

Corporate Relations offering

## Stakeholder analysis and engagement

Corporate Relations is designing and conducting stakeholder analysis and engagement for companies that need an insightful and concise understanding of stakeholders' assessment of material topics represented in their relation to the company. The analysis will define the impact of stakeholders on the company, and the company's impact on the stakeholders.

The analysis typically holds the following three steps and elements:

### Design of analysis

The analysis is typically founded in a number of topics that have potential material impact on stakeholders and the company. From these a questionnaire will be formed that serves to facilitate a dialogue on why various topics are material or not. The analysis can include both a quantitative and qualitative analysis within defined critical stakeholder groups.

### Conducting the analysis

The analysis is facilitated with by the consultant and a company representative. It may take form of a survey, focus groups and/or interviews. Also, it is relevant to analyze existing data on stakeholders' digital media and in corporate reports.

### Reporting the analysis

An analysis report will be made with all the results from the analysis. This includes visual graphics of the results, e.g. shown in matrix. Also, a suggestion for reporting content for the annual report may be included. Additionally, the analysis report and results could be presented to management and relevant internal stakeholders.

### POTENTIAL STAKEHOLDERS

Employees and job seekers

Investors and analysts

Customers and consumers

NGOs and government

Partners / distributors / resellers

Suppliers

Media