

## STRATEGY DEVELOPMENT

StakeholderTALK™ is used to support organisations in strategy and policy development. From horizon scanning to stakeholder surveys, gathering feedback and validation from your key audiences is invaluable in helping to inform your decision-making and guide your future strategy development.



IMS undertook an online stakeholder survey for us to understand attitudes to CR reporting and materiality on CR issues. We were delighted with the quantity and quality of the response that we received and have used the findings to inform our thinking for the future.



**Justin Snoxall**  
Head of the Business Group at British Land

## Who uses StakeholderTALK™



IMS Consulting specialises in advising its clients on sustainability – how to develop sustainability strategies, how to communicate those strategies intelligently and how to effectively engage with their stakeholders.

## CASE STUDY

### Consultation helps British Land shape CR strategy

StakeholderTALK™ was used to carry out British Land's first online stakeholder consultation on corporate responsibility, to help shape how it can make its business, properties and local communities more sustainable. The survey gathered over 600 responses from key stakeholder groups, the results of which were analysed and presented to British Land to advise their next steps. The feedback has informed their communication decisions and helped them to target their messages more effectively.



For more information contact:

### IMS CONSULTING

Royal London Buildings, 42-46 Baldwin Street,  
Bristol BS1 1PN, United Kingdom  
+44 (0) 117 325 0612 twitter: @imsconsulting  
info@imsplc.com [www.imsplc.com](http://www.imsplc.com)



# Online stakeholder dialogue and engagement

## StakeholderTALK™

## What is StakeholderTALK™

For customised, online delivery of information and two-way dialogue between you and your stakeholders, IMS Consulting has developed **StakeholderTALK™**, a complete online engagement and communications toolkit.

### THE BENEFITS OF ONLINE ENGAGEMENT

Online tools can engage stakeholders on a variety of levels, from supporting a particular initiative to a full stand-alone programme. By combining web-based delivery with intuitive features, online engagement using **StakeholderTALK™** has a host of benefits:

- Rapid deployment
- Appealing for those with limited time or mobility
- Takes consultation directly to the stakeholders
- Conducted in the stakeholder's own environment
- Confidentiality possible, resulting in more honest responses
- Information presented in a number of different formats, appealing to different groups
- Utilises one of the most widely used communications tools – the internet

## Why use StakeholderTALK™

Stakeholder engagement is becoming an increasingly central part of business strategy. Now a prerequisite under the new Global Reporting Initiative (GRI) G4 guidelines, and a stipulation in the amendments to ISO14001, stakeholder engagement has never been more important.

Communicating sustainability with your key stakeholders, internally and externally, provides real dividends. A properly structured strategy will help to:

- strengthen relationships with customers, employees and investors
- create a competitive advantage for your business
- shape the ongoing development of your strategy
- enhance the transparency and perception of your organisation
- improve your licence to operate

## StakeholderTALK™ in action

Our cyclical framework helps clients to continuously improve how they embed sustainability within their organisations. We use **StakeholderTALK™** at various points in this process to help engage their stakeholders, use the outcomes from this to inform sustainability strategies and communicate these back to their stakeholders.

### CASE STUDY Sustainability roadmap and strategy for major construction business

Prior to developing Saint-Gobain UK & Ireland's Sustainable Development Report, IMS Consulting carried out a stakeholder engagement programme using **StakeholderTALK™**. Aimed at internal and external stakeholder groups, the engagement helped to shape the structure and content of future reports. It also played a part in the development of Saint-Gobain UK & Ireland's sustainability roadmap – a framework of targets, measures and key performance indicators (KPIs) designed to take the business toward its 2020 goals. The development of this strategy helped to inform and shape Saint-Gobain's Sustainable Development Review.

### MATERIALITY: SUSTAINABILITY REPORTING

Materiality is the point at which sustainability issues become sufficiently important that they should be reported. Stakeholder engagement allows for various stakeholder views to be gathered and analysed, making it crucial for determining and prioritising material issues.

Materiality and stakeholder engagement are central in the sustainability reporting process. In turn, reporting provides a framework within which to engage stakeholders and gain a fuller understanding of the key issues. Rather than 'engaging' for the sake of it, with no real end goal, the increased emphasis on materiality (for example, as part of the new GRI guidelines) has highlighted the need to start and maintain dialogues with different stakeholder groups.

### COMMUNITY ENGAGEMENT

Engaging with influential communities, whether local or global, is vital for sustainable organisations. Using online tools, the barriers of traditional face-to-face programmes, such as time, location and accessibility, can be overcome. **StakeholderTALK™** allows individuals to provide feedback when it suits them, facilitating a higher response rate and more truthful and accurate feedback.

### LEARNING AND COLLABORATION PLATFORMS

Multi-stakeholder engagement platforms facilitate effective collaboration and sharing of best practice, particularly where stakeholders are many and geographically dispersed. These customised hubs combine a range of online tools including discussion forums, case study engines, social media channels, document libraries and learning resources.

### CASE STUDY Online engagement platform for Green Construction Board

IMS launched the Green Construction Board's online platform, which provides information on sustainable construction for external visitors whilst also supplying a raft of educational and planning resources for members. These resources include a multi-level document library, discussion forum, events calendar and contacts directory.

