



## Casus 5.6 Nestlé

Onderstaande tekst is afkomstig van de website van Nestlé.



### Stakeholder engagement

During 2008 and 2009, Nestlé continued its commitment to open dialogue with all stakeholders, including consumers, customers, employees, investors and others, using a wide variety of channels.

#### CSV Forum

In April 2009, Nestlé held its first forum on Creating Shared Value in New York, in collaboration with the United Nations Office for Partnerships and the Swiss Mission to the UN, where the Company launched three new initiatives aimed at creating new partnerships with governments, NGOs and small enterprises:

- an expanded education programme focused on Nutrition, Health and Wellness for school-age children around the world;
- a research and development centre in West Africa;
- a new Nestlé Prize in Creating Shared Value, awarded every other year to foster innovative approaches to problems of nutrition, water and rural development.

These initiatives make a fundamental connection between shareholder value and community value.

Through a live webcast, the Forum served as an engagement platform for national Nestlé companies around the world, and a number of Nestlé companies replicated the New York Forum at the national level. A webcast of the Forum, including sessions on Creating Shared Value and our three key focus areas, is available at [www.creatingsharedvalue.org](http://www.creatingsharedvalue.org)

#### Stakeholder convenings

Reflecting on and attempting to manage the fallout of the recent global financial crisis, over 2008 and 2009, we re-invited experts we first met in 2007, and new stakeholders, to attend stakeholder convenings, to help us better understand the changing needs and expectations of society as it relates to Creating Shared Value.

In particular, the convening discussions aimed to:

- reflect on Nestlé's current commitments, policies and performance;
- determine how effectively Nestlé bridges and aligns the Company's business and Creating Shared Value strategies and initiatives;
- identify opportunities and challenges, and within that, implications and specific expectations for Nestlé reporting, looking back as well as ahead.

The convenings were designed, organised and facilitated by AccountAbility, and were attended by a total of more than 50 experts from a wide range of social and environmental impact areas relevant to Nestlé's business activities and operations. The participants were invited by Nestlé to share their perspectives candidly. Sessions were also attended by senior managers and decision-makers from Nestlé functional business areas and public affairs.



Harvard Business School's Michael Porter, one of the experts on the new Nestlé Creating Shared Value Advisory Board, speaking at the CSV Forum in New York.

- 1 Wat wordt bedoeld met stakeholder engagement?
- 2 In de tekst wordt gezegd dat Nestlé met alle stakeholders de dialoog aan gaat onder gebruikmaking van een veelheid aan communicatiekanalen. Ga op internet na van welke communicatiekanalen Nestlé zoal gebruikmaakt.
- 3 Wat houdt het Creating Shared Value-programma van Nestlé in?



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Er worden drie initiatieven genoemd die een fundamentele connectie vormen tussen het scheppen van waarde voor de gemeenschap en aandeelhouderswaarde. Hoe zouden deze initiatieven kunnen bijdragen aan het scheppen van aandeelhouderswaarde?