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

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