WeStakeholder

OPTIMIZE COLLABORATION AND INTERACTION

Professional stakeholder management

Today, companies have various relationships with different stakeholder groups – both internal and external. Maintaining these relationships while structuring activities and keeping an overall view of them is a central focus of operational sustainability management.
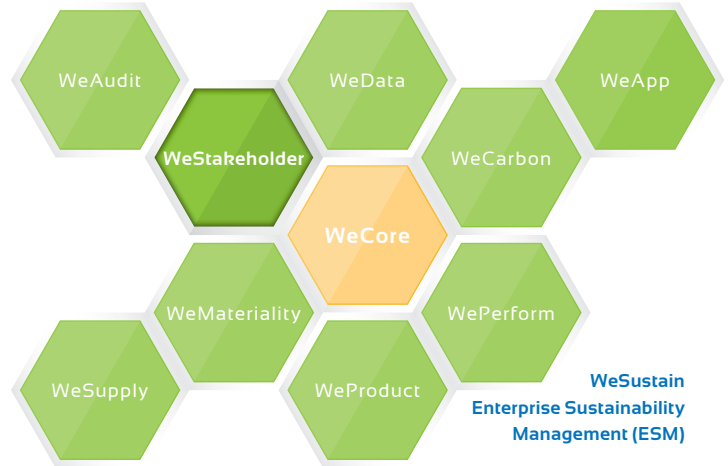
Efficient use of contacts

WeStakeholder offers you the opportunity to efficiently manage and develop all internal and external stakeholder relationships, including with employees, suppliers and organizations. An easy-to-administrate address database allows for structured contact management. Contact partners can be allocated and found in target searches. Various display options and classifications enable clear, thematic grouping of all stakeholders. In addition to master data such as names and addresses, each stakeholder can also be assigned estimates and expectations, stored according to freely definable keywords. These keywords could, for example, be topics found in the **WeMateriality** module's materiality matrix, or freely definable categories such as "society and politics".

Based on this, it is easy to carry out analyses, for example on previous cooperations, specific time periods or important sources of expertise. With the help of WeStakeholder, you can also organize joint activities like workshops with ease. All planned and implemented interactions can be saved under the relevant interest groups, while related documents are stored so that all activities can be logged seamlessly.

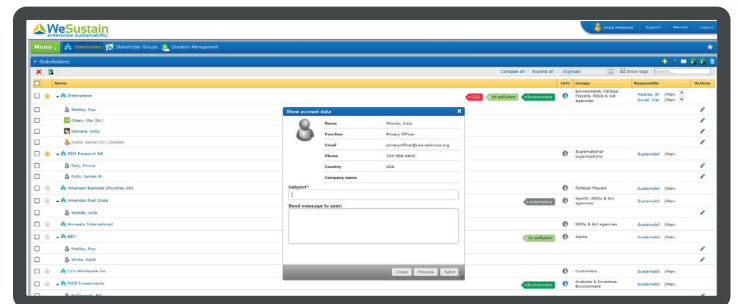*Example of an application scenario:*

*WeStakeholder can be used, for example, to accompany and support the conducting of stakeholder surveys (incl. with the mobile **WeApp**). What interest groups have requirements of or influence over the company? What knowledge and what assessments are requested, and how do they influence the materiality process? Which contact partners should you contact as part of the survey? How many target group-specific surveys are required, and in what languages? Preparing a regular survey of this kind entails considerable effort in terms of planning and organization, yet WeStakeholder makes such processes significantly clearer, better structured and more efficient than traditional tools like Excel. In collaboration with stakeholders, the WeStakeholder module can also be expanded to an online discussion platform - perfect for straightforward stakeholder dialogue, collaborative project planning, feedback options and defining data release workflows.*

**WeSustain
Enterprise Sustainability
Management (ESM)**

Inclusive donation management

In addition, the module provides you with efficient donation management, developed on the basis of customer requests. If your company is involved in donated funds or items for charitable purposes, all inquiries and past donations can be clearly managed, allocated and tracked. An increasingly important aspect in this context is measuring impact, i.e. the effect of the donations, which can also be easily identified and evaluated here.

With WeStakeholder, you can stay in touch with your relevant stakeholder groups, and maintain and develop key relationships. This makes it easy for you to organize joint activities like workshops.

>> EFFICIENT HANDLING OF ALL STAKEHOLDER RELATIONSHIPS
>> STRUCTURED DONATION MANAGEMENT
>> COLLABORATION ANALYSIS
>> ORGANIZATION OF JOINT ACTIVITIES
>> COMPLETE LOGGED HISTORIES

WeApp: *mobile application for stakeholder communication*
WeMateriality: *ESM module for materiality analyses and processes*