

# **Evolving From Community Relations To Corporate Sustainability**

**Utility Company, New Zealand**

**GAME CHANGERS**



# The Challenge

This company is re-thinking its approach to community relations and re-organizing it around the principles of corporate sustainability and shared value. This new program was tasked with better meeting internal and external stakeholder needs, while making a genuine and positive contribution to society.

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## Process & Outputs

Ipsos has proposed a multi-phased research program involving consultation with internal and external stakeholders to develop a new corporate sustainability program that will strengthen reputation among key stakeholders, increase employee satisfaction and make a difference to an important social issue in New Zealand.

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## The Results

Stage one of the research has been completed with an internal workshop securing buy in across the business for investing in developing a new corporate sustainability program. The workshop identified which of the UN Sustainable Development Goals are most relevant to the business and represent the greatest opportunity for impact. Stage two will involve consultation with external stakeholders to spot where internal and external needs, and business capability can be made to meet each other.

### Do you want to know more?

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