20 Sustainability Steps

Main Proposition Marchal™

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Typical organisation

General functions

Companies typically are organised in a traditional functional structure, often with clear distinction between office and field.

Forming a kind of matrix organisation, project leaders are the spiders in the web - *communicating both with office and field functions and are key responsible for progress in operations.*

Strategic control and future fit with Marchal.online

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STRATEGIC CONTROL
Importance of Strategic Control

01 Maintaining Focus on Quality
02 Ensuring Responsiveness to Customers
03 Fostering Innovation
04 Achieving Operational Efficiency

Source : Copyright 2001 Houghton Mifflin Company

Some functions could have gaps in quality performance or misalignment with growing demands of markets and stakeholders. For companies to regain control they will need to obtain "strategic alignment".

Marchal.online has 20 preset solutions, with its business model targeting any area that is still missing at the client. Forming a linking pin between operations and the outside world, and bringing in best practices to stay future fit.

Business model

General proposition

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Sustainability.

Organisation

Board
Decisions

Management
Administration, Calculation & Planning

Operations
Execution & Contractors

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Communication

| Materiality | Monitoring | Marketing | Management | Media | More… |

Stakeholders & outside world

SHEQ & ESG

6MC-model Marchal™

#	Arranged propositions	Client use cases	Key example products and services
1.	**Materiality** & Context	Report according to the latest standards (CSRD)	Double Materiality Assessments, Management Reviews
2.	**Monitoring** & Compliance	KPI & BSC dashboard maintenance	GHG-accounting, Resource monitoring, CSRD-gaps
3.	**Management** & Certification	Driving targets, projects and certification schemes	Internal audits, Supplier/Client/Employee surveys
4.	**Marketing** & Control	Stakeholder strategies and alignment	SWOT, Marketing mix, Sustainable Purchasing & policies
5.	**Media** & Communication	In- and external comms through all channels	Education, campaigns, graphic design, websites
6.	**More PPP** & Co-creation	Custom work can be assessed on the go	Based on specific situation

20 Sustainability Solutions Marchal™
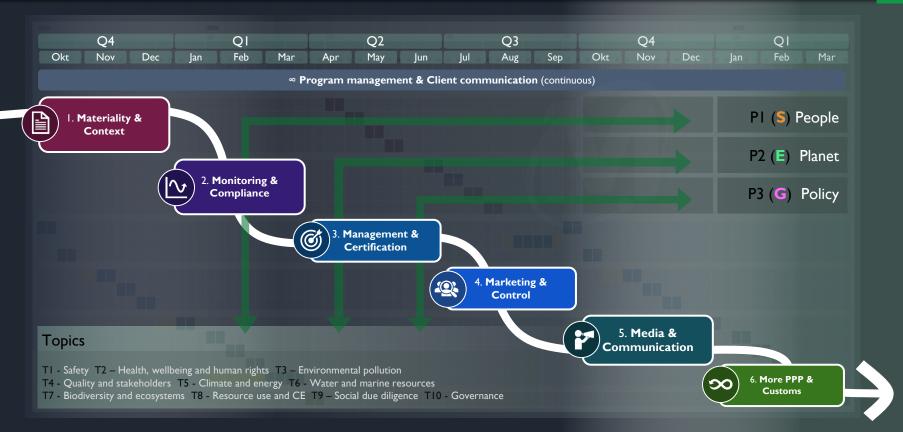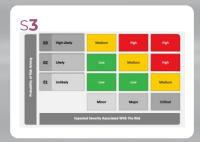
MC1 Materiality & Context

Modules	Main step
MC1.Px.Tx.S**1**	👣 **Context Analysis** (CA)
MC1.Px.Tx.S**2**	👣 **Value Chain Analysis** (VCA)
MC1.Px.Tx.S**3**	👣 **IRO-assessment** (IRO)
MC1.Px.Tx.S**4**	👣 **Double Materiality Assessment** (DMA)

S1

S2

S3

S4

MC2 Monitoring & Compliance

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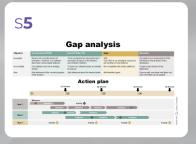
Modules	Main step
MC2.Px.Tx.S**5**	👣 **GAP-analysis** (GAP)
MC2.Px.Tx.S**6**	👣 **Workplace Inspection** (WPI)
MC2.Px.Tx.S**7**	👣 **Balanced Score Card** (BSC)
MC2.Px.Tx.S**8**	👣 **Registrations** (REG)

S**5**

Gap analysis

Action plan

S**6**

Sample Checklist for Workplace Inspection

S**7**

S**8**

CYCLE DATA BY MONTH

REVENUE GROWTH **44.0%** | CUSTOMER STATUS **4.5%** | AOV GROWTH **-25.3%**

CYCLE BY MONTH DATA TABLE

MC3 Management & Certification

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Modules	Main step
MC3.Px.Tx.S**9**	🦶 **Master & Project Planning** (MPP)
MC3.Px.Tx.S**10**	🦶 **Ad Interim Certifications** (AIC)
MC3.Px.Tx.S**11**	🦶 **Management Reviews** (MR)

S**9**

S**10**

ISO CERTIFICATION PROCESS

FILLING THE APPLICATION FORM
REVIEW OF APPLICATION FORM
COMMENCING CERTIFICATION AUDIT
CLOSURE OF NON-CONFORMANCES
ISSUANCE OF CERTIFICATION
SURVEILLANCE AUDITS

S**11**

Risks & Audit Results
Previous QMS Review Actions
Customer Feedback
Process, Product and Service Performance
Internal & External Changes
QMS Performance
Quality Objectives & Goals
Corrective & Preventive Action

Examples of specific certifications within different modules

Module	Topic	P-lense	Certification
MC3.P1.T1.S10	Safety	People	OHSAS18001/ISO45001
MC3.P1.T2.S10	Health & Wellbeing	People	Safety Culture Ladder
MC3.P1.T3.S10	Environment	People	NEN-ISO14001 (2015)
MC3.P2.T5.S10	Climate Change	Planet	CO2 Performance Ladder
MC3.P2.T7.S10	Biodiversity & Ecosystems	Planet	FSC
MC3.P3.T4.S10	Quality	Policy	NEN-ISO9001 (2015)
MC3.P3.T11.S10	Reporting	Policy	EU CSRD/ESRS

MC4 Marketing & Control

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Modules | Main step

MC4.Px.Tx.S12 👣 **Supplier Management** (SM)

MC4.Px.Tx.S13 👣 **Client & Employee Engagement** (CEE)

MC4.Px.Tx.S14 👣 **Strategy** (STR)

S12

Supplier Relationship Management Operation Process Model

Previous Performance Assessment

Vendor Selection

Screen | Evaluation | Selection

Vendor Program

Analysis
Conducting performance measurement from previous sourcing project

Risk Management
Supply | Cost | Compliance

Procurement results

Risk Control

Selection
Using Vendor Evaluation Program to determine whether to replace vendor based on evaluation results

Controlling
Eliminate and mitigating risks in all aspects during the sourcing process

Monitor | Analysis | Implement
Performance Optimization

Performance Improvement

Optimization
Adopting choices of mechanisms to streamline the sourcing process to achieve cost effective and efficient results.

S13

How satisfied are you with the following aspects of your job?

	Very dissatisfied	Somewhat Dissatisfied	Somewhat satisfied	Very satisfied
Work Environment				
Senior Leadership				
Health Benefits				
Salary & Incentives				
Growth Opportunities				

S14

Vision — Business aspiration

Mission — Why the company exists and what the founders envisioned

Objectives — Result that a company aims to achieve

Strategy — Long term plan designed to achieve objectives

Approach — Methodology for executing the long-term plan

Tactics — Smaller, focused action plans that support the overall strategy

MC5 Media & Communication

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Modules	Main Step
MC5.Px.Tx.S**15**	**Physical Communication** (PR)
MC5.Px.Tx.S**16**	**Online Communication & Forms** (OCF)
MC5.Px.Tx.S**17**	**Education & Online Learning** (EOL)
MC5.Px.Tx.S**18**	**Webdesign** (WDN)
MC5.Px.Tx.S**19**	**Annual Reporting** (AR)

S15

S16
YOUR WEB APP

S17

S18
1. Easy to Use
2. Saves Time
3. Responsive Design
4. Design Freedom
5. Compatibility
6. SEO-Friendly
7. Regular Updates

S19
ANNUAL REPORT 2020

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MC6 More PPP & Co-creation

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Modules	Main Step
MC6.Px.Tx.S**20**	✎ **Custom Design** (More)

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materiality. monitoring. management. marketing. media. more.