

Stakeholder Engagement

Stakeholder	Need	CSR Commitment
Guests	Transparency/ Quality of service	Engage Responsibility
Investors	Financial returns	Develop a Responsible Business
Employees	Career development	Stability, respect, understanding
Suppliers	To be upright to make a difference	Want to be seen to have responsible partners
Vendors	Above Board Financial terms	To be Socially Responsible
Government Bodies	Partnership	Help further their initiatives
IHG Franchisor	Financial	Provide Solution
Competitor	Reputation /to manage CSR	Ethical/ fair Competition
Regulatory bodies		Compliance/ viability