



## LAUNCH A SUCCESSFUL ECOSYSTEM PROJECT

# 8 STEPS TO INTEGRATE COMPLIANCE AND ETHIC IN YOUR GENERAL INTEREST PROJECT MANAGEMENT



## UNDERSTAND

**1**

Make sure all the co-creating partners are compliant with:

- International marketing codes
- Green Book (Danone internal regulations)
- Local regulations
- Business ethics & Caregivers deontology
- Medical ethics (deontology)



**2**

Be aware of the General Data Protection Regulation



## INTEGRATE

**3**

Capture all the data you will need to advocate for your positive social impact (health, behavior change, well-being, empowerment, on the different beneficiaries)



**4**

Introduce compliance in the written contract between partners



**5**

Create project's own ethic & compliance code to strengthen ownership



**6**

Search ethic and compliance audit organizations to validate



## COMMUNICATE

**7**

Build Stakeholders mapping & adoption ladder



**8**

Set stakeholders objectives & Establish communication, ways of working & rules

- Co-creation partners
- Authorities
- Caregivers
- Danone Employees
- Final Beneficiaries (parents, patients)