



# What took years to build can be gone tomorrow

## Reputational Management

Your brand is only as strong as the weakest link. Building a brand takes years and a lot of effort. One poorly managed incident could cause considerable damage. Companies that understand their reputational risks and actively manage them are better prepared to protect their brands.

Consumers are increasingly aware of the nutritional, ethical and environmental performance of the products they eat or drink. When making purchasing decisions, they prefer quality products that are unique, safe and sustainable. These factors are important drivers of reputation and brand value for companies and products in the food sector.

Whereas building reputation, brand value, consumer confidence and loyalty requires significant time and effort, these can be damaged overnight as a result of poorly managed events involving a company or its supply chain partners.

### What are the benefits?

Understanding and managing reputational risks, and communicating effectively and proactively with stakeholders, are essential to managing an organisation's reputation and brand value.

Reputational risk management generates added value to your organisation by:

- Enhanced reputation, brand value and resilience
- Improved stakeholder relations
- More effective response in the event of a crisis

### How we can help you

DNV provides a range of services aimed at protecting, maintaining or enhancing the reputation and brand of products and organisations in the food sector.

We can help your organisation understand the reputational risks associated with your operations, products or services through:

- Reputational risk assessment
- Stakeholder mapping
- Stakeholder consultation

We can help your organisation assess reputational risk exposure through:

- Assessment of stakeholders':
  - interest in the company's activities or products
  - level of control and influence over the company
  - visibility of a company's activities or products
  - potential impact on the company

We can help your organisation manage reputational risk through:

- Reputational risk management planning
- Conflict management and resolution
- Stakeholder communication strategy development
- Crisis management and business continuity.

#### **Why partner with DNV?**

DNV is a leading provider of services for managing risk, combining in-depth technical expertise and industry knowledge to help organisations along the food supply chain enhance their performance responsibly. As an independent foundation with the objective of safeguarding life, property and the environment, we believe in a partnership approach toward sustainable business.

Offering a comprehensive range of advisory, certification, training and technical services, DNV helps businesses manage the risks in their own operations and along the supply chain. Pro-actively managing your risks will effectively protect and build your brand, while demonstrating to stakeholders that you are committed to quality, safety and sustainability.

DNV is a market leader with a global reputation for excellence. We operate from more than 300 offices worldwide; our employees speak your language and know your local needs, customs and market.

DNV offers competence and expertise in all sectors and can therefore satisfy sector-specific requirements relevant for all food producers and operators.

DNV's extensive local presence, consolidated experience and acknowledged competence in the field of risk management make us an ideal partner for companies in the food and beverage industry.