

WWRD United Kingdom, Ltd Stakeholder Engagement Strategy

WWRD recognises that it can learn a lot from all those touched by its business – its stakeholders. By listening to its stakeholders and acting on their feedback, WWRD can ensure that it understands, and can strive to meet, its stakeholders’ expectations whilst building trust and creating better working relationships.

Everyone affected by WWRD’s business, and everyone who affects it, is considered by WWRD to be a stakeholder: the global community, WWRD’s people, customers, business partners and investors.

WWRD engages stakeholders on a number of levels. In the UK, it engages employees, customers and community groups, including local government, on issues of immediate concern to them. World-wide, it engages with the global community, customers, investors and business partners, including central governments and regulators.

Engagement with stakeholders is ‘owned’ by WWRD’s directors and senior executives, but may be delegated to specific business functions or individuals with key specific skills and knowledge for implementation and day-to-day management.

WWRD’s stakeholders play an important role in identifying its key business risks and opportunities. Working alongside its stakeholders and engaging with them when making key business decisions, enables WWRD to achieve its business objectives within a clear ethical framework, in compliance with legal requirements and whilst showing respect for people, communities and the environment.

WWRD’s interaction with its stakeholders allows it to analyse a wide range of information to understand the key issues for different groups of people. WWRD can then consider the issues according to the level of concern and the potential to affect WWRD’s business, thus enabling WWRD to prioritise risks and opportunities and to plan its activities.

The matrix below shows the ways we identify relevant stakeholder groups and gives examples of how WWRD engages with those groups on all issues.

Stakeholder Group	Purpose of Engagement	Types of Engagement	Programmes during FY15
Employees	<ul style="list-style-type: none"> - Establishing WWRD as the 'employer of choice' - Talent creation, retention and promotion - Engaged and committed workforce - Promote awareness of workplace benefits of health and safety 	<ul style="list-style-type: none"> - Newsletters - Employee forums - Annual webinar - Team meetings - Surveys - Special events e.g. 'Family Days' 	<ul style="list-style-type: none"> - Ongoing employee engagement to discuss and refresh WWRD's "Four Core Values" - Office Project Meetings - Trainee and apprenticeship programmes - Skills programmes - Ongoing Health & Safety initiatives - Business improvement initiatives - Internal job opportunities and promotion
Customers	<ul style="list-style-type: none"> - Maintain customer satisfaction - Protect and enhance value and integrity of the brands - High quality luxury product innovation and supply - Provision of clear and consistent information to the customer 	<ul style="list-style-type: none"> - Customer service - Formal market research - Brand websites - Social media - Product information on packaging - Manufacturing facility tours - Media interaction 	<ul style="list-style-type: none"> - Blogs - Social media programmes - Marketing events and promotions - Ongoing programme of product information updates
Local Community Groups	<ul style="list-style-type: none"> - Enhance WWRD's reputation in the community - Promote work opportunities for skilled craftspeople 	<ul style="list-style-type: none"> - One-to one meetings or conversations - Open days - Public consultations - Ongoing partnerships 	<ul style="list-style-type: none"> - Modifications to a major T-junction to relieve congestion caused by traffic visiting WWRD's manufacturing site near Stoke-on-Trent - Regeneration and renovation of WWRD's manufacturing site near Stoke-on-Trent

	<ul style="list-style-type: none"> - Emphasise creation of talent - Put income into the local economy - Protect and enhance the local environment, flora and fauna - Create sports and wildlife experience facilities for local people to enjoy 		<ul style="list-style-type: none"> - Partnering with ‘Young Enterprise’ for local students - Provision of sports facilities on WWRD land - Partnership with house-builder to bring a range of affordable housing to the area - Supporting the village community in its entry for ‘best kept village’ - Building a habitat for frogs, newts, bats and other protected species
Global Community	<ul style="list-style-type: none"> - Direct investment in projects, programmes and initiatives for the alleviation of poverty, improvement of educational facilities reducing child mortality, ensuring global sustainability and developing global partnership for development in Indonesia, a key developing country in which WWRD operates. - Raising awareness and understanding of benefits of sustainable and environmentally aware business practices - Recognition of the benefits 	<ul style="list-style-type: none"> - One-to one meetings or conversations - Corporate international CSR programmes - Taking part in government research - Engaging in government consultations 	<ul style="list-style-type: none"> - Provision of employment opportunities - Assistance for construction and renovation of school buildings, provision of educational materials and study facilitators - Provision of general healthcare for employees and their families - Provision of support to communities rather than to individuals - Promotion of environmentally friendly operating practices

	of socially and ethically aware business practices		
Business Partners	<ul style="list-style-type: none"> - Requirement for socially and ethically aware sourcing practices - Supply of high quality, safe and ‘fit for purpose’ product - Regulatory compliance - Securing the supply chain 	<ul style="list-style-type: none"> - Briefings and face-to-face meetings - Supplier days - Supplier portal - Ongoing partnerships - Strategic agency and distributor arrangements - Customer forums - Third party supplier audits - Seeking expert opinion on our CR initiatives 	<ul style="list-style-type: none"> - Sedex audits - Scorecard evaluations of all product suppliers - Annual supplier reviews - Compliance with third party audits of WWRD’s operations - Working with Business in the Community - Taking part in crystal and ceramic industry bodies to influence legislation and regulation
Investors	<ul style="list-style-type: none"> - Provide a business update - Allow investors to provide feedback and guidance on strategy and performance 	<ul style="list-style-type: none"> - Regular board meetings - Frequent dialogue between investors and senior management - Online communications - Media relations 	<ul style="list-style-type: none"> - Reviewing strategy and policy decisions with investors during annual budget setting process - Communicating and validating WWRD’s performance to shareholders and other financial stakeholders through our financial reporting mechanisms.

Striking a balance between the views and needs of WWRD's stakeholders is a challenge; however WWRD is committed to collaborating with all its stakeholders to share information, understand and record our common goals and to focus on progressing areas that are important to WWRD and to them.

Establishing an on-going dialogue with its stakeholders enables the pursuit of common goals which are strategically aligned to WWRD's business performance and enhance its broader social impact.