

Multi-stakeholder collaboration a new business model

Tackling social and environmental issues

In the afternoon, Ron Ainsbury led a discussion with 20 participants. He has proven himself as an enthusiastic and experienced promoter of multi-stakeholder approaches to resolving 'wicked problems' in the social domain. He is eager to pass on that knowledge and expertise to other domains, such as in boosting the sustainability of business operations or realising ambitions in a multi-layered and multidisciplinary context. He explains in detail how he has successfully applied a similar approach in Drinkwise Australia, a project that addresses the persistent social problem relating to alcohol abuse. Ron demonstrates that a directive, linear approach cannot work in certain situations and that it is important to continue to discuss with stakeholders how the agreed approach can be kept vital and relevant. He gets the participants thinking about just such a multi-stakeholder approach to the persistent problems that they are now facing in practice. Moreover, he emphasises how important it is for our students to develop the competencies for this and to be able to apply them in projects.