

## What people say about our stakeholder engagement process:

“Knowing what our stakeholders think of us is important in developing our brand and reputation in the region. CSR Asia provided us with an invaluable and comprehensive overview of the differing demands of stakeholders who matter to us.” Linden Coppell, Cathay Pacific Airways

“In compiling our Sustainability Report, we worked to ensure its content would reflect stakeholders’ interests and opinions. In order to achieve this goal, we collaborated with CSR Asia to develop and implement a process to identify, prioritise and engage our report stakeholders.” Gail Kendall, CLP Holdings

“We worked closely with CSR Asia on a China specific stakeholder dialogue. Their local knowledge and connections were invaluable. Through the engagement process we came to better understand the priorities of stakeholders in this fast developing economy.” Rita Sully, Hewlett-Packard

“CSR Asia undertook our first ever comprehensive stakeholder dialogue for us. The results guided us in prioritizing our CSR issues.” Maisie Shun Wah, Swire Pacific

[www.csr-asia.com](http://www.csr-asia.com)

### About CSR Asia:

CSR Asia is the leading provider of information, training, research and consultancy services on sustainable business practices in Asia. Operating as a dynamic social enterprise, CSR Asia occupies the unique middle ground between civil society organisations and commercial consultancies. This enables us to provide independent, cutting edge services and expert insight into the corporate social responsibility (CSR) issues facing companies in Asia. Through our three offices in Hong Kong, Shenzhen and Singapore, CSR Asia builds capacity and promotes awareness of CSR in order to advance sustainable development across the region.

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# CSR ASIA

## Stakeholder Engagement

Track issues and trends

Identify and assess significant risks

Gain support for new project development

Respond to increasing stakeholder scrutiny

Manage demands for information transparency

Increase your knowledge of the marketplace

Enhance your brand and reputation

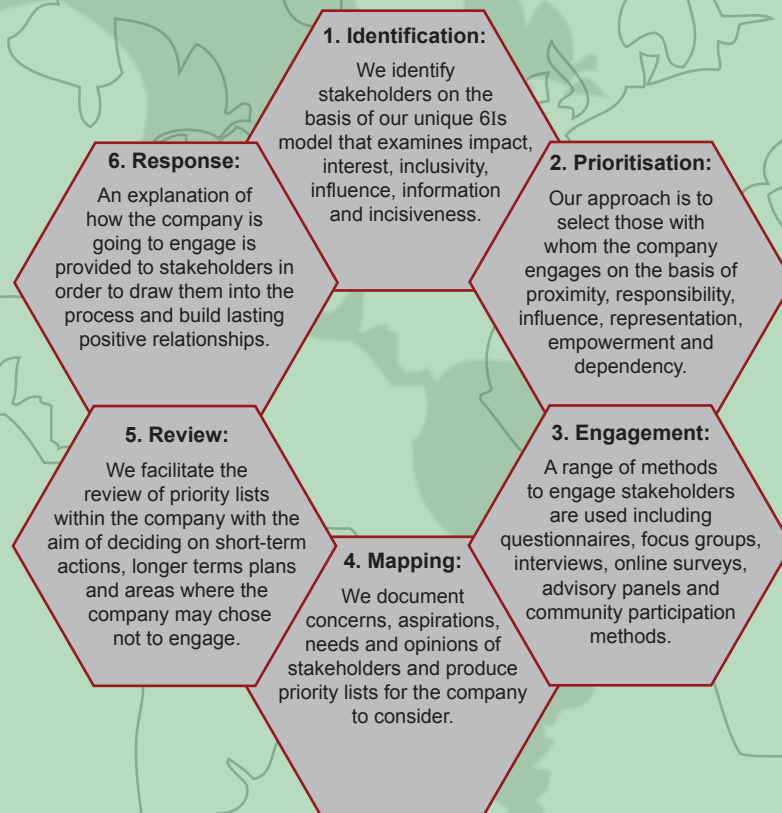
Bridge cultural gaps



Corporate social responsibility varies from location to location, industry to industry and over time. The only way for a business to decide what is socially responsible in their context is to engage with stakeholders on priority areas.

CSR Asia has developed an unique stakeholder engagement tool to help business engage in productive and structured dialogue with an emphasis on building lasting relationships and trust.

**Our stakeholder engagement tool is based on the following six stage process:**



- \* Do you know who your most important stakeholders are?
- \* Is your CSR development consistent with the aspirations of stakeholders?
- \* Do you know what your stakeholders expect of you?
- \* Are you communicating effectively with your stakeholders?
- \* Do your stakeholders trust and respect you?
- \* Are you linking brand and reputation to an ongoing stakeholder dialogue?
- \* Do you understand how stakeholder actions can impact on your business?

## Stakeholder engagement for new projects

New project developments can often impact on local communities. For that reason CSR Asia also undertakes specific community-based stakeholder engagement with an emphasis on encouraging impacted communities to be part of project development and planning.

Community engagement is often a required by investors but even when not, it can bring tangible benefits to projects and help you to manage potential risks. It is an important aspect of ensuring projects are consistent with sustainable development.

## Our approach is based on the need to:

- Begin engagement as early as possible to avoid conflicts
  - Identify legitimate stakeholders
  - Undertake impact zoning and mapping
  - Involve women, young people and minorities
  - Build lasting relationships
  - Engage in negotiation and partnership building
  - Encourage government involvement
  - Examine impacts on culture, heritage and the environment
  - Provide transparent information
  - Include stakeholders in project monitoring
- Our process is consistent with international standards and responsible investment guidelines.**