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Stakeholder Engagement and Enterprise Value: the challenges of the future

Stakeholder Engagement is a key factor for an effective and long term sustainability strategy. Stakeholder engagement is not simply an instrumental way for interacting with key stakeholder and does not take the place of ordinary business relationships. In order to consolidate stakeholder relations practices we strengthened their involvement creating actions and opportunity to enter into dialogue. First of all we started up a new mapping process trying to have the widest and deepest portrait of our stakeholders. Secondly we promoted several meetings in order to understand the real needs and expectations from them. This process started well before the publications of the official documents of the Company on sustainability, helped us to define our sustainability challenges and goals and it's really an on going process. All the relevant areas of the Company took part to the process playing different but coherent roles within the Barilla framework.