

**Balfour Beatty**



# Supply Chain PR and Marketing Policy



## Supply Chain PR & Marketing Policy

The subject of this policy is all media or marketing activity initiated by our suppliers or subcontractors in connection with Balfour Beatty employees, activities or projects or mentioning Balfour Beatty in any context. Media and marketing activities include;

- press conferences and media briefings
- media enquiry responses
- news releases and media features
- quotes from our employees
- endorsement of our suppliers or subcontractors
- Balfour Beatty logo use
- marketing channel references including websites, brochures and social media channels

### OUR APPROACH

Balfour Beatty works with circa 8,000 supply chain partners across the UK at any one point in time.

We have to prioritise media and marketing activity that adds most value for our company, our customers and our strategic partners, whilst protecting the reputation and integrity of our brand.

We value our supply chain partner relationships and where appropriate, we will refer to our supply chain partners in relation to project milestones or achievements we have delivered together.

We recognise the need for our supply chain partners to be able to build their reputation and the mutual benefit of having strong supply chain which is able to attract and retain skilled employees.

Nevertheless, Balfour Beatty does not provide endorsements and any promotional, media or marketing activity related to Balfour Beatty must be approved in advance. Approval will normally only be granted where there is a strategic benefit to Balfour Beatty.

### PROCESS

Suppliers or subcontractors may not carry out any media or marketing activity relating to their work for Balfour Beatty without prior permission from Balfour Beatty.

This agreement requires sign off from the supply chain partners' most senior Balfour Beatty

relationship manager and the Balfour Beatty media relations or marketing team dependent on the content.

Balfour Beatty will support its supply chain partners in the creation of case studies for marketing purposes which can be used across marketing channels including websites and brochures subject to Balfour Beatty approval as set out in this paragraph. Case studies may only contain factual information about the work carried out for Balfour Beatty over a specific and defined time period. We will consider such case studies once our supply chain partners' work is complete and the defects liability period has closed. Prior to submitting case studies for approval to our marketing team at [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com), please obtain e-mail approval from your primary Balfour Beatty relationship manager which you should include as an attachment along with your case study.

We do not permit the use of our logo on any supplier or subcontractor marketing materials or communications unless you have been granted a valid licence from Balfour Beatty plc. to do so.

**A five day approval period:** Once agreement has been made to proceed with any media or marketing activity, all materials or approaches will require approval from our supply chain partners' relationship manager and the Balfour Beatty corporate communications team and a minimum of a five-day review period prior to release.

**Media enquiries:** Any media enquiries directed to our supply chain partners relating to work they are carrying out for us must be immediately referred to the Balfour Beatty press office on 0207 963 2150 without comment.

### AUTHORISATION

Leo Quinn  
Chief Executive Officer  
March 2016

