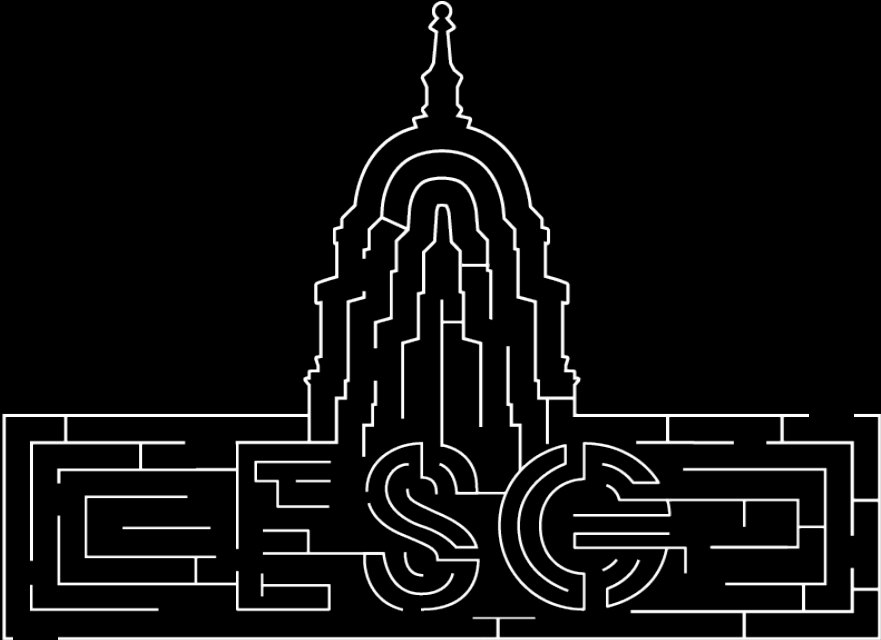


INTEGRATING SOCIAL IMPACT & GOVERNMENT AFFAIRS



STATE OF PLAY

COURT IS NOW IN SESSION

The venue has shifted from the House to the Courts.

- Courts in at least six states will hear ESG-related cases this year
- Only six anti-ESG bills have passed in states this year out of 161 measures, down from 23 such laws last year
- House Finance Committee ESG Working Group report was a blip





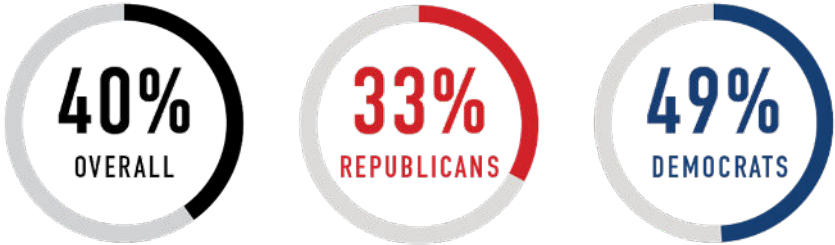
- Desantis' battle against corporate wokeism was a political loser.
- Preparations earlier this year for a Trump presidency led to greenhushing
- A Harris presidency would mean higher expectations around social impact.



WHAT VOTERS (DON'T) KNOW

Awareness of ESG varies, with 40% overall answering they were “Aware” or “Very aware” in our survey, but understanding is low.

“To what extent are you aware of Environmental, Social, and Governance issues.”
Percent answering “Very aware/Aware”



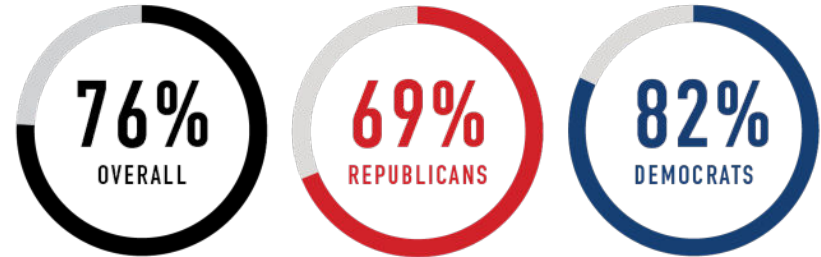
WHY THEY SHOULD KNOW

Social impact and ESG reports should be more than just a box checked for organizations, it should serve as an opportunity to:

- Create key relationships
- Enhance your brand reputation
- Prepare for crisis management and risk mitigation
- Increase customer engagement

AGREE

“Companies should be held accountable to make a positive impact on the communities in which they operate.”

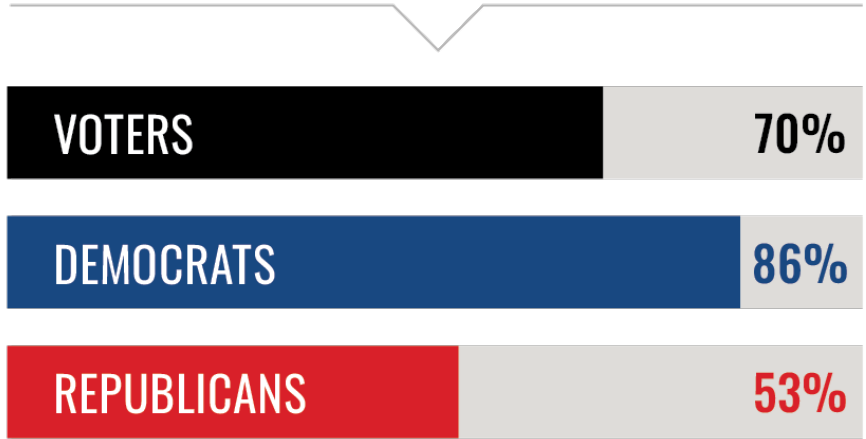


WHAT VOTERS WANT

Voters want corporations to better society, particularly as it relates to climate.

AGREE

Companies should address environmental issues.



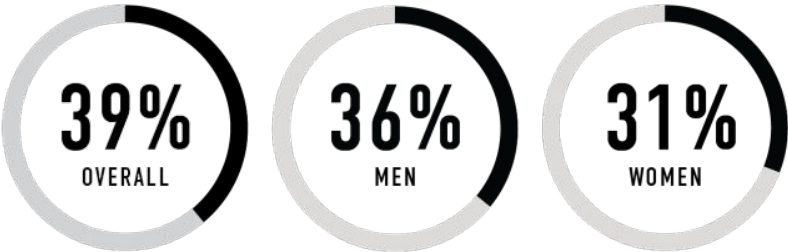
VOTERS WANT COMPANIES TO STAY ON TOPIC...

Corporations are releasing statements and taking sides on controversial political issues like the Middle East, LGBTQ+ issues and gun rights.

Voters believe they should comment only when it's directly related to their lines of business.

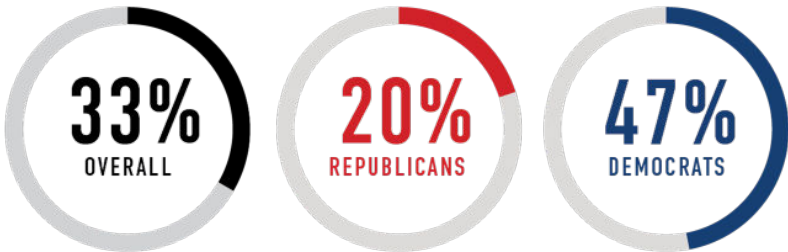
AGREE

“I want the companies I purchase products from to speak out on social issues that aren't related to their products or services.”



AGREE

“I want my employer to speak out on social issues that aren't related to the products or services my employer sells.”

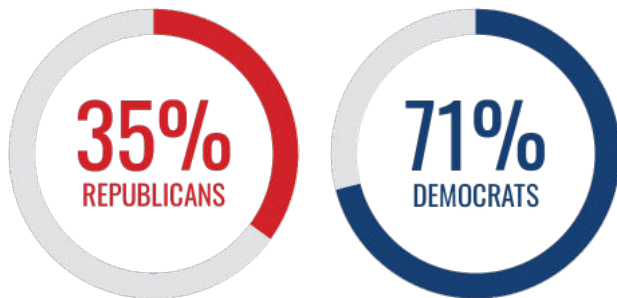


WHAT THEY'RE SAYING

The business case for DEI is polarizing; the social case less so.

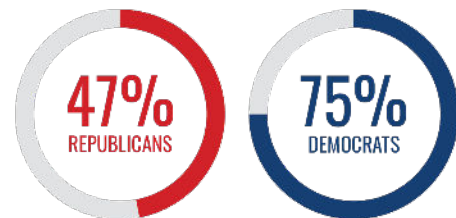
AGREE

For companies, having a diverse workforce is important to their financial success.



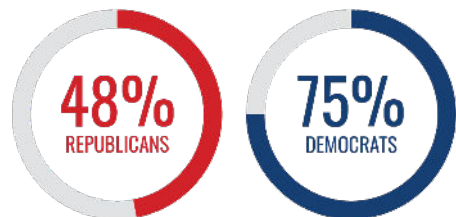
AGREE

For companies, having a diverse workforce is important for addressing social inequality.



AGREE

For companies, having a diverse workforce is important to advancing the well-being of their employees.



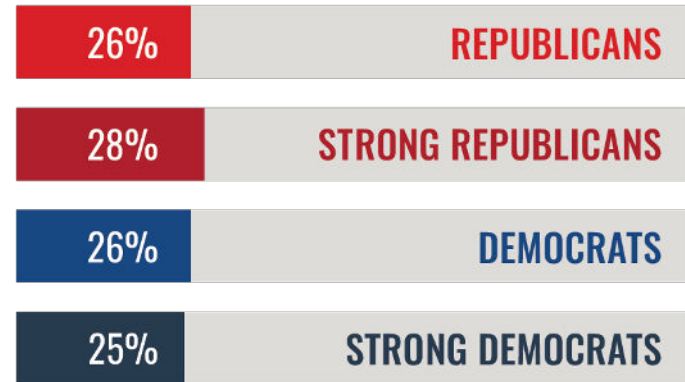
WHAT THEY'RE SAYING

Preferences for kinds of DEI programs are similar across party lines

- **Equity in compensation-26%**
- Leadership training on DEI-12%
- Recruit from a broader talent base - 10%
- Process and training aimed at reducing bias in hiring-9%
- Process and training aimed at reducing bias in promotion decisions-8%
- Inclusive benefits -7%
- Build diverse teams-7%
- Mentoring for underrepresented minority employees-6%
- Set race goals for new hires-5%, C-suite-2%, whole org 7%

AGREE

Equity in compensation is the most important corporate effort to advance diversity, equity, and inclusion within organizations.

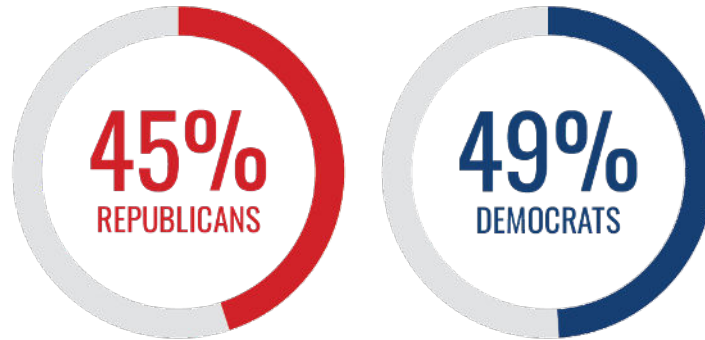


WHAT THEY'RE SAYING

Skepticism around corporate DEI programs is sizable on both sides of the aisle.

AGREE

Companies' DEI commitments are for show
and do not result in increased diversity.





- Contingency plan
- Stay true to values
- Focus on areas of bipartisan support



HOW TO COMMUNICATE YOUR SOCIAL IMPACT



THOUGHT LEADERSHIP

- **Opinion editorials**
 - Leverage unique voices to storytell
 - Go beyond the numbers to craft meaningful thought pieces on the impact of the organization's actions
- **Blog posts**
 - Craft insightful blogs that can be understood by laypersons

The Miami Herald



LA
Times

The
Philadelphia
Inquirer

FORTUNE

HOW TO COMMUNICATE YOUR SOCIAL IMPACT



MEDIA RELATIONS

- **Earned media**
 - Engage with the media to boost your organization's position
- **Pitching**
 - Research relevant news stories to insert your organization's voice into the conversation
- **Media intelligence**
 - Monitoring how the media is interacting with similar issues

The New York Times

npr

AXIOS

USA TODAY

Bloomberg

HOW TO COMMUNICATE YOUR SOCIAL IMPACT



DIGITAL & SOCIAL MEDIA

- **Digital advertising**
 - Use data to target key policymakers and stakeholders
 - Boost social content and amplify your organic online engagement
- **Social media**
 - Map relevant online stakeholders and creating editorial content calendars for social channels
 - Design content to reach your target audience

10% Sustainable Aviation Fuel (SAF) by end of 2030
Committed to 200M gallons of SAF offtakes securing a total of 50% of our 2030 SAF goal

Electrify 50% of our eligible Ground Service Equipment (GSE) fleet by 2025
Retired and replaced over 650 pieces of equipment with electrified GSE and achieved 25% electrification of GSE

\$1 billion investment through 2030
\$116M in offsets purchased to cover travel and tickets

Water
350 million+
filters of water replenished through relevant CSR programs in Rajasthan and Maharashtra

Community Impact
171 million
school children reached through Bright Smiles, Bright Futures (BSBF®) program since 1976

50%
Industrial sites are water positive (Goa and SriCity)

20,000
women skilled for digital & Financial literacy in underserved communities

WE ARE INCLUSIVE

44%
women representation across the customer development leadership team

26%
women representation across STEM functions

25%
representation of women across the organisation

between 2019 and 2023
Over 10 million gallons of fuel saved through enhanced wing installations for drag reduction, weight reduction initiatives and routing/speed optimizations

81%
of cotton sourced from more sustainable sources

Delta Sky Clubs have eliminated pre-packaging for most food and aim to use biodegradable, recyclable packaging options feasible. Our Minneapolis-Saint Paul, Seattle-Tacoma and San Francisco International Airport clubs aim to be zero waste, defined as 90% landfill diversion. These clubs recycle, compost and provide reusable food service items.

ROKK SOLUTIONS 14

HOW TO COMMUNICATE YOUR SOCIAL IMPACT



CONTENT DEVELOPMENT

- Multi-channel toolkit to **highlight outcomes not outputs**
 - Advocacy letters and testimonials
 - Digestible fact sheets/FAQs
 - Infographics, memos
 - Talking points
 - Press statements
 - Sample op-eds

MAKE THE BUSINESS CASE

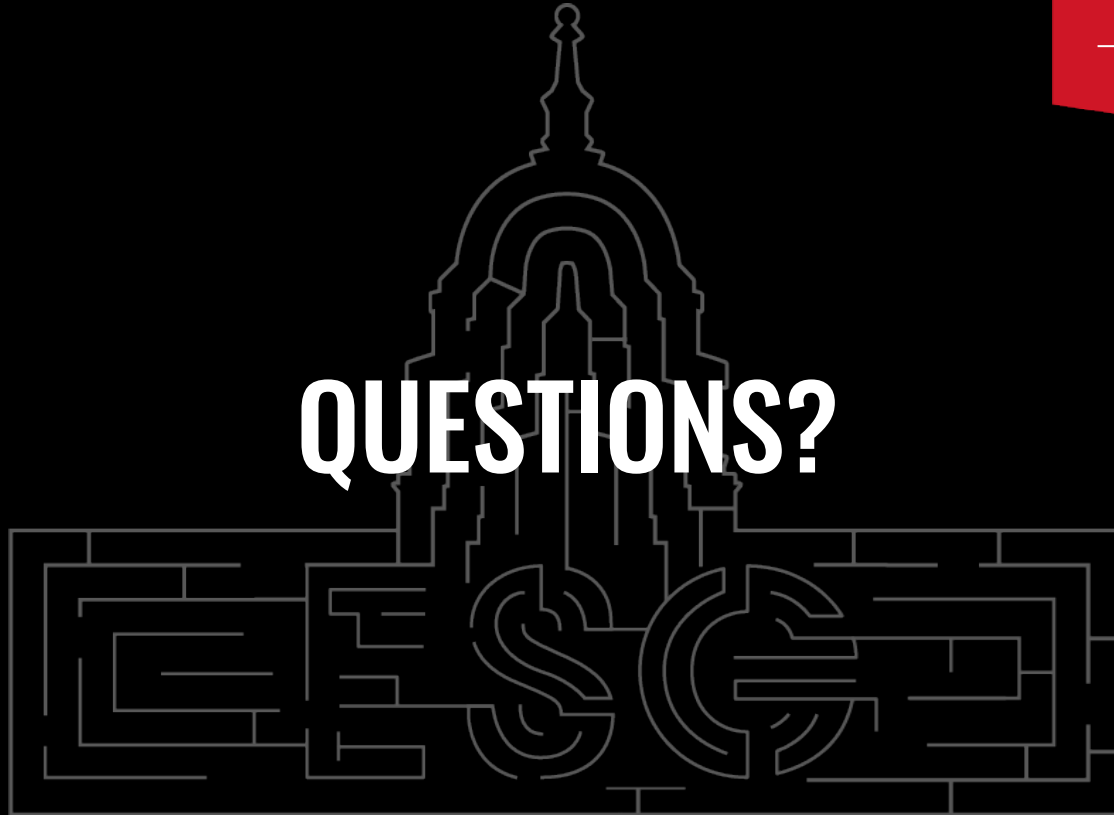
Voters understand the link between the environment and their wallets. The same is not true when it comes to DEI.

- Demonstrate to policymakers how your ESG-related efforts positively impact their constituents — whether through shareholder returns or societal improvements.
- Show investors the connection between your initiatives and ESG and value creation.
- Convey your social impact to voters based on your materiality self-assessment and the impact you've had in your priority areas.



WWW.ROKKSOLUTIONS.COM

QUESTIONS?

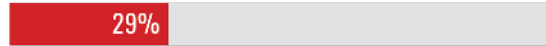


I believe companies should be doing more to advance diversity, equity, and inclusion within their organization.

DEMOCRATS

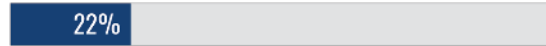


REPUBLICANS

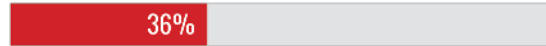


I believe companies are doing enough to advance diversity, equity, and inclusion within their organization.

DEMOCRATS

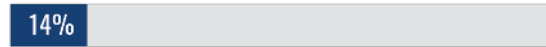


REPUBLICANS

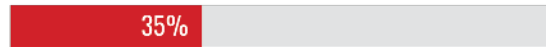


I believe companies are doing too much to advance diversity, equity, and inclusion within their organization.

DEMOCRATS



REPUBLICANS



WHAT THEY'RE SAYING

Preference for corporate freedom to pursue DEI as they wish remains high.

AGREE

Companies should be able to formulate and implement DEI initiatives without oversight from elected officials.

