

The ECPA “*Insights*”

Re-engaging with policy-makers and influencers

Tuesday 12 October 2021, 12.00-13.30

Kindly hosted by Leidar - Virtual Venue

The new normal quickly became the old normal. The new way of working is here to stay. Over the last year, we have seen the rise of new platforms of engagement and the emergence of new influencers. They too are here to stay. At the same time, economies are starting to bounce back from the pandemic and businesses are keen to re-engage. Large in-person meetings are making their comeback after 18 months of being Zoomed out. So, what is the most effective influence strategy in this seemingly contrarian space? How do you combine in-person and online/digital advocacy to make sure your message stands out?

Taking the ESG developments as an example, we will try to answer these questions. The ESG debate is moving on quickly in particular with COP26, taking place from 1–12 November 2021, bringing together some 20,000-25,000 delegates from over 200 countries. It will soon be followed by World Economic Forum Annual Meeting in Davos at the start of the new year. This ECPA session will provide tips on effective hybrid advocacy, identify what works and what doesn't work, and address questions such as:

- The ESG agenda - between regulation and civil society pressure?
- Who matters now in the regulatory sphere? Winners and losers of Zoom advocacy
- How to construct an effective hybrid advocacy strategy?

Speakers

Lukasz M Bochenek is Leidar's Managing Director International Strategy and Client Service. A published author, he holds PhD in Management Studies from the University of Neuchâtel. His research focused on the role of organizational learning and Corporate Social Responsibility in corporate communication strategic management.

Peter de Graaf is a senior advisor with Leidar and has been involved in sustainability throughout a career that includes Managing Director with FTSE Russell, which launched the corporate responsibility index FTSE4Good during his time, MD with rating agency Trucost S&P Global and Chief Operating Officer of the UN Principles for Responsible Investment.

Registrations: Christophe.lecureuil@theecpa.eu