

Policy

Skanska UK Supply Chain Public Relations

Section G.2
Issue date: 01.03.21
Supply chain public relations policy
Responsibility: Communications Director

The subject of this policy is all media or marketing activity initiated by our suppliers or sub-contractors in connection with Skanska UK employees, activities or projects or mentioning Skanska in any context. Media and marketing activities include:

- endorsement of our suppliers or sub-contractors
- media enquiry responses
- new releases and media briefings
- Press conferences and media briefings
- quotes from our employees
- Skanska logo use
- marketing channel references including websites, brochures and social media channels

1 Our Approach

We always strive to be better in all we do. We generously share our expertise and take pride in quality and innovation. Any media engagements, endorsements, promotional or marketing activity related to Skanska will normally only be approved where there is a strategic benefit to Skanska.

Our diverse supply chain provides us with innovative ways of working. It also allows us to maintain capacity in a growing construction market and we welcome new ways of working together to strengthen our mutual benefits.

We value our supply chain partner relationships and, where appropriate, we will refer to our supply chain partners in relation to project milestones or achievements we have delivered together.

We have to prioritise media and marketing activity that adds the most value for our company, our customers and our strategic partners, whilst protecting the reputation and integrity of our brand.

2 Process

Suppliers or subcontractors may not carry out any media or marketing activity relating to their work for Skanska without prior permission from a leadership team member of Skanska UK's Communications Enabling Function (EF).

This agreement requires sign off from the supply chain partner's most senior Skanska relationship manager and a leadership team member of Skanska UK's Communications EF.

Skanska will support its supply chain partners in the creation of case studies for marketing purposes which can be used across marketing channels including websites and brochures, subject to Skanska approval as set out in this policy.

We will consider such case studies once our supply chain partner's work is complete and the defects liability period has closed.

Prior to submitting case studies for approval to Skanska UK's Communications EF, the supply chain partner must obtain email approval from their primary Skanska relationship manager. This approval should be submitted to the Communications EF along with the case study.

We do not permit the use of our logo on any supplier or subcontractor marketing materials or communications. Case studies may only contain information about the work carried out for Skanska over a specific and defined time period.

Once agreement has been made to proceed with any media or marketing activity, all materials or approaches will require a minimum of a 10-day period for the Communications team to review the document prior to its publication.