



weber
shandwick
engaging, always.

2013 CORPORATE CITIZENSHIP REPORT



FROM OUR EXECUTIVE LEADERSHIP

Corporate social responsibility is an important part of who we are at Weber Shandwick. Across our global network and in partnership with our clients, we're focused on how we can leverage the talent, creativity and expertise of our people to contribute to a more positive world.

We're proud to be a part of the conversation that's exploring how companies can create shared value – robust business results that also deliver meaningful value for communities. We're mindful that we have both a responsibility and a significant opportunity to help address the complex issues that we face as members of a global community.

That's because "engaging, always." is much more than just a motto to us. It's the commitment with which we approach all of our work. This commitment to corporate responsibility is central to our business plan, our operating strategy and vision for the future.

CSR is woven and integrated into everything we do across the 81 countries in which we work and live – whether it is minimizing our environmental footprint and promoting sustainability, ensuring that we foster a diverse and inclusive environment, or partnering with clients who are passionate about contributing to social good.

In 2013, we proudly launched the Impact Project. This initiative connected and strengthened the pro bono and volunteer efforts of our global workforce across regions. We're excited to showcase the success of the Impact Project in this year's report.

We also held our 8th annual Making A Difference Awards, our internal awards program that spotlights the many people and offices who make a big difference every day in what they do for others around the world. This year, we created a new awards category for High Impact Advocate to honor the individual employee who is particularly passionate and dedicated to a cause. The entries we received across all of the awards categories were a reminder of the power that we have, as individuals or teams, to make a positive social impact.

The work in this report is the result of a true team effort: Weber Shandwick's employees around the world, our valued clients who we're proud to partner with every day, and of course, the members of the communities where we work and live. We are excited for what the future holds.



JACK LESLIE
Chairman



ANDY POLANSKY
Chief Executive Officer



GAIL HEIMANN
President

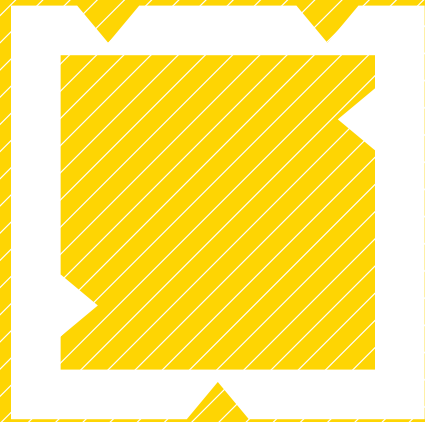


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ABOUT WEBER SHANDWICK

WHO WE ARE

Weber Shandwick is a leading global public relations firm with offices in 81 countries. The firm's diverse team of thinkers, strategists, analysts, producers, designers, developers and campaign activators has won the most prestigious awards in the world for innovative, creative approaches and impactful work, including four 2013 Cannes Lions. Weber Shandwick was also named *PRWeek's* International Consultancy of the Year and *The Holmes Report's* Best Healthcare Consultancy in the World in 2013, in addition to earning numerous best place to work accolades.

The firm deploys deep expertise across sectors and specialty areas, including consumer marketing, corporate reputation, healthcare, technology, public affairs, financial services, corporate social responsibility, financial communications and crisis management, using proprietary social, digital and analytics methodologies. Weber Shandwick is part of the Interpublic Group (NYSE: IPG). For more information, www.webershandwick.com.



VISION. MISSION. VALUES.

The reason the work is so great is simple: it's because "the people and the place are extraordinary, too."

Our Vision, Mission and Values focus on the people of Weber Shandwick and what makes us Weber Shandwick.



Is to be the world's leading public relations firm in a new world of engagement.

Leading clients.
Leading people.
Leading results.

To engage impactfully on behalf of clients.

Engaging the right minds across channels and geographies to move business, brands, and ideas.

We are committed to delivering results that make a difference.

We earn our clients' trust.
We work collaboratively.
We behave ethically.
We respect diversity—in people, in opinions, in cultures.

OUR MANIFESTO

We are engaging – always.

We are provocative, original, surprising – always.

We are conversation starters, headline grabbers, sales-drivers, attention getters, reputation guarders, brand builders – always.

We believe in advocacy – always.

And we stick together and work together – always.

We are driven by our clients and their success – always.

We are determined to succeed, improve, excel – always.

We've always been this way and always will.

Weber Shandwick. engaging, always.

ENVIRONMENTAL STEWARDSHIP

GOING GREEN

At Weber Shandwick, we believe every step we take – private or public, for clients or ourselves – must be made with an informed understanding of the impact we have on our environment and the steps we can take not only to reduce our footprint, but to promote sustainability.

A green mindset infuses our business plans, our global employee culture, and our commitment to being “engaging, always.” – now, in the future, and across all of the communities in which we live and work.



ENVIRONMENTAL POLICY

OPERATIONS

We aim to minimize the environmental impact of our operations and prevent pollution.

Since operations are largely office-based, doing this means: minimizing consumption of resources like water and energy; maximizing the efficiency of our resource use; and minimizing and responsibly dealing with waste.

We are committed to managing our procurement function and supply chain proactively, in such a way as to deliver environmental benefits alongside financial ones.

COMPLIANCE AND BEYOND

We are committed to complying with all applicable legal environmental requirements and industry standards.

We strive to go beyond compliance through our ISO 14001 and LEED certifications as well as continually seeking to improve our environmental performance.

ENGAGEMENT AND AWARENESS

We will raise awareness among our staff of environmental issues and the ways in which their actions can impact the environment.

Our Corporate Social Responsibility Committee is tasked with setting, reviewing and delivering on our environmental objectives and targets, and the committee will meet quarterly to ensure implementation of practices and to drive progress.

POLICY COMMITMENT

As a global communications firm with a significant employee base committed to corporate responsibility, we seek to minimize our impact on the environment.

We will respond to the environmental concerns raised by our clients and employees, insofar as is practicable.

We shall keep this policy updated, publicly available and communicated to our employees.



THE CSR COMMITTEE

Weber Shandwick's CSR committee develops and implements an environmental management policy containing standard operating procedures for the firm's sustainability efforts:

- Requiring all new North American leases to provide electricity sub-metering to incentivize tenant-driven energy efficiency
- Only entering into new lease spaces with landlords that provide recycling
- Conducting employee sustainability training for new hires and presenting sustainability initiatives at staff meetings
- Encouraging LEED and sustainable products for construction build-outs when cost-effective

ENVIRONMENTAL EFFORTS

Our focus on the environment is a core part of Weber Shandwick's culture. We rally around the ideas and initiatives developed by our employees and clients that allow us the opportunity to create positive change across the 126 offices and 81 markets where we work. And we believe that our global network presents not only a great opportunity but a great responsibility to do our part in being environmental stewards. It's a challenge that inspires and excites us.

Three key pillars help organize our commitment to run our internal operations sustainably: supplier relations, energy use, and waste and recycling. In each area, we follow guidelines for ISO 14001 certification, an internationally recognized framework for environmental management, measurement, evaluation and auditing. Our London office was the first in our network to receive its ISO 14001 certification in 2007, inspiring our U.S. offices to follow suit in 2008, winning Weber Shandwick the distinction of being one of the first multi-office PR agencies in the U.S. to achieve this milestone.

Weber Shandwick's "Green Teams" are charged with leading our efforts to keep up with the rigorous ISO 14001 certification requirements and set even more ambitious sustainability benchmarks for the future. In 2013, Weber Shandwick's CSR committee

further empowered the North American Green Teams, committing company funds to provide each team a dedicated and robust budget to customize the best environmental programs for their office.

And as part of our commitment and continuing effort in 2013 to voluntarily pursue LEED certification from the U.S. Green Building Council, we were proud to apply for LEED Gold certification for our newly-designed New York headquarters, which we moved into during the fall of 2013.

The open-concept office space features an environmentally-sensitive design that maximizes creative collaboration while minimizing energy waste, using only ENERGY STAR equipment in addition to office furniture composed of recycled and recyclable materials.

Additionally, our Los Angeles office has also commissioned an effort to earn LEED certification, and we are proud that certifications have been designated for our offices in Chicago (LEED Silver), Boston (LEED Certified), and Washington, D.C. (LEED Silver).

Sustainability is built into who we are, where we work and how we do business, and it is an integral part of our commitment to be responsible citizens of the world.

GREEN ACHIEVEMENTS

Weber Shandwick purchased carbon offset certificates for its non-billable airline travel. In 2013, the offset was 3012.363 tons of CO2 emissions.



SEATTLE

Consumed 5% less electricity in 2013 compared to 2012.

A commuting habits contest in October saved 3,262 pounds of CO2 and 173 gallons of gasoline.

MINNEAPOLIS

In 2013, the office brought back the Green Fair, including educational tables about recycling in the office, composting, and making recycled notepads and water conservation.

Mobile device drive: Collected and recycled 24 pounds of mobile devices for the HopeLine program.

Batteries: 66lbs of batteries disposed correctly to avoid contamination.

LOS ANGELES

Donated old furniture to Serra High School.

Implemented LED lighting throughout space.

Purchased reusable water bottles for entire Weber Shandwick Team.

DALLAS

Recycled Green Bags – Bags were given to each employee on Earth Day made from recycled products to be used to carry everything from reports to groceries.

The office “cut the lights” for the entire day on Earth Day.

Donated computers, monitors, keyboards and mice to a local school, St. Philips.

BOSTON

Book Swap - The take-it-or-leave-it style book swap aims to extend the life of books and keep them out of landfills.

Earth Day - In honor of Earth Day, the Green Team organized a volunteer opportunity for the Boston staff on the Greenway, Boston's only organically maintained public park, to learn about the Greenway's sustainability practices, plant Bearberry plants and weed the areas along the Wharf District Parks area of the Greenway.



DIVERSITY AND INCLUSION

FOSTERING DIVERSITY AND INCLUSION

Diversity and inclusion cut to the heart of what public relations is all about.

We are in the business of connecting people and ideas. A diversity of people, experiences, perspectives and opinions helps foster a limitless source of the creative and innovative ideas our clients expect.

And an inclusive environment encourages the collaboration and open idea-sharing that is a hallmark of Weber Shandwick.

Together, diversity and inclusion enhance our effectiveness, brand reputation, employee

engagement and ultimately, our success. We understand the importance of cultural agility in a changing and more connected world.

So we seek out a workforce as diverse as the clients we serve, as diverse as the places in which we work, and as diverse as the audiences we reach – across countries and cultures. And we help our employees and business to succeed by creating and managing fair access in the workplace, promoting awareness of multiple world views and respect for their importance, and giving our employees the tools they need to navigate, communicate, relate and perform at their best.

ENGAGING IN PARTNERSHIPS THAT MATTER

Collaborating with leading organizations that are as passionate and driven about diversity and inclusion as we are allows us to extend and amplify our efforts. In 2013, Weber Shandwick was excited to partner with several multicultural organizations to strengthen relationships and increase diversity and inclusion within our agency and our industry.



COLLEGES AND UNIVERSITIES

At Weber Shandwick, we believe the time to start building diversity and inclusion into our workforce is before an employee accepts his or her first job. We engage with a number of scholarship and internship programs to ensure we have access to new hires from a pool that spans cultures and life experiences. Through the **Howard University Adopt-A-Team** program, which prepares communications students for successful entry into the workforce upon graduation, we mentored students in the field of public relations in addition to hiring an intern and an entry-level employee to gain experience with our team.

Weber Shandwick created the **Ofield Dukes Scholarship** in 2013 with the **PRSA Foundation** and **Prudential** for diverse college students studying communications. The scholarship winner will be provided an internship opportunity at Powell Tate, Weber Shandwick's public affairs firm in Washington, D.C., during the summer of 2014.

We engaged the **United Negro College Fund**, **PRSA Foundation** and the **Council of Public Relations Firms** in discussions on how to expand and enhance the PR talent pipeline, building relationships with diverse candidates at all levels. The program that resulted from our collaboration will help Historically Black Colleges and Universities develop and align their curricula with best practices in undergraduate public relations education and feature internships for students from those schools. The program's pilot will launch in 2015 in Atlanta in partnership with Morehouse College, Spelman College and Clark Atlanta University.



In 2013, Weber Shandwick again partnered with the **LAGRANT Foundation** in its work to increase diversity in the advertising, marketing and public relations industries. Our CEO Andy Polansky was a member of the host committee for the Foundation's 2013 Scholarship Awards events for the third consecutive year, and Gail Heimann, president of Weber Shandwick, continued to serve on the Foundation's board of directors. This year, we helped the Foundation organize two events in New York City with panels for diverse young women: Straight Talk: The Future of Women in Communications and Women Leading Digital Communications.



Judith Harrison, senior vice president of Staffing and Diversity & Inclusion at Weber Shandwick, serves as the president of the **New York Women in Communications Foundation**, an organization that empowers women in all communications disciplines at all stages of their careers to reach their full potential. Weber Shandwick offers internship opportunities to NYWIC/Interpublic Group scholarship winners.



The **Executive Leadership Council** and the **Center for Hispanic Leadership** provided two Weber Shandwick employees the opportunity to participate in offsite leadership development programs. The ELC works to build an inclusive business leadership pipeline and to empower African-American corporate leaders to make significant and impactful contributions in the global marketplace and their communities. The Center for Hispanic Leadership aims to accelerate the advancement of U.S. Hispanics as thought leaders and consumers to cultivate growth, innovation and opportunity for Fortune 1000s and entrepreneurs.



For the fourth consecutive year, Weber Shandwick joined the **Ron Brown Scholar Program** in its mission to provide academic scholarships, service opportunities and leadership experiences for young African-Americans of outstanding promise. Weber Shandwick Chairman Jack Leslie was appointed Chairman of the Program's board of trustees, and Judith Harrison was a member of the Program's advisory board. Weber Shandwick has hired Ron Brown scholars as both interns and full-time employees. Weber Shandwick also sponsored the Ron Brown Scholar Program's annual American Journey Awards, a fundraiser that honored Dr. Wanda Austin, president and CEO of The Aerospace Corporation, and Earl Graves Sr., chairman and publisher of Black Enterprise magazine, for their career-long dedication to service and mentoring American leaders.



Armando Azarloza, president of Weber Shandwick's multicultural division, The Axis Agency, cofounded **Hispanicize** and remains on its board. Hispanicize includes Hispanicize.com, the annual Hispanicize Conference, Hispanicize Wire and Latina Mom Bloggers. The Conference is the largest annual gathering of Latino influencers in marketing, journalism, film, music and technology.



Weber Shandwick supported the launch of **ColorComm** chapters in Chicago and New York to promote and expand this new organization for women of color in communications. We are also excited to sponsor ColorComm's first annual conference in August 2014. ColorComm provides the opportunity to see, learn and hear from highly successful women of color. ColorComm is also for women who have achieved great success and who are looking for new opportunities that will stimulate, educate and broaden their horizons.

INSIDE WEBER SHANDWICK: DIVERSITY AND INCLUSION COUNCIL

We actively develop programs to enhance diversity and inclusion throughout our agency. Diversity councils and champions across our network of offices are listening, acting and launching new programs, providing a wide range of opportunities for employees to take part in our efforts.

In 2013, Weber Shandwick's national Diversity and Inclusion Council doubled in size, growing from 50 members to a community of nearly 100 in offices across the U.S. The group collaborates and communicates across Weber Shandwick's internal social media network to share best practices and discuss implementation of live, customized, nationwide diversity and inclusion training for all mid-to-senior-level employees, as well as the introduction this year of online training for junior-level employees.

MINNEAPOLIS

Produced a multicultural panel discussion.

Hired a summer intern from the BrandLab high school program, which gives students with diverse ethnic and socioeconomic backgrounds the opportunity to gain valuable marketing skills.

CHICAGO

The Chicago office's Common Threads D&I committee celebrated its fourth annual Diversity Month, with activities focused on staff at all levels and the diversity they bring to the office's culture. The staff produced an anthem video, highlighting the office's diverse talent. It was unveiled at a special viewing party in the Chicago office and then shared through Weber Shandwick's global social networking platform on Socialtext.

DALLAS

Hosted a Women in Leadership diversity panel.

Celebrated Black History Month by highlighting how Weber Shandwick and our multicultural marketing division, The Axis Agency, work together on African-American programs.

Hosted a National Association of Hispanic Journalists student group.

Sponsored the mayor's Intern Fellows program.

WASHINGTON, D.C.

Hosted the National Urban League's Urban Ideas Forum on disparities in jobs, education and wealth in urban centers and among minorities.

Publishes the "Perspectives" newsletter to promote and build awareness of diversity and inclusion.

DETROIT

Conducted a survey and organized a panel discussion to educate PR professionals.

Continued to develop the award-winning Social Circle, an outreach and mentoring program created by Weber Shandwick Detroit with the goal of teaching vulnerable youth about the many facets of a career in public relations.



MERGE (Multicultural Employee Resource Groups for Excellence) is a diverse group of colleagues from IPG corporate and agency offices who are working to bring people together in support of diversity and inclusion in the workplace and marketplace. Eighteen Weber Shandwick employees serve as national or local co-chairs of MERGE, created for employees who identify with specific affinity communities, including black, Hispanic, Asian, LGBT and women.



Weber Shandwick rallied leaders from the firm's Diversity and Inclusion, Digital, Public Affairs, and Measurement, Analytics & Insights practices in New York and Washington, D.C. to collaborate on the creation of the **Digital Diversity Network**, an event designed to forge ongoing relationships with influential, diverse candidates in the growing digital space.

webershandwick.edu

We ensure that all employees have the tools and resources they need to learn and perform at their best. **WeberShandwick.edu** offers a targeted Learning & Development approach, with classroom training, instructor-led webinars, on-the-job learning and external development opportunities. Digital leaders host "social media boot camps" that teach community management skills, online best practices and ways to bring cutting-edge ideas to clients.



A VOICE FOR DIVERSITY AND INCLUSION

Weber Shandwick leaders and employees actively engage across the country, organizing events and speaking on important topics in the areas of diversity and inclusion, multicultural marketing, and women in communications.

Gail Heimann, president of Weber Shandwick, presented on "New York Women's Business Principles" for the New York Women's Agenda, a coalition of women professionals, organizations and community activists supporting female New Yorkers through collaboration, advocacy and education, issues-based groups, and professional associations.

Judith Harrison joined panels at the Ron Brown Scholar Program Alumni Reunion for the second year in a row as well as the PRSA International Conference, where she spoke on strategies for leaders promoting diversity and inclusion.

In addition, Weber Shandwick sponsored the National Black Public Relations Society, where Judith Harrison joined as a speaker, and the firm participated in the Howard University/Council of Public Relations Firms career fair.



OUR WORK AND PARTNERSHIPS

Complex challenges represent major opportunities. They require innovation, fresh perspectives and new thinking. They also demand smart, unexpected and creative ideas to capture people's attention and drive engagement. That's an essential part of what we deliver with our clients and partners.

— Paul Massey, EVP, Global Lead for Social Impact

CLIENT TESTIMONIALS



Weber Shandwick's Social Impact team has worked as the communications partner to BSR (Business for Social Responsibility) over the past three years, helping to establish BSR as a global convener of leading organizations working to build a more just and sustainable world. With deep experience in corporate communications, top-tier and trade media, consumer engagement, and nonprofit advocacy, Weber Shandwick has helped enhance the visibility and impact of the BSR Annual Conference, attended by business and sustainability professionals from over 30 countries around the world. Leading up to the Conference, Weber Shandwick plays a key role in helping ensure that key media targets are invited to attend the event, and helps arrange interviews with Conference speakers. During the event, the Weber Shandwick team manages the Storify platform, which curates a real-time narrative for the Conference using social media. Through these recommended strategies, Weber Shandwick has become a trusted strategic partner to BSR.

— **Melanie Janin**, Managing Director, Communications, BSR



Weber Shandwick's Social Impact team is the communications agency partner for Join My Village (JMV), a program of CARE in partnership with Merck and General Mills. Weber Shandwick has helped grow awareness of and engagement with JMV, an online platform that enables people around the world to take simple actions that benefit CARE programs supporting women and girls in India and Malawi. The Weber Shandwick team has worked with JMV to develop compelling messaging and content and develop an effective media strategy. In collaboration with key stakeholders, Weber Shandwick has provided a strategic framework to drive employee engagement with corporate partners Merck and General Mills. Through recommended strategies, Weber Shandwick has helped us enhance the visibility of Join My Village, our partners, and our programming on the ground.

— **Sarah Moser**, Program Director, Join My Village, CARE

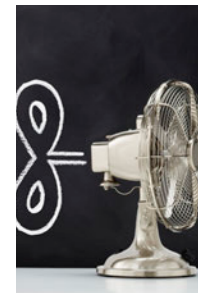
CREATING POSITIVE CHANGE WITH OUR CLIENTS

Our clients are leaders in corporate social responsibility, sustainability and social issues. We're proud to support a diverse roster of clients in their commitment to achieve ambitious goals across their organizations and deliver high-impact work through our Social Impact and Cleantech practices.



SOCIAL IMPACT

Weber Shandwick's Social Impact practice builds insight-driven communications and engagement programs to advance pressing social issues. We partner with corporations, government, nonprofits and foundations to develop strategic platforms and campaigns that reach key audiences with resonant and actionable messages on corporate social responsibility (CSR), sustainability and social issues spanning global development, education, human rights and more. Our team leverages experience working across corporations, government, foundations and nonprofit organizations to understand the unique challenges facing decision-makers and key stakeholders, whether amplifying the innovative ways companies are delivering shared value, or helping nonprofits advance their social issue work in a crowded landscape.



CLEANTECH

We define Cleantech as innovative products or services specifically designed to optimize the use of natural resources to achieve reduced environmental impact (and better financial results). Weber Shandwick's Cleantech practice offers two things: a team of dedicated, passionate marketing communications professionals who know Cleantech and an integrated approach to communication that fits the solution to the need. Our growing team is made up of marketing and PR veterans, ex-entrepreneurs, former journalists, technologists and Cleantech evangelists, with members in key markets around the world. The team helps companies be successful in a quickly changing industry.

NIKE: DESIGNED TO MOVE

Weber Shandwick works in partnership with Nike to tell premium, innovation brand stories that build and protect the company's reputation. Tapping professionals across our network, we help to shape corporate communications and issues management strategy, including major media announcements, content opportunities, executive visibility and thought leadership. On behalf of Nike's Access to Sport team, which is tackling the growing epidemic of physical inactivity among children, we helped rollout a major new report on the issue that was the focus of events at the Clinton Global Initiative and Mashable Social Good Summit. In February 2013, First Lady Michelle Obama joined the effort by partnering with Nike and several Designed To Move champions to launch Let's Move! Active Schools, encouraging schools to provide opportunities for children to be physically active before, during and after school. We provide ongoing strategic counsel supporting the Let's Move! Active Schools initiative in the form of content strategy, media relations and event support.



UNILEVER: PROJECT SUNLIGHT

Weber Shandwick joined a multi-agency team to launch Unilever Project Sunlight in the U.S., Unilever's first consumer-facing brand marketing program. Project Sunlight introduced Unilever to its brand consumers as a leader in social good. We built out the campaign by creating a multi-channel communications strategy that combined paid, earned and owned media; allowed us to engage with consumers directly; and was amplified across social channels in real-time. Our team worked closely with the entire portfolio of Unilever's brands to create relevant social media content focused on sustainable living that could be woven into their editorial calendars. We also introduced Unilever Project Sunlight across brand channels in real time, creating a ripple effect beyond just the Unilever brand presence on social media. Within a month of launch, the Unilever Project Sunlight hub registered over 7.5 million click-throughs from various media, and nearly 70 million individuals and organizations did so in the few weeks following the launch. Weber Shandwick also positively influenced purchase intention for Unilever brands among those aware of Project Sunlight.

YUM! BRANDS AND UNITED NATION'S WORLD FOOD PROGRAMME (WFP): FROM HUNGER TO HOPE

Since its inaugural announcement at the plenary session of the Clinton Global Initiative in 2007, Weber Shandwick has created awareness, spurred volunteerism and helped raise funds for the UN's WFP via Yum's World Hunger Relief campaign - now the world's largest private-public hunger relief effort. We drive massive awareness through approximately 8 billion earned media impressions annually and leverage Yum's global network of 40,000+ stores (Pizza Hut, KFC, Taco Bell), 1.4M employees, 60M+ social media fans in 130+ countries in 13 core languages. For the past three years, we've showcased volunteer global ambassador Christina Aguilera along with CEO David Novak's passionate commitment to ending hunger in PSAs, in-store and other content. In 2012, then Secretary of State Hillary Clinton and the U.S. State Department honored the campaign for its global humanitarian impact, joining a growing list of dignitaries to applaud Yum's efforts to make a difference without product sales or commercial interest. While the campaign has garnered more than 25 PR industry awards, Weber Shandwick is most proud that it has raised \$150M+ in unrestricted funds for the UN, benefitted 5,200+ local hunger relief charities worldwide and literally helped save millions of lives from the world's leading cause of death: hunger.



has helped WFP fill the cup to end world hunger

BSR Conference 2013 The Power of Networks



BSR: STRATEGIC PARTNERS

Weber Shandwick is the global agency partner for Business for Social Responsibility (BSR), a leading nonprofit consultancy that assists Fortune 500 companies in building best-in-class CSR and sustainability strategies. Our work includes strategic counsel to BSR's CEO and key executives on building a global reputation, ongoing media relations around key announcements and strategic partnerships, and incorporating new content creation plans to the organization's annual conference, which gathers more than 1,000 sustainability professionals from Fortune 500 companies and leading NGOs from around the world.

The Global Vaccine Summit:

Celebrating Progress, Saving Lives

Abu Dhabi 2013

[Home](#) [Agenda](#) [Resources](#) [Media](#) [Partners](#)

JOIN US

Watch a "Global Immunization Celebration"

Live on April 24, 2013 7:30PM (Abu Dhabi) / 4:30PM (London) / 11:30AM (New York)

[Learn more](#)

Watch "The Roadmap to Global Polio Eradication"

#VACCINESWORK

@KristinCav my bff!
@compassionash went to middle school with you. #vaccineswork
<http://t.co/tnABdy7psJ>

HB1288 just passed the House.
This will save lives literally and figuratively. Beaming with pride.
#vaccineswork #immunizations

BILL & MELINDA GATES FOUNDATION: GLOBAL DEVELOPMENT AND GLOBAL HEALTH PROGRAMS

Weber Shandwick supports the Bill & Melinda Gates Foundation communications efforts around its Global Development and Global Health Programs. As one of the Foundation's primary external communications agencies, Weber Shandwick's global team provides strategic guidance and execution across several communications disciplines, including strategic planning, message development, print and social media relations, and event management. Weber Shandwick also supports the overall awareness of the Foundation's work by providing issue management support with stakeholders, partners, and media. We were proud partners for the Global Vaccine Summit, Celebrating Progress, Saving Lives, Abu Dhabi, 2013 – where the world came together to focus on ending polio and increasing access to life-saving vaccines.

THE MASTERCARD FOUNDATION: YOUTH LEARNING AND FINANCIAL INCLUSION

Weber Shandwick has partnered with The MasterCard Foundation since it was established in 2006. A private, global foundation with over \$10 billion in assets, The MasterCard Foundation is focused on catalyzing prosperity in Sub-Saharan Africa by advancing youth learning and promoting financial inclusion. Our work focuses on shaping communications strategies and creative content for the Foundation to help the organization build awareness and engagement for its work, deliver greater impact and advance its mission. We have partnered on the development of first-person stories around the Foundation's \$500 million Scholars Program, which will educate and employ 15,000 talented yet financially disadvantaged youth who will lead change in Africa. We have also supported the Foundation as it refines its digital strategy, providing guidance on the evolution of the organization's social platforms.





THE AD COUNCIL: THE TEACH CAMPAIGN

The Ad Council engaged Weber Shandwick to lead public relations and social media around the launch of an integrated campaign to recruit the next great generation of teachers. The TEACH campaign aimed to elevate teaching as a top career choice for high-achieving students, especially minorities and STEM (Science, Technology, Engineering and Math) majors. In the lead-up to launch, we helped the campaign's partners – including the U.S. Department of Education, Microsoft, State Farm, American Federation of Teachers, National Education Association and Teach for America – develop the campaign strategy, messaging and creative. We also launched a community management and content creation program aimed at prospective teachers. We enlisted celebrity support and organically grew the TEACH social communities by 40 percent over six months. Our media relations efforts around the November launch resulted in a *New York Times* exclusive and coverage by the *Associated Press* and *Politico*. We also booked a series of live appearances for U.S. Secretary of Education Arne Duncan on *Morning Joe*, *The Brian Lehrer Show* and *Taking Stock with Pimm Fox* to share the message of the TEACH campaign.

W.K. KELLOGG FOUNDATION: AMERICA HEALING

Since 2011, Weber Shandwick has provided communications support for the W.K. Kellogg Foundation's racial equity initiative, America Healing. Early on, we developed a unique interactive documentary, www.healinghistories.org, about a community in New Orleans overcoming a history of racism. Since then, we have continued to support grantee initiatives and foundation projects across the country. Using a combination of executive visibility strategy, content development, media partnerships, scaled social and digital strategies and events we have helped the foundation shape its narrative around racial healing as a unique community-based approach to ending disparities that face vulnerable children and families. Most recently, Weber Shandwick supported the W.K. Kellogg Foundation around the launch of My Brother's Keeper, a White House initiative tapping the philanthropy and business communities, among others, to find and grow strategies for supporting young men of color.





ROCKEFELLER FOUNDATION: ADVANCING PRIORITY ISSUES

The Rockefeller Foundation's mission is to advance inclusive economies and build resilience to social, economic, health and environmental challenges around the world. Weber Shandwick partnered with the Foundation to provide a coverage and conversation landscape analysis on priority issue areas. We created a process for evaluating a 10-year global media coverage and recent social media conversation on key priority issue areas related to the Foundation's goals. The audit provided insight on how the issues are being framed, providing critical insight for their partnership and funding strategy.

NESPRESSO: SUSTAINABILITY ADVISORY BOARD

Weber Shandwick Geneva conceived and executed all communications activities to announce and promote the very first Nespresso Sustainability Advisory Board, which brought together experts from around the world. The Geneva team created the platforms to announce major new initiatives in the areas of farmer welfare and environmental stewardship. This first meeting of the Board was timed to coincide with the 10th anniversary of the Nespresso AAA Sustainable Quality™ Program. Long-time brand Nespresso Ambassador George Clooney and other members of the board met in Lausanne on July 15, 2013 at the inaugural meeting, which was followed by a media briefing that gave 14 top-flight Swiss and international journalists the opportunity to ask questions to Board members including Nestlé CMO Patrice Bula, Nespresso CEO Jean-Marc Duvoisin and Tensie Whelan, president of Rainforest Alliance. A press conference was hosted the following day in Paris, attended by 32 journalists representing media from all over the world. The news was picked up by top-tier media including *The Guardian*, *The Wall Street Journal*, *The Huffington Post*, *Reuters*, *Bloomberg* and generated more than 400 overwhelmingly positive articles in 24 markets across the globe.



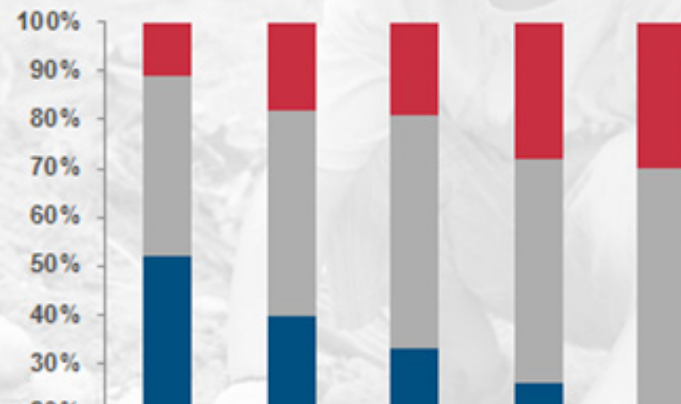
an opportunity: youth

Younger generations believe most strongly in U.S. action to end global hunger

Percent who agree that "ending global hunger is really important"



Is the U.S. doing too much, too little, or about the right amount to end hunger in developing countries around the world?



USAID: PRIVATE SECTOR COLLABORATION

As Chair of the USAID Advisory Committee on Voluntary Foreign Aid (ACVFA), Weber Shandwick Chairman Jack Leslie contributed strategic counsel and leadership to a working group of private sector companies and nonprofit organizations charged with developing recommendations for improving aid effectiveness and sustainability through strengthening collaboration and coordination with development partners. Recommendations included encouraging USAID to better leverage the knowledge and resources of private sector companies to help improve in-country capacity and evaluate the effectiveness of aid. Recommendations were discussed during a public meeting and incorporated into USAID's reform agenda, *USAID Forward*.

BREAD FOR THE WORLD: AMERICAN ATTITUDES TOWARD ENDING GLOBAL HUNGER

Working with Bread for the World and KRC Research, Weber Shandwick developed a survey of 1,000 adults to measure Americans' awareness about and attitudes related to global hunger. While fewer than half were found to feel strongly about the importance of ending global hunger, KRC and Weber Shandwick uncovered opportunities to work with younger generations, who support U.S. actions against hunger and are interested in donating time and money. Knowing that messages of compassion resonate with Americans, KRC Research and Weber Shandwick helped Bread for the World and its partners determine a strategy for how the U.S. government and U.S. civil society organizations can better communicate in tandem to the American public.



THE IMPACT PROJECT



Weber Shandwick launched the Impact Project in 2013 to harmonize our global pro bono efforts. We already had a solid record of social action in the areas of environment and sustainability, education, and technology, as well as experienced leaders with a passion for service in every office. The Impact Project linked all of these capabilities and propelled our good work to new heights.

From New York to Jakarta, Sydney to Brussels, and Sao Paulo to Singapore, we connected and collaborated across borders and time zones to support the causes we care about. Our Impact Project reflects the commitment, talent and imagination of Weber Shandwick employees at their best.

We collaborated more, and with greater purpose, across offices and regions. We contributed more, yielding greater results for our pro bono partners, and most importantly, helped make a positive impact on people and places around the world.

THE CLIMATE GROUP: CLIMATE WEEK NYC (NEW YORK, LONDON, SAN FRANCISCO)

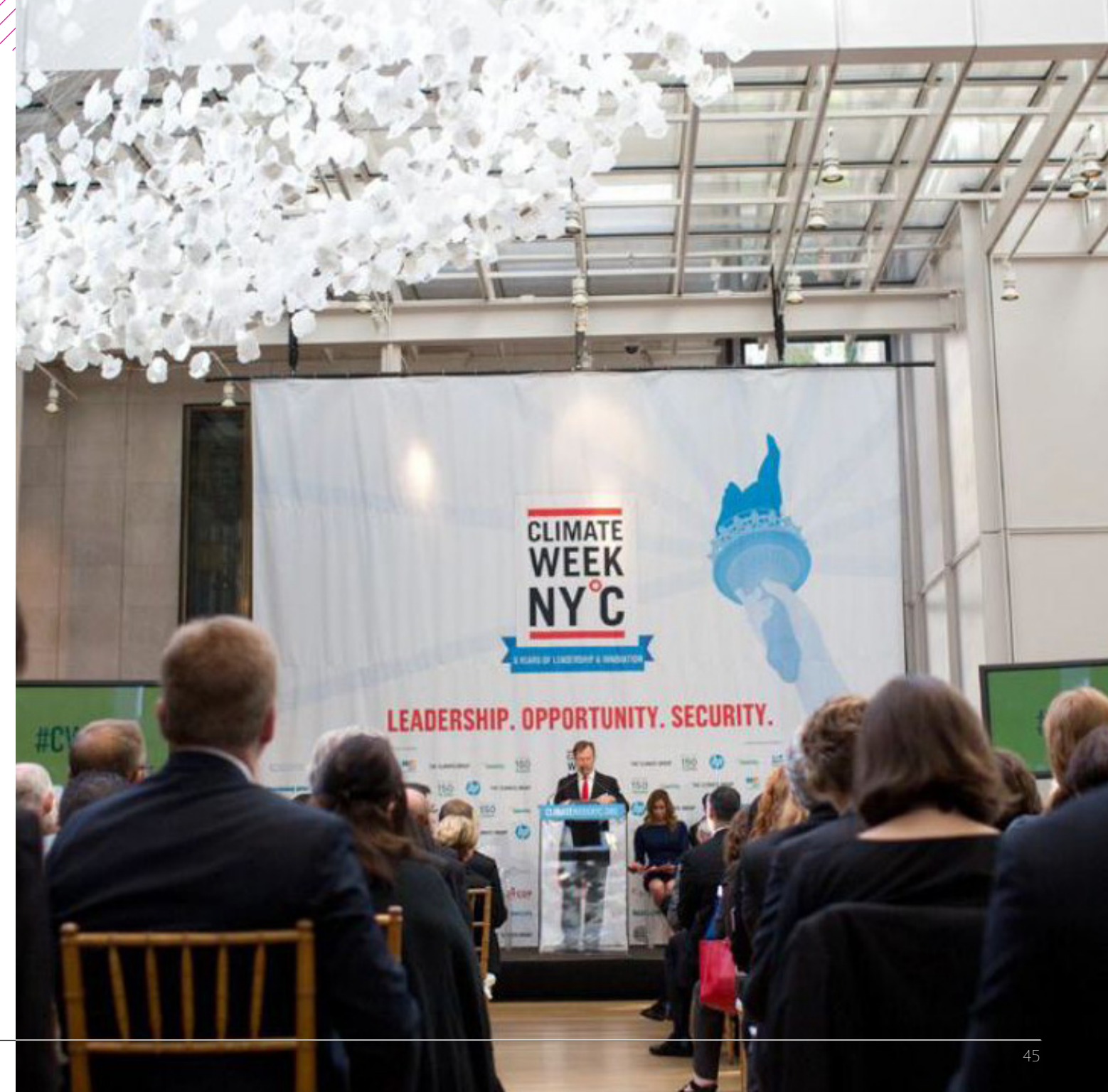
The Climate Group (TCG) is an independent, nonprofit organization working internationally with government and business leaders to advance smart policies and technologies that cut global emissions and move the world toward a low carbon economy. September 2013 marked the fifth year TCG has hosted Climate Week NYC, an influential meeting of governments, investors, businesses, inventors, and opinion makers. Less than one year since Hurricane Sandy inflicted unprecedented flooding and damage on the conference's home base of New York City, TCG chose to focus the 2013 event on city resiliency in the face of climate change. Sandy brought the threat of our decaying urban infrastructure to the forefront of public discourse. TCG decided to keep the conference there and jumpstart a global discussion about how low-carbon innovations might climate-proof our cities in the future. The primary barrier to getting that critical message out was a plethora of competing events, including the UN General Assembly and the Clinton Global Initiative.

ENGAGING THE CLIMATE GROUP AND CLIMATE WEEK NYC

Weber Shandwick put together a strategic plan, primarily on a pro bono basis, to make sure the important conversations taking place at Climate Week NYC were heard around the world. Our offices identified a target audience and the speaker cadre that could reach opinion makers. The team leveraged TCG's ability to attract high profile stakeholders, such as former Prime Minister Tony Blair, and companies such as Swiss RE, HP, IKEA, and Philips, to draw attention to the event and convince top-tier national, regional, business, and social media to cover TCG and its partners' work on preparing for and slowing climate change.

OUR IMPACT

Through this sustained campaign, the TCG/Weber Shandwick team surpassed objectives for boosting Climate Week NYC's visibility, increasing impressions by 150 percent over 2012 and reaching an audience of 900 million worldwide. Additionally, social reach expanded to a total of 2.6 million Twitter accounts (an increase of 160% YOY), yielding 4.3 million Twitter impressions. The global media also took note, with more than 700 articles in top-tier and trade press about the week's events and the importance of the continuing dialogue on climate change.



CITIZEN SCHOOLS: CITIZEN SCHOOLS APPRENTICESHIP PROGRAM (BOSTON)

Citizen Schools is a national nonprofit network of after-school academic enrichment programs for inner-city middle school students. Their 10-week apprenticeship project matches at-risk young people with local businesses. In 2013, our Boston office participated for the fifth year in a row, hosting 15 students from the Washington Irving Middle School in Roslindale, Massachusetts, who came to learn about public relations in a professional office environment on a weekly basis.

ENGAGING THE CITIZEN SCHOOLS APPRENTICESHIP PROGRAM

This year the Boston team recruited our client, Life is good, to serve as the students' client for the strategic marketing and PR plan that they were tasked with developing. Over 10 weeks, the office mentored the creative and enthusiastic budding communications specialists as they figured out how to spread the word about Life is good's Positive Purpose Initiative. Through this initiative, Life is good donates 10 percent of its profits to kids-in-need. Besides helping the students with the practical aspects of putting together a campaign, over 30 members of our Boston office met with them to talk about career paths in public relations and to answer (lots of) questions.

By the end of the apprenticeship, the students developed for distribution in schools and neighborhoods a Positive Power Package tied into the Positive Purpose Initiative, complete with compliment cards and anti-bullying tips. The final event in the program was the WOW! Showcase held at the Boston Federal Reserve at which the Washington Irving Middle School team presented their campaign through PowerPoint and a video to a prominent panel of judges made up of communications professionals and business leaders.

OUR IMPACT

The WOW! judges were truly wowed by the students' research and originality and awarded them "Best Teamwork & Creativity." Steve David, Life is good's Director of Brand Marketing & Public Relations, was so impressed that he took a Positive Power Package back to show his colleagues and invited students to visit Life is good's headquarters. According to Steve David, "Their presentation clearly showed all of the hard work and energy the students put into the campaign and how much of it was motivated by their own positive attitudes." The students left the program with a new set of friends and mentors at Weber Shandwick Boston and with a new understanding of the possibilities open to them in careers in communications.



REBOOT: TAKING A TECH DETOX: NATIONAL DAY OF UNPLUGGING (SEATTLE)

Warning: If you are reading this on your mobile, you are missing the point. Reboot is a nonprofit organization that created the National Day of Unplugging (NDU) to encourage all hyper-connected, frequently-frazzled people to take a tech detox from all things digital. Reboot asked the world to “unplug” on the NDU and turn off their gadgets for a full 24 hours, from sunset March 1 through sunset March 2, 2013. Participants would have a chance to reconnect with family, friends and community and remember the joys of fully living in a space other than cyberspace.

ENGAGING REBOOT AND THE NATIONAL DAY OF UNPLUGGING

Reboot enlisted Weber Shandwick for the third consecutive year to help generate traditional and social media coverage and encourage participation for NDU. Our Seattle team distributed press releases to a broad, general audience and targeted consumer, lifestyle and technology outlets. Tailored pitches piqued interest with specific data showing why we need to unplug, presenting a challenge to reporters to fill out an “I unplug to ____” sign and share with their readers their reasons for taking a tech holiday.

OUR IMPACT

As a result of Weber Shandwick’s pitching efforts, Reboot far exceeded the original goals set for the NDU campaign, garnering more than 602 million impressions with 269 online and 178 broadcast hits, including placements in top-tier outlets: “CBS This Morning,” “CBS Early Show,” Today.com, USA Today, TIME, Real Simple, Conde Nast Traveler, Entertainment Weekly, GeekWire Radio, The Huffington Post, TechCrunch, and PCMag. Weber Shandwick’s ongoing work for NDU is a two-time finalist in PRNews’ Nonprofit PR Awards and received multiple Platinum MARCOM Awards. PR News also profiled the campaign’s success as a case study on how to breathe new life into a story.



NATIONAL DAY OF UNPLUGGING

WHAT?

The National Day of Unplugging is a 24 hour period—running from sunset to sunset—and starts on the first Friday in March. The project is an outgrowth of The Sabbath Manifesto, an adaption of our ancestors’ ritual of carving out one day per week to unwind, unplug, relax, reflect, get outdoors, and connect with loved ones.

MEDIA COVERAGE

447 BROADCAST & ONLINE STORIES



MEDIA IMPRESSIONS

602,588,800 PEOPLE



UNIQUE VISITORS TO WEBSITE **28,800**



FACEBOOK LIKES **5,000**



HISTORIC 2ND ANNUAL CHINA AIDS WALK ON THE GREAT WALL OF CHINA (CHINA)

Based on the original walk in Los Angeles in 1985, the China AIDS Walk on the Great Wall raises money for HIV/AIDS charities in China. The fundraiser faces several challenges in publicizing its events. First, awareness of HIV/AIDS issues in China, where people living with HIV/AIDS face unimaginable social discrimination, lags far behind awareness in the Western world. In addition, the Chinese central government controls the media, so reaching the media, and in a culturally sensitive manner, is extremely challenging and requires delicate handling.

ENGAGING THE CHINA AIDS WALK

The Weber Shandwick China Social Impact team was given only two weeks to create an engagement plan that leveraged China AIDS Walk's large network of partners from the world's fundraising and HIV/AIDS advocate communities. Our China office quickly assembled a campaign that included press releases, invitations to top media, media support on the day of the walk, online videos, and a communications strategy for post-walk activities. And the office didn't just talk the talk. They sent members to participate in the China AIDS Walk to visibly demonstrate that they could also walk the walk.

OUR IMPACT

Despite the short timetable, journalists from *Sports Illustrated* and *The China Times* participated in and covered the event. On the digital front, several key opinion leaders tweeted photos and announcements on Weibo and Weixin social media platforms. As a result of these efforts, the walk was a tremendous success, receiving excellent coverage, including six exclusive stories (three print media and three online media), increasing participation to 200 walkers (an increase of 20 percent over the previous year) and raising more than ¥200,000 (around \$32,800 USD). Against the odds, Weber Shandwick delivered on this important AIDS initiative.



SIR DAVID MARTIN FOUNDATION: ABSEIL FOR YOUTH (SYDNEY)

The Sir David Martin Foundation is a not-for-profit organization established in 1990 by the late Governor of New South Wales, Sir David Martin, who had a dream of “safety, hope, and opportunity for all young Australians.” The Foundation is run by a small team of passionate staff and volunteers who raise money to fund programs that work to better the lives of youth in crisis. One of the Sir David Martin Foundation’s major projects is the Triple Care Farm where troubled young adults struggling with issues such as homelessness, addiction, abuse and depression are provided with a supportive environment that fosters emotional and social rehabilitation. The cost to put someone through the Triple Care Farm program is around \$22,000, and its annual fundraiser, Abseil For Youth, plays a vital role in maintaining the program. Each year, hundreds of participants register for the event and a chance to scale down Sydney’s oldest skyscraper, the AMP Building. The courage it takes to make that fall, trust the ropes and overcome the fear is an unforgettable lesson in what students at the Triple Care Farm face every day.

ENGAGING THE SIR DAVID MARTIN FOUNDATION AND ABSEIL FOR YOUTH

Tossing the press off a rooftop may not be Weber Shandwick’s go-to strategy for generating publicity for a charity event, but for our Sydney office, it was a plan that paid off.

The Sir David Martin Foundation sought the team’s help to increase registration for their fundraiser by 10 percent. The team set up an exclusive media preview event by bringing the press to the 21st floor of the AMP Building where they met with the managing director of the foundation and a student from the farm who shared his personal story of recovery. The media were then given a chance to abseil down the building equipped with a GoPro camera on their helmet to document their descent.

OUR IMPACT

The Sydney team’s outreach efforts resulted in 25 pieces of print, broadcast, and online coverage in key media outlets such as *The Daily Telegraph* online, *Sydney Morning Herald* online, “Fox Sports News,” “mX Sydney,” and the national leading online news outlet, News.com.au, whose reporters also visited Triple Care Farm. The total circulation through online media alone was more than 15 million. Along with traditional coverage, social media gurus and celebrities, such as professional boxer and water skier champion Lauryn Eagle, posted on their networks reaching more than 118,000 individuals. The media blitz contributed to Abseil for Youth’s success, with a 16 percent increase in funds raised and a 10 percent increase in registrations over 2012.



WWF INDONESIA: A TRIBUTE TO SEA (JAKARTA)

The WWF is a global nonprofit engaged in issues from environmental protection to animal welfare to marine conservation. In 2013, the WWF chose Indonesia as the site for its first Panda Ball Gala, a high-profile event designed to garner worldwide attention for WWF's mission. The gala, sponsored by Indonesia's well-known publishing house, Mobiliari Group, was themed "A Tribute to the Sea" and focused on marine conservation.

ENGAGING WWF INDONESIA

Weber Shandwick joined with WWF Indonesia to translate the gala's theme to the Indonesian media in a way that was as serious as the issue of saving the seas and as sophisticated as the expected high wattage attendees. Our team secured celebrity chef Bobby Chin to create the menu. They also fashioned a lighting system for the buffet that distinguished dishes made from sustainable resources, allowing guests to see the great food they were about to eat and understand its impact on our oceans.

OUR IMPACT

The gala drew everyone from politicians to celebrities and their plus-ones. Many of Indonesia's influential media also participated in the pre-event press conference, covering stories regarding the theme, the glitz and glamour of the guests and WWF's strong message of conserving marine life behind the experience.



YONG-EN CARE CENTRE (SINGAPORE)

The Yong-en Care Centre offers counseling, social and referral services, home care, dementia day care, and community activities to a rapidly growing network of low-income families and underprivileged neighborhoods in Singapore's Chinatown area.

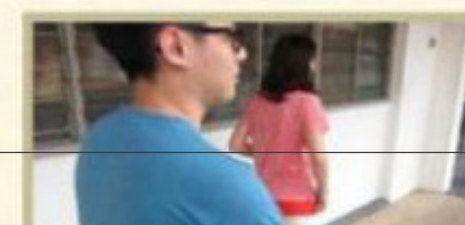
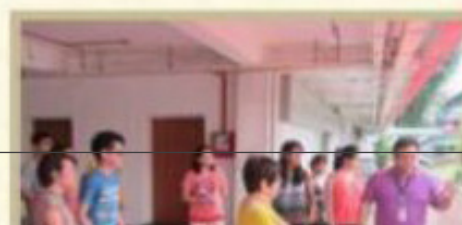
ENGAGING THE YONG-EN CARE CENTRE

Eighteen staff members from the Weber Shandwick Singapore office first learned of the Yong-en Care Centre when they spent an afternoon putting together some 100 care packages and visiting homes of needy families in the area to deliver the rations. That was enough to hook our team on serving this charity. The office then organized and pitched in for food and cash donation drives.

OUR IMPACT

With the more than SGD 1,000 raised, the team purchased daily necessities and contributed towards Yong-en's feeding programs. After positive feedback from both the Centre and Weber Shandwick employees engaging with the nonprofit, the Singapore office is exploring how to audit and optimize Yong-en's social website and media presence to maximize its visibility as well as map out storytelling opportunities for the organization. Arrangements are also underway for the office to help Yong-en pack and distribute food rations on a quarterly basis.

Making a Difference - One home at a time



STOP AIDS (FORMERLY UK CONSORTIUM ON AIDS AND INTERNATIONAL DEVELOPMENT) (LONDON)

STOPAIDS is the network of 80 UK agencies working since 1986 to secure an effective global response to HIV and AIDS. STOPAIDS achieves its impact through its membership, which works directly with more than 130 million people worldwide and by engaging decision-makers through the development of policy, identification and sharing of best practices, undertaking advocacy, and conducting public campaigns.

ENGAGING STOP AIDS

The UK Consortium on AIDS and International Development came to Weber Shandwick's London office with an ambitious mission, an authoritative coalition, and a hard-to-remember name. With multiple campaign identities creating confusion, the group was in need of a brand refresh. During March and April of 2013, our team conducted an audit of existing brand assets and began designing new visual identity options. After several propositions and three consultations, a name was agreed upon – STOPAIDS – with a graphic presence that reflects the group's bold and relentless personality. The project culminated with the London office hosting a launch reception at Waterhouse Square attended by UK-based global health and development leaders, including Parliamentary Under Secretary of State Lynne Featherstone MP, Lord Fowler, Professor Peter Piot, and more than 60 members, trustees, advocates and partners.

OUR IMPACT

According to STOPAIDS' executive director, the brand refresh ended confusion about the goals of the group and strengthened its funding appeal. It also brought internal coherence. STOPAIDS' members no longer debated which issue belonged to which identity and concentrated instead on a unified battle cry: STOPAIDS. As one trustee remarked, "[The launch] was a great evening which I know reflected all the hard work that has gone into the new branding process. If anyone came along to the event wondering about the need for, or future of, STOPAIDS, I've no doubt they left with a clear sense of how important STOPAIDS' role is in bringing together and representing civil society voices and continuing the push for investment in the HIV response."



The screenshot shows a website navigation bar with a home icon and links for 'ABOUT US', 'OUR WORK', 'GET INVOLVED', and 'NEWS AND EVENTS'. Below the navigation is a large banner image featuring a group of people in professional attire. Overlaid on the image is a white box with the text 'Renewed UK leadership on HIV' in a large, bold, black font. Below this title is a smaller line of text: 'STOPAIDS applauds renewed UK leadership on HIV'. At the bottom of the white box is a red button with the text 'Read more' in white.

WHO WE ARE

STOPAIDS is the network of 80 UK since 1986 to secure an effective global response to HIV and AIDS

SAVE THE CHILDREN: THE FUTURE OF CAMPAIGNING (AFRICA)

Save the Children has been working to improve the lives of boys and girls in Africa since 1963. The organization strives to meet the needs of vulnerable children and their families with lifesaving and life-changing programs.

ENGAGING THE SAVE THE CHILDREN CAMPAIGNING WORKSHOP

Weber Shandwick partnered with Save the Children to coordinate “The Future of Campaigning” event in Summer 2013. The focus of the event was on educating Save the Children campaigners from various parts of the world on the latest trends in campaigning, advocacy and social movements with a focus on digital communications. It included presentations and discussions by leading campaigners.

OUR IMPACT

The event, held at the Apartheid Museum in Johannesburg, South Africa, was insightful and educational for the Save the Children campaigners who flew in from across the globe to learn and share their own stories. Weber Shandwick booked the keynote speakers, arranged for content to be filmed in India with an expert in gender campaigning, secured the venue, coordinated logistics and staffed the event.



Save the Children

THE TERRY FOX FOUNDATION: TERRY FOX RUN - WORKING TOGETHER TO OUTFIT CANCER (ABU DHABI)

The Terry Fox Foundation is a Canadian-based charity dedicated to fundraising across the world for local cancer research efforts. The primary global fundraising vehicle is an annual city-based fun-run held around the world known as the Terry Fox Run.

ENGAGING THE TERRY FOX FOUNDATION

In 2007, Weber Shandwick started working with the Terry Fox Foundation (TFF) to support their annual Terry Fox Run (TFR) in Abu Dhabi. The run takes place for one day each year during February. It has been increasingly difficult to cut through the noise in the market, keep the media interested, and find ways to sustain the momentum of the communications. In 2013, we developed a three-pronged strategic program aimed at humanizing the story of cancer and research to deliver a multi-channel communications plan. Our approach to communications for the run incorporated social media, which is on the rise in the UAE, media relations, community outreach and working with key spokespeople to share their stories.

OUR IMPACT

Facebook and Twitter channels were created for the event. The new Facebook page garnered more than 1,600 likes over the course of the campaign. On the morning of the run participants took to Twitter to share 'good morning and good luck' messages. We were also able to draw media to attend the event, despite it being held early on a weekend.

At least two schools each year find innovative ways to raise money ahead of the TFR. One school raised close to \$1000 this year through a bake sale. Further demonstrating the effectiveness of our community outreach within the local student community, a local 15-year old wrote his own rap song about Terry Fox and asked to perform it on Run Day.

Special appearances from the Canadian Ambassador and the UAE Minister of Youth, Culture and Community (a local sheikh, who has inaugurated the run for the last two consecutive years) have helped increase the Terry Fox Run profile across the country. The local female royalty are also starting to take an interest, with one of them donating nearly \$40,000 to the cause this year. Judith Fox-Alder, Terry's sister, has even flown in from Canada over the last three years to show her gratitude and pay homage to the generous community, leadership and committee.



MAKING A DIFFERENCE



At Weber Shandwick, giving back to the communities where we work – and to the greater global community – is more than a proud tradition. It is integral to the spirit of engagement we value at our core.

Each year, we celebrate our colleagues' dedication to service with our internal Making a Difference Awards, which honor the individuals and teams at Weber Shandwick who have done extraordinary pro bono work.

We celebrate achievements across four categories: Campaign of the Year, Best Campaign Tactic, Most Active Office, and for the first time in 2013, High Impact Advocate. This new award is given to the employee who dedicates an exemplary amount of time, energy, and expertise to advancing a vital social or community cause.

Our employees submit their greatest, most impactful work, which is then voted upon by their colleagues across the world using our global intranet. It's a chance for us to learn, share and celebrate the remarkable pro bono work our teams are doing around the world, and most importantly, inspire one another to keep making a difference.

CAMPAIGN OF THE YEAR

The Campaign of the Year award goes to the Weber Shandwick team that puts together the most impressive campaign, incorporating strategy, planning, execution and evaluation for a pro bono client. This year, our Sao Paulo office inspired our colleagues across the globe with their work to nurture and raise up the voices of impoverished students from Rio de Janeiro, mentoring young artists and bringing their creativity to the world.

THE BRAZIL FOUNDATION'S "DONATE YOUR VOICE" CAMPAIGN (WEBER SHANDWICK SAO PAULO)

ABOUT DONATE YOUR VOICE

The Brazil Foundation is an NGO with the mission to generate resources for programs that transform the social reality of Brazil. The project "I, young carioca, have a story to tell" was created to encourage reading and writing among students from poor and once-violent neighborhoods in Rio de Janeiro. The foundation sought to drive traffic to DoeSuaVoz.com.br (DonateYourVoice.com.br), which showcased the stories of students and where visitors could "donate their voices" to share the campaign on social media and spread the youthful stories of hope to a global audience.

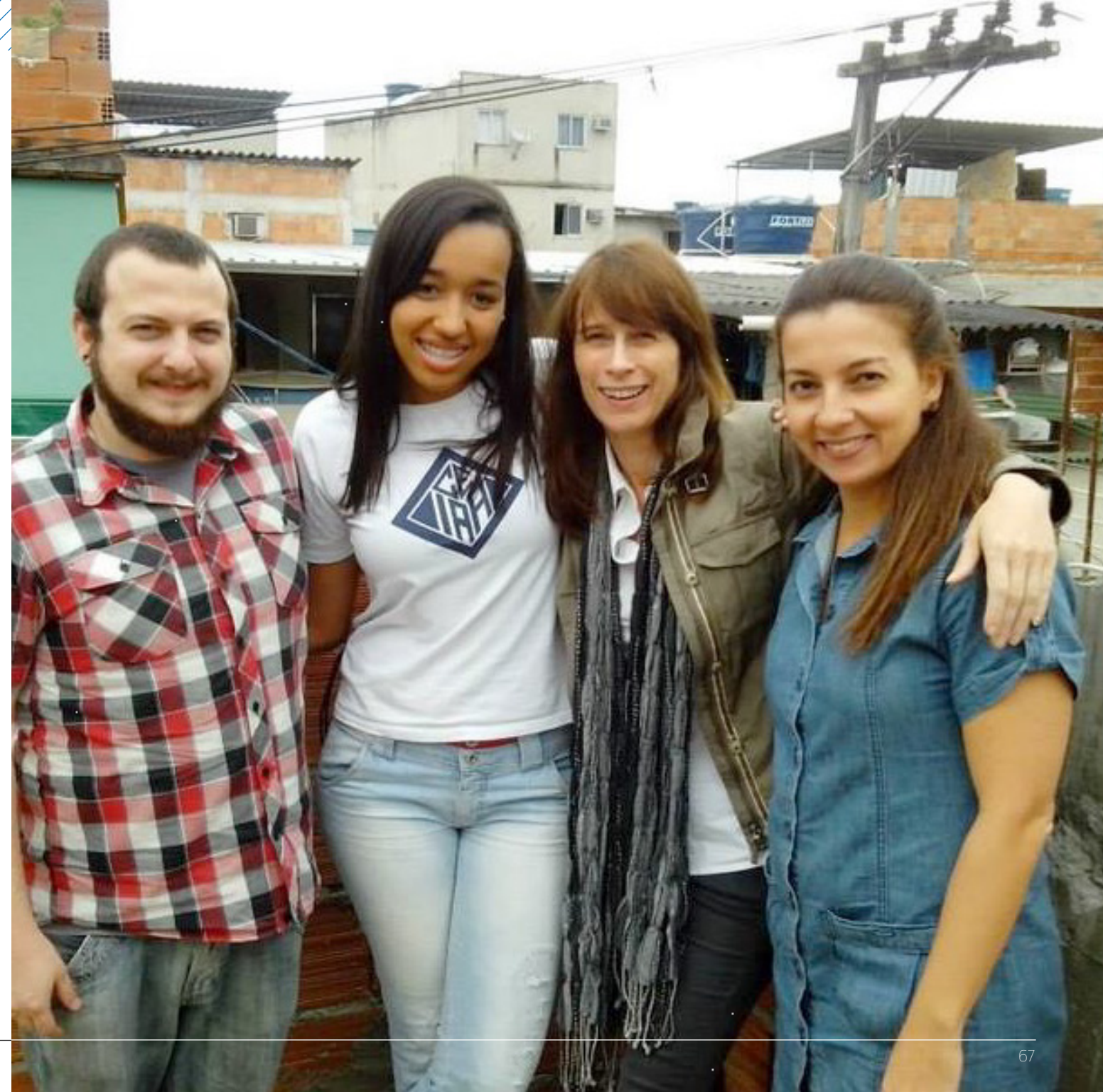
ENGAGING YOUTH IN RIO DE JANEIRO

Our Sao Paulo office was involved from the very start of the project, helping the Foundation mentor 45 students who submitted the most powerful stories. The team coached the young writers in the professional art of communication, treating them to lectures and visits to the Rio de Janeiro office as well as other PR companies. Fifteen students were chosen from this initial group to have their stories illustrated and published in a special edition of

the *O Dia* newspaper. Our team sought even more exposure for the creative students, proposing the creation of the Donate Your Voice website that allowed users to easily share the campaign on their Facebook timeline. Further, the team engaged Felipe Neto, a popular Brazilian video blogger, to spread word of the site. They also met with local leaders and trendsetters, created a variety of communications materials, including videos, and developed a complete social media strategy centered on mobilizing their community of more than 1.8 million Facebook users.

THE IMPACT

Thousands of people donated their voices by sharing a link to the website. More than 1,400 people accessed the campaign website, and the "Donate Your Voice" Facebook fan page generated 470,000 impressions. Furthermore, entire neighborhoods of struggling students learned the power of the written word, the reach of a well-told story, and the possibilities of a future in the creative economy.



BEST CAMPAIGN TACTIC

The Best Campaign Tactic award goes to the team that takes part in a smaller, focused project that nonetheless makes a big difference. Our Brussels office captured the prize this year for helping the Global Reporting Initiative promote to an EU audience the adoption of standards governing how companies report their sustainability efforts and challenges.

GLOBAL REPORTING INITIATIVE: SUSTAINABILITY REPORTING (WEBER SHANDWICK BRUSSELS)

Weber Shandwick Brussels' Public Affairs team supports the Global Reporting Initiative (GRI) Secretariat in their efforts to advocate for the development of Sustainability Reporting policy and the crucial role GRI plays in the policy dialogue, particularly with regard to the EU Directive on companies' non-financial reporting. Weber Shandwick supports GRI to develop EU policy-specific communications materials, as well as support their relations with EU policy-makers

and other relevant stakeholders active in debates on EU sustainability and corporate transparency. Teresa Fogelberg, GRI Deputy Chief Executive said, "The partnership with Weber Shandwick has greatly contributed to GRI's EU work and efforts. The Public Affairs team have become trusted advisers and crucial assets for the organization's EU strategy and operations. We are most grateful for their support and looking forward to continuing this partnership."



MOST ACTIVE OFFICE

In 2013, our Sydney office earned the Most Active Office award. The honor is given to the office that participates in their community with the most passion and creativity. They won for their pro bono program partnering with major Australian nonprofits seeking to make a difference on issues of social justice, education and animal welfare.

WEBER SHANDWICK SYDNEY

ABOUT WEBER SHANDWICK SYDNEY'S PRO BONO PARTNERS

Weber Shandwick Sydney contributes time, energy and support to several organizations in the community, including Autism Awareness Australia, the nation's leading nonprofit autism education and advocacy organization; United Way's ReadLearnSucceed program, which harnesses the power of local community action to deliver education programs for children and parents; and The Royal Society for the Prevention of Cruelty to Animals (RSPCA), which provides shelters and animal care services in addition to educating the public on animal welfare issues.

ENGAGING AUTISM AWARENESS AUSTRALIA, UNITED WAY AND RSPCA

In 2012, inspired by the fierce dedication of Nicole Rogerson, CEO of Autism Awareness Australia, toward raising awareness and understanding of Autism Spectrum Disorder, the most common development disorder among children in Australia, Weber Shandwick Sydney began supporting Autism Awareness Australia. In 2013, the team took the partnership one step further, developing a "big ideas" media outreach program for them, participating as an office in Autism Awareness Australia's events and education days and

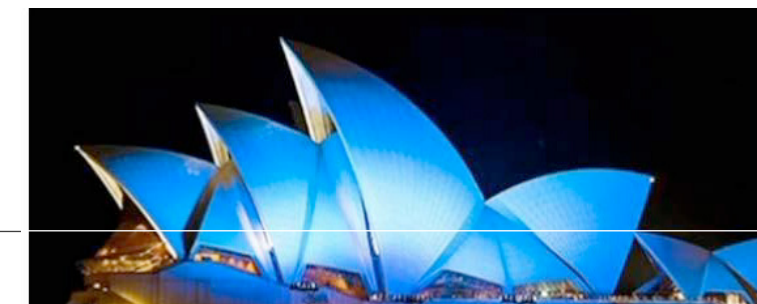
identifying corporate sponsors and creating a strategy to enlist their support.

Additionally, our Sydney team provided strategic counsel for United Way Australia and the launch of its early literacy program, ReadLearnSucceed. Our team created a campaign to introduce United Way and the issue of childhood illiteracy to the media and helped the group leverage maximum exposure from the visit to Australia of the ReadLearnSucceed ambassador, Dolly Parton.

And finally, Weber Shandwick's Sydney office engaged with the RSPCA in their home state of New South Wales to develop and manage a media campaign raising awareness of the dangers of leaving dogs and other pets in hot cars.

THE IMPACT

The Sydney office lent their time, energy and skills to three national causes about which their members feel passionate. As a result of their creative media campaigns and office-wide participation at events, more Australians learned about Autism Spectrum Disorders among children, discovered new ways to encourage reading and learning among families, and kept their pets safe.



RSPCA URGE PEOPLE TO STOP LOCKING DOGS IN CARS



HIGH IMPACT ADVOCATE

Sarah Fine, a member of Weber Shandwick's Dallas office, embodies the dedication to service and drive to better her community that sits at the heart of our firm's commitment to corporate social responsibility. The countless hours she spends working for local nonprofits tackling community issues made her a clear choice for our first High Impact Advocate award.

SARAH FINE, THE STEWPOT (WEBER SHANDWICK DALLAS)

ABOUT THE STEWPOT

The Stewpot offers a safe haven for homeless and at-risk individuals from Dallas, serving thousands of meals a day, seven days a week. They supplement their food offerings with a broad range of other programs providing resources for basic survival, job training, health care, education, and support for a transition to a more hopeful future.

ENGAGING THE STEWPOT

On the third Tuesday of every month, 10 Weber Shandwick employees help 250 to 300 homeless people get dinner at The Stewpot, serving meals, refilling water glasses, clearing dishes, or just providing a friendly smile to patrons as they eat. The group is there because of the leadership and inspiration of one person, Sarah Fine. Since August 2012, Sarah has organized volunteers from the Dallas/Southwest office to work at The Stewpot each month. She maintains contact with the organization, encourages people to sign up, and makes sure there are back-ups if someone cancels. More often than not, she is one of the 10, handing out food and words of kindness on the food line.

THE IMPACT

Though Sarah won the High Impact Advocate Award for her efforts with The Stewpot, her charitable spirit stretches far beyond. She also coordinates the office's partnership with St. Philip's School in Dallas, which serves many underprivileged students; organizes a group to help prepare and serve Thanksgiving meals at the community center; orchestrates an office-wide donation drive to the St. Philip's Christmas store; and rallies Weber Shandwick employees to serve at the store as volunteer personal shoppers and gift wrappers.



AWARDS AND RECOGNITION



2013

Council of Public Relations Firms and PRWeek
Diversity Distinction in PR- Best PR Firm- Diversity Initiative category

PR News CSR Awards
CSR A-List Agency for the Second Year in a Row

PRSA Silver Anvils
Community Relations – Associations/Nonprofit Organizations: Minnesota Pork Board and Minnesota Pork Producers Association: Oink Outings – Building Trust from Farm to Fork

PR Daily CSR Awards
Best Social Media Campaign- Weber Shandwick for PEDIGREE, The PEDIGREE® Feeding Project
Best Cause Advocacy/Awareness Campaign- Weber Shandwick for PEDIGREE, The PEDIGREE® Feeding Project
Best Community Affairs- Weber Shandwick for PEDIGREE, The PEDIGREE® Feeding Project
Best Pro Bono Campaign/Project- Weber Shandwick, Social Impact Project

PRWeek Best Places to Work
Weber Shandwick named a Best Place to Work in 2013

PR News Top Places to Work
Weber Shandwick was named one of the Top Places to Work in PR

Workplace Dynamics
Weber Shandwick named a 2013 National Top Workplace

2012

PR News CSR Awards
CSR A-List Agency
Annual Report: Bank of America

Council of Public Relations Firms and PRWeek
Diversity Distinction in PR - Best Diversity Initiative -Recruiting & Retaining Diverse Talent
Diversity Distinction in PR - Best Community Initiative for PR Agencies

PR News People Awards
Corporate Social Responsibility Leader: Paul Massey

PR News Nonprofit Awards
Member Communications: Meals On Wheels Association of America

Bulldog Stars of PR
Public Affairs – Professional of the Year: Paul Massey (Gold level)

PRSA Silver Anvil Awards
Community Relations – Associations/Nonprofit Organizations: Minnesota Pork Board, Minnesota Pork Producers Association and Weber Shandwick

Events and Observances – Seven or Fewer Days – Associations/ Nonprofit Organizations: Minnesota Pork Board, Minnesota Pork Producers Association and Weber Shandwick

Silver Anvil Award of Excellence – Reputation/Brand Management – Associations: Minnesota Pork Board, Minnesota Pork Producers Association and Weber Shandwick

For more information contact csr@webershandwick.com



weber
shandwick
engaging, always.