

STAKEHOLDER ENGAGEMENT FOR SUSTAINABLE CHANGE

Onsite — 2 days

Background:

In today's business environment, sustainable success increasingly relies on the ability to effectively engage with a broad range of stakeholders, including employees, customers, investors, communities, and regulators. As companies adopt ESG (Environmental, Social, Governance) strategies, stakeholder engagement has become essential for driving sustainable change. In Indonesia, where companies face unique social, environmental, and regulatory challenges, understanding and managing stakeholder relationships is crucial. This workshop will help participants develop the skills needed to identify key stakeholders, understand their interests, foster trust, and build support for sustainable initiatives that create shared value.

Purpose:

The purpose of this workshop is to equip participants with practical strategies and tools to engage stakeholders meaningfully, communicate sustainability goals effectively, and manage expectations. Through a mix of theory and practical exercises, participants will learn how to develop and implement a stakeholder engagement plan that aligns with their organization's ESG objectives and drives sustainable change.

Workshop Outline:

Day 1

Foundations of Stakeholder Engagement

1. Understanding Stakeholder Engagement in the Context of Sustainability

- Stakeholder engagement principles
- The importance of stakeholder engagement in achieving ESG goals
- Examples of effective engagement.

2. Identifying and Mapping Stakeholders

- Techniques for identifying key stakeholders, understanding their interests, and analyzing their influence.

3. Defining and Aligning Stakeholder Expectations

- How to assess and align stakeholder expectations with organizational goals and ESG objectives.

4. Building Trust and Transparency

- Best practices for fostering trust, maintaining transparency, and creating lasting relationships with stakeholders.

5. Communication Strategies for Stakeholder Engagement

- Developing communication strategies tailored to different stakeholder groups, emphasizing clarity, transparency, and responsiveness.

Day 2

Implementing Stakeholder Engagement for Sustainable Change

1. Developing a Stakeholder Engagement Plan

- Step-by-step guidance on building a stakeholder engagement plan that aligns with sustainable change goals.

2. Measuring and Managing Stakeholder Relationships

- Methods for measuring engagement effectiveness, gathering feedback, and refining strategies based on stakeholder feedback.

3. Handling Conflicts and Managing Resistance

- Techniques for managing conflict, overcoming resistance, and addressing opposing viewpoints constructively.

4. Case Study: Stakeholder Engagement for Sustainable Change.

Learning Methods

- Interactive Lectures
- Case Study Analysis
- Group Discussion and presentation
- Hands-On Exercises.

Participants

- Corporate Leaders and Executives
- Sustainability and ESG Managers
- Public Relations and Communication Professionals
- Project and Operations Managers
- HR and Compliance Officers interested in supporting stakeholder interests and organizational transparency.

Date:

11-12 November 2025

Tuesday-Wednesday

09:00 A.M. – 04:00 P.M

Prasetiya Mulya Campus

Jl. R.A. Kartini (TB Simatupang)

Cilandak Barat

Jakarta Selatan 12430

IDR 6.800.000,-

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