



# **UNDERSTANDING THE ROLE OF SUSTAINABILITY IN A COMPANY'S “LICENSE TO OPERATE”**

**Oil & Gas Company, Global Diversified Mining**



## The Challenge

Nearly every stakeholder of the resources sector, from communities to regulators or shareholders pay particular attention to how mining, oil and gas companies can meet changing expectations towards them with regard to their impact on the local environment and communities, and on climate change. The sustainability of their whole business is thus being questioned and the stakes are very high not only for these companies but more generally for the many economies whose prosperity depends on them.

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## Process & Outputs

Ipsos conducted research on five continents and across various stakeholder audiences to measure and track concerns, expectations and perceptions of the company's response to these expectations. Ipsos tracks the impact of the company's behaviour and communications on its social license, i.e. the perceived acceptability and legitimacy of the way they conduct their business and the propensity of stakeholders of supporting them or even allowing them to continue operating the way they wish. The on-going research feeds into communications planning and is used to evidence ROI from having a focus on sustainability to senior management and the board.

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## The Results

This has enabled the business to adapt operations and communications, and invest in areas most important to various stakeholders and thus to maintain its license to operate with them.

**Do you want to know more?**

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