



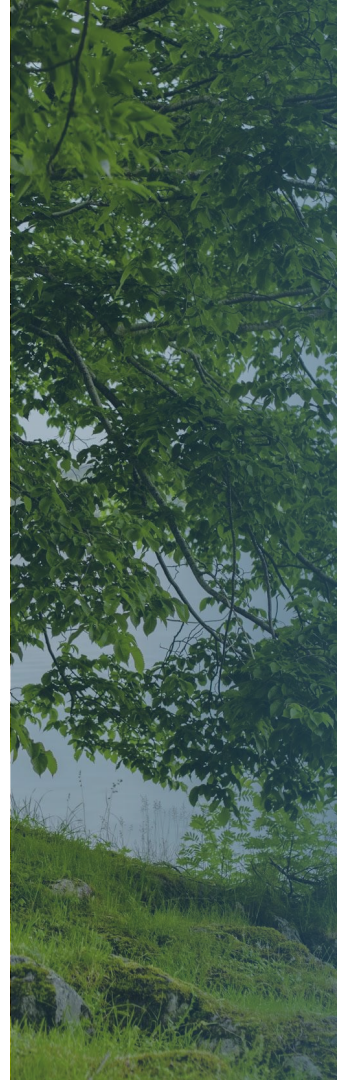
# B2B CUSTOMER SUBSCRIPTION PACKAGES

Sustainable mPact® believes in partnerships to support each other in the endeavours to create a Future World of clean air, a stable, livable climate for all humans, clean oceans, a healthy atmosphere and further development of humanity.

To achieve this, all companies and individuals on the planet need to TAKE ACTION & TAKE JOINT ACTIONS!

When leveraging off each others' existence, communication, collaborations and actions around the Globe, this can be achieved! Sustainable mPact® is the Global Community & Hub for that to happen!

**You are invited to join in!**



## **B2B CUSTOMER SUBSCRIPTION CATEGORIES**



01

### **SMALL**

Up to 250 employees -  
subscription fee per  
month per employee: \$5

02

### **MEDIUM**

251- 500 employees -  
subscription fee per  
month per employee: \$7

03

### **LARGE**

501 employees & up -  
subscription fee per  
month per employee: \$10





01

# **BENEFITS FOR B2B CUSTOMERS**

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## BENEFITS FOR B2B CUSTOMERS

### **Professional Content**

By collaborating, the quality of content in all communication will increase by each company utilizing their respective audience better than anyone.

### **Cheaper**

Mutually beneficial collaborations are an inexpensive way to share a wide audience.

### **Faster Reach**

We will speed up and build a joint content marketing strategy.

### **Measurements**

Analytics of collaboration provided by Sustainable mPact® (community expansion, actions, collaborations, effects, etc).



## MUTUAL COMMITMENT

Sustainable mPact® is available to present at customer events; speeches or other presentations.

Both parties commit to market our collaboration in each other's channels during the 12 months of the agreed contract.





02

# MEASURING AND REPORTING RESULTS

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# MEASURING & REPORTING RESULTS

## ROI

As a customer you will be able to see the Community members engagement, the number of times they interact with, mention your brand, like your posts, write comments on them or share them.

ROI can also be measured as for instance increased brand value, improved sustainability profile and increased employee sustainability engagement.

## Website Traffic

Measure of increased viewers and members that visit the Sustainable mPact® website + Sustainable mPact® Global Community.

## Reach Indicator

The overall number of individuals following and visiting, their geographic location, and frequency of their visits.

## Mentions by Key Influencers

The number of mentions by members of your brand/corp, identified as key influencers.





03

# B2B CUSTOMER PACKAGES

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**LARGE**

**B2B CUSTOMER**

501 employees & up - \$10 per employee and month

**Your Corporate profile has your page inside of our Community**

A page that is devoted to your company that is customizable and allows you to decide the content. This content could be Logos, marketing content, your sustainability goals or initiatives, etc.

**Event access and exposure (Sustainable mPact® and customers)**

Sustainable mPact® will attend your events and vice versa as per agreement, when relevant.

For each event we set up a campaign with mutually beneficial exposure on our respective platforms, channels and marketing collaterals.

**Customer network membership**

As a Sustainable mPact® Large company customer you receive free access to our other customers, to leverage off and set up your own communication and relationship with, as well as contacts at our fellow climate- and Sustainability organisations, when and if needed.

**Large B2B customer benefits: Sustainable mPact® assists you with your Corporate Sustainability Plan**

Sustainable mPact® will be your bouncing-board to create your Corporate sustainability plan and will assist you to develop it further throughout our collaboration. This will be discussed and agreed amongst both parties.

**Acknowledgement in press releases, Social Media channels, and marketing activities**

We will present your company in different scenarios; posts on social media channels that acknowledge our collaboration, exposure in press releases, marketing communications and collaterals.



501 employees & up - \$10 per employee and month

**10 free tickets to the annual sustainability event/ball/banquette (additional tickets with 50% discount)**

Sustainable mPact® Annual Ball, is an event created to Raise funds for the Sustainability initiatives around The world, spread information, awareness, inspiration and to get more actions with more people around the Globe. The Annual Ball is created together with you as our customer.

**Full access to research, sustainability organizations and reports**

Sustainable mPact® will on a regular basis provide you with new research that is taking place, studies and reports that are relevant to our joint mission.

**Community impact measurements (community size, growth, impact)**

As a Large-level customer you will be able to have an overview of several measuring data points from within the Sustainable mPact® community such as number of users, decreased carbon footprint per user, activities, etc.

**Your personal Sustainable mPact® contact person**

As a Large company customer you will have your own contact person at Sustainable mPact®.

This is to make it easy to get in contact with us for your various needs, ideas, materials and discussions, etc

501 employees & up - \$10 per employee and month

### **Enabling traffic to your company website**

We create an interest for your company brand by displaying the company url of your choice.

We provide measurements of qualitative incoming traffic.

### **Enabling traffic to your SmP Community profile**

We allow you to expose your brand within the SmP Community

- number of unique visitors per month
- number of sessions per month

### **Employee activity**

You will get insight as to how active your employees are on sustainability topics and activities.

### **Community activity**

You will get insight into the overall number of individuals following and visiting; their geographical location and frequency of their visits.



**MEDIUM**

**B2B CUSTOMER**



251-500 employees - \$7 per employee and month

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We will present your company in different scenarios; posts on social media channels that acknowledge our collaboration, exposure in press releases, marketing communications and collaterals.

**Full access to research, sustainability organizations and reports**

Sustainable mPact® will on a regular basis provide you with new research that is taking place, studies and reports that are relevant to our joint mission. Your company has direct access and privileges to digest the info provided.

251-500 employees - \$7 per employee and month

### **Enabling traffic to your company website**

We create an interest for your company brand by displaying the company url of your choice.

We provide measurements of qualitative incoming traffic.

### **Enabling traffic to your SmP Community profile**

We allow you to expose your brand within the SmP Community

- number of unique visitors per month
- number of sessions per month

### **Employee activity**

You will get insight as to how active your employees are on sustainability topics and activities.

### **Community activity**

You will get insight into the overall number of individuals following and visiting; their geographical location and frequency of their visits.



# **SMALL** **B2B CUSTOMER**



1-250 employees - \$5 per employee and month

### **Your Corporate profile has your page inside of our Community**

A page that is devoted to your company that is customizable and allows you to decide the content. This content could be Logos, marketing content, your sustainability goals or initiatives, etc.

### **10 free tickets to the annual sustainability event/ball/banquette (additional tickets with 50% discount)**

Sustainable mPact® Annual Ball, is an event created to Raise funds for the Sustainability initiatives around The world, spread information, awareness, inspiration and to get more actions with more people around the Globe. The Annual Ball is created together with you as our customer.

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1-250 employees - \$5 per employee and month

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We create an interest for your company brand by displaying the company url of your choice.  
We provide measurements of qualitative incoming traffic.

### **Enabling traffic to your SmP Community profile**

We allow you to expose your brand within the SmP Community

- number of unique visitors per month
- number of sessions per month

### **Employee activity**

You will get insight as to how active your employees are on sustainability topics and activities.

### **Community activity**

You will get insight into the overall number of individuals following and visiting; their geographical location and frequency of their visits.



# THANKS



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Partnerships

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