



Overview: Capacity Building on ESG through EiSqr Digital platform

Capacity development relating to sustainability on the EiSqr Digital Platform is designed to empower identified Sustainability champions at MSN Group with the knowledge and skills required to align with the company's Sustainability roadmap. The platform offers a comprehensive learning experience through short and contextually relevant modules that cater to the specific needs of MSN Group.

1. **Curated Content**: The EiSqr Digital Platform carefully curates content on sustainability, tailored to MSN Pharma's objectives and challenges. The modules cover various aspects of sustainability, aligned to its Material Topics of MSN under Environment, social and governance. These modules are presented in easily digestible formats, ensuring engagement and effective learning.
2. **Digital Accessibility**: The platform's digital nature allows employees to access the learning modules conveniently on their mobile devices. This flexibility enables them to learn at their own pace and fit their studies into their busy work schedules, increasing the likelihood of consistent engagement with the content.
3. **Periodic Updates and Quizzes**: To reinforce learning and keep employees up-to-date with the latest developments, the platform provides periodic updates on sustainability trends and practices. Additionally, interactive quizzes are incorporated to assess knowledge retention and identify areas that may require further attention. Regular assessments help to track individual progress and ensure continuous improvement.
4. **Spaced Repetition**: The EiSqr Digital Platform leverages the scientific method of "spaced repetition" to enhance learning retention. This technique involves presenting the learners with key concepts and information repeatedly over spaced intervals. By doing so, the platform reinforces the knowledge, making it more likely to be ingrained into the learners' long-term memory.

Through the EiSqr Digital Platform's comprehensive approach, employees at MSN Pharma gain a deeper understanding of sustainability principles and practices. As they develop their capacity to embrace sustainable initiatives, they become better equipped to implement sustainability practices and make informed decisions. This improved knowledge and skillset lead to better outcomes for MSN Group, such as reduced environmental impact, enhanced brand reputation, and potential cost savings through sustainable practices.