

Solvay Purpose Book



Progress beyond

Welcome to the Solvay Purpose Book

"From science will
derive the progress
of mankind."

Ernest Solvay

The idea of progress has been at
the heart of Solvay since our earliest
days, over 156 years ago, and has

driven us to create many of our
defining achievements.

The nature of progress is
changing. We live in a world with
an ever growing-population and
limited resources, and we are facing
environmental and social challenges
like never before.

Because 'new' does not
always mean 'better,' and 'better'
does not always mean 'better for
all,' we need to reconsider what
progress means, because *what* we
do is *who* we are.

That is why, at Solvay, each day,
**we bond people, ideas and
elements to reinvent progress.**

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Solvay One Purpose

Section 01





**"The two most
important days
in life are the
day you are born
and the day you
find out why."**

— Mark Twain

What is a Purpose?

Our Purpose is our WHY — why we exist. It captures our greatest possible impact on society, elevating our work above our day-to-day. It gives meaning to our individual and collective work.



The world is changing



and we are changing too

We live in a world with an ever growing-population and limited resources, and we are facing environmental and social challenges like never before.

This is why we need to reconsider what progress means, because what we do is who we are.

Listening Widely and Deeply

288
LISTENING SESSIONS
CONVENING WITH MORE THAN
3,000
PEOPLE

50%
SURVEY RESPONSES
FROM PRODUCTION
SITES

75
HOURS
OF INDIVIDUAL
INTERVIEWS

25
LEADERSHIP
DIALOGUES

13,000
COMPLETED
SURVEYS

Themes That Emerged From Listening

Connection and Collaboration

"There is some kind of chemistry that keeps us here."
- **Leader**



Breakthroughs that matter

"Guided by our purpose, we can tackle the greatest challenges facing society."
- **Leader**



Assertive Leader / Ambition + Care

"Solvay seems to really care about its employees and the communities, something a lot of big corporations have forgotten to do."
- **Employee**



Unleash Potential / Passion

"If we could be a more relevant company, I believe we would strengthen our growth potential."
- **Employee**



Eyes on the Microscope/ Eyes on the Telescope

"How can we make the sustainability commitment consistent with the business short term incentives and our own behaviors as employees?"
- **Employee**



Customer Centricity

"We appreciate capacities and knowledge that Solvay has as a group."
- **Customer**



Our Purpose

We bond
people, ideas
and elements
to **reinvent**
progress

What Does It Mean?

Bonding

We build connections and attachments that create more physical, emotional, intellectual and/or spiritual energy than those involved could generate independently.

People, Ideas and Elements

We exist to connect people to people, ideas from many sources, and the chemical elements that become our products. When we combine the power of people, ideas and science, we make our greatest contribution to society.

Reinvent

Our ability to recognize the duality of our world and be the ones who can be curious and creative in between two seemingly opposite ideas, such as black and white, past and future, caring and daring, to form fundamentally new models for the future.

Our Manifesto

Humanity is on an ongoing journey.

And though we all experience only one stage of it, a journey of **continuous progress** has brought us to where we begin.

Progress is more than business innovation and growth.

It's how we create **sustainable shared value** in the world of today and tomorrow.

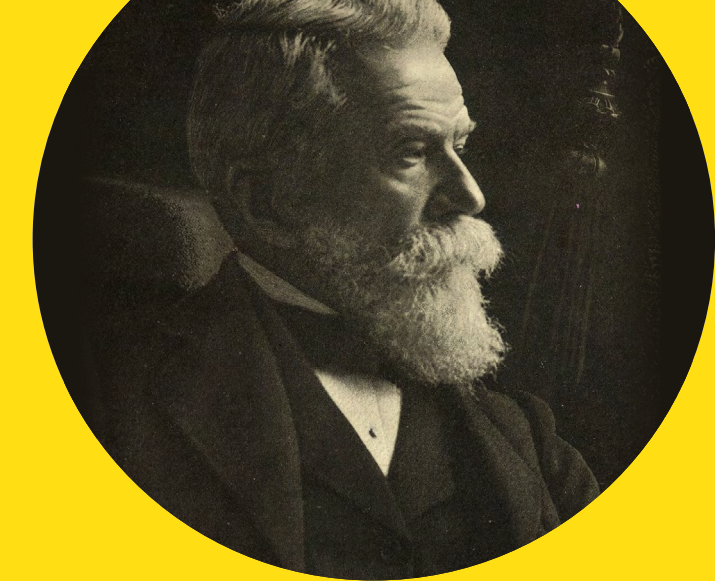
A world connected to nature, preserving resources.
A world that is **empowered** to take on its many challenges.

Progress takes shape through **bonding between people, ideas and elements.**

These bonds are not binds; they connect.

They create **positive reactions** that fuel progress and drive the **human journey forward.**

At Solvay the bonds we make every day unleash potential to **reinvent progress.**



Progress Beyond

Our tagline

Our tagline is the outward facing expression of our purpose, and is intended to be read and pronounced as a verb.



Holding Device

'Every Element' Roundel

Our holding device embodies our purpose and symbolises elements coming together to form a whole. It allows the Solvay logo to live on color or photography without compromising legibility and ensuring it stands out.

This should be the main logo used throughout any new campaign materials that are generated.

NB. We are planning a soft transition to this new treatment, therefore the current tagline 'asking more from chemistry' will be phased out slowly. Our new device will be used in critical strategic contexts or assets.

For any questions please contact the Group Brand Team



Progress beyond

"Dotted Zoom" effect

We establish a direct and simple dialogue between the dotted circle of the logo and the images.

Let's play dots. Zoom in, zoom out. This composition should be used in the majority of your applications.



Tone of voice

Read your text aloud.
If you find yourself
tripping over your
words, time to edit!

Knowing that to be true, here are three simple, yet compulsory, rules for written Solvay content, to ensure our stories and messages engage both minds and hearts. Use them consistently.

Do

Sell the benefits with catchy headlines, Be brief, Be clear, Be specific, Choose simple words, Use active voice, Avoid technical jargon, Avoid packing your text with corporate buzzwords: leverage, ideate, optimize, value-add, disrupt...

Follow Associated Press Style Guidelines for punctuation and grammar



Crips

Informative, Upbeat,
Smart, Brief

Authentic

Frank, Trustworthy,
Personal point of view



Human

Caring, Conversational,
Expressing Emotion



One Vision

Section 02



At Solvay, we create **sustainable shared value for all**

This is about Value in
all senses of the word:

Value for our customers.

Value for their customers.

Value for our suppliers and partners.

Value for our employees.

Value for our shareholders.

And value that can be shared across
the whole world, by all people, today
and tomorrow.

One Strategy

Section

03



Solvay ONE:

The connection between purpose and G.R.O.W. Strategy

Launched in November 2019, our G.R.O.W. business strategy confirms that we will create the greatest value for society, our employees, our partners and our shareholders as a family of businesses bound together to address the greatest challenges of our generation.

It defines the mandate for each business, and launches the idea of Solvay ONE. This operating model is enabled by the purpose we all share — the purpose that connects all our businesses and individuals.



This is our strategy for winning together as one group

It is a new, common operating model to help us work more efficiently & effectively together

SOLVAY ONE:

New, common operating model to help us work more efficiently & effectively together

- Simplified governance for business support activities
- New customer engagement model
- End-to-end value chain
- Indirect procurement
- Complete simplification
- Digitization

THREE PILLARS:



Includes our vision, **our set of beliefs** and a new **code of business integrity**



A new **People Engagement Model** that will feature a new set of competencies



Raising our ambition in response to **climate change**, resource scarcity & creating a **better life** for our employees and communities

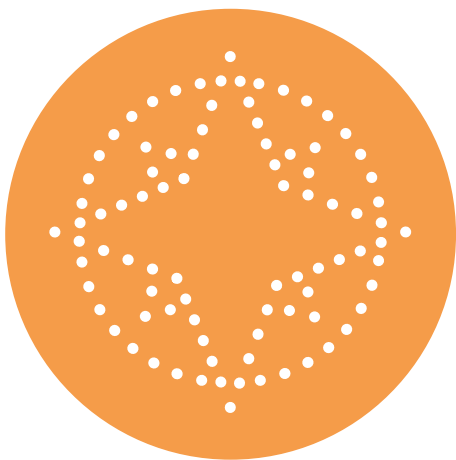
One Team

Section

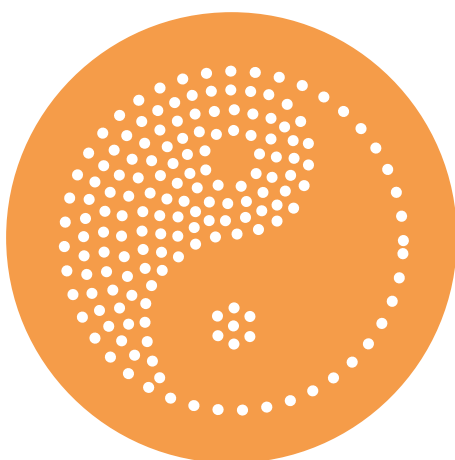
04

We Believe In

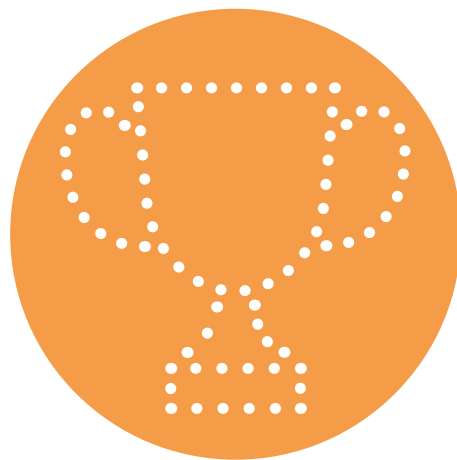
Purposeful Responsibility



Unity, Not Uniformity



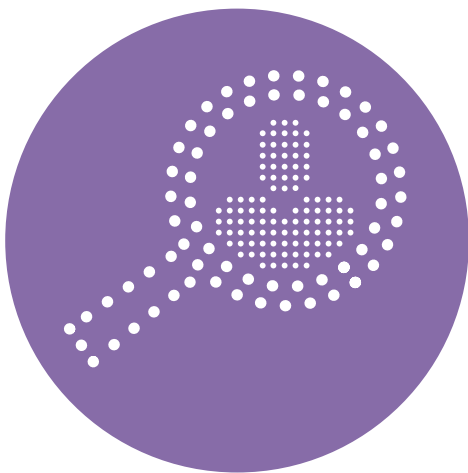
Passion for Performance



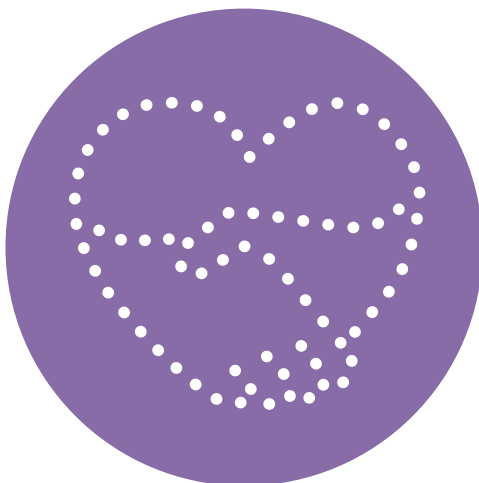
At Our Best

AS SOLVAY **CITIZENS**,
INDIVIDUALLY AND
COLLECTIVELY...

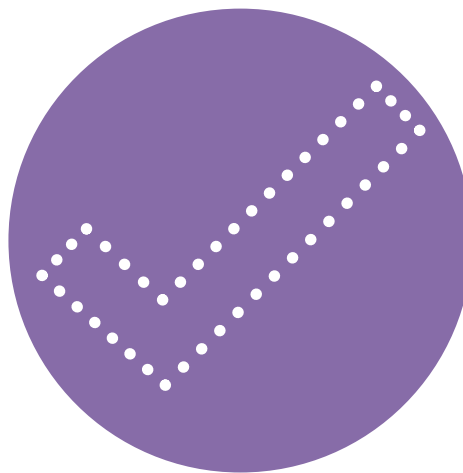
We are Customer Obsessed



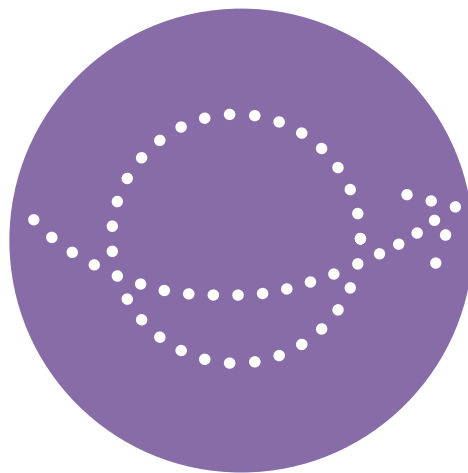
We Care and Collaborate



We Make It Happen



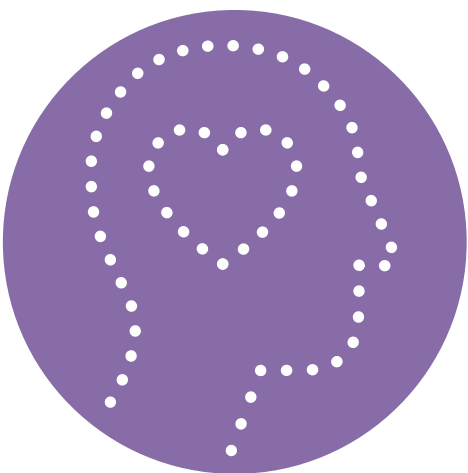
We Go Beyond



At Our Best

AS SOLVAY **LEADERS**,
INDIVIDUALLY AND
COLLECTIVELY...

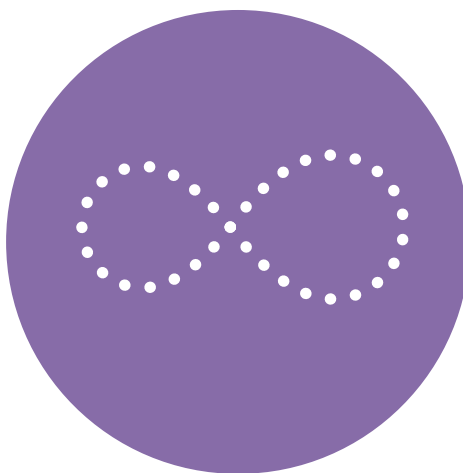
We Lead With Purpose,
Heart and Mind



We Passionately Coach
People to Their Potential



We Learn, Unlearn
and Relearn



A photograph of two men, one older with white hair and one younger with dark hair, both wearing jackets. They are looking at a corn cob held by the older man. The background is a solid teal color with a white speckled pattern.

Our solutions for a better world

Section

05

Solutions for our customers

The bonds we create enable us to develop sustainable solutions for next-generation transportation, resource efficiency, consumer goods, healthcare and industrial production.



Solutions for our planet

The bonds we create enable innovation breakthroughs which make more things possible in a cleaner, smarter and more connected way than ever before.

SOLARIMPULSE
FOUNDATION



ELLEN MACARTHUR
FOUNDATION



Solutions for our people

The bonds we create allow us to build the best possible environment and ensure the wellbeing of our people all over the globe.



Our Purpose

We bond people,
ideas and elements
to **reinvent progress**

Our Vision

Sustainable shared
value for all

Progress beyond

At Our Best



Thank You

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