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1 Service Overview

Capgemini's Stakeholder and Communication Management service provides Design, Consultation and Business Analysis in support of the design and implementation of Cloud based services.

Stakeholder engagement and communication can be vital to ensuring people are willing to support a programme or project, and transition to the new ways of working. Strong engagement and communications can help to lower the resistance to change and therefore increase the chances of a successful transformation and achievement of the anticipated benefits.

Capgemini Consulting is able to offer a range of stakeholder and communication management services to support implementation of IT and Cloud-based solutions. Capgemini can provide one or more of the following components:

- **Communications strategy definition:** The communication strategy may apply to both internal and external stakeholders. It can set out the principles and objectives of the programme communications, identify the communication channels, the approach to communication and the resources required to deliver communication on the programme and how the success of communications will be measured. This can be extended into a marketing communications strategy on projects where external stakeholder adoption is identified as a requirement.
- **Stakeholder analysis and management:** Capgemini can identify and assess the programme stakeholders to provide a comprehensive picture of the current state of programme buy-in and the desired state that can be developed. The status of stakeholders can then be tracked over time to determine progress to the desired state of buy-in.
- **Communication plan and management:** The detailed communication plan can define how information about the programme can be disseminated to stakeholders, covering the people directly involved in the programme, the rest of the organisation, and any other external organisations. It can also define how people will be able to feed back their views, issues, and ideas into the programme. It can be used to establish and manage the ongoing communications about the programme. Once the plan is agreed, Capgemini can design and deliver the communication materials and events and maintain the plan. Capgemini can also partner with specialist advertising agencies to deliver wider and more sophisticated campaigns in support of the strategy. It can help clients find new Cloud-based services for delivering communications.
- **Change agent network:** A change agent network can be an internal network of staff who have an active role in promoting and implementing the change, to build awareness and understanding of the change across the organisation. Capgemini Consulting can support the client in establishing and running a change agent network.

This service supports Cloud based projects and services.

2 Business Need

The Government's ICT Strategy and 'Digital by Default' standards require substantial shifts in culture and ways of working within the public sector. Without staff and wider stakeholder buy-in to transformation programmes the anticipated benefits may not be realised.

The typical business need therefore is to enable the reasons for the transformation to be tangible and understandable for all stakeholders, to communicate the target picture of the new organisation to stakeholders and to build and manage communication channels to enable an ongoing conversation about the future state.

This can extend from a relatively simple requirement focused on narrow internal audiences through to more sophisticated communications strategies targeting multiple stakeholder groups (including external influencers, advocates and customers) with a variety of objectives.

Capgemini's stakeholder and communication management services can enable the change required to be understood at a stakeholder level, with a clear plan to develop the required commitment to the transformation



within the stakeholders and can involve the stakeholders in enabling alignment and adoption of the change. Capgemini has experience of working with government to deliver stakeholder and communications management for transformations that require engagement with large and diverse stakeholder groups.

3 Our Approach

Capgemini Consulting is able to use a range of tools to enable effective stakeholder and communication management. One or more of the following may be used in the delivery of the stakeholder and communication management service.

Stakeholder mapping: This can provide a visual representation of the current and desired to-be state of the programme stakeholders. It can enable analysis and logical grouping of stakeholders. It may be completed as part of a workshop with the programme team, in order to bring a variety of team members together to identify and agree on the stakeholder mapping and communication approach.

Leadership kick off: Large scale kick off meetings can enable stakeholders to receive the same information, share solutions and decide on actions. They can be particularly effective to mobilise organisation commitment around the strategic intent of the programme and to unearth anxieties and identify their root causes.

Winning Alliances: Winning Alliances can involve the explicit identification and management of constituencies whose support is critical to success and the key influencers within these constituencies. The approach can enable targeted engagement of a key influence network and can guide the broader communication and engagement plans.

Webcasts and blogs: Webcasts and blogs can be used for regular updates for wider audiences, as they can allow the programme and organisation leadership to communicate directly with programme stakeholders. Webcasts in particular can bring the change to life through visual engagement and human emotion.

Intranet site and discussion forums: Running a central source of all information on the project or programme can provide stakeholders with a single comprehensive source of information about the change and can reduce ad-hoc requests for information. Discussion forums can enable open online discussion between stakeholders and can allow the programme team to gather feedback from stakeholders.

Change agent network: Change agents can be a group of local staff who support the programme in their area of the business and who can provide feedback into the programme on risks, activities and decisions. They can be responsible for communicating clear and consistent messages regarding deployment, identify resistance to change, provide feedback on the design and usability of the new processes, communications and training curriculum and generally serve as a conduit between their area of the business and the project. Change networks can create an internal change surge, building commitment and capability to act. Internal change can work most effectively when individuals know the reason and benefits of change.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

5 Service Management

This service can be delivered as a defined project or on a day rate basis.



6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Prior to the execution of the Order, the Supplier and the Buyer will agree the scope of the exit plan for the Services and a timescale for delivering an exit plan to ensure continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum an exit plan in line with the Call-Off Contract terms) which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.



ISO 9001 Quality Management for Management Consultancy and IT Implementation and services to the Public Sector



ISO 27001:2013 - Provision (Delivery) of IT services including business applications development, maintenance and Data, Digital and Cloud technologies.



NelsonHall has identified Capgemini as a Leader in its 2022 NEAT Vendor Evaluation for Learning Services due to its ability to meet future client requirements as well as its capability to deliver immediate learning benefits to them.



Capgemini is the first amongst consultancy and technology firms to be recognized six times in a row for its thought leadership reports.



2023 Ecovadis Platinum Rating: We maintained a platinum rating, recognising us as a responsible and sustainable business in the top 1% of companies assessed.



Better Society Awards: Our collaboration with Code Your Future to offer digital skills training won a Better Society Award in 2022. The awards celebrate efforts by commercial organisations to create a better society.



Inclusive Top 50 UK Employers List: We achieved second place in the Inclusive Top 50 UK Employers List 2022/23 – a list that assesses companies for best practice on diversity, equality and inclusion



UK Best Workplaces for Women: We were listed as a Best Workplace for Women by Great Place to Work®. This listing is based on responses from our team to an anonymous survey about their employee experience.



UK Best Workplaces for Wellbeing: We are listed by Great Place to Work® as a Best Workplace for Wellbeing



Great Place to Work: We were certified as a Great Place to Work® in 2023, reflecting our employees' experience of working at Capgemini in the UK.

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

All prices are in GBP and exclude VAT

13 Ordering and Invoicing



Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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