

Target group	Key topics in 2013	Activities in 2013
General public & the media	Strategy 2018, intelligent mobility	<ul style="list-style-type: none"> • Group Sustainability Report 2012 • Annual Report 2012 • Brand sustainability reports for 2012 • Website • Press releases and conferences • Dialogue events
Sites, communities, neighbors & local residents	Integration, intelligent mobility, regional promotion, corporate responsibility	<ul style="list-style-type: none"> • Neighborhood forums • Factory exhibitions • Open days • Local events • Corporate citizenship projects • Ideas exhibition • 50 Years of Italians in Wolfsburg • Advent discussions • Dialogue: stakeholders and region
Religious institutions	Integration, sustainable management	<ul style="list-style-type: none"> • Local events
Socially & environmentally-oriented NGOs	Human rights, climate protection, sustainability in supplier relations, consumer protection, raw materials, water, biodiversity	<ul style="list-style-type: none"> • Partner to or membership of associations and initiatives • Membership meetings • Round tables • Working groups • Bilateral meetings/discussions • Rhino Protection Initiative
Capital market	Sustainable and transparent governance, climate protection, human rights, supplier relations, biodiversity	<ul style="list-style-type: none"> • Environmental conferences with audit workshops • Public debates • Business networks and initiatives • Working groups • Exchange of best practices • Face-to-face meetings
Politics & government agencies	Climate protection, intelligent mobility, employment	<ul style="list-style-type: none"> • Environmental conferences with audit workshops • Public debates • Business networks and initiatives • Working groups • Exchange of best practices • Face-to-face meetings • Membership of associations and initiatives • Conference on health as a success factor in the world of work • Task Force Traffic initiative
Associations & trade unions	Climate protection, intelligent mobility, employment, consumer protection, future of work	<ul style="list-style-type: none"> • Steering groups • Project working groups • Dialogues • Expert dialogues • Workshops • Working groups

Academia & experts	Climate protection, energy efficiency, intelligent mobility, sustainability in supplier relations, sustainability management, corporate responsibility	<ul style="list-style-type: none"> • Cooperation with universities • Cooperation projects • Trend studies • Project working groups • Expert dialogues • Forum: The Future of Codetermination • National congress "Success Factor Health: Health in a changing world of work." (joint project between Volkswagen, the German Federal Institute for Occupational Safety and Health (BAuA) and the German Aerospace Center (DLR)) • Research projects
Employees	Working conditions, healthcare, personnel development, sustainable governance, social program	<ul style="list-style-type: none"> • Stimmungsbarometer (standardized employee opinion survey) • Intranet/Internet • Employee magazine • Codetermination workshops • Townhall meetings • Symposia • Qualification and information events • Welcome Days for new recruits • Employee events/campaigns • Seminars • 3rd Group Environmental Conference • Diskurs Zukunft • Group CSR Meeting (GCM)
Potential employees	Personnel development, sustainable governance, dual model of vocational education and training	<ul style="list-style-type: none"> • Cooperation with universities • Participation in trade fairs • Social media
Customers	Data protection, sustainable supply chain, sustainable products, sustainability within the Company, raw material procurement	<ul style="list-style-type: none"> • Customer workshop • Audi City • Customer online forums • Customer service • Social media • Certifications / product info • Brochures / magazines • Presence at trade fairs • People's Car Project "Kundentisch" customer forum
Suppliers	Human rights and working conditions, efficient vehicles, climate protection, sustainability in supplier relations, raw material procurement, social program, environmental and social standards	<ul style="list-style-type: none"> • Magazines • Presence at trade fairs • Dialogue events • Sustainability in Supplier Relations concept (fair and open dialogue in a spirit of partnership) • Codes of conduct • Audits / courses • Dialogue