

Engagement 2.0. Held at The Environment Council on the 30th September 2008

A recent report published by the Economist Intelligence Unit on Sustainability being the next big challenge for business showed that the key priority for over 1000 business leaders from across the world for the next 5 years was communicating and engaging with their stakeholders.

Stakeholder and public engagement as a process is still evolving and new forms of engagement are emerging. What is driving this, where might it go and what might engagement look like in 5 years time were the questions that this event explored.

"To change the world is to change the way you talk and listen"

-Adam Kahane

Objectives

To collectively investigate how engagement could and should develop over the next few years.

To collect together the insights gained to share with a wider ASP audience

Outcomes – by the end all participants will have

- at least one "Aha!" - a new insight that will impact their choices and actions
- at least one nagging question answered
- at least one new action resulting from this event e.g. appointment to meet another participant
- new inspiration and motivation to challenge current practice and strive to achieve "beyond best practice" results.

Speakers

Edward Anderson – Head of Practice at Involve. Edward looked at the political drivers for engagement, including the need to reach beyond stakeholders to the wider public. His presentation is attached to this report.

Rod Stern – Trustee of The Environment Council and Head of Change Strategy at WWF. Rod spoke about the development of Stakeholder engagement as a change process, taking it beyond the current consultative models.

Mark Corderoy – New Media Director at IMS plc. Mark talked about the development of Online Engagement, its potential and pitfalls as well as the opportunities for integrating it with other forms of engagement.

Participant Insights

- There is a lot of talk about the 'right' process and the 'right' stakeholders. Who decides what 'right' is?
- Need to create a different interaction between NGO's and Corporates.
- Need to understand better the experience in other countries
- Is there still time left for engagement & debate?
- Need for future engagement on the recent 'credit crunch' and the current focus on short-term bottom line results. Focus on 'changing the communities' that we are in.
- Is sustainability Darwinian
- Identify and highlight bad consultation processes.
- If government responded to ecological issues as they have to the financial issues would we be happy?
- How much responsibility are our industries/ companies acknowledging?
- Good quality questions & listening are essential
- Continue this discussion outside of this forum.

Participants

Victoria Hartley	Associate Director	Corporate Citizenship
Nick Pyatt	Business Coach and Director	Flow International
Poppy Maltby	Business Engagement Manager	BITC
Vicky McAllister	Social and Environmental Projects Officer	ACCA
Nicky Leonard		Greenstone Carbon Management
Giles Semper	Business Liaison Manager	Better Bankside
Simon Cooper	Founder	CSR Consulting
Matthew Neilson	Head of Environmental Solutions	Royal Mail
Sharon Sondh		Royal Mail
Jenny Wardle	Founder	Change Forum
Andrew Smith	Head of Corporate Responsibility	Pepsi CO UK and Ireland
Ray Smith	Managing Director	New Game-Plan
Ray Georgeson	Director	CorporateCulture
Martin Blaxall	Director	Indepen Consulting
Gwyn Jones	Director	ASP
Mike King	CEO	The Environment Council
Mark Corderoy	New Media Director	IMS
Rod Sterne	Head of Change Strategy	WWF
Edward Anderson	Head of Practice	Involve
Malcolm Aickin	Chairman	The Environment Council
Nigel Westaway		The Environment Council
Izabel Camargo	MSC Student	LSE
Anna Kaasinen	Responsible Shareholding Analyst	The Co-operative Asset Management
Joanne Goddard	Group Environment Manager	AVIVA plc
Anne Raudaskoski	CSR R&D Officer	University of Westminster
Stephen Whaley	Director	University of Westminster
Diane Beddoes	Fellow, Stakeholder Engagement	OPM
Louise Morriss	Managing Director	Amazon PR
Clive Richardson	Vice President Research & Investments	Alliance Bernstein
John Fogarty	Managing Director	Workplace Engineering
Andrew Fletcher	Managing Director	Carbon Control Ltd

Feedback: 19 participants responded. Scores out of 10

1. To what extent were your expectations met?	7.2
2. Was the venue suitable?	6.9
3. Did you have enough opportunity to contribute?	8.8
4. Have you gained new insights, knowledge or useful contacts?	7.6
5. As a result of this workshop are you more motivated to take new or different actions now?	7.2
6. Do you want to be kept informed of future ASP events?	100%