



StanleyBlack&Decker

Our Advocate Stories

A GLOBAL DIVERSIFIED FORTUNE 500 COMPANY



DEWALT

CRAFTSMAN

STANLEY

**BLACK+
DECKER**

IRWIN

LENOX

FACOM

**MAC
TOOLS**

LISTA

Vidmar

ICONIC BRANDS THAT MAKE THE WORLD

Advocacy at Stanley Black & Decker

- Effort 1 Streamline Pipeline Permit Process
- Effort 2 Tariff Exemption
- Lessons Learned
- Upcoming Storytelling Opportunities

Goal



Activate employees to engage directly with elected officials on business priorities

Successful Stanley Black & Decker Storytelling

Compelling Stories

More memorable =
more motivation
to act



Educated Advocates

Issue understanding =
more effective
storytelling

Leadership Support

Employees more likely to
respond to trusted
sources



Advocacy Tools

Technology that makes
participating easy =
increased engagement

Data Analytics

Platforms that allow metrics
and tracking = opportunities
for ongoing employee
engagement



Continuing Relationships

Connections should be
maintained and cultivated

Follow-Up

Reinforcing the message is
just as important as initial
outreach



Effort 1: Streamline Pipeline Permit Process

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A photograph of a pipeline construction site under a clear blue sky. Several yellow cranes are positioned along a dirt road, lifting large white pipe segments. Workers in safety gear are visible near the equipment. In the foreground, a large section of a green-painted pipe is shown in perspective, leading towards the construction area.

STANLEY OIL & GAS

**HAS PROVIDED EQUIPMENT AND SERVICES FOR
MORE THAN 55,000 MILES OF PIPELINE**

SBD Challenge

ISSUE



Clean Water Act being exploited- blocking pipeline construction

BUSINESS IMPACT



STANLEY Oil & Gas business suffering due to slowing of pipeline construction

Pipeline construction is essential to Stanley Oil & Gas business

EPA proposed a rule to streamline qualified pipeline permit process

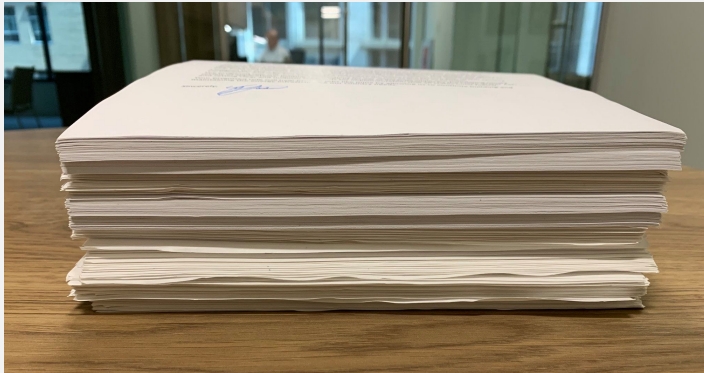
Streamlined process would ensure timely completion of pipelines.



Strategy & Execution

Educate advocates

- Facility leaders provided information to employees through meetings and Workplace posts.



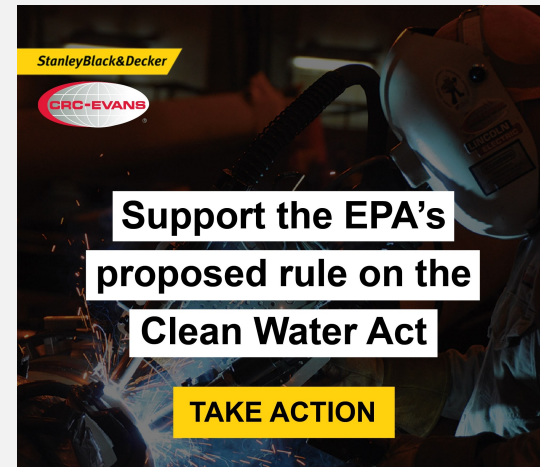
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Storytelling

- Employees signed letters in support of EPA's proposed rule.

Mobilization

- Letters from SBD employees distributed to Capitol Hill and EPA.



Impact



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550 letters from 150 employees were delivered to elected officials

Elected officials listened and reached out to EPA to support the rule

EPA's regulation was adopted- pipeline construction permit process was streamlined



Effort 2: Tariff Exemption

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SBD Challenge

ISSUE



SBD required to pay tariffs on DeWalt drill components not manufactured in USA.

BUSINESS IMPACT



U.S. operations are more costly and less competitive.

Finished drill made in Fort Mill, SC with global materials.

Competitors manufacturing finished drills overseas are paying no tariffs.

Tariff relief on drill components would enhance U.S. manufacturing.



Strategy & Execution

Educate advocates

- GR team and facility leaders met with workers to brief them.



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Storytelling

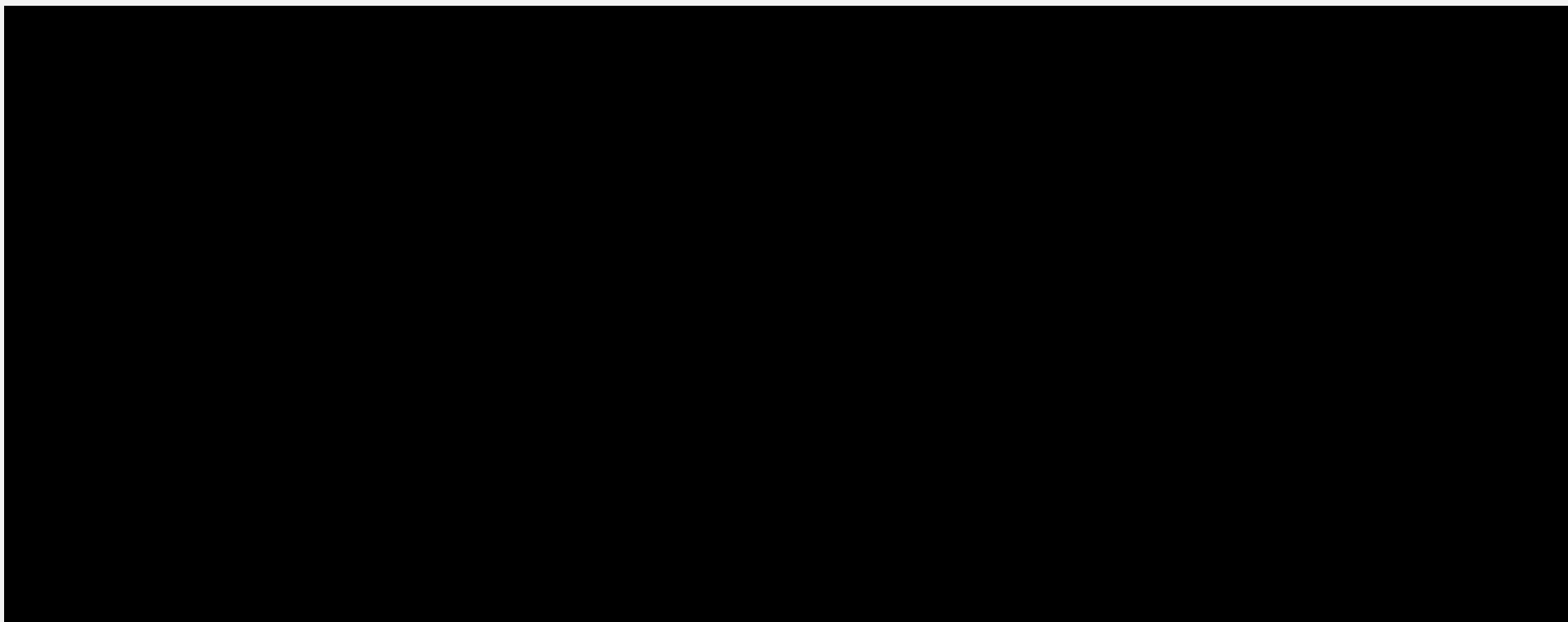
- Letters from employees were sent via QR code to elected officials.



Mobilization

- All 4 elected officials engaged with USTR following campaign.





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Impact



1,000

letters to elected
officials asking for
tariff relief in one
hour



60% participation
rate among Fort Mill
employees



Captured metrics to
approach employees
again to act

A BUSINESS STRATEGY GUIDED BY PURPOSE

PERFORMANCE

DELIVER TOP-QUARTILE
FINANCIAL PERFORMANCE

TOOLS & STORAGE

\$10.3B

~\$6.6B

Power Tools & Equipment

~\$3.7B

Hand Tools, Accessories & Storage

SECURITY

\$1.9B

~\$1.5B

Commercial Electronic Security

~\$0.3B

Automatic Doors

~\$0.1B

Healthcare Solutions

INDUSTRIAL

\$2.3B

~\$1.7B

STANLEY Engineered Fastening

~\$0.6B

Infrastructure

INNOVATION

BECOME KNOWN AS ONE
OF THE WORLD'S GREATEST
INNOVATORS



SOCIAL RESPONSIBILITY

ELEVATE OUR STRONG
COMMITMENT TO ESG AND
CORPORATE SOCIAL
RESPONSIBILITY



A FORCE FOR GOOD

2020 has shown that our people can be counted on to deliver—whatever the challenges, whatever the needs—guided by the purpose that unites us for the people we serve.



Questions

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