











DIALOG AND INTERACTION OPPORTUNITIES PROVIDED BY THE VOLKSWAGEN GROUP

Stakeholders	Communication opportunities (examples)	
	During the year and continuously	Once a year
 Employees	<ul style="list-style-type: none"> - "KulTour" event series - Together4Integrity (T4I) integrity campaign - Volkswagen Group Academy program on Group values - 360° staff newspaper incl. smart phone app - "MITBESTIMMEN!" Works Council newspaper - "Volkswagen Portal" intranet - "Group Connect" social intranet - Political newsletter - Daily press review - Works meetings - Welcome days for new employees - Recruitment fairs 	<ul style="list-style-type: none"> - Group-wide "Opinion Survey" staff survey - Works Council dialog with employees (for example with apprentices, doctoral students) - Internal conferences - "Shift" magazine - Group Sustainability Summit
 Customers	<ul style="list-style-type: none"> - Volkswagen Group website - Group Fleet Magazine - Product brochures - Social media (LinkedIn, Facebook, Twitter) - Trade fair appearances - TV product advertising - Advertising campaigns - Customer surveys - Autostadt, DRIVE and Gläserne Manufaktur as automotive worlds of discovery 	
 Business partners & suppliers	<ul style="list-style-type: none"> - Working groups - Expert conferences - Trade fair appearances - Workshops for suppliers - Code of Conduct for Business Partners 	<ul style="list-style-type: none"> - "Shift" magazine - Group sustainability report - Stakeholder dialog event - International Suppliers Fair (IZB)
 Investors & analysts	<ul style="list-style-type: none"> - SRI roadshows - Discussions with investors - Special "Investor Relations" area on the Group website - Financial news - Ad-hoc releases 	<ul style="list-style-type: none"> - Investor conferences - General meeting - Annual press conference - Group annual report - Group sustainability report - Stakeholder dialog event - "Shift" magazine
 Competitors	<ul style="list-style-type: none"> - Working groups - Expert conferences - Strategic cooperation projects (e.g. Ford, Microsoft, Amazon) 	
 Government agencies & authorities	<ul style="list-style-type: none"> - Memberships - Delegation visits - Expert talks and opinions - Participation in committees - Events at Group representative offices - Event sponsoring - Advertisements in party publications - Involvement in working groups and steering committees - Project working groups - Workshops & conferences - Symposiums & expert meetings - "Street.Food.Politics" event series 	<ul style="list-style-type: none"> - Group sustainability report - Stakeholder dialog event - "Shift" magazine

Stakeholders**Communication opportunities (examples)**

	During the year and continuously	Once a year
 Media	<ul style="list-style-type: none"> - Discussions with journalists - Press releases - Group Media Portal - Volkswagen newsroom - Online news feed 	<ul style="list-style-type: none"> - Group sustainability report - Group annual report - Annual press conference - “Shift” magazine
 NGOs & charitable organizations	<ul style="list-style-type: none"> - Memberships - Cooperations (for example DRK) - Event sponsoring - Global CC projects - Inquiries & statements - Funds for disaster relief - Volkswagen refugee aid (for example language development, sitting in on classes) - Corporate volunteering (for example Global Social Business Summit 2019) - Hackathon event series - Sponsoring awards - Sponsoring cultural symposiums - Free tickets for museum visits - Foundation partnerships - Sponsoring of local art and cultural events by Volkswagen plants 	<ul style="list-style-type: none"> - Group sustainability report - Stakeholder dialog event - “Shift” magazine - Easter Festival in Salzburg
 Academia & education	<ul style="list-style-type: none"> - Research subsidy programs - Conference sponsoring - Cooperation projects - Expert talks and conferences - Research colloquiums - Employee lectureships - AutoUni Wolfsburg activities (guest presentations, institute work) 	<ul style="list-style-type: none"> - Group sustainability report - Stakeholder dialog event - “Shift” magazine
 Trade unions & associations	<ul style="list-style-type: none"> - Activities of the Global and Group Works Councils - Memberships - Delegation visits - Expert talks and opinions - Events at Group representative offices - Event sponsoring - Advertisements in association publications - Involvement in working groups and steering committees - Project working groups - Workshops & conferences - Symposiums & expert meetings - “Street.Food.Politics” event series 	<ul style="list-style-type: none"> - Group sustainability report - Stakeholder dialog event - “Shift” magazine
 Residents & local authorities	<ul style="list-style-type: none"> - Open day - CSR projects at sites - Plant management discussions with residents - Local event sponsoring (for example fun runs, cycling tours) - Support for local associations 	<ul style="list-style-type: none"> - “Shift” magazine - Group sustainability report