progress of Corporate Headquarters.	21, 51-62, 85-92, Focus Brochure 10-19, 32-33
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 is a re-elected member of the Steering Committee of the Deutsche Global Compact Netzwerk (DGCN). In addition, in 2015 Daimler shared good practices regarding topic LGBTI rights, on the integration of refugees and the "Daimler Human Rights Respect System" 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.	Global Compact German Network Yearbook 66-67
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.	11, 70, 88, 108 Annual Report 116 Focus Brochure 02-05, 08-19, 30-33
31. Spearhead need-driven development of new issue-based or sector initiatives within the UN Global Compact and the wider United Nations.	04-05, 12-23
Promotion and Support of the UN Global Compact	
32. Advocate the UN Global Compact to business partners, peers and the general public.	02, 13-14 Annual Report 186, 189
33. Encourage suppliers and other business partners to join the UN Global Compact, and take on mentoring role on issues related to the initiative.	13-14, 116-117 Daimler Business Partner Brochure 04, 05, 09
34. Participate in activities to further develop and strengthen the UN Global Compact.	13-14, 116-117 Annual Report 105, 185-186, 189

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.	02 Focus Brochure 02/03
36. CEO promotes initiatives to enhance sustainability of the company's sector and leads development of industry standards.	02 <i>The Supervisory Board dealt with, amongst other things, the Group's role in the field of sustainability (Annual Report 50)</i>
37. CEO leads executive management team in development of corporate sustainability strategy, defining goals and overseeing implementation.	10-12
38. Make sustainability criteria and UN Global Compact principles part of goals and incentive schemes for CEO and executive management team.	02, 20, 68, 92-110, 116-117
Board Adoption and Oversight	
39. Board of Directors (or equivalent) assumes responsibility and oversight for long term corporate sustainability strategy and performance.	02, 04, 10-12, 18-25, 51-52, 111 <i>Since 2008 Daimler has established a Corporate Sustainability Board (CSB) - headed by two board members (reporting regularly to the Board of Management) .</i>
40. Board establishes, where permissible, a committee or assigns an individual Board member with responsibility for corporate sustainability.	02, 07-16 <i>Next to CSB, a Corporate Sustainability Office implements and coordinates the CSB decisions.</i>
41. Board (or committee), where permissible, approves formal reporting on corporate sustainability (Communication on Progress).	02
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.</i> 02, 04-15, 20, 22, 82, 92-93, 97
43. Define sustainability strategies, goals and policies in consultation with key stakeholders.	02, 04-15, 20, 22, 82, 92-93, 97
44. Consult stakeholders in dealing with implementation dilemmas and challenges and invite them to take active part in reviewing performance.	02, 04-15, 20, 22, 82, 92-93, 97
45. Establish channels to engage with employees and other stakeholders to hear their ideas and address their concerns, and protect 'whistle-blowers'.	02, 04-15, 19-24, 82, 92-98 Annual Report 185-186
Transparency and Disclosure	
46. Share sustainability information with all interested parties and respond to stakeholder inquiries and concerns.	14, 51-53, 111
47. Ensure that Communication on Progress covers all aspects of the Leadership Blueprint and utilize, where appropriate, the Global Reporting Initiative framework.	03, 07-17, 92-110, 112-114, 116-117 Annual Report 106
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 shareholder meeting to emphasize their interrelations.</i>
49. Secure external verification of Communication on Progress or seek other methods for legitimization by external stakeholders.	115
<p><i>*Without special remarks, all page numbers refer to the Daimler Sustainability Report 2015.</i></p> <p>https://www.daimler.com/sustainability/sr2015.html</p> <p><i>**The Focus Brochure 2015 can be accessed here:</i></p> <p>https://www.daimler.com/sustainability/focus2015.html</p> <p><i>** The Daimler Annual Report 2015 can be accessed here:</i></p> <p>https://www.daimler.com/documents/investors/berichte/geschaeftsbericht/e/daimler/daimler-ir-annual-report-2015.pdf</p>	