

Stakeholder Engagement

We identify stakeholders as individuals, communities and organisations that may be affected by and/or may influence our business.

The Company's business sustainability and long-term value depends on our understanding and responding to the needs of valued stakeholders. As a part of our business process, we maintain relationships with key stakeholder groups and engage in dialogue to learn from them; constructive dialogue helps shape our strategic priorities and refine our approach in the market. The following chart presents a summary of our main stakeholders and some examples of how we engage with them.

Our Goal	Who we engage with	How we engage
Long term value creation	Customers Investing in online tools, products and services designed to give our customers a greater level of control in their interactions with us	<ul style="list-style-type: none"> • Call centres, retail outlets, MyGP app, Website, messaging and USSD channels • Social Media platform: Facebook and Grameenphone website • Our continuous effort is on to enable 100% self-service for customers through apps
	Communities Engaging in sustainable development initiatives that strengthen the socio-economic lives of people in the communities in which we operate	<ul style="list-style-type: none"> • Partnering with communities in sustainable initiatives • Investing in social sustainability projects as part of our corporate social responsibility • Investing in public participation projects and initiatives that give back to society, e.g. the FutureNation programme with UNDP • Partnering on key areas including education and gender-based programmes
	Governments and Regulators Providing value against access to spectrum and operating licences. Engaging in dialogue to seek best balance in regulatory measures that pose potential cost implications	<ul style="list-style-type: none"> • Participation in consultations and public forums • Submission and engagement on draft regulations and bills • Engagement through industry consultative bodies
	Investors & Shareholders Providing sustainable financial capital required to grow, presenting operational feedback to management, and improving reporting practices	<ul style="list-style-type: none"> • Dedicated investor relations office as the focal point for investor updates • Investor engagements that include roadshows, conferences and meetings • Annual and interim results announcements • Annual General Meetings with shareholders to update them on business strategy • Investor Relations page(s) on website
	Employees Engaging and upskilling employees to drive their ability towards adopting Grameenphone's purpose of 'transforming lives' into their work	<ul style="list-style-type: none"> • Internal website, Newsletters, and intranet communication • Employee surveys and Employee hotline • Leadership coaching and mentorship forums
	Suppliers Working in close conjunction with suppliers to improve our ability to offer cost-effective, quality products and services through cutting-edge technology	<ul style="list-style-type: none"> • Supplier engagement forums and ongoing site visits • Inspections and Audits
	Business partners Collaborating closely with business partners, a key interface with our customers and custodians of our brand and reputation, to ensure our strategy of delivering the best customer experience	<ul style="list-style-type: none"> • One-on-one and virtual business meetings • Training sessions on new products and services • Market visits
	Media Keeping media abreast of operational facts, developments, and new products and services, as they are a critical contact point for our external stakeholders	<ul style="list-style-type: none"> • Media session & press release • Media advocacy & thought leadership • Product launches & events • Media query, crisis & change management • Reputation drives & initiatives