



## Design Concept 2: The Chain of Trust

This concept uses an illustrated approach and a gamification device, the 'chain of trust' to visualise the importance of stakeholder trust in Novartis.



## Public Policy Engagement

Welcome to your Public Policy Engagement training, which will take you around 20 minutes to complete.

The course contains some audio. If you wish to hear the audio, check your system volume levels and use headphones if appropriate. Transcripts are available to replace voiceover.

Select **Start** when you are ready to begin.

Start





An introductory animation positions public policy engagement as part of how Novartis achieves its purpose and vision, and explains the importance of stakeholder trust in achieving Novartis' purpose.

## Introduction: The chain of trust

Whenever we represent Novartis in lobbying activities, we form part of a chain of trust between Novartis and its stakeholders.

Select **Play** to find out more.

[Transcript](#)

The video player displays a central graphic illustrating the 'chain of trust'. A red circular line connects four distinct scenes: 1) A doctor in a white coat consulting with an elderly patient. 2) A man in a blue suit and a woman in a red jacket reviewing documents together. 3) A woman lying in a hospital bed with an IV drip. 4) The Novartis logo. A large blue play button is centered over the diagram. The video player interface includes a progress bar at the bottom showing 00:25, and control icons for play, volume, settings, and full screen.



The animation starts by reiterating Novartis' purpose

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Our vision at Novartis is to be a trusted leader in changing the practice of medicine.

00:25





...and then emphasizes the importance of stakeholder trust in achieving that purpose.

# Introduction: The chain of trust

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Transcript

**Stakeholders**

Policy Makers

Patients

HCPs

To achieve this vision, it is crucial for Novartis to earn and maintain the trust of all stakeholders.

▶ 00:25
🔊 ⚙️ 🗉





The animation visualises the 'chain of trust' that links Novartis to different stakeholder groups.

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Transcript

**The Chain of Trust**

NOVARTIS

When we lobby on behalf of Novartis, our actions form part of a chain of trust between Novartis, representing the pharma industry, policy makers, and ultimately the patients we serve.

00:25 🔊 ⚙️ 🗉





This sets the scene to position the role of Novartis associates in maintaining the chain of trust.

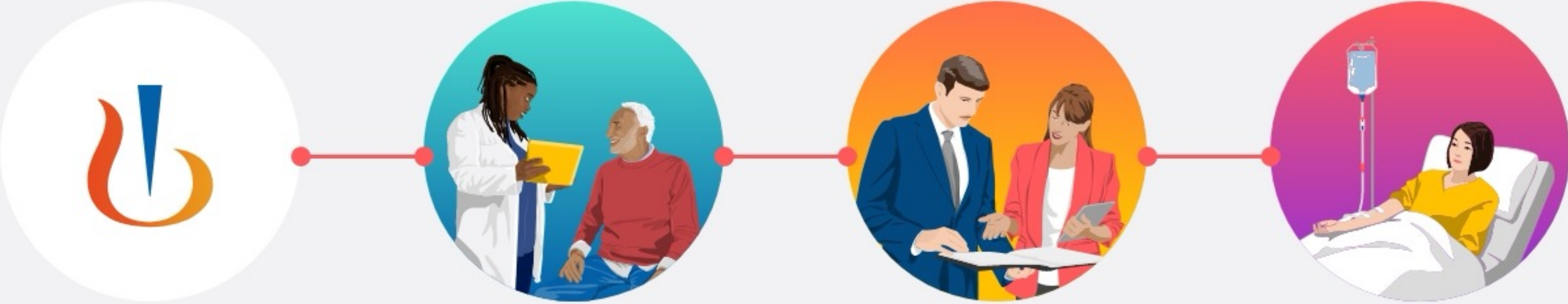
## Introduction: The chain of trust

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Transcript

### The Chain of Trust



As Novartis associates, everything we say and do counts. We must follow the Novartis guidelines to ensure we are consistent and compliant in all our interactions with stakeholders.

00:25 🔊 ⚙️ 🗄️





The chain of trust is shown here and will appear throughout the learning.

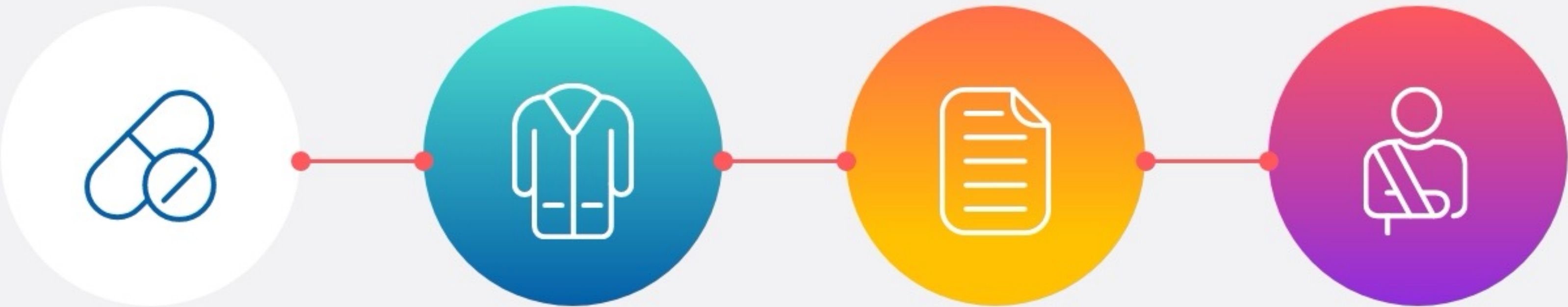
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00:25   





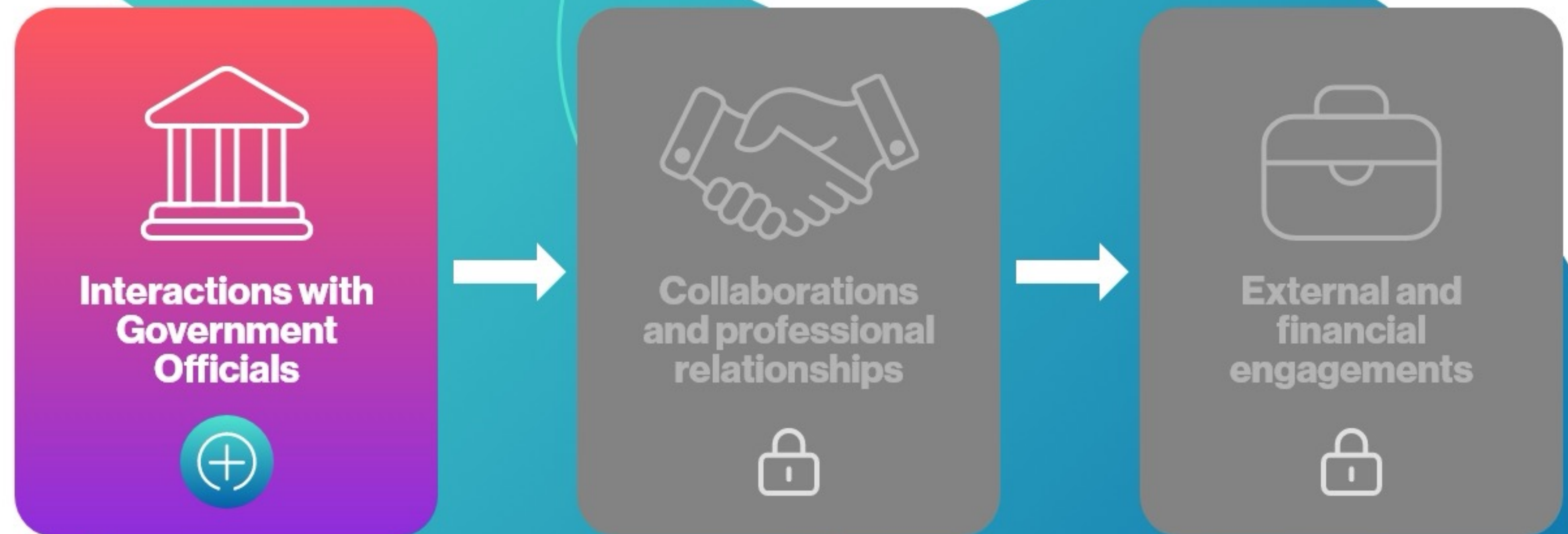
The learning features three scenario based topics. In each one, the learner must make decisions and choices to help a Novartis associate like themselves take the right actions to maintain the chain of trust.

## The chain of trust

In this learning, explore the part you can play in maintaining and strengthening the chain of trust whenever you lobby on behalf of Novartis.

You'll explore three lobbying scenarios where you'll need to make good decisions and put the responsible lobbying guidelines into action.

Select the **first scenario** to start.



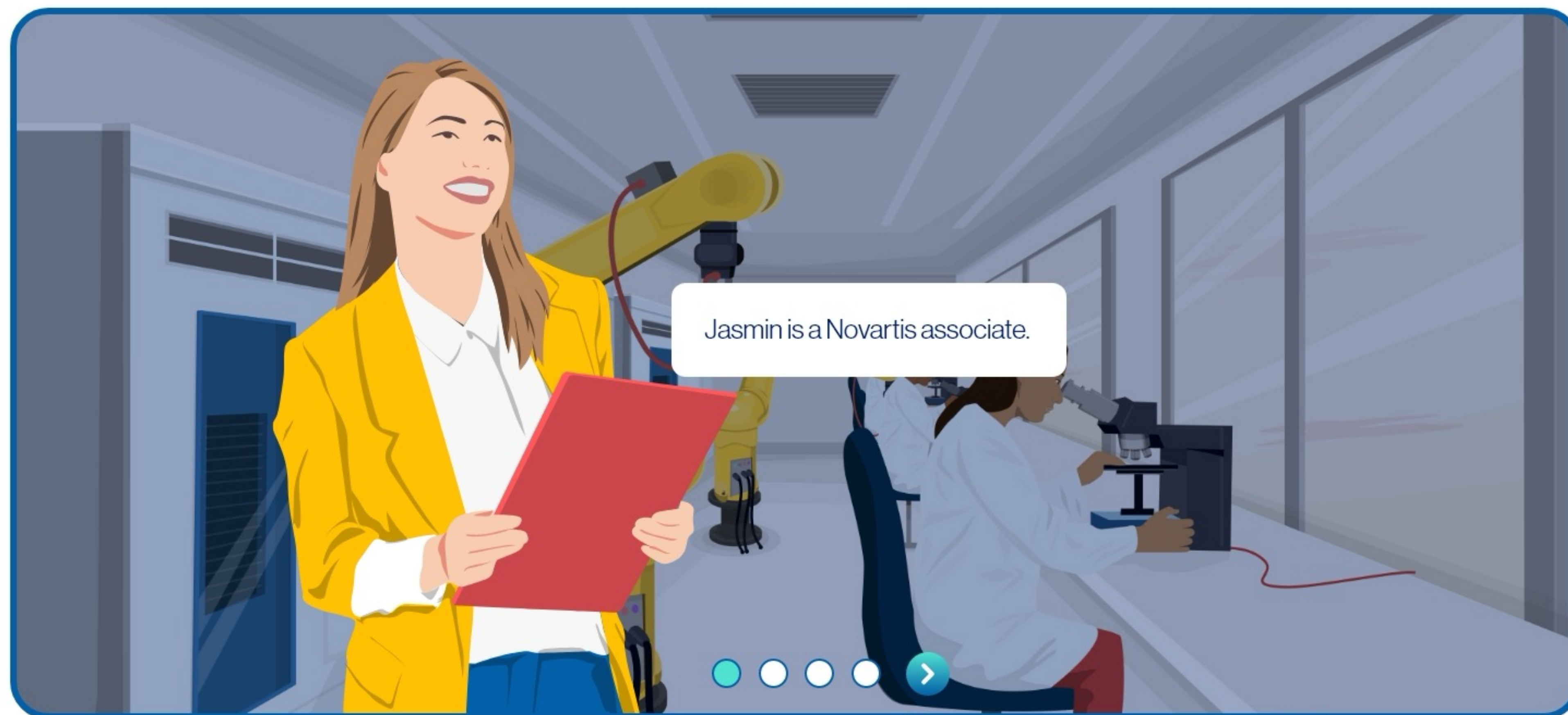


The first scenario is presented (as a photostory, or possibly a video animation). The chain of trust appears in the top right of the navigation bar.

## A site visit

Jasmin, a Novartis associate, must decide whether she can accept an offer from Luisa, a participant at a Novartis site visit.

Select the **Next** arrow to find out more.





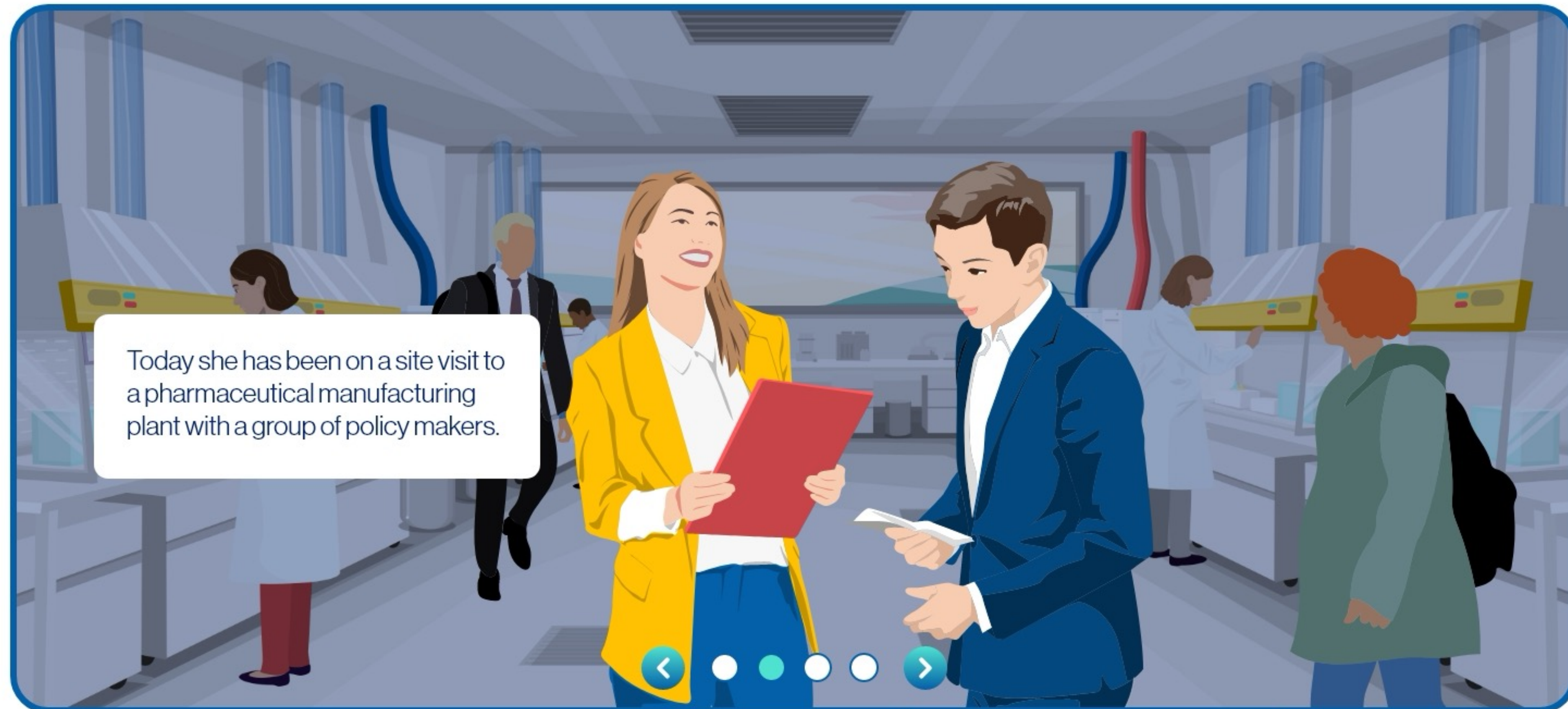
The scenario unfolds, seen through the eyes of a Novartis associate in a public policy engagement situation.



## A site visit

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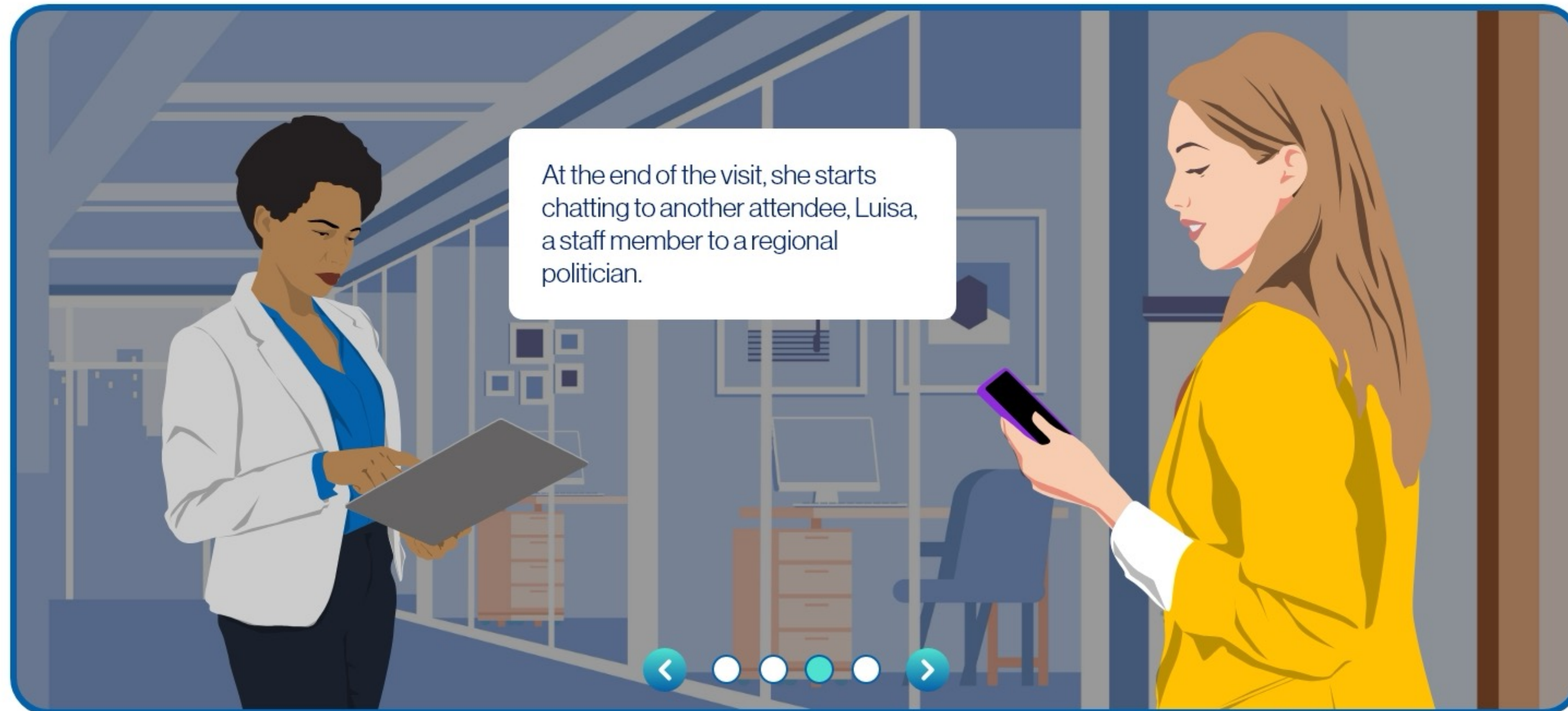


The Novartis associate interacts with a government official.

## A site visit

Jasmin, a Novartis associate, must decide whether she can accept an offer from Luisa, a participant at a Novartis site visit.

Select the **Next** arrow to find out more.





The government official makes an offer, which may be considered as hospitality.

## A site visit

Jasmin, a Novartis associate, must decide whether she can accept an offer from Luisa, a participant at a Novartis site visit.

Select the **Next** arrow to find out more.

It would be great to find out more about Novartis' position on the ethics of gene therapy. I'm meeting some colleagues now for coffee. Do you have time to join us?





The Novartis associate must decide whether they can accept the offer.

## Jasmin's dilemma

This would be a great opportunity to meet some influential people and discuss Novartis' position with them.  
Can Jasmin accept Luisa's offer?

Select **one** option.



Yes, it will foster a good working relationship with Luisa and her colleagues

Yes, as long as she pays for the coffee herself

No, this could be seen as accepting hospitality

Confirm





Feedback confirms the correct choice and the guideline learners must recognise and comply with. Having answered correctly, the first link in the learner's chain of trust animates and lights up. Other scenarios and questions will follow. For each question correctly answered, another link in the chain lights up. If the learner answers incorrectly, they 'break' the chain.

## Jasmin's dilemma

This would be a great opportunity to meet some influential people and discuss Novartis' position with them.  
Can Jasmin accept Luisa's offer?

Select **one** option.



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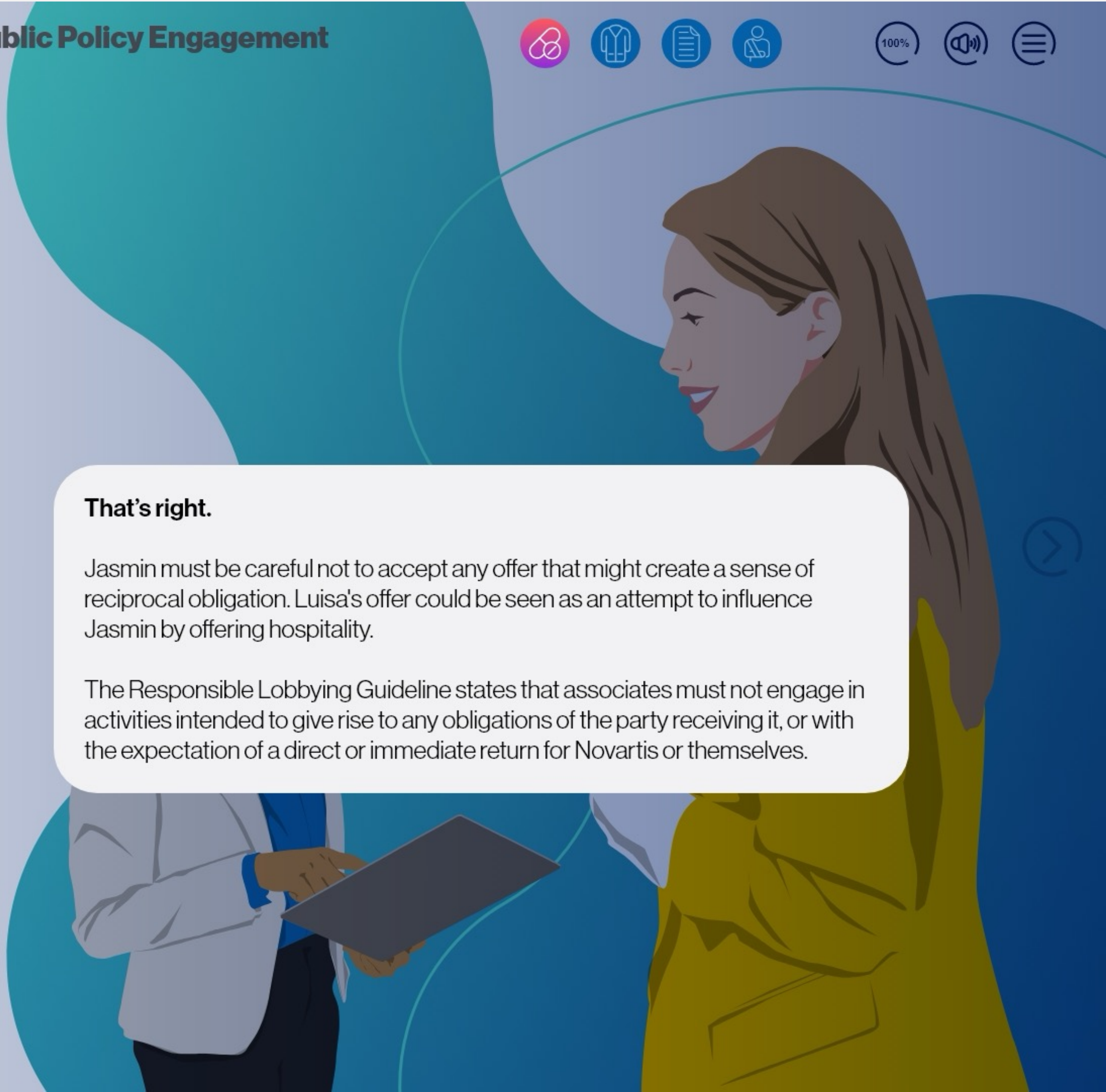
No, this could be seen as accepting hospitality

Confirm

### That's right.

Jasmin must be careful not to accept any offer that might create a sense of reciprocal obligation. Luisa's offer could be seen as an attempt to influence Jasmin by offering hospitality.

The Responsible Lobbying Guideline states that associates must not engage in activities intended to give rise to any obligations of the party receiving it, or with the expectation of a direct or immediate return for Novartis or themselves.





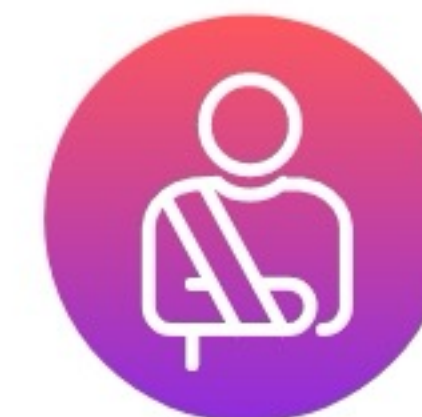
At the end of the scenario, a results screen allows the learner to evaluate their progress.  
The learner has the option to review each question and the answer they provided.

## How did you do?



In this scenario, you considered four lobbying situations. In each situation, the choice made could impact on the trust our stakeholders have in Novartis.

Select **Next (>)** to move on..



First, you considered whether Jasmin could accept Luisa's offer of a coffee and an introduction to her colleagues.

Remember: The Responsible Lobbying Guideline states that associates must not engage in activities intended to give rise to any obligations of the party receiving it, or with the expectation of a direct or immediate return for Novartis or themselves.



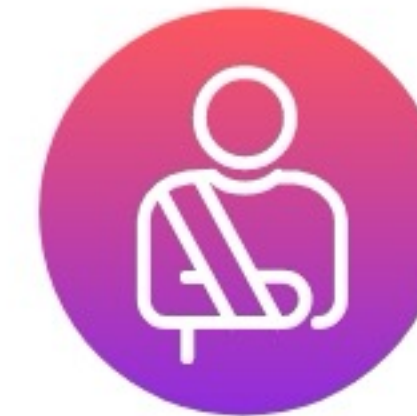
For questions answered incorrectly (e.g. a third scenario involving another colleague Joe), they have the opportunity to revisit the question and repair their chain of trust.

## How did you do?



In this scenario, you considered four lobbying situations. In each situation, the choice made could impact on the trust our stakeholders have in Novartis.

Select **Next (>)** to move on..



Next, you helped Joe decide if he should discuss Novartis' position on an ethical issue while at a conference. You didn't make the best choice.

Select the button if you would like to revisit the question and repair your chain of trust.

[Revisit question](#)



## The chain of trust

In this learning, explore the part you can play in maintaining and strengthening the chain of trust whenever you lobby on behalf of Novartis.

You'll explore three lobbying scenarios where you'll need to make good decisions and put the responsible lobbying guidelines into action.

Select the **second scenario** to start.

