

Attachment to the Daimler COP to the Global Compact: CEO Commitment

The UN Global Compact's ten principles and Blueprint for Corporate Sustainability Leadership are central reference points for Daimler's Corporate Responsibility and Sustainability activities. Therefore, this commitment has been made public in multiple speeches and appearances. The following statement of support for the UN Global Compact by Dr. Dieter Zetsche, Renata Jungo Brüngger and Ola Källenius is made public in the Daimler Sustainability Report 2017, Page 2:



Dr. Dieter Zetsche

Chairman of the Board of Management of Daimler AG.
Head of Mercedes-Benz Cars



Renata Jungo Brüngger

Member of the Board of Management of Daimler AG. Integrity and Legal Affairs. Co-Chairman of the Daimler Sustainability Board



Ola Källenius

Member of the Board of Management of Daimler AG. Group Research & Mercedes-Benz Cars Development. Co-Chairman of the Daimler Sustainability Board



Dear readers,

If you look for the term “sustainability” on Google today, you’ll get more than 60 million hits. It’s clear that sustainability is a hot topic these days. And that’s as it should be. Few companies today would say they are not operating with an eye to sustainability. But that makes it even more important to ask some questions: What do we mean by sustainability? And how are we achieving it in concrete terms?

It goes without saying that as a company we bear responsibility for our employees, customers, shareholders, and other stakeholders. As a result, we have an obligation to be successful over the long term. But we won’t be acting sustainably unless we pursue not only economic but also environmental and social goals.

One important goal is emission-free driving, and one way to get there is to systematically electrify our vehicles. Consequently, by 2022 we will be offering at least one electrified

alternative in every Mercedes-Benz production series in our car portfolio. The smart brand will even be completely electric. And we’ve got similar plans for our commercial vehicles. Starting in 2018 the Fuso eCanter, which is the world’s first fully electric truck in series production, will be followed by an electric city bus as well as electric models of the Vito, the Sprinter, and the Citan.

In addition to electrification, we are also working on new concepts of mobility. For example, through intelligent connectivity, driverless vehicles, and carsharing the volume of traffic in city centers could be successfully reduced over the long term, in spite of people’s increasing need for mobility.

Equally important for the sustainable success of our company are issues such as the responsible handling of data, the sustainability of our supply chains, our commitment to human rights, and new ways of working together. We are guided in all of our activities by our culture of integrity, the principles laid down in the UN Global Compact, the Sustainable Development Goals of the United Nations, and the climate accords reached in the Paris Agreement.

The great transformations that the automotive sector is currently facing are also increasing our opportunities to shape the future in lasting ways. And that’s exactly what we’d like to do by means of our Sustainability Strategy. Through this strategy we are focusing even more closely on sustainability goals that are influenced by our business model and our value chain – goals in areas where we can actually bring about change.

As you read this report, you’ll find out what we’re working on today and what we plan to do in the future. We would be delighted if you continue to support us through your criticism and your constructive suggestions. In the future as well as today, we intend to make sure that sustainability at Daimler is not a buzzword but the guideline for all of our decisions.

Sincerely,

Dr. Dieter Zetsche

Renata Jungo Brüngger

Ola Källenius