

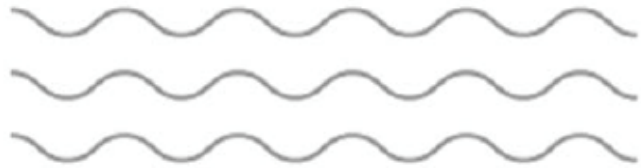


Catalyst Empowerment Summit

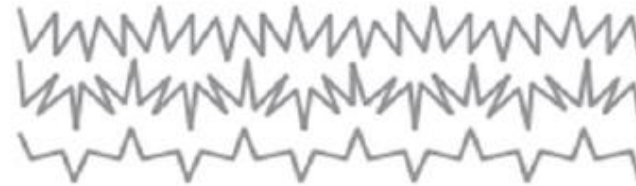
Elevating Shared Value to Drive Change

Lauren Guthrie, Vice President, Global Inclusion,
Diversity, Equity + Action and Talent Development at
VF Corporation

Understanding to Elevate Shared Value



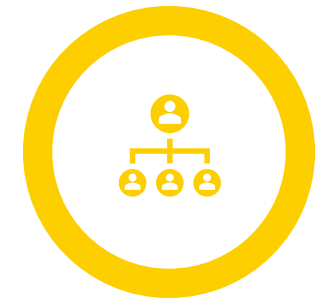
Resonance



Dissonance



PERSONAL



FUNCTIONAL

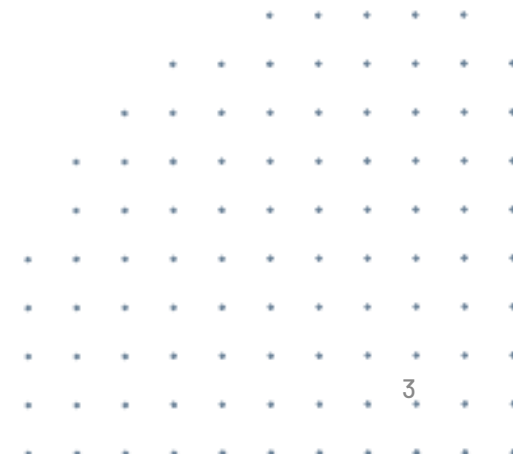


CORPORATE



About Me

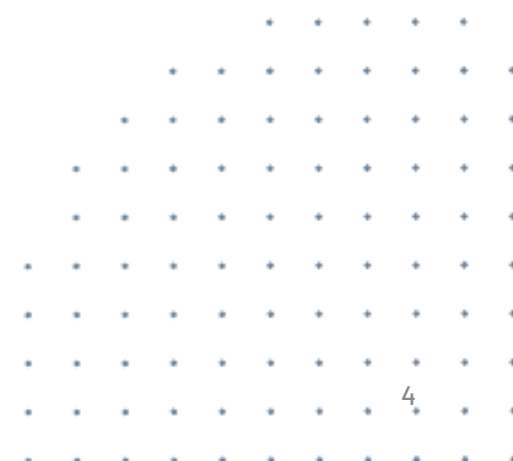
Human. Mother. Empath. Dancer. Coach. **IDEA Professional.**
Yogi. Writer. Cultural Anthropologist. Aquarius.

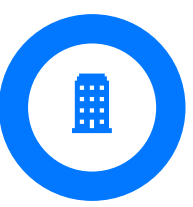




Personal Values

Authenticity. Integrity. **Connection.** Honesty. Logic.
Transparency. Independence. Loyalty. Humility.
Commitment. Doing Good.





About VF

120+
years old

12
global brands

~35k
associates
globally

125+
countries where
products are sold

OUTDOOR



ACTIVE



WORK





Corporate Values

WE POWER
MOVEMENTS OF
SUSTAINABLE AND
ACTIVE LIFESTYLES
FOR THE BETTERMENT
OF PEOPLE AND
OUR PLANET

OUTDOOR

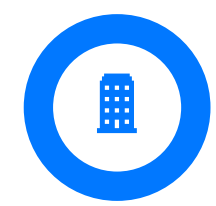


ACTIVE



WORK





Corporate Values

Global 27

58%

**Buy or advocate
for brands**
based on their beliefs
and values

60%

**Choose a place
to work**
based on their beliefs
and values

64%

Invest
based on their
beliefs and values

2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. General population, 27-mkt avg. Employee data is filtered to be among employees of an organization (Q43/1). Investor data is only among those who sell stocks, bonds, or mutual funds as a standalone or employer-sponsored investment (INVESTOR/1). See Technical Appendix for a full explanation of how belief-driven consumers, employees, and investors were measured.
2021 Edelman Trust Barometer Special Report: Institutional Investors. Q7. Please indicate the extent to which you agree or disagree with the following statements regarding shareholder activism. 4-point scale; top 2 box, agree. 7-mkt avg.



About IDEA



ASSOCIATES
& *VF CULTURE*

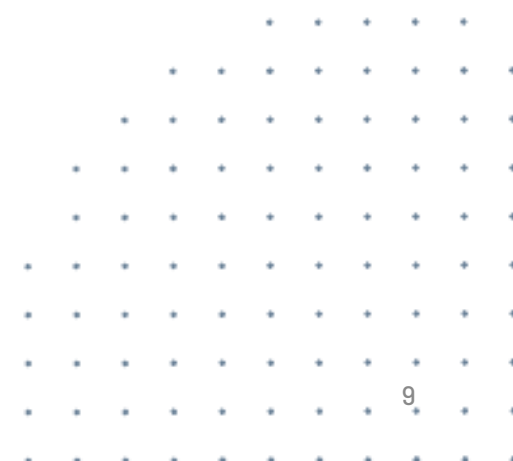
CONSUMERS
& *BRANDS*

SOCIETY
& *MOVEMENTS*



IDEA Values

Inclusion. Diversity. Equity. **Action.**



A Call to Action

2020



The Insight - Data

The 2021 AIGA Design Census Reports...

4.9%

of the Design Community
Identifies as

Black/African American

vs.

12.6% of the labor force

9.0%

of the Design Community
Identifies as

Hispanic/Latino/Spanish

vs.

18% of the labor force

The Insight – Personal Stories



Strategic Partner Value Alignment



X



The Impact



Jesus
Los Angeles, California



Ashley
Miami, Florida



Shawn
Richmond, Virginia



Gaganjit
Phillipsburg, New Jersey



Gabo
San Jose, California

Aligning Value



PERSONAL



FUNCTIONAL



CORPORATE