

GoodCrowd

The online tool for SDG stakeholder consultation



Agenda

GoodCrowd – what it is and how to use it

Stakeholder consultation at the Port of Antwerp

The VOKA stakeholder consultation methodology

Reflecting on stakeholder consultation

MVO
VLAANDEREN

 **Port of
Antwerp**


ROSY BLUE
MORE THAN DIAMONDS

Spadel


**VO
Ka**


**antwerp
management school**
Powered by the University of Antwerp

GoodCrowd

GoodCrowd – what it is and how to use it



Overall idea of GoodCrowd

- Enabling organizations...
- To consult their stakeholders...
- About the SDGs...
- In a simple and effective way...
- According to their own requirements and objectives...
- Through an online application...
- For free!

Applying GoodCrowd

- **Inform your sustainability strategy with stakeholder views:**
 - Which SDGs are most **material** for your organization according to stakeholders?
 - How do stakeholders perceive your organization's **performance** and **communication** on the SDGs?
- **Ameliorate your sustainability report:**
 - Conduct stakeholder consultation **as input** for your sustainability report
 - Conduct stakeholder consultation **based** on your sustainability report

Modular design

Module 1 – Introduction

Module 2 – Our engagement to the SDGs

Module 3 – Our interpretation of the SDGs

Module 4 – SDG in focus

Module 5 – Our performance on the SDGs

Module 6 – Our communication about the SDGs

Module 7 – Other



Welcome to GoodCrowd!

GoodCrowd is the free online tool for consulting stakeholders, based on the [Sustainable Development Goals](#).

Stakeholder consultation is an important part of CSR. Through consulting stakeholders you can, among other things, map responses and suggestions of your organization's constituents.

Still, few organizations appear to conduct a stakeholder consultation on a periodic basis.

That is why GoodCrowd is an indispensable tool for developing, evaluating and reviewing your organization's CSR policy, for getting responses to your engagement to the Sustainable Development Goals and for asking feedback on your sustainability report.

GoodCrowd is simple to use and can be partly tailored to your organization's demands and goals.



Create your survey

Settings

Introduction

1. Personal

URL

Caution! Avoid making further changes to the survey URL to ensure the integrity of the results!

Survey URL

https://goodcrowd.be/en/survey/JMmFsV...

Share this url with your stakeholders

Settings

These variables are used in the survey

Company

Company name

Antwerp Management School

Company logo

Browse

SDGs

Select which SDGs to show in the survey.

- No poverty ([More info](#))
- Zero hunger ([More info](#))
- Good health and well-being ([More info](#))
- Quality education ([More info](#))
- Gender equality ([More info](#))
- Clean water and sanitation ([More info](#))
- Affordable and clean energy ([More info](#))
- Decent work and economic growth ([More info](#))
- Industry, innovation and infrastructure ([More info](#))
- Reduced inequalities ([More info](#))
- Sustainable cities and communities ([More info](#))
- Responsible consumption and production ([More info](#))
- Climate action ([More info](#))
- Life below water ([More info](#))
- Life on land ([More info](#))
- Peace, justice and strong institutions ([More info](#))
- Partnerships for the goals ([More info](#))

Save

Settings

Video message (optional)

Youtube embed URL

Save

Contents

Intro

B / # • ↻

Graag nodig ik u namens *Antwerp Management School* uit om deel te nemen aan deze stakeholderconsultatie. Centraal in deze stakeholderconsultatie staat het engagement van *Antwerp Management School* aan de Sustainable Development Goals (SDG's).

De SDG's zijn 17 wereldduurzaamheidsdoelen, geformuleerd door bedrijven, overheden en maatschappelijke organisaties in samenwerking met de Verenigde Naties. Deze doelen dienen in 2030 gerealiseerd te zijn.

[Klik hier](#) om de 17 SDG's te bekijken.

Het doel van deze stakeholderconsultatie is met name in kaart te brengen welke percepties, verwachtingen en suggesties u als stakeholder van *Antwerp Management School* heeft ten aanzien van de SDG's.

Save

Contents

Before we start we'd like to ask you to (optionally) provide some more information about yourself.

Please enter your name (optional)

Please indicate which type of stakeholder you represent

- Clients
- Employees
- Suppliers
- Government
- Organisation
- Other

Save

- Please indicate which SDGs you consider should be given priority at Antwerp Management School. (Maximum five answers possible.)

Rank 1

Choose an SDG



Rank 2

Choose an SDG



Rank 3

Choose an SDG



Rank 4

Choose an SDG



Rank 5

Choose an SDG



Please indicate which statement you agree with most.

- Antwerp Management School should focus on the one SDG on which it has the greatest impact
- Antwerp Management School should focus on a number of SDGs on which it has a reasonable impact
- Antwerp Management School should focus on all SDGs, regardless of whether or not it has a significant impact

In your opinion, how should Antwerp Management School use the SDGs?

- As an informative, yet voluntary framework for the sustainability policy
- As a guiding framework for the sustainability policy
- As a foundation for the sustainability policy
- Other, namely...

Space for your comments

Background information

<http://google.be>

Save



GoodCrowd

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This section is focused on Antwerp Management School's interpretation of the SDGs

Before completing this section, please take a look at this [background information](#).

- Below you will find Antwerp Management School's interpretation of what they consider to be the most important SDGs. Please confirm in each case to what extent you are aligned with this interpretation.

#	SDG	Description	Evaluation
4	Quality education	Description <input type="text"/>	<input type="radio"/> - <input type="radio"/> -/+ <input type="radio"/> +
9	Industry, innovation and infrastructure	Description <input type="text"/>	<input type="radio"/> - <input type="radio"/> -/+ <input type="radio"/> +



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



- Please indicate how you evaluate Antwerp Management School's performance on what we consider as relevant SDGs compared to other companies in the sector.

#	SDG	Description	Evaluation
4	Quality education	Description <input type="text"/>	<input type="radio"/> - <input type="radio"/> -/+ <input type="radio"/> +
9	Industry, innovation and infrastructure	Description <input type="text"/>	<input type="radio"/> - <input type="radio"/> -/+ <input type="radio"/> +
11	Sustainable cities and communities	Description <input type="text"/>	<input type="radio"/> - <input type="radio"/> -/+ <input type="radio"/> +

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This section is focused on Antwerp Management School's communication of the SDGs.

- Antwerp Management School uses a sustainability report to communicate on the SDGs. Click [here](#) to gain an impression.

Unclear	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	Clear
Incomplete	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	Complete
Uninspiring	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	Inspiring

- Antwerp Management School uses a campaign to communicate on the SDGs. Click [here](#) to gain an impression.

Unclear	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	Clear
Incomplete	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	Complete
Uninspiring	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	Inspiring

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In this section you will find additional questions regarding (the SDGs and) the sustainability policy at Antwerp Management School.

Additional question

Additional question

Additional question

Get started!

Step 1. Create a free account

Step 2. Add your information (and upload your organization's logo)

Step 3. Select and adjust the modules

Step 4. Generate an URL

Step 5. Send an invitation with the URL to your stakeholders

Step 6. Get your results

Need help?



GoodCrowd

More info?

www.goodcrowd.be

info@goodcrowd.be

eva.geluk@ams.ac.be



