



comact\_responsible communication & consulting presents:

## **Stakeholder Engagement – A Matter for Success and Sustainability** **How sustainable companies use stakeholder engagement to strategically drive direction and implement operational excellence.**

Traditional forms of engagement such as customer surveys and focus groups, open houses, investor road shows and consultation with employees are well known and used by many organisations. Integration, however, is now becoming essential.

Today's challenging markets make strategies and processes used by organisations in the field of stakeholder engagement play an increasingly important role for a company's risk identification and management.

Further, engagement with stakeholders can be a tremendous source of innovation and opportunity-creating partnerships. Leading companies realise that stakeholders are a resource rather than simply an irritant to be 'managed'.

Internationally operating experts on Stakeholder Engagement, **John Aston, CEO AstonEco Management**, and **Dr. Wolfgang Kraus, CSR Manager Exploration & Production OMV**, will provide a unique opportunity to gain insight into strategies and processes used by organisations to engage with relevant stakeholders; and into the results of their engagement.

Date: **February 2<sup>nd</sup>, 2011**

Location: **Haus der Industrie, Urban Saal  
Schwarzenbergplatz 4  
1031 Wien**

Time: **6 – 7:30 pm**

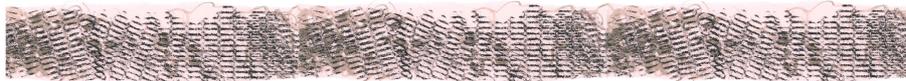
Presentation will be held in English. Attendance is free.

### **Programme:**

6:00	Welcome by IV
6:10	John Aston
6:40	Wolfgang Kraus
7:20	Q&A
7:30	Summary & Outlook by respACT
7:40	Wrap-up & Drinks

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**John Aston** is CEO of the multi-disciplinary CSR and management consultancy company, AstonEco Management, supporting project implementation in a socially, economically and environmentally responsible and successful manner for the public, private and NGO sectors.

Involvement in projects has ranged from sustainable development support, risk assessment, technical design, stakeholder engagement and social responsibility through to project management, communication and implementation. Projects implemented are in the UK, Ireland, Romania, Macedonia, France, Zimbabwe, South Africa, Turkey and Yemen, with further extensive involvement in projects in Mozambique, Uganda, Kenya, Mali and Canada.

He is a member of the technical committee for the development of the international Stakeholder Engagement Standard AA1000SES.

**Dr. Wolfgang Kraus** has been with OMV since 2000. He was CEO of OMV Istrabenz in Koper, Slovenia from 2001 to 2007 responsible for Slovenia, Italy, Croatia and Bosnia-Herzegovina.

In 2007 he was appointed to OMV Exploration & Production CSR Manager and from January 1<sup>st</sup>, 2011 he runs OMV Corporate's slightly restructured CSR division now under the title of "Community Relation and Social Affairs".

**comact\_responsible communication & consulting** specializes in the communication of corporate responsibility and is the first and so far only agency in Austria to combine academic CSR expertise with many years of communication experience.

comact develops concepts for comprehensive sustainable communication, stakeholder engagement and CSR strategies focused on the core competences of organizations. By creating opportunities it supports companies to engage in an open dialogue with their target groups. comact develops appropriate content and defines the most suitable communication channels to enable the exchange of information with stakeholders.