



DHL and its Stakeholders

As part of our approach to corporate citizenship, we believe that it is vital that we identify our stakeholders and either consult them, or establish a dialogue with them to understand their key concerns – this will help us shape our future activities and to be sensitive to the impact that they have. Engaging our stakeholders allows us to gather input and ideas, improve decision-making, gain an understanding of the different viewpoints, anticipate and manage conflict, strengthen relationships and enhance corporate reputation.

DHL is committed to an ongoing process of stakeholder dialogue and engagement as an integral part of our approach to corporate citizenship.

L&TCCI Stakeholder Engagement

Along with other companies in our sector, we are participants in the World Economic Forum's Logistics & Transportation Corporate Citizenship Initiative (L&TCCI) and through this process we have engaged with some of our stakeholders on two levels:

First, **stakeholder consultation**: we undertook a stakeholder consultation exercise across 182 groups within seven key sectors. We discovered their main concerns are about environmental emissions, ensuring positive impacts on local communities and the health, safety and well-being of employees.

► [Download full report](#)

We are also currently consulting with our customers. We found their main concerns relate to suppliers meeting strict environmental management systems standards, the monitoring of greenhouse gas emissions and adherence to human rights codes.

Second, **multi-stakeholder dialogue**: DHL is participating with the other key companies in our sector and a number of key stakeholders in a formal 'multi-stakeholder dialogue process' which has been convened by the much-respected Global Reporting Initiative (GRI), which is an NGO (non-governmental organization) that with UN



support is committed to guiding best practice in corporate sustainability reporting.

The aim of this dialogue is to agree a set of KPIs that are meaningful to both the logistics and transporta-

tion companies and their stakeholders, so that the sector can better report on performance over time.

► [GRI website, Logistics & Transportation Sector Supplement](#)



DHL Stakeholder Groups

Here we give a summary view of our key stakeholder groups:

DHL people

Our staff, and the people who represent them (trades union or workers' councils, for example) are our internal stakeholders and we take great care to listen to their views, both formally through opinion surveys and informally through line management feedback. After all, they are all 'brand ambassadors', regardless of how frequently they come into contact with our external stakeholders.

It is important that our staff 'live and breathe' our approach to corporate citizenship.

We undertake regular Employee Opinion Surveys to understand from our employees' perspective their viewpoints about their conditions and terms

of work. In some countries, a separate piece of work was undertaken in conjunction with our employees to obtain information on their preference for community investment projects.

Customers

Most of our largest customers have corporate citizenship policies of their own, and want us to demonstrate that the standards we set ourselves are complementary to theirs and that our performance meets the requirements they have set for their suppliers.

Suppliers

Our relationship with our suppliers is two-way: we need to ensure that our suppliers meet the standards that we set and that their actions do not bring our supply chain into disrepute and in turn, they want to know that our approach to corporate



citizenship is complementary to theirs.

Financial institutions

Our parent company, Deutsche Post World Net, is listed in the FTSE4Good Index on the London Stock Exchange, and in the DAX index on the Frankfurt Bourse.

Investors are increasingly concerned that the companies they invest in have good governance and a strong commitment to corporate citizenship, as this is a sign that the company is forward-looking and 'switched on' to their stakeholders.

Damage to a company's reputation hits its share price! While the market does not reward good corporate citizenship it does penalise poor performance in this area.

Business partners

We have formed relationships with other businesses to work jointly to help those in need, complementing their skills with ours.

These tend to be our customers, thus extending the normal customer-supplier relationship into a humanitarian partnership where each applies core competences to meet social goals.

For example, we work closely on bridging the digital divide by delivering computer equipment to developing countries in conjunction with a number of customers whose core product is computer technology.

Another example is one of our customers from the pharmaceutical area - we deliver their antiretroviral medicines for HIV/AIDS (made available at prices at which they don't make a profit) by air express at cost to designated treatment centres in some sub-Saharan African countries.

Our local communities

Since we operate in more than 220 countries and territories, ranging from England, Japan and North America to Papua New Guinea, Chad and even Mongolia, we are an integral part of a hugely diverse range of local communities.

We have always employed local people wherever possible, and this leads to close links with our local communities. We look to minimize our impact on the local environment and the health and safety of our own people and the communities where they live and work is paramount.



Some of our people are also keen to work with local charities, schools and hospitals and participate actively in volunteer schemes - and we encourage this.

Host governments

We not only provide work for people in almost all the countries in the world, we also pay taxes to their host governments, thereby helping their economies.

Our services can also help countries to develop further by facilitating business expansion into new markets and by facilitating trade in their goods and services.

NGOs

We work closely with some NGOs (non-governmental organizations), such as the International Federation of Red Cross and Red Crescent Societies (IFRC) (delivering humanitarian emergency relief) and World Links (delivering information technology to developing countries). We have signed a five-year partnership agreement with the IFRC and a formal Letter of Intent with World Links.

Other NGOs also have an interest in what we do as it affects their areas of inter-

est, and may contact us to learn about our approach and indeed our performance.

This also includes our partnerships with the World Economic Forum, with whom we work closely. They can give us access to organizations that have skills and experience that are complementary to ours, and we help them by participating in a number of their initiatives.

International inter-governmental organizations

This covers bodies such as the different divisions of the United Nations, for example the UN Global Compact office of the Secretary General, and the European Union (EU). They may set guidelines to follow or (in the case of the EU) legislation that we need to comply with in relevant countries.

Equally, we have an opportunity to share our views and experiences with them, which helps them in understanding our business viewpoint.

Trade unions

Trade unions and workers councils are interested in the way that we treat their members. Our dialogue with them is undertaken



through the appropriate Human Resources area.

The media

The media have a strong influence on people's understanding of current affairs, and occasionally corporate citizenship issues hit the news headlines.

We have taken part in a number of television programs and newspaper or journal interviews, where we believed that we could aid understanding of the subject area, but our aim is not wish to take a high media profile in this area.

We strive to be a good corporate citizen because we believe it improves our company while helping others, not because we can court publicity from it.

Special interest groups

Some groups have specific areas whose causes they promote – the environment for example. They may approach us for our policies or views in their

area, and likewise if we were seeking to understand their areas of interest in more detail, we might approach them for information.

Society at large

Given that we operate in nearly every country in the world, and that our business is transportation, we have a responsibility to ensure that our impact on the world is as positive as possible.

We can 'do good' by remaining successful and employing people, and helping others where we are able to take appropriate action or influence outcomes, such as in the field of humanitarian relief. And where we know that there is potential to do harm – for example, through emissions from our buildings and vehicles – we take steps to minimize these.

Overall, we want DHL to play its part in helping to make the world a better place for the future.

