Increasing the Role of Stakeholders in Sustainability Strategies

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follow up ready by Juin
our starting point

• SD up to now is only for speeches
  – no Gov’t with a clear cut SD profile
  – soft language of major policies (EU SDS)
• still dominant elite reaction
  – “Yes, but”
  – denying of knowledge and true dialogue
• national SD strategies still in the margins
  – integration function barely used
  – “I will, if you will - effect”

Gov’t alone can’t do it

Gov’t

civil society  business

• stakeholder/civil society involvement
  – a “must do”, but no guarantee for success
  – “how to” is essential
  – builds up credibility and responsibility

• make business having a case
• leadership ?!
• national SD Strategies to drive processes
stakeholder involvement adds value

- single-issue push and pull > processes
- case-by-case arm wrestling > continued involvement of civil society
- spreading knowledge > dialogue and informed debate through SD Advisory Councils

SD Advisory Councils

What they are
- set up by toplevel
- broad band: eminent person and experts NGO, business, academia, local communities
- independent
- providing continuity

What they do
- giving advice, contributing to national SDS
- stimulating informed debate within civil society
- linking policies
- communication
- role in implementation
vehicles for webbing into society

- reaching out into society
  - projects
  - communication contest - *Mission Sustainability*
  - getting key players into debate and action
  - planting ideas and encourage bottom up approaches
  - getting the arts involved
  - spreading sparks for creativity
  - getting the media into the game

- support learning of constituency
- building up networks
- providing space for leadership
- dialoging political advice

EU SDS gaining momentum

- encourages establishment of independent national SD Councils
- fosters education, research and communication: provide insights and decision tools
- introduces Peer Review
  - NCSD as player
  - learning exchange
  - national plus outreach
  - process oriented
trends we see emerging

• the private sector is getting more involved: good practice and business case

• broader civil society participation: incentives, assistance and support

• organizing mutual learning: "what works where and why?"

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