



## Stakeholder Engagement Workshop

(85116)

Based on AccountAbility's AA1000 Stakeholder Engagement Standard (2015), an open-source and well-established stakeholder engagement framework applicable to all company operations, this workshop guides participants through the stakeholder engagement process adapted for a sustainability context.

Participants will engage in interactive activities to learn how to identify, prioritise and map stakeholders; and how to prepare an engagement plan. Participants will leave this workshop with concrete and practical stakeholder engagement tools that can be applied in their own professional settings.

### COURSE DETAILS

<b>Date:</b>	21 July 2017 (Fri)
<b>Time:</b>	14:30 to 17:30 (3 hours)
<b>Venue:</b>	BEC Headquarters, 77 Tat Chee Avenue, Kowloon Tong, Hong Kong
<b>Fee:</b>	HK\$780*
	* <b>Early Bird Discount – 5% if you register 3 weeks before the commencement of course.</b>
	<b>Group Discount – 5% for 2 or more applicants from the same organisation enrolled for the same course.</b>
	* <b>Additional Discount for BEC Member</b>
	<b>Council Member: 10%; Corporate or General or Affiliate Member: 5%.</b>

### TOPICS TO BE COVERED

- Stakeholder Engagement: What and Who?
- How to Prioritise your Stakeholders?
- Understanding and Mapping your Stakeholders
- How to Develop your Engagement Plan?

### WHO SHOULD ATTEND

This course is designed for all executives, CSR/ESG/sustainability professionals and managers, investor relations managers, corporate communication managers, marketing managers, academics, consultants, and those who are interested.

### MEDIUM OF INSTRUCTION

English supplemented with Cantonese.

### CERTIFICATION

A Certificate of Attendance will be awarded to participants after the course.

### APPLICATION FORM & DEADLINE

Click [here](#) to download the Application Form. Enrolment deadline is 5 working days before the course commencement date. Late enrolment will be accommodated subject to seat availability.

### TUTOR

#### Dr Nadira Lamrad

Senior Manager – Sustainability and ESG Advisory, BEC

Dr Lamrad has worked with a number of large and small and medium enterprises providing guidance and advisory services regarding their sustainability strategy, benchmarking, policy development, and reporting. Dr Lamrad also leads the Secretariat for BEC ESG Advisory Group, a platform for companies to share and promote best practice on sustainability performance and reporting.



Prior to joining BEC, Dr Lamrad completed her PhD during which she specialized in global governance, private regulation, corporate responsibility and sustainability. Her research agenda debates both the role of business in the development and implementation of corporate responsibility and sustainability. As a result of nine years of related experience, Dr Lamrad has in depth knowledge in corporate responsibility and sustainability that provides her with the essential expertise to identify and assess ESG risks, and make informed predictions regarding future developments.

## Terms & Conditions

- Duly completed application form accompanied by payment will be considered for admission;
- Course fee is non-refundable, non-transferable and should be received by BEC IEE no later than 5 working days before the commencement of the course;
- Admission is made on a first-come-first-served basis;
- Successful applicants will be notified no later than 3 working days before the commencement of the course;
- Unsuccessful applicants will be given refund of course fees if they have already paid;
- The course will be cancelled with full refund when the typhoon signal no.8 or above, or black storm warning is hoisted 3 hours before the course commences;
- An official e-receipt will be distributed through email to the participant upon the completion of the course;
- BEC reserves the right not to conduct the course if the applications are below the required minimum number of participants, and course fees received will be refunded. All decisions made by BEC on matters related to the courses are final;
- Personal data including contact information will be used by BEC for its communications and direct marketing purpose, including newsletters and promotions of events, training courses and other activities. If you do not wish to receive any further promotional materials from BEC, please send an email to us at [unsubscribe@bec.org.hk](mailto:unsubscribe@bec.org.hk); and
- Information provided will be kept strictly confidential and will not be sold, reused, rented, loaned, or otherwise disclosed to third party.

## About Business Environment Council Limited 商界環保協會有限公司

Business Environment Council Limited ("BEC") is an independent, charitable membership organisation, established by the business sector in Hong Kong. Since its establishment in 1992, BEC has been at the forefront of promoting environmental excellence by advocating the uptake of clean technologies and practices which reduce waste, conserve resources, prevent pollution and improve corporate environmental and social responsibility. BEC offers sustainable solutions and professional services covering advisory, research, assessment, training and award programs for government, business and the community, thus enabling environmental protection and contributing to the transition to a low carbon economy. For more information in BEC, please visit [www.bec.org.hk](http://www.bec.org.hk).

## About BEC Institute of Environmental Education

BEC Institute of Environmental Education ("BEC IEE"), a division of BEC, provides a platform for business managers and decision makers, to advance their knowledge and develop the expertise necessary for environmental decision-making. BEC IEE also facilitates professional development by promoting quality environmental education through various environmental education programmes. For further enquiries or assistance, please contact BEC IEE at [beciee@bec.org.hk](mailto:beciee@bec.org.hk).

