

From: John Pitt [jpitt@pittsh.com.au]
Sent: Tuesday, 29 March 2011 8:50 AM
To:
Subject: Update on Progress : Open Letter expressing business community support for benefits arising from Pulp Mill project

Good morning to those who have committed so far

I thought I would give you an update on progress – as follows:

1. I have invited about 225 companies to participate since last Thursday
2. We have 28 acceptances to date
3. Acceptances are exceeding non acceptances at the rate of 2 to 1
4. I have spoken directly to about 30% of the invitees – without exception the response is positive
5. Companies which are unable to commit
 - a. either have brands which relate to the broad community (and sense their brand is threatened by speaking out), or
 - b. are constrained by conflicts of interest (often related to Government GBE type restrictions)
6. I'm working on a strategy to manage community feedback – post publication. Our objective here is to increase the level of community engagement with the project. With this in mind I'm engaged in discussions with Regional Development Australia (www.rda.gov.au). I think RDA could play a very useful role in facilitating / leveraging greater levels of community engagement with Gunns after the advert is published. RDA functions could include
 - Receiving / collating and representing feedback (not only in relation to this business stakeholder group but others as well)
 - Connecting community groups or individuals with Gunns to discuss feedback
 - Facilitating social benefit negotiations between the company and community groups – with subsequent agreements aggregating to form the social contract (or accord) between the company and the community
 - Monitoring and evaluating the delivery of the social contract on behalf of the community over the project lifecycle – ie construction, commissioning, operations and decommissioning phases
 Discussions to date are positive

The more company commitments made, the more credible the message.

I'm therefore pushing the publication date out by one week to Thursday 7 April.

In the meantime – I would like to recruit your further assistance, Could you contribute the names of 5 trusted business leaders who you think should be on this list (including their mobile nos and e-mail addresses if possible). There will be a degree of overlap here – for which I apologize - but it will extend my network and therefore our potential to increase the credibility of our message.

I'll update you on progress as we move forward

Regards
John



sustainable thinking

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