## GoodCrowd



The online tool for SDG stakeholder consultation

## Agenda

GoodCrowd – what it is and how to use it

Stakeholder consultation at the Port of Antwerp

The VOKA stakeholder consultation methodology

Reflecting on stakeholder consultation













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# GoodCrowd – what it is and how to use it

### Overall idea of GoodCrowd

- Enabling organizations...
- To consult their stakeholders...
- About the SDGs...
- In a simple and effective way...
- According to their own requirements and objectives...
- Through an online application...
- For free!

## **Applying GoodCrowd**

- Inform your sustainability strategy with stakeholder views:
  - Which SDGs are most material for your organization according to stakeholders?
  - How do stakeholders perceive your organization's performance and communication on the SDGs?
- Ameliorate your sustainability report:
  - Conduct stakeholder consultation as input for your sustainability report
  - Conduct stakeholder consultation based on your sustainability report

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## Modular design

Module 1 – Introduction

Module 2 – Our engagement to the SDGs

Module 3 – Our interpretation of the SDGs

Module 4 – SDG in focus

Module 5 – Our performance on the SDGs

Module 6 – Our communication about the SDGs

Module 7 – Other

GoodCrowd This is how GoodCrowd works Log in



#### Welcome to GoodCrowd!

GoodCrowd is the free online tool for consulting stakeholders, based on the <u>Sustainable Development Goals</u>.

Stakeholder consultation is an important part of CSR. Through consulting stakeholders you can, among other things, map responses and suggestions of your organization's constituents.

Still, few organizations appear to conduct a stakeholder consultation on a periodic basis.

That is why GoodCrowd is an indispensible tool for developing, evaluating and reviewing your organization's CSR policy, for getting responses to your engagement to the Sustainable Development Goals and for asking feedback on your sustainability report.

GoodCrowd is simple to use and can be partly tailored to your organization's demands and goals.

Save

These variables are used in the survey

#### Settings

Video message (optional)

https://www.youtube.com/embed/<id>

Youtube embed URI

Save

#### Contents

Intro



Graag nodig ik u namens *Antwerp Management School* uit om deel te nemen aan deze stakeholderconsultatie. Centraal in deze stakeholderconsultatie staat het engagement van *Antwerp Management School* aan de Sustainable Development Goals (SDG's).

De SDG's zijn 17 wereldduurzaamheidsdoelen, geformuleerd door bedrijven, overheden en maatschappelijke organisaties in samenwerking met de Verenigde Naties. Deze doelen dienen in 2030 gerealiseerd te zijn.

Klik hier om de 17 SDG's te bekijken.

Het doel van deze stakeholderconsultatie is met name in kaart te brengen welke percepties, verwachtingen en suggesties u als stakeholder van *Antwerp Management School* heeft ten aanzien van de SDG's.

Save

Introduction

1. Personal

2. Engagement 3. Interpretations 4. SDG in focus 5. Performance 6. Communication 7. Other

#### **Contents**

Before we start we'd like to ask you to (optionally) provide some more information about yourself.

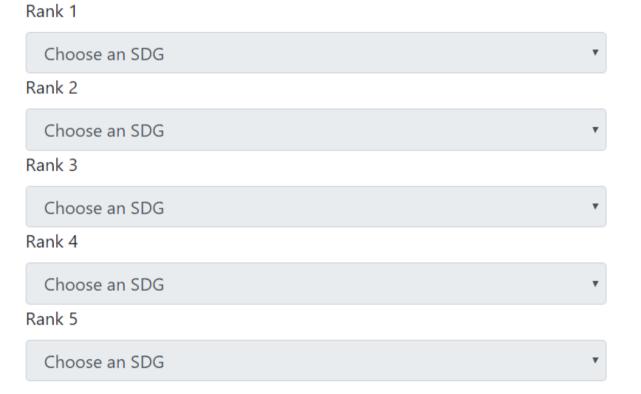
Please enter your name (optional)

- Please indicate which type of stakeholder you represent
  - Clients
  - Employees
  - Suppliers
  - Government
  - Organisation
  - Other

Save



Please indicate which SDGs you consider should be given priority at Antwerp Management School. (Maximum five answers possible.)



ettings	Introduction	1. Personal	2. Engagement	3. Interpretations	4. SDG in focus	5. Performance	6. Communication	7. Oth
		<ul><li>Antwerp N</li><li>Antwerp N</li></ul>	Management School Management School	you agree with most. should focus on the one should focus on a numb should focus on all SDG	er of SDGs on which i	it has a reasonable im		
		In your opinion	on, how should Ant	werp Management Schoo	ol use the SDGs?			
		As a guidi	ng framework for th	ry framework for the sustee sustainability policy nability policy	tainability policy			
		Space for you	ır comments					
				GoodCrowd				

Introduction

1. Personal

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#### Background information

http://google.be

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Introduction

1. Personal 2. Engagement

3. Interpretations

4. SDG in focus 5. Performance 6. Communication

7. Other

#### **Contents**

This section is focused on Antwerp Management School's interpretation of the SDGs

Before completing this section, please take a look at this <u>background information</u>.

Below you will find Antwerp Management School's interpretation of what they consider to be the most important SDGs. Please confirm in each case to what extent you are aligned with this interpretation.

#	SDG	Description	Evaluation
4	Quality education	Description	O - O -/+ O +
9	Industry, innovation and infrastructure	Description	O - O -/+ O +

Settings

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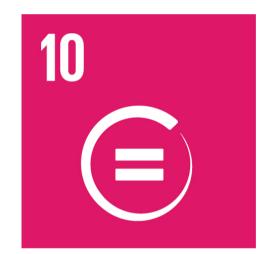


















Settings

Introduction

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5. Performance

6. Communication

7. Other

Please indicate how you evaluate Antwerp Management School's performance on what we consider as relevant SDGs compared to other companies in the sector.

#	SDG	Description	Evaluation
4	Quality education	Description	◎ - ◎ -/+ ◎ +
9	Industry, innovation and infrastructure	Description	© - © -/+ © +
11	Sustainable cities and communities	Description	O - O -/+ O +

#### **Contents**

This section is focused on Antwerp Management School's communication of the SDGs.

Antwerp Management School uses a sustainability report to communicate on the SDGs. Click here to gain an impression.



Antwerp Management School uses a campaign to communicate on the SDGs. Click <a href="here">here</a> to gain an impression.

Unclear	0 1 0 2 0 3 0 4 0 5 0 6 0 7 0 8 0 9 0 10	Clear
Incomplete	0 1 0 2 0 3 0 4 0 5 0 6 0 7 0 8 0 9 0 10	Complete
Uninspiring	0 1 0 2 0 3 0 4 0 5 0 6 0 7 0 8 0 9 0 10	Inspiring

#### **Contents**

In this section you will find additional questions regarding (the SDGs and) the sustainability policy at Antwerp Management School.

Additional question	
Enter a question	
	<i>[1</i>
Additional guestion	
Additional question	
Additional question	

## **Get started!**

- Step 1. Create a free account
- Step 2. Add your information (and upload your organization's logo)
- Step 3. Select and adjust the modules
- Step 4. Generate an URL
- Step 5. Send an invitation with the URL to your stakeholders
- Step 6. Get your results

GoodCrowd ——

## Need help?



## More info?

www.goodcrowd.be
info@goodcrowd.be
eva.geluk@ams.ac.be





