

# Promotion Policy

Version – 1.0





## Social Enterprise Partnering Policy

### 1. Introduction

Runwal Group is committed to fostering partnerships with social enterprises to enhance social and environmental well-being. These collaborations aim to leverage the strengths and resources of both organizations to drive positive social impact and promote sustainable development.

### 2. Purpose

The purpose of this policy is to establish guidelines for partnering with social enterprises. This policy seeks to:

- Support social enterprises in achieving their missions.
- Integrate social and environmental considerations into Runwal Group's operations.
- Create value for communities, customers, and stakeholders through impactful collaborations.

### 3. Scope

This policy applies to all departments and employees of Runwal Group involved in the identification, evaluation, and management of partnerships with social enterprises.

### 4. Definitions

- **Social Enterprise:** A business or organization that prioritizes social, environmental, or community objectives alongside financial sustainability. These entities reinvest a significant portion of their profits into their mission.
- **Partnering:** The process of establishing a collaborative relationship with social enterprises to achieve mutual goals.

### 5. Policy Statement

Runwal Group is dedicated to:

- **Identifying and Engaging Social Enterprises:** Actively seek and engage with social enterprises whose missions align with our core values and strategic objectives.
- **Supporting Social Enterprise Development:** Provide financial, technical, and managerial support to help social enterprises scale their impact.
- **Integrating Social Impact:** Incorporate social and environmental impact considerations into our business operations and decision-making processes.
- **Promoting Sustainable Practices:** Encourage and support social enterprises in adopting and promoting sustainable business practices.

### 6. Partner Selection Criteria

When selecting social enterprise partners, Runwal Group will consider the following criteria:

- **Mission Alignment:** The social enterprise's mission should align with our values and strategic objectives.
- **Impact Potential:** The potential of the social enterprise to create significant social and/or environmental impact.
- **Financial Sustainability:** The financial health and sustainability of the social enterprise.
- **Innovation and Scalability:** The innovation potential of the social enterprise's business model and its ability to scale.
- **Ethical Practices:** The adherence of the social enterprise to ethical business practices and standards.

### 7. Partnership Models

Runwal Group may engage in various types of partnerships with social enterprises, including but not limited to:

- **Funding and Grants:** Providing financial support through grants, loans, or investments.

- Capacity Building: Offering training, mentorship, and technical assistance to enhance the capabilities of social enterprises.
- Collaborative Projects: Co-developing projects or initiatives that address social or environmental challenges.
- Procurement and Supply Chain Integration: Including social enterprises in our supply chain and procurement processes.

## 8. Roles and Responsibilities

### A. Management Responsibilities:

- Ensure alignment of partnerships with the organization's strategic goals.
- Approve and oversee significant partnerships and initiatives with social enterprises.
- Allocate resources to support partnership activities.

### B. Employee Responsibilities:

- Identify potential social enterprise partners and propose partnership opportunities.
- Collaborate with social enterprises to implement joint projects and initiatives.
- Monitor and report on the progress and impact of partnerships.

## 9. Monitoring and Evaluation

### A. Performance Metrics:

- Establish key performance indicators (KPIs) to measure the impact and success of partnerships.
- Regularly review and assess the performance of social enterprise partnerships against these KPIs.

### B. Reporting:

- Document and report on the outcomes and impact of partnerships in annual sustainability or social impact reports.
- Share best practices and lessons learned from partnerships with internal and external stakeholders.

## 10. Communication

### A. Internal Communication:

- Communicate the policy and its objectives to all employees through training sessions, internal newsletters, and meetings.
- Encourage employees to participate in and support social enterprise partnership initiatives.

### B. External Communication:

- Publicize successful partnerships and their impact through press releases, social media, and the organization's website.
- Engage stakeholders, including customers, investors, and community members, in dialogue about the benefits of social enterprise partnerships.

## 11. Continuous Improvement

### A. Policy Review:

- Review this policy annually to ensure its effectiveness and relevance.
- Update the policy as necessary to reflect changes in organizational strategy, market conditions, or best practices.

**B. Feedback Mechanism:**

- Establish a feedback mechanism to gather input from employees, partners, and stakeholders on the effectiveness of the policy and partnership initiatives.

**12. Conclusion**

Through strategic partnerships with social enterprises, Runwal Group aims to create significant social and environmental impact while enhancing our business operations. This policy reflects our commitment to sustainable development and corporate social responsibility, fostering a collaborative approach to solving some of the world's most pressing challenges.