

Engaging with purpose: The engagement journey with future stakeholders

Introducing the Young Innovators Council



It's a no brainer!



Value to Northern Gas Networks:

- Getting an insight into the expectations of future generations
- Bringing in diverse young voices to decision making.
- Meaningful engagement with key stakeholders and future customers.
- Providing opportunities to upskill future talent.
- Enhancing links with community and school partners.

Value to the young people of the council:

- Experience of informing key business agendas and strategies.
- An increased knowledge of the workings of a major utility company, and networking opportunities.
- Skills development including teamwork, confidence, negotiation, critical thinking, and communication.
- Future career opportunities



Our objective and guiding principles

Our objective: Insight into our stakeholder's values, preferences and ideas positively drives our business delivery, planning and change.

Meaningful



Meaningful

Stakeholders tell us what they want to talk about and how they want to engage. We provide them with sufficient context to inform responses.

Honest



Honest

We are clear about what we want to achieve from stakeholder engagement and are honest with stakeholders about what they might influence.

Inclusive



Inclusive

Our engagement is designed to be accessible to all stakeholders with reasonable adjustments made to include and involve people from different walks of life to ensure insights are representative of our whole community.

Iterative



Iterative

We implement a flexible engagement programme that continuously evolves in response to what we hear and do.

Proportionate



Proportionate

We ensure engagement is strategic, proportionate to the need, targeted efficiently and a good use of customers' money.

The challenge



The decisions we make will affect them as future employees, bill payers and partners

We need to listen to our customers, communities and stakeholders to find out what they expect, need and want

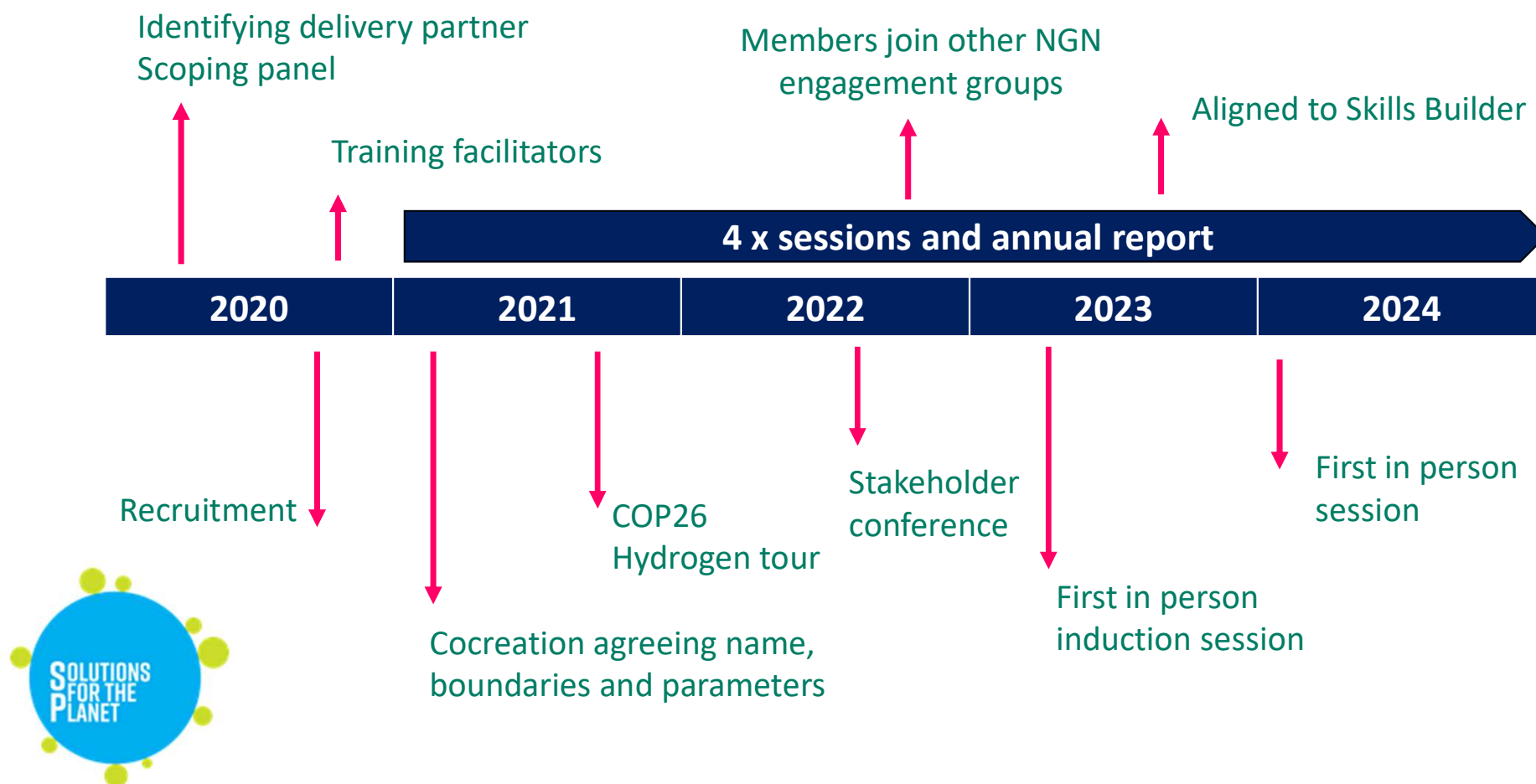


We need to consider future voices in the decisions we make



How do we reach this group and get them to engage?

The journey



Key principles

Key principles of all sessions:

- ✓ Empower young people to use strategies and methods to acquire information and knowledge and to use that knowledge to make decisions.
- ✓ Empower young people by recognising their experience and expertise.
- ✓ Respect their leadership activities.
- ✓ Build mutually respectful relationships between adults and young people. Involve young people in cocreation at all stages of the process from defining the problem to gathering and analysing data for decision making.
- ✓ Include young people in the evaluation process

Areas we've covered

Sustainability

Environmental
Impact

Innovation

Vulnerable
Customers

Customer
Service

Inclusion &
Belonging

Hydrogen

Education &
Skills

CO Safety

Comms

Engagement

Reporting

Impact of the panel.....

- ✓ Codesigned the rollout of key customer initiatives
- ✓ Informed the design of the UK's first Hydrogen demonstrator home
- ✓ Informed future energy policy and communications
- ✓ Shaped and improved 6 business strategies
- ✓ Informed community engagement programme for proposal to BEIS
- ✓ Shaped our new business plan for 2026 - 2031

Lessons learnt

“The value of
integrity and
trust”

“Underestimate this
group at your peril”

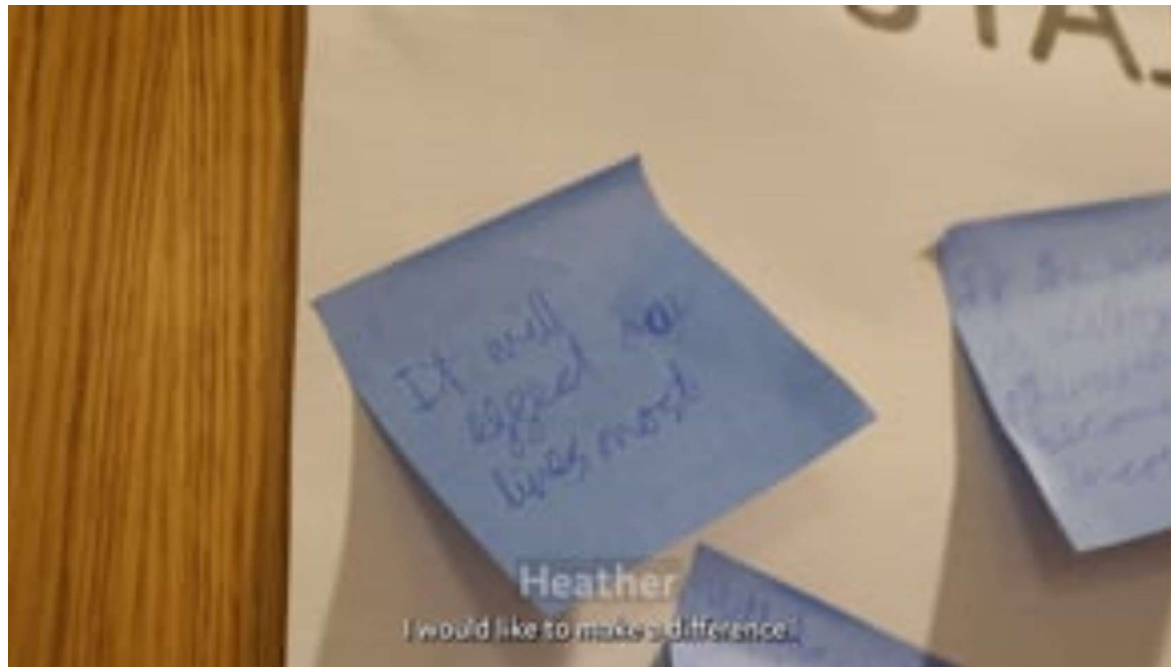
“Are we making
meaningful
decisions?”

“You get out what
you put in”

Hints and tips

- ✓ Put the right people in front of them
- ✓ Give them context - they don't understand how a business works
- ✓ Don't be afraid to try new things – they are open to change..
- ✓ Be ready to receive challenge
- ✓ Stick to a clear question or ask from them
- ✓ You have to undo School “online” rules

In their words



Any questions?