



















## NGED ED3 Independent Stakeholder Group Stakeholder Engagement Principles

	Principle	Check
1	 <b>Leadership</b> – effective stakeholder engagement must be led from the top of the organisation.	
2	 <b>Active Listening</b> – demonstrate a clear commitment to listening to stakeholders and responding meaningfully to their views.	
3	 <b>Objectivity</b> – approach stakeholder input with openness, seeking to understand a broad range of views without pre-empting or steering priorities.	
4	 <b>Continuous Engagement</b> – embed engagement throughout the business planning process—not as a one-off exercise, but as an ongoing, evolving practice.	
5	 <b>Purpose-Driven Design</b> – define clear objectives for engagement, including the key questions to answer and the actions required from stakeholders.	
6	 <b>Insight Gap Analysis</b> – before engaging, assess what is already known from BAU and third-party insight, and identify where bespoke engagement is needed.	
7	 <b>Evidence Based Approach</b> – use a full range of available sources of info to identify priorities, views and challenges (e.g. operational insight, bespoke research).	
8	 <b>Diverse Methodologies</b> – gather evidence through varied tools such as willingness-to-pay studies, qualitative research, surveys, complaints data, and market intelligence.	
9	 <b>Stakeholder Mapping</b> – identify and map all relevant stakeholders: customers, consumers, citizens, communities (recognising that not all need to be engaged on every issue).	
10	 <b>Audience-Led Methods</b> – choose engagement methods that suit the audience and purpose. Understand the participation spectrum, from informing to co-delivery, and apply it appropriately.	
11	 <b>Inclusive engagement</b> – ensure engagement is neutral, accessible, and tailored to different knowledge levels. Promote participation, not outcomes, and clarify the role of practitioners as facilitators of fair dialogue.	
12	 <b>Accessibility for All</b> – design engagement to be inclusive, considering timelines, technology, communication needs, and location-based barriers.	
13	 <b>Broad Representation</b> – work with consumer and civil society groups to ensure a wide range of voices are heard. Actively address gaps in representation beyond the “usual suspects.”	
14	 <b>Respect for Difference</b> – avoid generalisations like “stakeholders said.” Acknowledge and explore differences in views across groups, including between current and future stakeholders.	
15	 <b>Responsive Process</b> – remain flexible, adapting engagement as new insights emerge and needs evolve	
16	 <b>Transparent Outcomes</b> – Build trust by showing how stakeholder views have influenced decisions. Clearly communicate trade-offs, decisions, and changes made as a result of engagement.	
17	 <b>Measurable Impact</b> – Design engagement with evaluation in mind, ensuring success can be measured and lessons applied.	
18	 <b>Regional acknowledgement</b> – ensure all regional voices are heard and incorporated into decision making and business plan design.	