

Stakeholder engagement model

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Grupo Nutresa fosters the construction of trustworthy relations with its stakeholders by delivering clear and transparent information and using channels that allow to understand their needs and expectations in order to incorporate them into the Organization's management processes.

The following are the purposes and main mechanisms of this engagement:





Customers

To offer our customers differentiated value propositions consisting of reliable products and leading brands that enable their growth, satisfaction and loyalty.

- Commercial network
- Customer School
- Satisfaction and loyalty measurement
- Meetings with businesspeople from alternative channels
- Customers web portal
- Loyalty and engagement programs
- Service line
- Ethics Hotline
- Website
- Email
- Social networks
- Integrated report



Employees

To promote environments of adequate communication and participation that strengthen trustworthy relations and contribute to the improvement of organizational practices that favor the employees' quality of life in the workplace, as well as their development and productivity.

- Discussion sessions focused on Human Rights
- Organizational climate survey
- Intranet, bulletins, bulletin boards, email
- Occupational health peer committees
- Retirement interview
- Cohabitation committees
- Suggestion boxes
- Ethics Hotline
- Psychosocial risk measurement survey
- Leadership measurement
- Collective bargaining processes



Consumers and shoppers

To contribute to the improvement of their quality of life by means of memorable brand experiences and differentiated value propositions that meet their nutrition, well-being and enjoyment needs, creating thus a connection with their motivations and purposes in a sustainable way.

- Consumer service line
- Social networks
- Ethics Hotline
- Websites of our brands and companies
- Email
- Communication through mass media
- Points of sale
- Integrated report



Communities

To ensure the development of capabilities as a tool for achieving their sustainability, and to support their well-being by means of the allocation of tangible and intangible resources.

- Training groups
- Large-scale meeting with farmers
- National Education Congress
- Meetings with Education Secretaries
- Public-private committees and networks
- Integrated report
- Email
- Ethics Hotline
- Website