

PRNews'



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

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Letter From the Editor



Despite the economic downturn, more consumers are spending their money on brands that have reputations for social responsibility, according to the third annual Edelman goodpurpose consumer study. Two out of three respondents (67%) said they would switch brands if a similar brand supported a good cause, and 57% said a company has earned their business because it's been doing its best to support good causes.

But merely supporting good deeds is not enough. Consumers want brands to go beyond the traditional limits of donating money to a cause or launching a CSR program: They want brands to be fully invested in social responsibility and to integrate these values into their day-to-day operations. Consumers are weary of greenwashing and want companies to exercise more transparency than before. Announcing that your company or client is green is not enough—communicators must show consumers that their companies are serious about being socially responsible.

As the Edelman study makes clear, consumers no longer view CSR as a value add-on—they view it as an integral business strategy. Hence, CSR and green issues have assumed a high degree of importance in the PR community. No longer is a philanthropy-based initiative a rarefied practice confined to quirky or high-minded brands. Now it's a critical best practice and business imperative deeply ingrained in the corporate psyche—even in a recession.

In *PR News' Guide to Best Practices in Corporate Social Responsibility & Green PR, Volume 3*, we offer a wide array of articles authored by leading CSR/green experts who seek to fill the knowledge void of every PR professional and communicator aiming to advance their CSR efforts. How do you launch a successful cause-marketing program? How can you steer clear of greenwashing accusations? How do you communicate your CSR commitments to stakeholders and the C-suite? How do you measure the ROI of your company's philanthropic initiatives?

The answers are not easy to distill in quick, prefabricated sound bites. But as you read this guidebook and explore the topics more fully, you will get a stronger sense of the tactics and tools you need to employ to meet your client's or company's CSR goals. And we want to hear from you—please let us know about your recent CSR/green PR successes.

Best Wishes,

Iris Dorbian
Group Editor
PR News

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