Strategy ('Theory of Change')

Assumptions Assurance Programme Broad stakeholder agreement on 'responsible' sourcing and production is achievable **Production and Sourcing** ResponsibleSteel™ Standard(s) applicable to all steel manufacturing processes Responsibly produced raw materials (mined materials, scrap, etc) are available

Intermediate Results

Increasing uptake of ResponsibleSteel™ Standard(s) (or equivalent) by steel producers worldwide

> ResponsibleSteel™ achieves wide recognition and key stakeholder support

ResponsibleSteel™ creates value for producers and users of steel, driving uptake of ResponsibleSteel™ Standard(s) (or equivalent)

Long-Term Results

Compliance with ResponsibleSteel™ Standard(s) (or equivalent) becomes standard business practice worldwide

ResponsibleSteel™ creates value for early adopters and late adopters, for leaders and followers, in developed and developing countries, across the whole steel sector

Vision & Mission

Our Vision

Steel's contribution to a sustainable society is maximised

Our Mission

To enhance the responsible sourcing, production, use and recycling of steel by:

- Providing a multi-stakeholder forum to build trust and achieve consensus;
- Developing standards, certification and related tools;
- Driving positive change through the recognition and use of responsible steel.

All of these elements are important, but ResponsibleSteel[™] will focus *first* on the responsible sourcing and production of steel



ResponsibleSteel[™]: a multi-stakeholder organisation

ResponsibleSteel™ Governance

ResponsibleSteel™ Multi-Stakeholder Membership

Outputs

ResponsibleSteel[™]

Value Programme

ResponsibleSteel[™]

Marketing &

Communications

Claims by Steel

Producers

Access to Capital

Downstream Customer

Recognition

ResponsibleSteel™

ResponsibleSteel™

Standard(s) for

Responsible Steel

of Raw Materials

Credible Assurance

Mechanism

Reporting

ResponsibleSteel™ Resources

ResponsibleSteel™ **Culture and Participatory Processes**

ResponsibleSteel™ Member Commitments

ResponsibleSteel's Vision and Theory of Change supported by a critical mass of key stakeholders, who become ResponsibleSteel[™] Members

ResponsibleSteel[™] has the resources to implement its programmes effectively

ResponsibleSteel's Governance, Culture and Processes generate and maintain value for its membership

