

## **STAKEHOLDER INTEGRATION AND SUSTAINABLE CONSUMPTION**

DAVID SICHERT\*

*OLDENBURG UNIVERSITY.*

The present abstract underlines why an extended level of stakeholder integration creates a win-win situation in terms of sustainable innovations for consumers and companies which leads to a higher level of awareness and eventually to sustainable behaviour pattern as well as sustainable consumption of those who help creating those products and services and who benefit from them as end users and suppliers.

Sustainable development is highly connected to sustainable products and services. To materialize this, it is essential that organizations which allocate those particular products and services have systemized their sustainable approaches.

Concerning sustainability's multilayer challenge we introduce an advanced multi stakeholder management concept that enables to combine different sustainability related goals by identifying the groups, managing their needs as well as reflecting entrepreneurial sustainability strategies. This concept enables companies to build institutionalized interfaces between their stakeholders and their own organizational structure on different internal levels.

The concept is built on the idea of open innovation, to involve stakeholders strategically in the process of sustainable innovation through user integration. This approach has been practically developed, successfully implemented and has numerous proven benefits for relevant companies and their integrative, transparent performance. It also gives the involved integrated users the opportunity to create awareness concerning sustainable products and services and their use of them as well.

For that reason we hypothesize that an advanced management system which combines a multi stakeholder approach with an internal structural openness contains many success factors that promote the process towards more sustainability in the company's customer relationship, their products and services, their innovative capability as well as and their in house sustainability performance. Furthermore it is assumed that this approach leads to a sustainable sustainability-related consumption of those who are involved in these processes as change agents who internally promote sustainable behaviour through professional participation within in scientific discourse and the economical circumstances.

The empirical research is based on four sustainability related user-innovation workshops, two SME-expert evaluation workshops and in-depth interviews with CEO concerning organizational challenges plus effect evaluation. It involves empirical studies about sustainable consumption in relation to learning theories.

Results underline the importance of a broader perspective on stakeholder integration approaches and innovation processes which are not exclusively product related but open up for reflecting entrepreneurial values, norms and strategies. Furthermore they confirm the need of extended analysis that helps companies to accomplish the task of dealing proactively with the challenge of combining the topics innovation, sustainability, stakeholder management and consumption systemically.