



WELEDA

Since 1921

WELEDA DIGITAL TRANSFORMATION

**DRIVE OUR BUSINESS AND TAKE
DIGITAL RESPONSIBILITY**

WHAT ARE WE TALKING ABOUT?

DIGITAL IS A CONTROVERSIAL TOPIC

digital needs a dialogue in society and politics to enable a good development

ETHICAL PRINCIPLES FOR THE DIGITAL TRANSFORMATION @ WELEDA

We invent **digital solutions** that have a positive impact on the development of people and nature.

We take care to promote a **balanced relationship between real and virtual life** in order to protect the connection between man and nature.

We use **data** to understand the true needs and interests of people in body, mind and soul and to provide the best possible inspiration for a better life.

We design the **man-machine partnership** in such a way that people are relieved and are given freedom for creative work.

We understand **the preparation and training of our employees** for digitalization as a commitment to the socially responsible shaping of digital structural change.

We regard the quality **of human decision-making** as a leading factor in all major decisions.

We ensure a **sustainable life cycle** of digital technologies, partners and ecosystems.

We **involve our employees** in decision-making and design processes for digital



#NaturallyDigital – we drive our business and make the difference with our digital responsibility for nature and humans

DIGITAL TRANSFORMATION STRATEGY TO IMPLEMENT NEW WAYS OF CAPTURING VALUE

#NaturallyDigital – we drive our business and make the difference with our digital responsibility for nature and humans

we cultivate a solid customer centric digital foundation



we optimize, automate and integrate **data driven processes outside in** and use technology to support us in productivity and efficiency

DIGITAL FOUNDATION

we make us responsive in the digital world



we reinvent **governance and leadership to bravely master** any digital challenge. we integrate new work and agility in **mind set and culture** to develop our digital capabilities continuously

DIGITAL MASTERY

we innovate in digital business models



we are **pioneers for generating digital values** by experiments in creative environments involving partners from the eco-system with build-measure-learn patterns

DIGITAL BUSINESS MODELS

culture and leadership: digital transformation is seen as an agile ongoing change of the organization and mind set to stay as innovative as we are since 1921 in digital - instead of adding more and more, we really transform! We have a clear understanding about our responsibility related to digital transformation

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**ITS ABOUT US TO MAKE THE DIFFERENCE
FOR LITTLE EMMA**

... LETS HAVE FUN ...