

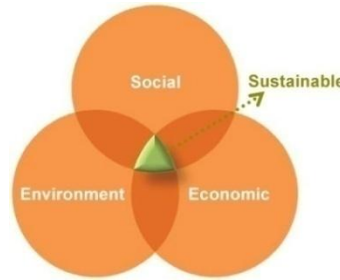
Helping Organizations Tell Their Sustainability Stories



Sustainability

Aware that our world is fragile, businesses want to protect and preserve it. Our sustainability practice group counsels clients on a range of topics from climate response to energy efficiency, from recycling to waste management. Fleishman-Hillard regularly addresses social, environmental and economic issues on behalf of clients worldwide. At the junction where these three important topics overlap, we have a practice group of experts to address growing client needs in sustainable development.

We identify emerging issues and trends, provide clients with market intelligence across a broad range of industries and have a deep understanding of regulatory environments and influencers. We believe that a sustainable business initiative must be designed to effectively manage natural resources to meet current economic and social needs, while preserving the environment in such a way that future needs can also be met.



Our Capabilities

Highlighted below is a snapshot of our capabilities.



Experience and Services

We offer clients strategic consulting on a broad range of important issues:

- Capital markets
- Climate change initiatives
- Corporate communications
- Digital communications
- Energy efficiency
- European and U.S. carbon policy regulation
- Food production, marketing and distribution
- Industrial manufacturing
- NGO relations
- Product lifecycle management
- Reducing waste and associated costs
- Renewable energy
- Resource consumption
- Supply chain management
- Sustainable communities and green building
- Sustainable retailing and packaging

FH Sustainability...

- Helps organizations understand risk and opportunities associated with the growing concern for the environment and resource consumption
- Empowers internal audiences to address energy management and natural resource challenges
- Advocates for policies and practices that have positive environmental business consequences
- Puts sustainability in context, connecting natural resource priorities with organizational and external agendas
- Addresses climate change priorities
- Identifies and builds the stakeholder relationships needed for success
- Communicates organizational values, positions and programs

For more information, contact:

Aili Jokela
Co-chair, FH Sustainability
503-721-4242
ailli.jokela@fleishman.com
www.fleishman.com

Becky Vollmer
Co-chair, FH Sustainability
314-982-9198
becky.vollmer@fleishman.com
www.fleishman.com

A Full Set of Sustainability Tools

Our tools are designed to help organizations develop their sustainability initiatives and effectively tell their stories. Tools include:

Competitive Reputation Analysis

Our Competitive Reputation Analysis uses proprietary and third-party resources to prepare a comparative market analysis report. Reports are designed to position organizations and companies against best-in-class peer organizations and companies. This assessment is useful in developing new sustainable products, new lines of business and/or studying competitive differentiation within and among key industries and key competitors. Our analysis includes:

- Compiling and categorizing a list of organizations and companies for the comparative market.
- Creating company or organizational profiles (a one- to three-page profile for each organization or company documenting and, when possible, quantifying sustainability programs).
- Identifying the criteria or factors that best differentiate the similarities or differences among the sustainability programs and market strategies for each organization.
- Organizing the companies and/or organizations with a cluster analysis, a multivariate statistical procedure that groups companies and/or organizations with similar sustainability profiles.
- Mapping and analyzing the clusters and companies and/or organizations to show gaps and potential market opportunities in CSR and sustainability.

Comparative Organizational Assessments: Peer and Aspirational Organizations

Objective: Benchmark your organization against Best-in-class and peer companies.



Business Operations and Materiality Assessment

Our Business Operations and Materiality Assessments help organizations to explore, identify and rank key priorities in the area of CSR and sustainability. Companies and organizations can use the materiality assessment as a planning tool in program design, as a research tool for internal opinions and as the first step in establishing corporate social responsibility and sustainability priorities. Our assessment includes:

- Compiling and categorizing a list of sustainability priorities
- Ranking sustainability priorities from low to high in relation to stakeholder importance and business success
- Identifying the sustainability priority zone

Business Operations and Materiality Assessment

Objective: Identify and rank your priorities in sustainability.



Priority Mapping

Priority Mapping is a planning approach that helps companies and organizations align their CSR and sustainability needs with business operations, objectives and reporting. Priority Mapping includes:

- 1. Assess Performance** – Conducting a planning session to help companies and organizations identify and express both their accomplishments and needs. Identifying goals and setting objectives. Reviewing recommended strategies, action steps and timelines.
- 2. Identify Gaps, Focus Priorities** – Conducting an inventory to determine opportunities for information gathering and priority setting.
- 3. Drive Improvements** – Addressing internal and external constituents and audiences to engage the right people in the company or organization for the CSR and/or sustainability effort. Developing program design, content and implementation. Identifying specific storytelling strategies and tactics such as speaker platforms, media relations, digital communications, written materials, spokesperson training and other activities.
- 4. Measure and Report** – Evaluating program to ensure the intended goal, or at least key performance indicators, are met and reported.

