

Case Study: Pfizer

Project

NGO Engagement Strategy
 Integrated pharmaceutical company
 November 2003 – to date

Need

The pharmaceutical sector has come under intense and sustained attack for their business practices from non-governmental organisations (NGO) such as Oxfam and Health Action International. Pfizer asked us to help them better understand the expectations that NGOs and other civil society organisations have of the sector as a whole and of Pfizer specifically. Their goal was to develop a strategy for engaging with this stakeholder group.

Work

Identified and interviewed key NGOs to understand their views on the most important issues for the pharmaceutical industry generally and for Pfizer in particular. Built Pfizer understanding of the value of good NGO relationships

Approach

We identified key 'nodes' of NGO activity in the pharmaceutical industry (primarily in Europe and the US), captured their perspectives and communicated these to key executives within Pfizer.

A second stage involves piloting a dialogue with NGOs, foundations and other groups to build on the initial 'mapping' of NGO issues and perspectives.

We continue to support Pfizer's Corporate Citizenship (CC) team in on-going engagement to support their Corporate Citizenship objectives.

Results & Impact

We provided Pfizer with solid research on the perspectives of an increasingly important stakeholder group. Our analysis also helped their senior executives better understand the importance of NGOs and civil society groups for their long-term license to operate and innovate. A summary of our findings were posted on the Pfizer web-site as part of its first published Corporate

Further Insight

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21st Century NGO

Web Sites

Pfizer

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Citizenship briefing.

Insights

The growing realisation – amongst business and NGOs – of the need to work in partnership to achieve change. The challenge is to find an approach that also meets the company's business objectives.

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