Mercedes-Benz Sustainability Dialogue 2024

Summary & Next Steps of the Working Groups

Summary & next steps of Working Group Digital Trust

Mercedes-Benz Sustainability Dialogue

Topic(s)

Digital Trust

Digital Literacy

Setting the course

Details

- The evolution from Data Responsibility to Digital Trust was positively recognized and appreciated as an essential step in the digital age.
- The participants of the Working Group “Digital Trust” embraced the four long-term strategic focus areas of Digital Trust (Data Responsibility, Responsible AI, Digital Literacy, and Cyber Security) and the adaptive approach regarding future focus topics.
- The academic perspective on Digital Trust presented by the Wittenberg Center for Global Ethics (WCGE) was well-received as a practical approach to increase a proper understanding of Digital Trust among employees and to achieve business involvement at Mercedes-Benz.
- The group highlighted the importance of informed decision-making for data usage overall, not only for the benefit of Mercedes-Benz but also for the benefit of the customers.
- The practical insight in the tension field between data protection and traffic safety with its diverse legal and ethical challenges was discussed controversially. Some participants see the necessity of legislation in this area.
- Furthermore, transparent and honest communication was seen as crucial for enhancing the understanding and literacy among customers and in society as a whole.

Next step(s)

- ➢ Continue the Digital Trust journey and staying aware for new developments without losing sight of the current focus.
- ➢ Continue to invest in explanatory and trust-building measures internally but also externally towards customers and society as a whole.
- ➢ Start with conservative but constant communication with society and create Digital Literacy.

Summary & next steps of Working Group Environment

Mercedes-Benz Sustainability Dialogue

Topic(s)	Details	Next step(s)
Integration of electric vehicles into the ecosystem	Electromobility offers significant benefits for the energy system. Intelligent and bidirectional charging relieves the load on the distribution networks. The transformation of the energy system is a complex process and can only be achieved through the close cooperation of all stakeholders.	Communication and transparency are important levers for reducing customer fears about charging and battery aging. Batteries are expected not to be a limiting factor as they are designed to last. Home charging could be a key to the energy transition beyond charging.
Green Charging	~50% of the carbon footprint of a battery-electric vehicle arises in the use phase with the current EU energy mix, owing to charging processes that emit CO_2. Therefore, charging with energy from renewable resources is a key aspect across our public charging service Mercedes me Charge as well as our own Mercedes-Benz Charging Network and our joint venture charging networks.	We aim to extend Mercedes me Charge to further markets and expand the Mercedes-Benz Charging Network and the networks of our Joint Ventures to a total of around 45,000 charging points by the end of 2030 in North America, Europe, China, and further core markets.
Energy efficiency measures using the example of the MMA	Driving efficiently also reduces the carbon footprint of our vehicles. The group therefore concentrates on making the entire vehicle concepts energy-efficient right from the early development phase. The focus is on the drivetrain, aerodynamics, rolling resistance and charging.	The Concept CLA Class offers a near-production preview of what will be possible in the future in terms of efficiency and electric range.

Summary & next steps of Working Group Human Rights

Mercedes-Benz Sustainability Dialogue

Topic(s)	Details	Next step(s)
Outlook on Measuring Effectiveness in Raw Material Supply Chains	Key take-aways of the discussion included: • Communicate and convince: Share your knowledge and experiences. • Expectation management is necessary to make long-term aspect of sustainability measures clear. • Start by measuring what can be measured and “build the plane as it flies”. • Impact occurs in the long run. Give measures time to have an effect. • Measuring impact is discourse- and collaboration based. Stakeholder engagement (esp. with those who are affected) is therefore key. • Standards have to be transparent to be useful. • Accept that nobody can control everything. Limitations are ubiquitous and should be considered throughout the process – yet, not become an insurmountable obstacle.	• Identification of relevant pilot measures for improving effectiveness monitoring • Development of a monitoring plan for pilot measures with indicators for controlling the progress and the achievement of goals on output and (eventually) outcome level • Gather further feedback from stakeholders on monitoring plan • Continued efforts to implement transparent sustainability standards in raw material supply chains • Use opportunities to discuss challenges, limitations as well as opportunities to overcome the latter

Summary & next steps of Working Group Integrity

Mercedes-Benz Sustainability Dialogue

Topic(s)

Focus topic 1:

Integrity in times of continuous change

Impulse discussion

Focus topic 2:

Measurement Integrity

Exchange on first approach how to measure integrity aspects

Details

1 | Summary of group discussion points:

- In times of rapid and unpredictable change (permacrisis), it is crucial that sustainability needs integrity. This pertains to all business challenges and decisions where aspects of integrity must be regarded as a normal part of everyday work life.
- The interplay of cooperation and competition (coopetition) is becoming increasingly important. This applies both to cross-divisional collaboration within the company and to cooperation with external organizations.
- Creating platforms and methods to promote encounters and dialogue, especially in polarized environments, is essential. Open dialogue and trustful relationships should be further encouraged.
- Authentic leadership that places integrity and transparency at the forefront is necessary. Decision-making processes should be based on personal and corporate values, with integrity anchored as a guiding principle.
- To make integrity tangible and comprehensible, concrete, positive examples from everyday business should be highlighted and made discussable.
- Communication tailored to the different needs and contexts of employee groups should be utilized. Overregulation should be avoided, and targeted approaches (self-regulation) should be used to prevent integrity fatigue.
- Integrity should be continuously kept on the agenda and linked to current topics/contents and decisions. Decisions with high integrity impact should be communicated clearly and transparently.

2 | Summary of group discussion points:

- The utilization of available data and the inclusion of expert knowledge are necessary to conduct a well-founded assessment of integrity aspects and to use these for implementation activities within the organization.
- The perception of integrity can be measured and should always be contextualized. Corporate policies and measurement actions should be closely linked.
- The goal is to identify potential risks based on data points to recognize factors that could lead to non-integrity behavior and to develop preventive measures.

Next step(s)

- Follow-up meeting with interested participants to further work on dimensions of Integrity in Q1/2025

Summary & next steps of Working Group Sustainable Urban Mobility

Mercedes-Benz Sustainability Dialogue

Topic(s)

Leveraging Vehicle Data for a Sustainable and Intelligent Charging Infrastructure

Anonymized charging data from connected vehicles can be utilized to make informed, data-driven decisions for energy grid and charging infrastructure planning.
By supporting infrastructure deployment in optimal locations and enhancing the overall driver experience, the intelligent use of charging data can accelerate the adoption of electric vehicles, reduce the CO2 footprint of mobility, and contribute significantly to sustainability efforts.

The working group focused on identifying the key pain points and needs of e-mobility stakeholders that can be addressed through electric vehicle data. Additionally, they explored the role Mercedes-Benz can play in providing such data to support a more efficient and sustainable e-mobility ecosystem.

Details

Pain Points & Needs:

- The charging process is not yet seamless, which can make potential customers hesitant about purchasing electric vehicles.
- The deployment of electric vehicles is progressing faster than the deployment of charging infrastructure, creating a gap in availability.
- Understanding the charging behavior of different user segments (e.g., home charging, public charging, overnight charging) is essential for effective infrastructure planning.
- Using a systematic, data-driven site selection process can significantly enhance charger utilization rates.
- Electric vehicles should have the ability to communicate with charge point operators to enable features like reservation systems and navigation integration.
- The charging ecosystem involves multiple stakeholders with varied commercial interests and differing perceptions of cost structures.
- Regulatory uncertainty and short-term incentive programs create hesitation for stakeholders due to the lack of clarity about their duration.
- Data security and questions around data ownership are crucial considerations in the development of e-mobility solutions.
- Information like vehicle dwell times can provide valuable insights for charge point operators.
- Standardization is vital to bridge gaps in interoperability among e-mobility providers and ensure smooth user experiences.

Next step(s)

- Further development of the Mercedes-Benz data product based on the features discussed and required by the stakeholders.
- Continued exchange and cooperation with the e-mobility players and charging stakeholders.
- Further push for interoperability and standardization by using ecosystems such as Mobility Data Space.

Summary & next steps of Working Group Traffic Safety

Mercedes-Benz Sustainability Dialogue

Topic(s)

Together with representatives from police, fire departments and medicine the working group focused on the situation after the crash occurred - the Post Crash Phase.

Impulses were given on the systems and functions that are activated in a vehicle in that phase, the rescue situation, the golden hour and medical care.

Then the group discussed in two sessions about what could be improved in the future.

Details

The following aspects for improvements within the post crash phase were identified:

- fire fighters should have the possibility to train their rescue abilities at the latest modern vehicles (e.g. BEV)
- education of fire fighters over all in terms of latest vehicle/rescue technology e.g. country-wide learning platforms with video material and web trainings
- additional data about the accident severity, crash configuration and occupants is useful in order to provide the right medical care and team at the hospital

Next step(s)

Continue the dialogue and strengthen the collaboration with representatives from the rescue chain

Jointly develop measures for implementations to improve the rescue chain capabilities, e.g.

- by enhanced data exchange
- by providing support for training
- by supporting education of rescue workers with knowledge transfer