

Digital Stakeholder Engagement: How to engage stakeholders in times of restricted movement?

EASP and VNU webinar, 21st September, 2020, 16:30-17:45h CEST

The Covid-19 crisis impacts the whole society and challenges businesses. But it is also an opportunity. Companies were able to accelerate their digitalisation strategy within days. For sustainability professionals this is also an opportunity to rethink their stakeholder engagement process as traditional approaches with workshops, conferences and face-to-face meetings are restricted. During this webinar, we will explore how companies can leverage the digital solutions to engage with stakeholders, conduct materiality assessments and monitor emerging ESG issues.

We will address the following issues:

- What are the opportunities of digital stakeholder engagement?
- How can you conduct a digital materiality assessment?
- What digital channels are available?

Programme

Welcome and Introduction

Moderator: Martina Prox, VNU, Germany

Experiences with Digital Stakeholder Management at TIM, Italy

Alberico Tremiglozzi, Engagement and Materiality Solution Leader RE2N, Italy

Materiality Assessment using a digital stakeholder engagement process

Dr. Brigitte Dittrich-Kraemer, Sustainability Relations and Sustainability Strategy, BASF, Ludwigshafen, Germany

Stakeholder engagement in times of crisis: how a data-driven approach helps

Nicoletta Ferro, Director of Customer Success, Datamaran Ltd., Milano, Italy

Moderated Panel Discussion with all speakers:

To which extent can / should we replace traditional stakeholder engagement with a fully digital process and what are the limitations?

Please register latest by September 19th 2020 by sending an email to a.lebaron@vnu-ev.de.

Login-Details will be provided to your email address by Annette LeBaron.

Please ensure a decent internet connection and a device supporting your participation via Audio and Screensharing.

Speaker and Moderator Info:

Speakers:



**Alberico Tremigliozi, Engagement and Materiality Solution Leader
RE2N**

Innovation and sustainability driven entrepreneur with a 20+ year track record in management consulting companies. A broad experience in organisational, managerial and technological innovation projects in Retail, Telco, Energy and Utilities industries. In 2013 he founded RE2N pioneering, launching and growing the first sustainability Italian collaboration platform developed to provide the most advanced CSR and CSV methodologies, to manage effective sustainability initiatives to engage stakeholders and to measure the social, economic and environmental value generated.



Dr. Brigitte Dittrich-Kraemer, Senior Sustainability Manager, BASF

Dr. Brigitte Dittrich-Krämer is a corporate expert for sustainability strategy in BASF. Beside development and implementation of sustainability tools she worked across a wide range of sustainability topics e.g. eco-efficiency analyses, circular economy, materiality analysis, stakeholder engagement. She has experience working with international multi-stakeholder organisations and is connecting BASF to relevant sustainability networks.



Nicoletta Ferro, Director of Customer Success, Datamaran, Ltd.

Nicoletta Ferro is Director of Customer Success at Datamaran where she makes sure clients are getting full value from the use of the platform in identifying and monitoring external risks that affect their business. Before joining Datamaran, she was Sustainability Communications Manager for a private company in the mining sector, worked in Academic research and joined institutional and not for profit consultancy projects in both Europe and Asia.

Moderator:



**Martina Prox, Sustainability Strategy, iPoint Group and Member of
the Board of VNU**

Martina Prox, M.A., has been engaged for innovation, sustainable production and IT for over 20 years. For the company ifu Hamburg - member of iPoint Group, she supports businesses on their way to sustainable production in the selection of suitable software solutions. Since 2018 Martina is member of the Board of the VNU – Association of Sustainability and Environmental Professionals, a Germany-based NGO.