

New Terms of Engagement—II

Learning Together for Global Solutions

Dialogue & Collaborative Learning Seminar
April, 2002, Vancouver B.C., Canada

LEARNING FOCUS

Organizations are becoming aware that their future in the twenty-first century depends on an environmentally healthy and socially just world. In response, they are transforming the nature and quality of their relationships with people both inside and outside the organization.

Positive, trust-based relationships with key stakeholders can enhance creativity, growth, reputation and opportunity creation. Through these deeper relationships, organizations are also contributors to, and beneficiaries of, global sustainability – environmental, social and economic.

New Terms of Engagement II will be held in April 2002 in Vancouver, in British Columbia, Canada. The purpose of this unique learning seminar experience is to share best practice experiences, develop new models of engagement, and create learning networks and new partnerships.

WHY ATTEND?

The world has become much smaller and interwoven in the past few decades – issues are more complex and thorny, and issues quickly become global in scale. Organizations are expected to consider, balance, and involve their stakeholders - those beyond shareholders who are touched and affected by their decisions – employees and customers; communities where they operate; suppliers and how they in turn treat their people; and the local and global environment, ecological systems and broader society. *Relationships* are at the heart of the new terms of stakeholder engagement – relationships that foster new approaches and responses rather than advocacy and adversity.

Many organizations have been experimenting in different ways with new forms of engagement with their stakeholders. Their motivations vary – compliance (because they have to), opportunity (because they want to), and values (because it's who they are). Some of these attempts have



"Our real future lies in building sustainable enterprises and an economic reality that connects industry, society and the environment." Peter Senge, Patrick Porter and Goran Carstedt, Sloan Management Review, Winter 2001

worked; others have failed. While some organizations are just starting down this path, others have willingly or reluctantly been forging new relationships for some time.

This Dialogue and Collaborative Learning Seminar is intended to “incubate” or “hot house” present learning about stakeholder relationships. Participants will come together in teams to share and learn with other teams what works and doesn’t work; to develop new affinities, to listen deeply to new insights and ideas, and to leapfrog past what is already known to grow and apply these new ideas and models of engagement to their own issues and concerns.

WHO SHOULD ATTEND?

This event will involve multi-stakeholder teams from 20-25 leading companies, government agencies and non-profit agencies worldwide. Selected teams will include senior decision-makers as well as their key external stakeholders.

The program is designed for teams whose responsibilities include building and maintaining stakeholder relationships in such areas as: Public affairs, Environmental management, Communications, Community Relations, Supplier/Business alliances, Human Resources, Strategic Planning, Community Investment, and Marketing. Stakeholder partners could include suppliers, customers, investors, or NGO leaders.

WHAT WILL YOU LEARN? (SEMINAR THEMES)

<p>Stakeholder-Inclusive Management</p> <ul style="list-style-type: none"> • Stakeholder engagement, sustainability and profitability – the business case • Stakeholder inclusive governance models, principles and organizational competencies • Building inter-organizational social capital • Global best practice case examples and trends 	<p>A Stakeholder-Responsive Organization</p> <ul style="list-style-type: none"> • The stakeholder responsive organization – a new framework • Critical levers for change • Strategies, resources and tools for building commitment and mobilizing others • Case studies: success and failure in engaging stakeholders
<p>Engaging Stakeholders</p> <ul style="list-style-type: none"> • The continuum of stakeholder engagement • Critical principles for building trust-based relationships • Technology and its impact on stakeholder engagement • Stakeholder engagement as a driver for organizational learning • The stakeholder engagement toolbox: dialogue, overcoming barriers 	<p>Integrated Measurement and Reporting</p> <ul style="list-style-type: none"> • Global trends in measuring and reporting the social aspects of sustainability • What to measure, who to involve, and whom to report to • Integrating social performance measurement into management and decision-making • Leading edge case examples • Making sense of measurement systems and tools

WHAT YOU WILL GAIN:

Participants will:

1. Learn with other leading organizations and their stakeholders about what works, what doesn't and why when it comes to stakeholder engagement.
2. Explore new models and frameworks for stakeholder responsive and responsible management.
3. Discover resources and tools available for transformation and engagement.
4. Understand the business value of stakeholder relationships.
5. Create new connections with other global business leaders and their stakeholder partners.
6. Enhance their team's stakeholder engagement strategy and relationships.

WHAT YOU CAN EXPECT

- Learning "in the round" with panel presentations on seminar themes and fishbowl conversations to surface deeper issues
- Team showcases of best practices, tools, cases and challenges
- Exclusive video-link presentations by recognized experts on the compelling business case (*compliance – Maurice Strong? – Rio+10; opportunity creation – Peter Senge?; new business models/values – HP E-inclusion projects*)
- Small group connections and inter-team exchanges through conversation "cafes" and open space
- Stakeholder team "huddles" and application of new insights to real issues/projects
- Live music opening each session, fun and networking
- Opening and closing circles of the whole to capture insights and learnings

What Participants Said of NTE-I

"For me, this was the most meaningful conference I have ever been part of. I most appreciated not spending days in theory, but instead being in experiential processes; having spaces provided throughout that allowed me to think about ideas I have longed to talk about with incredible people to talk with; and especially the personal connections."

"This conference gave me the chance to extricate myself from the corporate world; to take out old assumptions and explore them; and it's been a real treat to have meaningful opportunities to do so."

"The was valuable to me because it brought together a wide range of people with common, yet diverse interests. It helped me step into a broader world and see for a short time how differently people think, how differently they are motivated, what lies behind their intent and the opportunities that exist for common ground across traditional boundaries if we just took the time to "engage" with each other."

The words or phrases that I would use to describe my experience are: enlightening; restful; provoking of thought and action; a time for reflection; validation; renewal; self-assessment; learning much from others. Superb attention to details in design and implementation---felt honoured by the excellence at every turn in the time."

"I find myself telling colleagues that this was the conference I had always hoped to attend. Although 'conference' inadequately describes it!!"

"It was more than a conference, truly an enriching experience. It created a shift for me in how I view my work. The conference brought home the need to make the experience available to others and to then be able to use the approach with citizens and stakeholders. It was both a humbling and rejuvenating experience."

"I enjoyed the quality of attendees and a unique process that almost guarantees diversity and strength...an honour."

NETWORKS & DIALOGUE

The New Terms of Engagement institute is designed for maximum participant interaction and learning. The relatively small size (150 people) facilitates sharing, exchanges and new connections. Unlike most conferences with a “featured expert” model, the New Terms – II format is designed around networks and learning communities. Participants engage in a mix of interactive processes from large group dialogue, conversation cafes, open space, to focused panel presentations, round table discussions and team meetings. Through networking and fun, participants also have ample opportunities to forge new professional and personal connections to last long after the institute ends.



HOST

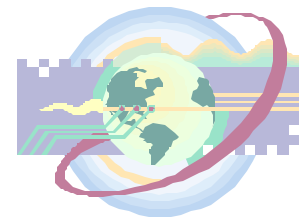
The Centre for Innovation (CIM) is hosting the institute. Housed within Simon Fraser University's Faculty of Business, CIM was created to foster stakeholder-responsive and responsible management. Its mission is to work with leading organizations and their stakeholders to create social and economic value through productive stakeholder engagement.

LOCATION

This unique event will be held at SFU's new Wosk Centre for Dialogue located in downtown Vancouver – the only conference centre in North America designed in the round to foster transformational dialogue and thinking.

INVITED ORGANIZATIONS

The following is an initial list of organizations that will be invited to participate. Registration will be on a first come first served basis.



PRIVATE SECTOR

- BC Hydro
- BHP
- Boeing
- Canadian Imperial Bank of Commerce
- Collins & Aikman Floor Coverings
- Dow Chemical
- Ford Motor Company
- Dofasco
- Dupont
- General Motors
- Glaxo Wellcome
- Hewlett Packard
- Ikea
- ITT Flyat
- Johnson & Johnson
- Nike
- NovoNordisk
- Placer Dome Inc.
- Rio Tinto
- Scotia Bank
- Shell International
- Smith Klein Beecham
- Suncor Energy
- Syncrude
- Toyota

- Unilever
- UPS
- VanCity Savings Credit Union
- Westcoast Energy
- Weyerhaeuser

PUBLIC/NOT-FOR PROFIT SECTOR

- Canadian Food Manufacturers Council
- Canadian Policy Research Network
- Forest Stewardship Council
- Health Canada
- IFC, World Bank
- Pembina Institute
- P.L.A.N.
- Simon Fraser University
- World Business Council on Sustainable Development
- World Resources Institute
- York University