

## 1. Introduction and Purpose

The Institute for Sustainable Development is working with a corporate responsibility and sustainability consulting firm, BrownFlynn, to research the importance of stakeholder engagement in relation to an organization's sustainability practices.

For the purposes of this survey, **sustainability** is defined as the successful meeting of present social, economic, and environmental needs without compromising the ability of future generations to meet their own needs.

Participation is voluntary and all responses will be kept confidential. There are no right or wrong answers. You may decline to answer any questions you wish and may choose to end the survey at any time.

The survey should take approximately **8 - 12 minutes** to complete. If you have any questions about the survey or need further clarification, you may send an email to **amarturano@gogreenplus.org**. Thank you in advance for your participation.

## 2. Business Information

### 1. Select the type of organization you work for:

- For Profit
- Not-for-Profit
- Government
- Other (please specify)

### 2. Industry category:

- |   |  |
|---|--|
| <input type="checkbox"/> Academic/Education                     | <input type="checkbox"/> Instructional Design/Technology |
| <input type="checkbox"/> Advertising/Marketing/Media            | <input type="checkbox"/> Insurance                       |
| <input type="checkbox"/> Architectural/Construction/Engineering | <input type="checkbox"/> Legal Services                  |
| <input type="checkbox"/> Banking/Finance                        | <input type="checkbox"/> Military                        |
| <input type="checkbox"/> Computer/Internet                      | <input type="checkbox"/> Museums/Cultural                |
| <input type="checkbox"/> Consulting                             | <input type="checkbox"/> Pharmaceutical/Biotech          |
| <input type="checkbox"/> Energy/Utilities                       | <input type="checkbox"/> Publishing                      |
| <input type="checkbox"/> Entertainment/Hotel/Tourism            | <input type="checkbox"/> Real Estate                     |
| <input type="checkbox"/> Food Services                          | <input type="checkbox"/> Research and Development        |
| <input type="checkbox"/> Government                             | <input type="checkbox"/> Software Development            |
| <input type="checkbox"/> Healthcare/Medical                     | <input type="checkbox"/> Telecommunications              |
| <input type="checkbox"/> Human Resources                        | <input type="checkbox"/> Transportation                  |
| <input type="checkbox"/> Industrial/Manufacturing               | <input type="checkbox"/> Wholesale/Retail                |
| <input type="checkbox"/> Other (please specify)                 |  |

**3. How many full-time equivalent employees does your organization have? (Please fill in the exact number or check the appropriate range)**

Sole Proprietor

Fewer than 10 employees

10 to 50

51 to 100

101 to 500

501 - 1,000

1,001 - 5,000

5,001 - 10,000

More than 10,000

Exact number:

**4. What is your current job title?**

### 3. General Stakeholder Engagement

A **stakeholder** is an individual or group that is influenced by, or has influence over, a particular entity's ability to thrive.

**Stakeholder engagement** is a formal process of relationship management through which companies or industries engage with a set of their stakeholders in an effort to align their mutual interests, to reduce risk and advance the company's performance in terms of people, planet and profit.

#### 5. Could you identify the stakeholders of your organization? *(If no, or I don't know, please proceed to question 12)*

Yes

No

I don't know

#### 6. Please rate the following stakeholders in terms of importance to your organization.

	Unimportant	Of little importance	Moderately important	Important	Very important	I don't know
Customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investors/Shareholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suppliers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Service Providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Academia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If other, please specify:

#### 7. How often does your organization use the following processes to engage stakeholders?

	Never	Daily	Weekly	Monthly	Quarterly	Annually	I don't know
Phone surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town hall meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One-on-one interviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If other, please specify:



## 4. Current Sustainability Practices

**Sustainability** is defined as the successful meeting of present social, economic, and environmental needs without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development 1987).

### 12. How important is sustainability to your organization's mission?

	Unimportant	Of little importance	Moderately important	Important	Very important	I don't know
Select one:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 13. Which sustainable practices does your organization employ? *(Please check all that apply)*

- Energy conservation efforts
- Water conservation efforts
- Waste reduction practices
- Transportation reduction practices
- Sustainable purchasing practices
- Diversity/inclusion
- Community outreach
- Employee health and wellness programs/trainings
- None
- I don't know
- Other (please specify)



## 5. Importance of Stakeholder Engagement on Current Sustainability Success

**Sustainability** is defined as the successful meeting of present social, economic, and environmental needs without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development 1987).

**Stakeholder engagement** is a formal process of relationship management through which companies or industries engage with a set of their stakeholders in an effort to align their mutual interests, to reduce risk and advance the company's performance in terms of people, planet and profit. This section is about engaging stakeholders in sustainability.

### 17. Does your organization engage with stakeholders on the topic of sustainability? (If no, or I don't know, please proceed to question 27)

Yes

No

I don't know

### 18. Please rate the following stakeholders in terms of IMPORTANCE to your organization's sustainability efforts.

	Unimportant	Of little importance	Moderately important	Important	Very important	I don't know
Customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investors/Shareholders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial service providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Academia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify:

**19. Please rate the following stakeholders in terms of EASE OF ENGAGEMENT around your organization's sustainability efforts.**

	Very difficult to engage	Somewhat difficult to engage	Neither difficult nor easy to engage	Somewhat easy to engage	Very easy to engage	I don't know
Customers	jñ	jñ	jñ	jñ	jñ	jñ
Employees	jñ	jñ	jñ	jñ	jñ	jñ
Government	jñ	jñ	jñ	jñ	jñ	jñ
Investors/ Shareholders	jñ	jñ	jñ	jñ	jñ	jñ
Suppliers	jñ	jñ	jñ	jñ	jñ	jñ
Financial service providers	jñ	jñ	jñ	jñ	jñ	jñ
Communities	jñ	jñ	jñ	jñ	jñ	jñ
Academia	jñ	jñ	jñ	jñ	jñ	jñ
Other	jñ	jñ	jñ	jñ	jñ	jñ

Other (please specify)

**20. Please rate the following reasons for why your organization engages with stakeholders around the concept of sustainability from 1 being the least important reason to 7 being the most important reason.**

	1	2	3	4	5
To better understand the market	jñ	jñ	jñ	jñ	jñ
To learn priorities/needs of employees	jñ	jñ	jñ	jñ	jñ
To foster goodwill for the organization	jñ	jñ	jñ	jñ	jñ
To build relationships with partners	jñ	jñ	jñ	jñ	jñ
To learn priorities/needs of stakeholders	jñ	jñ	jñ	jñ	jñ
To mitigate risk	jñ	jñ	jñ	jñ	jñ
Other	jñ	jñ	jñ	jñ	jñ

Other (please specify)

**21. Which of the following processes does your organization use to prioritize stakeholder engagements? (Please check all that apply)**

- Feedback from customers
- Feedback from investors
- Decision made by senior leadership
- Decision made by sustainability team
- Decision made by marketing team
- Other

If other, please specify:

**22. How often does your organization use the following processes to engage stakeholders around the concept of sustainability?**

	Never	Daily	Weekly	Monthly	Quarterly	Annually	I don't know
Phone surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town hall meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One-on-one interviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web site feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informal communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corporate Social Responsibility reporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community open houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If other, please specify:





**31. Has your organization ever experienced a major "watershed" event (internal to the company or externally) focused around sustainability or environmental, social, or governance issues that affected your organization's core business strategy? A "watershed" event might include: the recent financial crisis, an environmental crisis, etc. (If no, or I don't know, please continue to question 35)**

Yes

No

I don't know

**32. Please describe the event.**

  

**33. What has changed since the watershed event in terms of stakeholder engagement?**

  

**34. Please share any best practices around sustainability or stakeholder engagement that you might have.**

  

**35. Thank you for your participation! As an incentive for completing the survey, please enter your contact information below, and you will receive a free copy of the survey's final report, valued at \$250, and be entered into a drawing for an Apple iPad.**

Name:

Company:

Email Address: