

# Austrian CSR-Stakeholder Dialogue

The course for future sustainable business in Austria is set.

**PRESS RELEASE – Vienna, June 25<sup>th</sup> 2009:** respACT – austrian business council for sustainable development, the Austrian platform for CSR and sustainability, held a Stakeholder Dialogue to get feedback for the development of the new Austrian CSR and Sustainability Guiding Vision.

## **Austrian CSR leaders rely on dialogue**

On June 24<sup>th</sup> 2009 almost 90 participants gathered for the Austrian Stakeholder Dialogue in the Viennese Vista3. They commented on the status quo of the new Austrian CSR and Sustainability Guiding Vision's development process. The event started with a "systemic constellation", a certain kind of introduction method that was used for the first time in the Austrian CSR-scene. Its aim was to visualize the relationship patterns between the different stakeholder groups and certain companies known as Austrian CSR leaders. Thus, it was possible to decrease prejudices and concentrate on common ground.

After the presentation of its main points, the new guiding vision was discussed in small dialogue groups. In three turns of discussion the participants exchanged their views and gave feedback. After that several interviews were held to get deeper insights in the opinions of the stakeholder groups and to complete the successful second Stakeholder Dialogue.

Already in advance the participants were divided into groups: government/public authorities, consumers, employees, NGOs, business and special interest groups, consultants, media, scientific community and representatives of university students. A proper selection process was conducted to secure a balanced ratio of the different groups. "After five successful workshops with forty company representatives and ten NGOs in the run-up to the event, the Stakeholder Dialogue was once again characterised by the openness and transparency of the guiding vision's development process" explains Roman H. Mesicek, Managing Director of respACT.

## **The development process of the CSR and Sustainability Guiding Vision**

In 2008 respACT initiated the "Future Dialogue: CSR" in cooperation with the Federation of Austrian Industries and the Austrian Federal Economic Chamber, funded by the Federal Ministry of Economy, Family and Youth, the Federal Ministry of Labour, Social Affairs and Consumer Protection and the The Federal Ministry of Agriculture, Forestry, Environment and Water Management. The moderation and scientific supervision of the Austrian Stakeholder Dialogue was conducted by the Research Institute for Managing Sustainability of the Vienna University of Economics and Business. Since October 2008 the work is in its main stage, the outcome of this development process will be a new, revised CSR Guiding Vision for Austrian Companies in autumn 2009. It will be presented at the 4<sup>th</sup> Austrian CSR-Day on the 23<sup>rd</sup> of September.

**respACT - austrian business council for sustainable development** is the leading platform for Corporate Social Responsibility (CSR) and Sustainable Development in Austria. More information: [www.respact.at](http://www.respact.at)

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