



2021 ARCHROMA SUSTAINABILITY AWARDS Application Form

1. Team

For each team member:

- Maria Elena Nuñez Corona
Head of CSD, IMPEX & Logistics, LATAM North
Supply Chain
mariaelena.nunez@archroma.com
- Completed and signed consent form with person name as file name (Attached)
- ID picture in HIGH resolution with person name as file name (Attached)
- And if possible, team group picture in HIGH resolution (N/A, I included a short example about the market information prepared for the business).

Please follow these instruction, as **you may be disqualified** if we don't have time to get them on time before sending the applications for Jury review!

2. Main contact name:

- Maria Elena Nuñez Corona
Head of CSD, IMPEX & Logistics, LATAM North
Supply Chain
mariaelena.nunez@archroma.com

3. Title of the application:

Robust and quality information key success factor to operate a business: Supply Chain creating value for the business

4. Award category

Please chose one of the following award categories. If you wish to apply for several categories, please complete one application form per category.

I/we apply for the following category (select only one per form, 2 forms maximum):

- Business Win
- Diversity & inclusion
- Environment
- Excellence
- Innovation
- Safety First
- Sustainable partnership

5. Elevator pitch

Please create a short text to describe your project/submission to describe it and convince jury and voters why they should select it. (max 50 words)



Supply chains have been significantly impacted as result of the pandemic and being able to share the most relevant aspects for our commercial teams represented a good opportunity to publish, on a monthly basis, the report of global market conditions that also provides them knowledge and tools in preparation for the negotiation with our customers.

6. Describe how your project and its impact help achieving the category-specific criteria

The pandemic has changed many aspects of our lives, forcing to everybody for adapting to new conditions and being in a VUCA (Volatility, Uncertainty, Complexity and Ambiguity) world.

Of course, the way that we do business and all the supply chains involved are not exempted of changes.

Events like the Suez Channel block, the "Container Crisis" and more recently the conflict between Russia and Ukraine; have additionally added more complexity to all the industries.

In particular, all of these events created many questions between the local teams, especially in sales, because they wanted to know, how we were being impacted.

At the beginning (during FY2021), we put into the SIOP agenda this topic and I observed that was one of the moments with a lot of participation, inquiries, and very productive discussions. But, I also found that this relevant information was spread within all the sales team.

So, I decided, beginning the FY2022, to implement a monthly infographic to share not only with Sales, also with Operations, Commercial Support, Finance, Complaint Management, Product Stewardship and of course with Supply Chain in the LATAM Regions.

This infographic is an extract of different sources like ICIS, IHS Market, Freight Forwarders Reports, Deloitte, KPMG, International Chamber of Commerce, Expert opinions, Breaking news, etc.

The objective is to provide a general overview about what is happening along the world and how these events specially impact our supply chain, our business, and our customer relation.

This publication has a simple and easy way to understand, some topics that could be so many "technical", for example, what is the World Container Index and why it is only a reference but sometime does not reflect what is happening in the chemical markets because we must pay premium rates, or some surcharges are not considered (Like DGD cargo).

I have also included some other topics based on the suggestions received like Incoterms, Schedule Reliability Graphics, Inflation perspectives, Port Congestions, New Lunar Year impact, etc.

This infographic has also allowed us to share the knowledge about all the whole chain and gave additional elements to support the negotiations with our customers, for example when we were increasing prices due to the adjustments in the freights.

Making a summary about how the logistics conditions are impacting us, the challenges that we face, but moreover, the alternatives that we are constantly looking for, are part our passion to create value for our customers.

7. Describe how your project supports “The Archroma Way to a Sustainable World: Safe, efficient, enhanced, it’s our nature”

The implementation of the infographic gives us the opportunity to share the challenges that Supply Chain is facing, but also, a good chance to explore and be open to new ideas.

Feedback received from the readers shows a more understanding and empathy within the areas and process, but also provide elements to build/reinforce our relationship with our customers.

This is because, we can share with them that Archroma is responding in the most efficient way to the global environment despite the adversities.

We can also influence and execute actions supporting profitable and sustainable growth.

8. Describe how your project demonstrates the company mindset “Everybody sells!” supported by our ACTS



Supply Chain is normally performing in the "*backstage*", but it doesn't mean that we cannot create value for our customers. Supply prepares all to allow sales performs, without a good backstage the show cannot happens.

Promoting a communication within all the main stakeholders in Archroma and gives a perspective about what we consider is relevant for our business is a clear example of Teamwork and Collaboration.

The idea is not only that everybody knows about what is happening, but the main target is to take actions and mitigate the impact of all these challenges and work on alternatives.

For example, due to the congestion in Santos Brazil and the blank sailing for several weeks, we were impacting the export to Peru with the risk of losing customers and markets. So, we developed a logistics alternative switching from sea to road freight, evaluating which products could manage the cost increase and we were able to serve our customers.

Another example occurred when sales team had to increase prices due to the adjustments in freights. I remember that some customer showed the World Container Index (WCI) mentioning that freights were coming down. Some colleagues came to me and asked me how to manage this information and I explained that WCI is a reference with specific parameters, that does not reflect exactly what is happening in the market, for example, the premium rates to assure a booking or the additional surcharges for dangerous goods. Also, explained them that rates were slightly reducing but, from the highest point never seen before. These elements gave them more empowerment during the negotiations.

I declare to have read and accepted the privacy policy: <https://www.archroma.com/archroma-sustainability-awards-policy>

In case the submitted project belongs to a team, I declare that I have the authorization of all of them and that they have read and agreed with the privacy policy (attach to the submission!!!).