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A 2030 CSR Strategy Inspiring Makers and Innovators to Create a More Sustainable World

In 2017 SustainAbility were engaged by Stanley Black & Decker as CSR advisors to bring its purpose and commitment to Social Responsibility to life with the development of a revised strategy. The strategy describes how the company is a force for good, creating value beyond profits and driving positive impact for shareholders, the environment and society. And in doing so, supports the delivery of the UN's Sustainable Development Goals.

Stanley Black and Decker have an inspiring purpose to be “For Those Who Make The World.” Championed from top to bottom of the company, this purpose places social impact at the heart of the organization, and has led Stanley Black and Decker to deepen its commitment to responsibility as one of three key strategic pillars for the business.

The new strategy was designed with full enterprise coverage, and built through engagement with leaders across the Stanley Black and Decker business. It was based on a review of the current CSR work, the materiality assessment completed by SustainAbility in 2016, interviews with 21 internal leaders, a market review of 14 peers, 4 retailers and 5 CSR leaders and with consideration of external sustainability megatrends.

The new strategy focuses action in three areas identified as most material for the business - empowering makers, innovating with purpose and creating a more sustainable world. It sets ambitious, measurable goals for the company under each area, that are grounded in the business, social and environmental context of its operations.

Critically, the new strategy is supported by a governance and implementation framework that will drive the delivery and the integration with its global operations.

We commend Stanley Black and Decker for its leadership and for its ambition to implement an industry leading CSR Strategy.

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