

our environment *it's a living thing*



# SUSTAINABILITY ADVANTAGE

**External stakeholder engagement**



# EXTERNAL STAKEHOLDER ENGAGEMENT



Partnerships are essential to building a sustainable organisation. This includes stronger relationships with your external stakeholders – the community, government, industry, shareholders, suppliers and customers.

The **External stakeholder engagement** module in the Department of Environment and Climate Change (DECC) NSW **Sustainability Advantage** Program reinforces the value you gain from working with your stakeholders. It helps to ensure you work well together.

The module helps fulfil your potential as an acknowledged leader in sustainable business practice in your community. You realise this when your management and staff recognise the importance of:

- their role as the external 'face' of your organisation
- the need to balance financial, environmental and social success.

## Outcomes

The **External stakeholder engagement** module is for senior managers and staff working in environment, client relationship and corporate communication roles who want to build stronger relationships with external stakeholders.

You will:

- understand financial, market and other stakeholder expectations of sustainable business practice, and how stakeholder engagement addresses these demands
- identify external stakeholders and prioritise their concerns
- manage external stakeholders relationships effectively
- be a better corporate citizen.

## What is involved?

The module is tailored to meet your organisational culture, priorities and current initiatives.

Starting with a two hour management overview and a three hour staff workshop, you determine how best to complete the module, develop a comprehensive plan and learn from best practice.

### EXTERNAL STAKEHOLDER ENGAGEMENT MODULE

Management  
overview

Workshop –  
engagement

Stakeholder action plan

Implement actions

Final review

Training and technical support

See the back page for a roadmap of activity for this module.

Participants in this module include:

- your Sustainability Advantage champion
- a facilitator from DECC
- business and environmental specialists sourced by DECC
- other businesses you meet at our cluster network meetings
- senior management.

### Management overview

Senior managers first attend a two hour overview that increases their understanding of the benefits of external engagement and how they will achieve these benefits.

They prioritise what needs to be done to engage with external stakeholders and identify engagement leaders – staff to lead the engagement initiatives.

### Workshop – engagement

Your engagement leaders attend a half day workshop, typically with peers from other Sustainability Advantage partners.

They will increase their understanding of sustainability and the important role of relationships with the community and other external stakeholders.

They examine the continuum of engagement from complaints and compliance through to effective partnerships and reaching out to the community.

Your engagement leaders use their own experiences and notable case studies to identify effective practices. Most of the workshop involves participants developing a stakeholder action plan to meet your organisation's sustainability goals. Plans will address the duration of activity, from start-up to ongoing maintenance.

### Stakeholder action plan and implementation

After the workshops, you refine and implement your own external stakeholder engagement program during the next 18 months and beyond. You may access additional one-on-one specialist advice provided you are progressing your engagement program.

## Support

The results you achieve depend on what you put in. For you to get the most for your efforts we also offer:

- practical workshops
- guides, checklists and templates
- feedback and review of existing documents and processes
- information sharing and networking opportunities through cluster meetings with other participants
- professional support from DECC contractors, including specialist advice at key strategic points.

## Recognition



You can promote your achievements through our Sustainability Advantage Partner recognition scheme. There are five levels of recognition.

## Register or find out more

**External stakeholder engagement** is one of seven **Sustainability Advantage** modules that guide and focus your environmental improvements. All modules help you plan and deliver lasting benefits and continuous improvement as you adopt sustainability as a core business value. The **Resource efficiency** module has the Sustainability Advantage **Energy Saver** component, which offers an energy audit and free technical support to help you save power.



Visit [www.savepower.nsw.gov.au](http://www.savepower.nsw.gov.au)

Contact DECC's Business Partnerships by:

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	Management overview	Workshop – engagement	Stakeholder action plan	Implement actions	Final review
Outcomes	<p>Senior managers:</p> <ul style="list-style-type: none"> <li>understand principles and priorities for external engagement</li> <li>identify engagement leaders, staff to be involved in next workshop</li> <li>choose a Sustainability Advantage champion</li> </ul>	<p>Environmental managers and relationship managers:</p> <ul style="list-style-type: none"> <li>understand sustainability and the benefits of external engagement, methods and case studies</li> <li>draft a stakeholder action plan</li> </ul>	<p>Sustainability Advantage champion:</p> <ul style="list-style-type: none"> <li>finalises the stakeholder action plan</li> <li>ensures tasks are linked to sustainability actions and goals</li> <li>identifies all staff who need to be involved</li> </ul> <p>DECC external stakeholder contractor reviews your stakeholder action plan. Sustainability Advantage champion revises the plan (if required) and identifies resources and potential support from DECC</p>	<p>Engagement team:</p> <ul style="list-style-type: none"> <li>implement actions</li> <li>refine stakeholder action plan</li> </ul>	<p>Together we review your projects and successes</p> <p>You set new plans based on your results</p>
Who takes part?	Senior managers DECC external stakeholder contractor leads	Environmental managers and relationship managers in your organisation Sustainability Advantage champion DECC external stakeholder contractor	Sustainability Advantage champion	Engagement team Sustainability Advantage champion	Sustainability Advantage champion DECC external stakeholder contractor
What is needed?	Your current sustainability initiatives and community projects	Current sustainability initiatives and community projects DECC's report from the management overview session	Draft stakeholder action plan Overall organisational goals for the <b>Sustainability Advantage</b> Program	Stakeholder action plan Implementation plans from other <b>Sustainability Advantage</b> modules	Results from your projects Baseline and current data demonstrating environmental outcomes
Where and when?	Your workplace, at the start of the module	Your workplace, after the management overview session	Your workplace, after the engagement workshop	Your workplace, starting after stakeholder action plan has been confirmed	Your workplace, at 18 months
How long does this take?	2 hours	Half day	1-2 months 1 month	At least 18 months	2 hours

We provide practical, tailored support (workshops, training, technical assistance) to help you plan and implement your environmental projects and overcome issues. For additional support requests, you prepare a summary of your achievements to date and a short overview and supporting data explaining why you need assistance. As you undertake this module you will:

- attend 'cluster' network meetings three or four times a year, meeting with people in other businesses in your local area or industry sector
- report your progress every six months (including verbal reports at cluster network meetings and contributing to project reports)
- collect data and other information for evaluating projects.