



Community Engagement:

- Communication
- Collaboration
- Commitment



“Coming together is a beginning; keeping together is progress; working together is success.”-**Henry Ford**.

“Great things in business are never done by one person. They're done by a team of people.”-**Steve Jobs**.

“Commitment is what transforms a promise into a reality”.
-**Abraham Lincoln**

-*Ebonie Raby, Sr. Advisor, Community Relations & Investments*

Nutrien-Focus Areas and Approach



Who is Nutrien?

Located in Geismar, LA, on the dividing line between Iberville (City of St. Gabriel) and Ascension (City of Geismar) Parish, Nutrien is the world's largest provider of crop inputs and services, helping to safely and sustainably feed a growing world. We operate a world-class network of production, distribution, and retail facilities that positions us to serve the needs of growers efficiently. We focus on creating long-term value for all stakeholders by advancing our key environmental, social, and governance priorities.

Strategy for Geismar- Site specific

We have developed a strategic plan to address community concerns in a thoughtful and sensitive manner. Our Community Relations and Investment (CRI) team actively listens to feedback from local stakeholders and considers environmental justice, equity, diversity, and inclusion (EDI) concerns as they relate to business risk. Our strategy was developed with input from local stakeholders and has been successful in establishing trust and building a positive reputation in our local communities. We owe our success to internal collaboration, buy-in, and support from Government and Industry Affairs, CRI, site leaders, project and executive leadership, **Communications** team, Strategic Inclusion, and HR. **Collaboration** has allowed Nutrien to ensure that we are using appropriate and timely messaging with the right audiences and reaching the right stakeholders. With the strategic use of CRI tools and activities, Nutrien is delivering our key messages and demonstrating our **commitment** to the people and the environment.

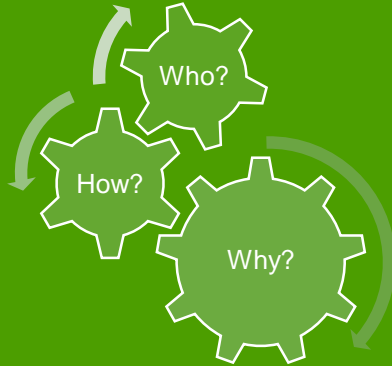


Revised Focus Areas

Communications



- Business Strategy & Objectives
- Projects (turnarounds), ITEP, Community Support,
- Branding & awareness
- Networking
- Hiring



- Meetings with elected officials
- In-person community meetings
- Billboards
- Geismar Landing page
- Social and traditional media
- Site newsletter
- Local communities
- Elected officials
- Community Stakeholders
- Advisories Boards
- Employees**

THE
GOAL

Stakeholder engagement

Two-way dialogue

Stakeholder buy-in

Trust building

Building reputation

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We partner with organizations such as Junior Achievement to support youth leadership, financial literacy, and work readiness skills. Additionally, we have established meaningful partnerships and scholarships at local and secondary schools to advance continued education among underrepresented local youth. Nutrien has also partnered with the Greater Baton Rouge Food Bank to help build food security in local communities.



Commitments- Commitment is what transforms a promise into a reality”. -Abraham Lincoln



Why are commitments important??

- It builds trust
- Community building
- Reputation building
- Allows you to track return on investment
- Demonstrates what Nutrien’s values and strategies are

Who are you making a commitment to?

- Community partners
- Community stakeholders
- Employees
- Investors

How long should your commitments be for?

- 1-2 years, depending on new partners
- 3-5 years on established partnerships

Consider having a written agreement.

- Include important details
- Who will it serve, how often, what requirements will have to be met
- Include a structure of funds and pay out dates

Consider having regular meetings with your partners

- This allows for updates on projects
- Creates a relationship versus a check presentation
- Risk mitigation





Connect

- Focus on creating awareness or initial connection
- Having a dedicated, **locally-based Community Relations resource person** is a significant asset for internal and external **communications**. It allows us to engage directly with community stakeholders, mitigate risk, and promote our values **in a personalized, relevant, and timely way**.

Improve

- Focus on active participation and initial improvement
- Nutrien's purpose of "Feeding the Future" is achieved by **collaborating with community partners** who **share our values** and enabling Nutrien to make a **positive and lasting impact** in the communities **where we operate**.

Change

- Focus on sustainable transformation
- Be strategic about your **commitments** to address the needs of the community stakeholders.
- Communicate your commitments with stakeholders
- Follow up on your commitments

Impact

- What was the **ROI**?
- Did you establish a **positive and sustainable relationship with your community stakeholders**
- Three neighboring industry companies have created identical positions as evidence of the success of the CRI Advisor in the community. Two of them directly asked us for advice on the role



THANK YOU!



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