

Ragn-Sells' advocacy program

The Ragn-Sells Group operates with a global advocacy plan, aiming to transition society from a linear to a circular perspective. Within each country where Ragn-Sells operates, there are national plans designed to support the overarching strategy of the Ragn-Sells Group. The advocacy strategy encompasses both long-term and short-term objectives, with a focus on proactive engagement, although reactive actions are occasionally necessary.

The primary targets of this advocacy work are national and international political bodies, including parliaments and governments, as well as the EU and the UN. Additionally, it involves interactions with authorities, industry associations, businesses, and other key stakeholders. The overarching goal is to engage in strategic and long-term advocacy to influence national legislation, thereby enhancing Ragn-Sells' capacity to foster more circular business opportunities.

Advocacy also involves agenda-setting. By collaborating within networks, providing input, developing materials, and engaging in dialogue with authorities, policymakers, and other stakeholders, Ragn-Sells positions itself as a thought leader and a platform for discussion and change. Part of this work includes interpreting and implementing new legislation, considering its impact on the company and its customers.

Swedish operations

The Positions Committee coordinates Ragn-Sells' policy issues within its Swedish business areas. Members of the Positions Committee are responsible for acting as internal coordinators for their respective operational areas and/or colleagues. The chair of the Positions Committee is Susanna Lind, Head of Public Affairs at Ragn-Sells. When Ragn-Sells formulates a position, the issue is first thoroughly prepared within the Positions Committee to ensure a consensus across all Swedish business areas.

In addition to formulating challenges and presenting opportunities, members also act as experts on a range of business-related issues, often engaging in dialogue with policymakers, authorities, and politicians. In an average year, approximately 120 governmental inquiries are conducted, during which Ragn-Sells meets with investigators to influence directives and serves as experts. This is how Ragn-Sells drives change.

There is also a need for advocacy within the Swedish Parliament. Opposition parties can often provide crucial support if the government pursues policies that do not benefit Ragn-Sells or the circular transition. In such cases, Ragn-Sells' advocacy involves proposing materials for the parliamentary process, such as motions, special statements, follow-up motions, or reservations. Additionally, as political parties continually develop their policies, there are significant opportunities for Ragn-Sells, as a thought leader, to provide input that influences both direction and content.

Below are some examples of Ragn-Sells' advocacy in Sweden.

- ⇒ [Ragn-Sells' press release 22 april 2024 | "It's time we make the polluters pay"](#)
- ⇒ [Almedalen 2024 | "Ragn-Sells i Almedalen 2024"](#)

Global expansion

At the Group level, there is a corporate committee aimed at improving coordination and collaboration between countries. By raising awareness of how political issues discussed and formulated in Brussels (EU) affect Ragn-Sells' operations, the corporate committee ensures that the company's interests are best represented.

Since 2018, Ragn-Sells has actively participated in various high-level forums to share its knowledge and drive change. This advocacy work extends beyond national borders, engaging at both national and global levels. By participating in international organizations such as the International Chamber of Commerce (ICC) and focusing on key processes within UNEP (United Nations Environment Programme), WTO (World Trade Organization), WCO (World Customs Organization), and UNEA (United Nations Environment Assembly), Ragn-Sells demonstrates its commitment to influencing global reform and change.

Below are some specific examples of global advocacy efforts.

- ⇒ WTO Geneva May 2022

[**WTO press release 2022-05-20 | "We need international agreements based on the quality, not origin"**](#)

[**WTO presentation 2022-05-18 | Pär Larshans, Director of Sustainability Ragn-Sells**](#)

- ⇒ WCO Brussels October 2022

[**WCO press release 2022-10-11 | "Not only rich people should be able to buy eggs in the future"**](#)

- ⇒ UNEA-6, 1 March 2024, Nairobi-UNEP HQ

[**UNEA-6 press release | "Water takes centre stage at UNEA-6: Ragn-Sells showcases solutions for water resilience"**](#)

[**Water Europe press release 2024-03-04 | "Revolutionizing Water Resilience: From Wastewater to Resource Plants at UNEA6"**](#)

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