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Corporate Citizenship and Stakeholder Engagement

Stakeholder engagement is fundamental to an organization's legitimacy and success. Maintaining and developing stakeholder relationships based on trust is important to being recognized as a "good citizen." Moreover, such engagement is an opportunity for a company to expand its knowledge of its stakeholders and to meet their legitimate expectations, while also improving its reputation.

UniCredit takes a strategic approach to stakeholder engagement, which is a key element of its sustainability framework. The bank has developed various means of engagement, each with a different goal but all aimed at providing senior management with the tools they need for strategy, implementation and evaluation.

Several factors influence stakeholder engagement. The proper management of expectations, the emergence of new kinds of stakeholders and cultural differences among countries of operation are some of the issues confronted by UniCredit.