

# Guide to Best Practices in **Corporate Social Responsibility & Green PR**



# PRNews

**PR News Editor:** Scott Van Camp, svancamp@accessintel.com  
**Managing Editor:** Greer Jonas, gjonas@accessintel.com  
**Editorial Director:** Steve Goldstein, sgoldstein@accessintel.com  
**Guidebook Managing Editor:** Peggy Cope  
**Events & Special Projects Manager:** Regina D'Alesio, rdalesio@accessintel.com  
**Director of Marketing Communications:** Amy Jefferies, 301.354.1699, ajefferies@accessintel.com  
**Director of Circ Marketing:** Carol Brault, cbrault@accessintel.com  
**Designer:** Tzaddi Andoque  
**PR News SVP/Group Publisher:** Diane Schwartz, 212.621.4964; dschwartz@accessintel.com  
**Division President,** Heather Farley  
**President & CEO,** Don Pazour

## PR News ADVISORY BOARD

**Paul A. Argenti** - Tuck School of Business  
**Ned Barnett** - Barnett Marketing Communications  
**Neal Cohen** - APCO  
**Carol Cone** - Edelman  
**Peter Debreceny** - Gagen MacDonald  
**Chris Hammond** - Wells Fargo  
**Mike Herman** - Communication Sciences  
**Mike Paul** - MGP & Associates PR  
**Deborah Radman** - Senior PR Consultant  
**Brenda C. Siler** - Best Communications  
**Helene Solomon** - Solomon McCown & Co.  
**Mark Weiner** - PRIME Research  
**Mary Wong** - Office Depot

## PR News BOARD OF CONTRIBUTORS

**Dave Armon** - Context Optional  
**Andy Gilman** - CommCore Consulting  
**Bruce Jeffries-Fox** - Jeffries-Fox Associates  
**Angela Jeffrey** - VMS  
**Richard Laermer** - RLM Public Relations  
**Richard Levick** - Levick Strategic Comms  
**Ian Lipner** - Lewis PR/YoungPRpros  
**Katie Paine** - KDPaine & Partners  
**Rodger Roeser** - Justice & Young  
**Lou Thompson** - Kalorama Partners  
**Reid Walker** - T-Mobile  
**Tom Martin** - College of Charleston



PR News published weekly by Access Intelligence, LLC  
 4 Choke Cherry Road, Second Floor,  
 Rockville, MD 20850 USA 888.707.5814

FAX: 301.309.3847  
 e-mail: clientservices@accessintel.com

New York Editorial Office:  
 110 William St., 11th Floor, New York, NY 10038  
 Phone: 212.621.4875 Fax: 212.621.4879

### Order Multiple Copies

To order additional copies of this guidebook call 888.707.5814 or clientservices@accessintel.com

### Article Reprints

To order Article Reprints from this guidebook call 888.707.5814 or clientservices@accessintel.com

# Publisher's Letter

## Communicators Can Seize the CSR Mantle



You get it. Corporate Social Responsibility is just what the term implies – it's a responsibility. You get that. The challenge comes after the buy-in, when your organization, partner or client is making the changes to be more environmentally, socially and economically responsible – and it's your responsibility to communicate those stories while also playing an active role in the CSR program itself.

It is no longer about issuing a press release, writing a white paper and pushing a socially responsible label in front of your stakeholders. Communicators can and should play a role in CSR strategy and tactics from the inception. The triple bottom line is here to stay.

Whether it's organizing a community event, creating a sustainability report, starting a recycling program in your office, being educated on fair labor practices or creating social media platforms to relay your CSR messaging, communicators are on the front lines of this increasingly important global initiative that is becoming a way of business life.

*PR News* covers CSR in many platforms – whether it's through our CSR channel on prnewsonline.com, in *PR News* every week, through our CSR Awards benchmarking program and in our conferences. But it is the *CSR Guidebook* that stands as the aggregate of the best ideas, strategies and tactics for CSR communications. We have asked communicators at corporations, nonprofits and agencies to share with us their case studies, blueprints and lessons learned so that we can compile the industry guide for CSR leaders like you.

This guidebook contains insights shared exclusively for *PR News* from a wide range of companies – from Campbell Soup Co. to Harvard University, from UPS to Hill & Knowlton, and from Waggener Edstrom to SAP. We've provided you with checklists, step-by-step guides, updates on the latest Global Reporting Initiative requirements and lists of resources to check out online that can provide templates and ideas for your own CSR programs.

If you are reading this Guidebook, you do get it – you understand that there's still a lot to learn about CSR and communicating it to your stakeholders. This book is meant to be used year-round, and we hope it will take your CSR to new heights and your career to even higher levels.

Keep us posted.

Sincerely,

Diane Schwartz  
 Senior Vice President & Group Publisher, *PR News*  
 Twitter: @dianeschwartz

# TABLE OF CONTENTS

<b>Publisher’s Letter.....</b>	<b>3</b>
<b>Chapter 1 — Overview.....</b>	<b>8</b>
“PR Can — and Should — Help Companies Make Their Transition to ‘Green’” by Jeanne Wirtenberg and RoseAnn Alspektor.....	10
“Five Keys to Emphasizing Action and Reducing Spin in Sustainability Programs” by John Friedman.....	13
“Mind-Set Adjustment: CSR/Sustainability as Part of Your Core Business Strategy” by Dave Stangis.....	16
“Sustainability: Applying the Green Imperative” by Darrin Duber-Smith.....	18
“You Can’t Just Talk About Ethics — You Have to Live Them in PR” by Ann Subervi.....	21
“Public Foresees Return to Biz Excesses” by PR News Editors.....	23
“Communicating Sustainability Using a Management System Approach” by Robert B. Pojasek.....	24
“The Cultural Component of Global CSR” by Monica Stevens.....	27
“Faith-Based Institutions and CSR: An Unexpected Opportunity for PR Pros” by Kelly Layman.....	29
“DMA’s Green 15: Apply Green Guidelines for Direct Marketing and Public Relations” by Chet Dalzell.....	32
“Doing Good as Business Driver: Making the Leap to CSR 2.0” by PR News Editors.....	37
<b>Chapter 2 — Cause Marketing &amp; Community Relations.....</b>	<b>40</b>
“Don’t Spread Your Company’s Community Involvement Efforts Too Thin” by Kieren Porter.....	42
“Choosing Your Nonprofit Partners: What to Look for, and What to Avoid” by Gail S. Bower.....	45
“How to Build a Grassroots Network for Your CSR Initiative in the Latino Market” by Kati Anderson.....	48
“How to Produce a Pro Bono, Broadcast-Quality PSA—a Step at a Time” by Roxanne G. Lane.....	50
“Case Study: Students Push Sustainability Envelope at University and Beyond” by Fred Loxsom and Dwight Bachman.....	53
“Case Study: Parents of Children With Special Needs Get an Assist From a Tourism Bureau” by PR News Editors.....	57
“Case Study: How Nationwide Took a Hands-On Approach to ‘Driving While Distracted’” by PR News Editors...	60
<b>Chapter 3 — CSR &amp; The Role of Digital Media.....</b>	<b>64</b>
“Digital Media as a Springboard to Go Green and Global—at the Same Time” by Susan Denby.....	66
“Digital Comms: Is an Ethical Standard Possible in Our Globalized World?” by Nadine Exter.....	69
“Social Networks: Facing the Global PR Challenges of International Connectivity” by Patrick Frison-Roche...	73
“Cause Marketing 2.0: Social Media Can Help Brands ‘Do Well’ by ‘Doing Good’” by Bob Geller.....	76

“Case Study: Tweet and Greet—How to Create a Tweetup That Has Impact” by PR News Editors.....	79
“Case Study: Cruise Line Turns Rough Docking Decision Criticism Into a Smooth CSR Story” by PR News Editors.....	82
<b>Chapter 4 — Media Relations.....</b>	<b>86</b>
“CSR Garners Solid Media Share of Voice, But for the Wrong Reasons” by PR News Editors.....	88
“Media Matters: SAP Goes Social to Draw Attention to Annual Sustainability Report” by Evan Welsh.....	90
“Case Study: IBHS Examines Every Media Angle in Green Home Construction Campaign” by Joseph King.....	93
“Case Study: Media Outreach Powers Conservation Campaign for Puget Sound Energy” by PR News Editors.....	95
“Case Study: FEMA Awareness Campaign Keeps Agents Connected and Customers Covered” by PR News Editors.....	98
“How Intel Tracks Trends to Effectively Communicate Its CSR & Green Initiatives” by Peggy Cope.....	101
“Case Study: Putting Petal to Metal in Promotion of Sustainable Landscape Guidelines” by PR News Editors.....	104
<b>Chapter 5 — Stakeholder Communications.....</b>	<b>108</b>
“The Psychology of Green: Learn About Your Stakeholders & Get Their Attention” by Michelle Bernhart.....	110
“CSR & PR: The Perfect Balancing Act Provides a Powerful Platform to Prosper” by Susan McPherson and Elaine Cohen.....	113
“How to Steer Clear of Greenwashing” by Chad Tragakis.....	117
“Make the Move from Being a Reputation Manager to a Trust Builder” by Davis Young.....	120
“Case Study: Residents Join the Planning Team as a Ski Resort Crafts Its Sustainability Plan” by Diana Waltmann.....	122
<b>Chapter 6 — Sustainability Reporting.....</b>	<b>124</b>
“CSR Accountability Takes Center Stage as the Annual Report Keeps Evolving” by Thomas D. Kogut.....	126
“How to Make Sure Your Sustainability Report Impresses Skeptical Stakeholders” by Jonathan Wootliff.....	128
“A Blueprint for a Sustainability Report That Will Make Stakeholders Proud” by Rebecca Treacy-Lenda.....	131
“Annual Report? That’s So Last Century. Try Sustainability Reporting in Real Time” by Sarabeth Patch.....	133
“Sustainability Reporting and the GRI Template: A Report From the Trenches” by Kerry Johnson.....	136
GRI Level C Report Template.....	138

<b>Chapter 7 — Philanthropy Communications.....</b>	<b>156</b>
“Living a Cause: Six Steps to Philanthropic Impact and Effective Communication” by Jaya Koilpillai Bohlmann.....	158
“How to Catapult Your Green Buzz to New Heights With Strategic Partnerships” by Nate Habermeyer.....	161
“‘Catalytic’ Philanthropy: From Passive Check Writer to Agent of Social Impact” by Jane P. Madden.....	164
“Case Study: A Lebanese Boy Takes Center Stage as ‘ROI’ Takes on Added Meanings” by PR News Editors.....	167
<b>Chapter 8 — Internal Communications.....</b>	<b>170</b>
“CSR Comes to the Aid of Corporate Culture and Employee Engagement” by Renee Connolly.....	172
“Voice and Choice on CSR Initiatives Drive Optimal Employee Buy-In” by PR News Editors.....	175
“Green Building Blocks: Executive Buy-In, Training, Rank-and-File Enthusiasm” by Lew Rakowsky.....	177
“Case Study: Internal Environmental Experts Boost Office Depot’s Green Initiative” by PR News Editors.....	180
“Case Study: Talking Turkey Keeps Employees Safe and Builds the Bottom Line at Butterball” by Brian Rodgers.....	183
“Case Study: Home Depot, Kaboom! Partnership Encourages Eco-Friendly Service Projects” by Kelly Caffarelli.....	186
“Case Study: Creating a Caring Corporate Culture Expands Employee Volunteerism” by Karen Von Der Bruegge.....	189
<b>Chapter 9 — Crisis Communications.....</b>	<b>194</b>
“Redefining Crisis Communications in the Age of Corporate Social Responsibility” by Anne Sceia Klein.....	196
“Image Patrol: Target Is Anything But On, While Post-Explosion, PG&E Does Its Best” by Katie Paine.....	199
“Cause and Effect: Turning Image Crises Into Solutions-Oriented Campaigns “ by PR News Editors.....	202
“BP Oil Spill Response: What You Can Learn From the Early PR Mistakes” by Liz Mair.....	204
“Case Study: Financial Transactions Company Opts for Transparency After Security Breach” by PR News Editors.....	206
“Case Study: Agency Recasts Water Bottle Maker’s Reputation With Eco-Friendly Twist” by PR News Editors.....	208

<b>Chapter 10 — Going Green &amp; Green Messaging</b> .....	<b>212</b>
“Tying Your Brand Message to Your Green Message: How to Do It Right” by Susan Nickbarg.....	214
“Avoid the Traps: Five Best Practices for Successful Green Publicity Campaigns” by Eva Kasten.....	216
“How to Create Messages That Catch the Green Stakeholder’s Attention” by Shel Horowitz.....	219
“It’s Not Easy Being [Genuinely] Green: The Gray Areas of Sustainability Communications” by Erica Salamida.....	221
“Tailor Your Green Messaging to Suit Your Different Audiences for Better Results” by Marilee McInnis.....	223
“Global Warming: How to Deal With the Ultimate Green Messaging Challenge” by Kathy Westra.....	226
“Five Ways to Show Off Your Green Efforts Without Greenwashing” by Mary Shaughnessy and Josh Radoff.....	228
“The Effects of Greenwashing on the Practice of PR—And How to Work Around Them” by Anja D’Hondt and Maya Staels.....	230
“Are You Culturally Competent? Hone Your CSR and CRM for Multicultural Markets” by Esther Novak.....	233
“Put Your Greenest Foot Forward: How to Create Compelling Environmental Credos” by PR News Editors.....	235
“Communicating CSR: Stats Are Fine, Stories About Impact Are Better” by PR News Editors.....	237
“Case Study: Strong Coalition Drives Canadians to Commit One Million Acts of Green” by PR News Editors.....	239
<b>Index of Companies &amp; Organizations</b> .....	<b>242</b>

**PRNews**

[prnewsonline.com](http://prnewsonline.com)