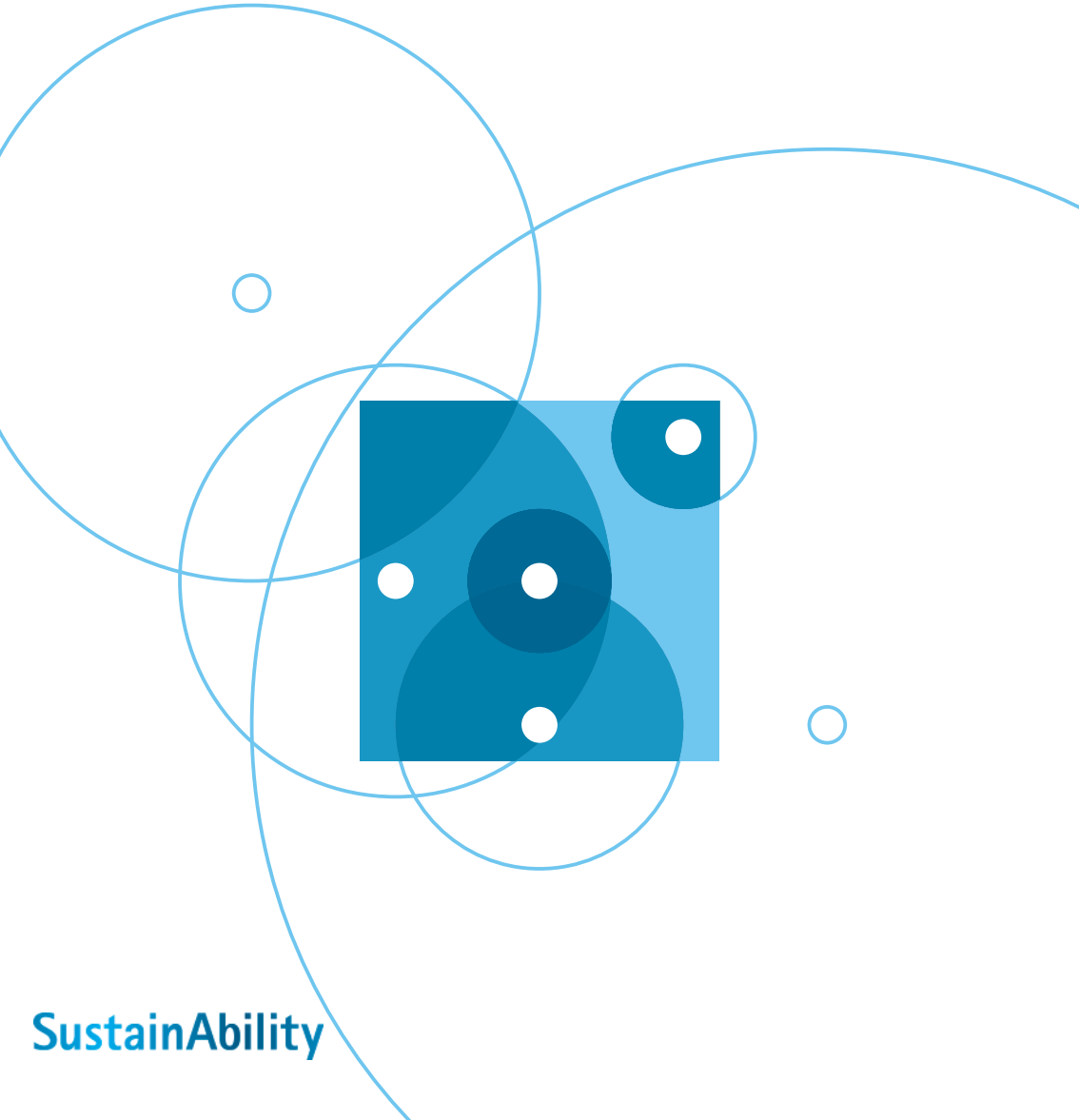


Engaging Stakeholders Program

Today, stakeholder trust is not just 'nice to have'. It is about achieving competitive advantage and license to operate in an ever more informed, socially conscious society.

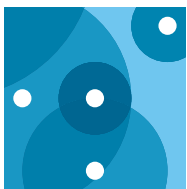


Engaging Stakeholders

SustainAbility's Engaging Stakeholders Program provides a unique forum for businesses to leverage investments and develop best practice in sustainability reporting and stakeholder engagement.

For corporations, trust provides the catalyst to create business value. Yet trust is hard to earn and easy to lose. Improved transparency, accountability and stakeholder engagement can help manage and grow this trust. It also provides businesses with opportunities to build reputation, facilitate innovation, create market differentiation, and improve staff recruitment and retention.

SustainAbility's Engaging Stakeholders Program was originally developed in 1995 in partnership with the United Nations Environment Programme. Our objective was to create a group of leading companies that would drive new standards in transparency and accountability and pave the way for the rest of the corporate world. Today, our mission remains as critical as ever.



Engaging Stakeholders Program

'The workshops and in-depth benchmark included in the Engaging Stakeholders Program provides us with invaluable access to some of the best emerging thinking and best practice in sustainability reporting.'

David Bickerton

General Manager

Brand and Group Communications

BP

Consultation and Feedback

Members particularly value the Program's one-on-one coaching and consulting. A dedicated liaison from SustainAbility works with each member, providing a window into SustainAbility's expertise in stakeholder engagement and transparency and ad hoc consultancy throughout the year.

Members gain access to the **Learn from the Leaders** database. This online, searchable database contains hundreds of best practice examples of sustainability reporting and library articles related to trends and issues in sustainability reporting. This tool provides members with a unique and highly accessible source of insight and best practice, saving time and resources for corporate responsibility teams.

Each year, members receive feedback on their sustainability communications. Members choose the type of feedback most relevant to their reporting needs, such as **Pre-Publication Review**, **GRI Application Review** or in-depth **Report Benchmark** based on SustainAbility's time-tested methodology and compared to the result of its global surveys.

Other focused **Strategic Analysis** provides in depth evaluation of specific issues, and is especially geared for members that do not publish a formal sustainability report.

'Connecting with other members tasked with report development, sharing challenges and debating hot topics, is invaluable. Through the network I learn new perspectives on emerging issues and trends – an external validation and reality check for internal conversations.'

Susanne Stormer

Manager, Corporate Branding

Novo Nordisk

Interaction

Members gain access to a unique network of peers who are dedicated to sustainability. Throughout the year members meet in a number of contexts in an effort to promote dialogue, debate and share ideas.

Fall Workshops are held in the Americas and in Europe each year. Run over two days, the workshops are dedicated to encouraging members to debate current challenges and share recent innovations with their peers. Recent topics have included:

- Engaging employees, customers and social enterprises.
- Issue identification and prioritization.
- Mainstream and online communication channels.
- Ethical challenges in business decisions.
- Approaches to transparency on innovation or disappointing performance.
- Driving internal buy-in on targets and goals.
- Implementation of GRI G3 Guidelines.
- Novel approaches to assurance.

Spring Roundtables are held in the Americas and Europe each year. These sessions, which are more focused and issue-specific than the fall workshops, bring together expert insight and provocative thinking on an emerging challenge for engagement and reporting.

Questions recently addressed include:

- How to engage mainstream investors?
- What is the new business case for sustainability reporting?

Virtual Seminars provide succinct hour-long discussion on a specific topic. These seminars provide opportunities for members to explore timely issues and challenges. It is also the medium by which SustainAbility provides customized presentations of its most recent independent research reports and publications.

Member Surveys explore practical questions related to reporting and stakeholder engagement. They provide practitioners with insight on what their peers are doing as well as a rough benchmark against which they can gauge their own activities.

'The Stakeholder Engagement program is the place to shop around for ideas for the sustainability and reporting strategy. It works well because it merges SustainAbility's thought provoking insights with the experience from leading companies.'

Ramon Arratia

Corporate Responsibility Manager
Vodafone

'Provocative, Prescient, Practical – through its research, SustainAbility continually stretches the boundaries of debate and discussion, in ways that drive individuals and organizations to new levels of self-examination and performance.'

Gavin Power

Senior Advisor
United Nations Global Compact

Membership

Members become part of a select group of business leaders who have a serious commitment to be leaders in the fields of stakeholder engagement, sustainability reporting and sustainability as a whole. **Over 35 multinational companies** (including those listed below) are currently members.

Engaging Stakeholder Program membership can start at any time, and run for a year. For further information and membership cost, please contact:

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SustainAbility

Established in 1987, SustainAbility advises clients on the risks and opportunities associated with corporate responsibility and sustainable development. Working at the interface between market forces and societal expectations, we seek solutions to social and environmental challenges that deliver long term value. We understand business and what society expects of it.

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