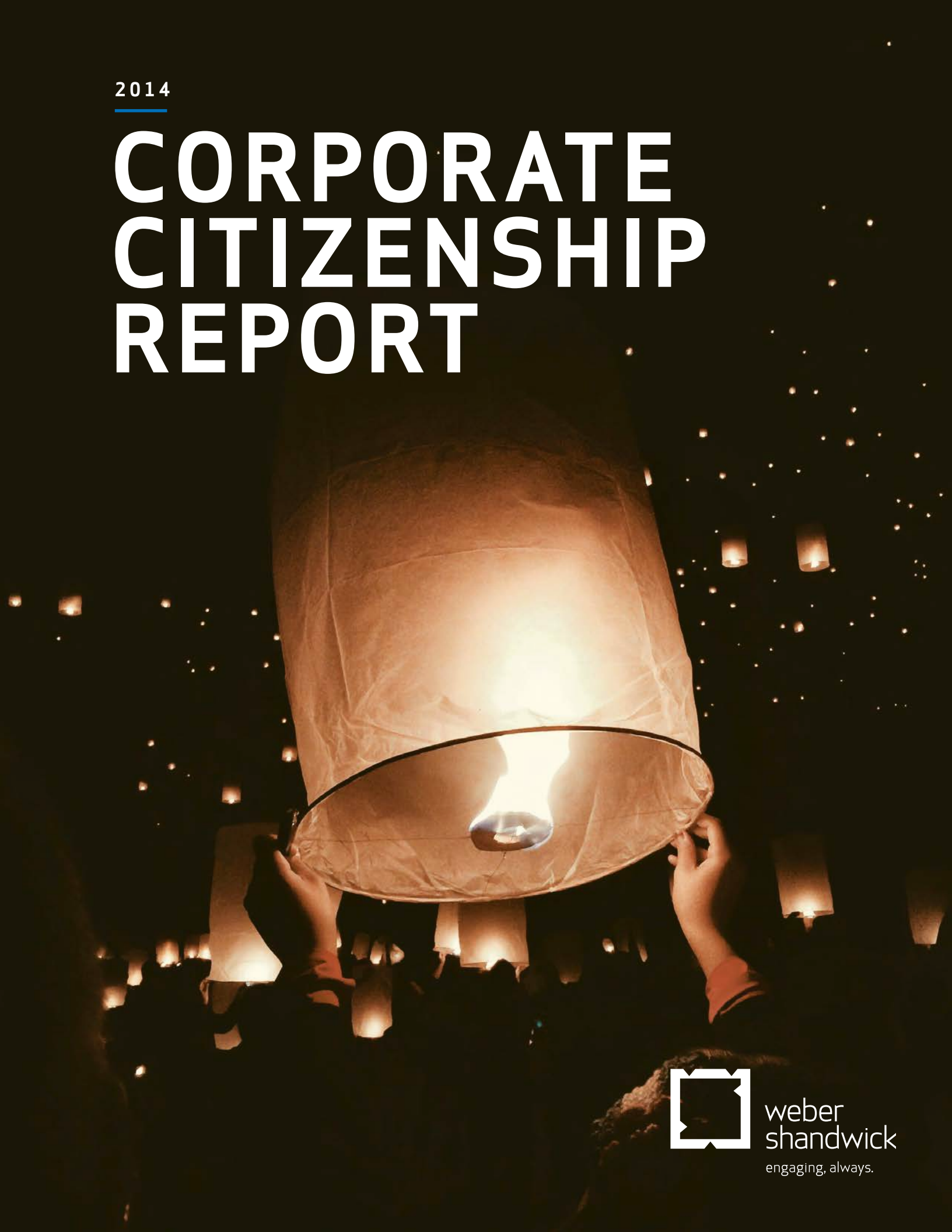


2014

CORPORATE CITIZENSHIP REPORT



weber
shandwick
engaging, always.

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A LETTER FROM OUR

EXECUTIVE LEADERSHIP

In today's hyper-connected, ultra-transparent, globalized world, we believe more than ever in the power of communication to do good. After all, engagement is more than a strategy; it's a leadership tool capable of empowering and moving people to shape our world.

At Weber Shandwick, we realize that our nearly 3,500 employees, in partnership with our clients and communities across more than 80 countries, have the opportunity to make a powerful, global impact.

So we take our role as corporate citizens to heart.

We strive to be bold and brave in the work we create with clients to drive social good, relentlessly improve our approach to sustainability, and challenge the status quo to foster the most diverse, inclusive and collaborative environment we can for our employees and business to thrive.

We're motivated by our opportunity as a global company to create shared value — driving positive results for our business while positively impacting economic and social conditions in the communities in which we operate.

So we apply the same strategic and creative rigor to our corporate social responsibility initiatives as we do to any of our client assignments. We're excited to share those efforts with you in our third annual corporate citizenship report.

We're proud to share stories and achievements that are representative of what we're doing as corporate citizens across Asia Pacific, Europe, the Middle East, Africa, Latin America and North America.

We know that the complex challenges of today represent major opportunities. New leaders are emerging with innovative models to solve global issues. It's boundary-less, multidisciplinary and collaborative — and it's challenging businesses like ours to reimagine our role.

We remain unendingly inspired by the passion of our clients, the commitment of our employees, and the opportunity to come together to make a difference in this exciting, ever-evolving world.



JACK LESLIE
Chairman

A stylized, handwritten signature in white ink.



ANDY POLANSKY
Chief Executive Officer

A handwritten signature in white ink.



GAIL HEIMANN
President

A handwritten signature in white ink.

ABOUT

WEBER SHANDWICK

About Us

Weber Shandwick is one of the world's leading global public relations firms. We believe the only way to deliver work that defies convention is to break with it. That's why we have defied the "status quo" to create a new kind of engagement firm for the hyper-connected, ultra-transparent, globalized marketplace of the new engagement era.

Weber Shandwick has moved beyond the classic boundaries of discipline and geography to help our clients out-perform. We are breaking through traditional service lines to integrate social, digital, content, publishing, advertising, PR, corporate reputation and public affairs into solutions that drive business results.

Our global organization brings the full power of Weber Shandwick to every client through borderless access to resources, an ecosystem of specialty engagement agency brands and a diverse group of the best talent on the planet. Our specialized team of strategists, analysts, producers, designers, developers and campaign activators has won the most prestigious awards in the world for innovative, creative approaches and impactful work.

We are committed to delivering unconventional thinking and a culture of collaboration that drives the best outcomes for our clients and great opportunities for our people.

And we are, foremost, committed to be "engaging, always."

Guiding Principles

At Weber Shandwick, we believe in the shared value that's gained by being responsible corporate citizens. So we infuse a CSR mindset into our business, our global culture and our commitment to clients driving social good.

The bedrock of our corporate citizenship efforts is an informed understanding of the impact we have on our environment, people and communities in which we operate, across every element of our business.

Our guiding principles serve as the foundation of our approach to corporate social responsibility.



Minimize our environmental footprint and promote sustainability



Foster a diverse, inclusive and collaborative environment



Partner with clients who are passionate about contributing to social good

A person stands on a large, rounded rock formation on a mountain peak. The background shows a vast, hazy mountain range under a sky filled with large, white and grey clouds. The lighting suggests late afternoon or early morning, with a warm, golden glow.

ABOUT THIS REPORT

We are proud to present Weber Shandwick's third annual Corporate Citizenship Report in the pages that follow, featuring the work that the firm and its employees have done to positively impact the environment, communities and clients throughout 2014. This year, we continued our efforts to align with best practices in CSR reporting by using the Global Reporting Initiative (GRI) G4 Index as a framework for reporting on sustainability issues material to our business, as determined through dialogue with key stakeholders. Please see our GRI Disclosure Index on WeberShandwick.com. We want to hear from you, and we invite you to tell us what you think at CSR@WeberShandwick.com.



THE ENVIRONMENT

A GREEN MINDSET



ENVIRONMENTAL

POLICY

Weber Shandwick seeks to minimize its impact on the environment and continually improve environmental performance.

Operations

We aim to minimize the environmental impact of our operations and prevent pollution. Since operations are largely office-based, this includes (but is not limited to) minimizing consumption of resources like water and energy, maximizing the efficiency of our resource use, and minimizing and responsibly dealing with waste.

We will manage our procurement function and supply chain proactively and in such a way as to deliver environmental benefits alongside financial ones.

Engagement & Awareness

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

We will engage a Corporate Social Responsibility Committee to set, review and deliver our environmental targets and objectives.

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

Compliance & Beyond

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

We will comply with all applicable legal environmental requirements and industry standards.

OPERATIONS

A core element of Weber Shandwick's corporate citizenship efforts centers on how we institute environmentally-sound practices across our offices around the world. Four key pillars help guide our commitment to running our internal operations sustainably:



Minimizing consumption
(water, energy, etc.)



Maximizing efficiency
of resource use

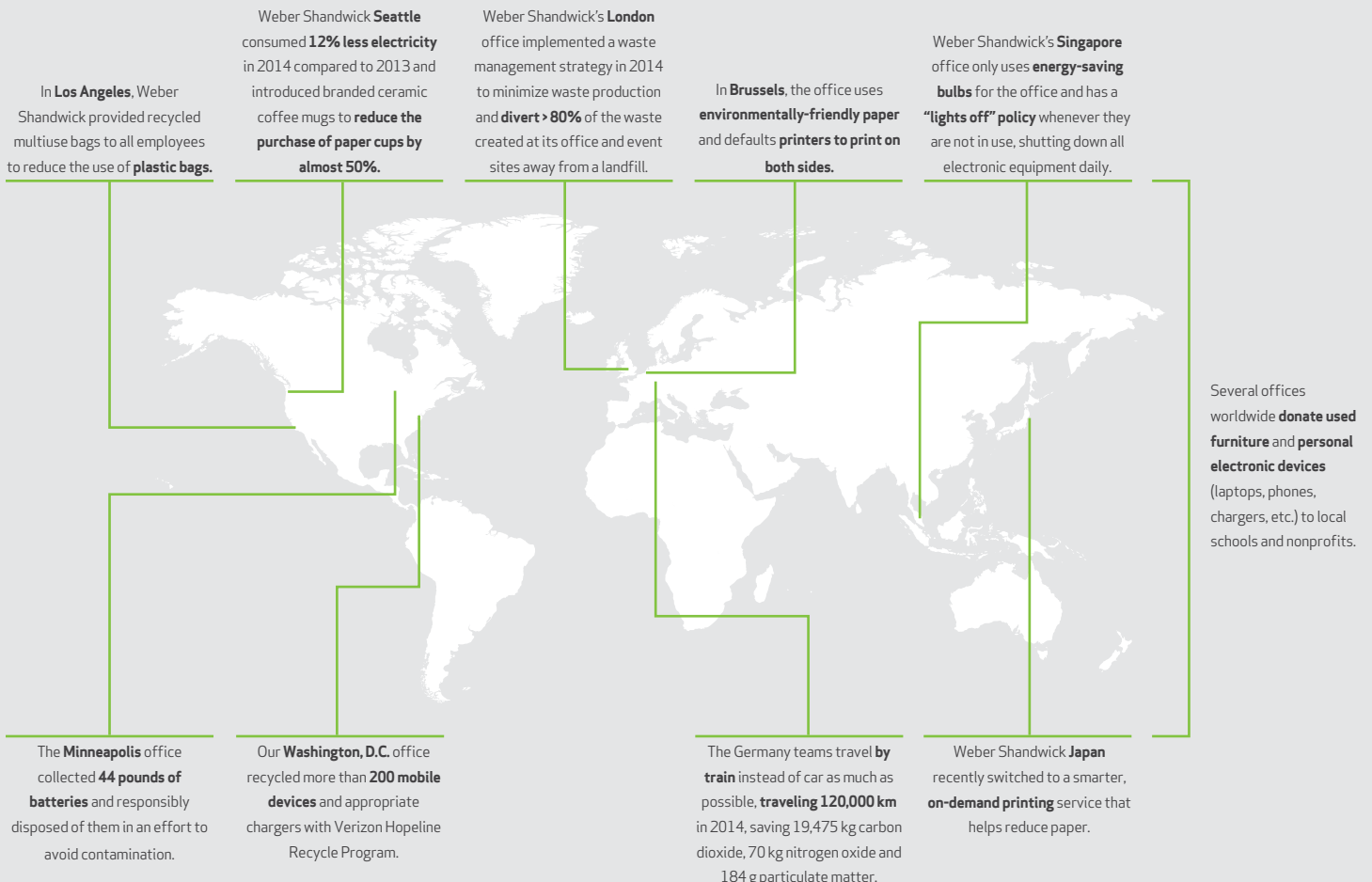


Minimizing waste



Proactively managing our
procurement and supply chain

Weber Shandwick's CSR and Environmental Committees bring these efforts to life by ensuring that we seek suppliers of "green" products and only entering into new lease spaces with landlords that provide recycling.



ENGAGEMENT & AWARENESS

Our employees bring our green mindset to life. The passion, dedication and collaborative culture they fuel have become a hallmark of our business and the force behind our success in promoting sustainability. Across our global network, we're committed to raising awareness and engagement among our staff to drive progress together toward our sustainability goals.

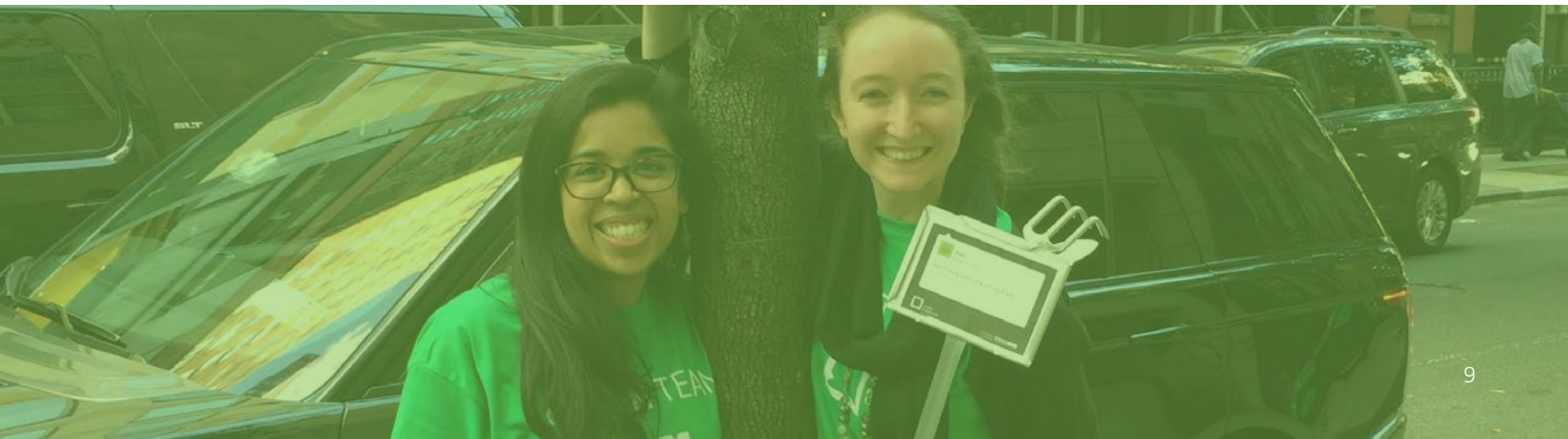
CSR & Environmental Committees

Weber Shandwick has witnessed an increased appreciation for environmental awareness and action at a personal, corporate, national and international level in recent years. We place a high value on ensuring our environmental efforts are prioritized and optimized to achieve the best results for clients and employees. To that end, we've set up working groups across offices to drive and guide our environmental progress.

The CSR Committee in North America and Environmental Committee in the U.K. work to develop and implement environmental management policies containing standard operating procedures for the firm's global sustainability efforts. Committees are comprised of top-level managers and meet at least annually to review and set objectives for environmental improvement.

Employee Training & Communication

Basic environmental awareness training is provided to all employees when they are hired through the induction training process. Information on Weber Shandwick's environmental management system is stored on the firm's global intranet, MyWeberShandwick. When appropriate, emails detailing environmental progress are sent to all employees by the Environmental Manager.



Green Teams

Through training and awareness programs, Weber Shandwick's "Green Teams" are charged with leading our efforts in local offices to keep up with rigorous ISO 14001 certification requirements and set even more ambitious sustainability benchmarks for the future. In 2014, Weber Shandwick's CSR Committee further empowered the North

American Green Teams, committing funding to provide each team a dedicated budget to customize the best environmental programs for their offices.

Weber Shandwick's Green Teams came together to achieve highly-impactful initiatives in their local communities in 2014.

In May 2014, Weber Shandwick Boston partnered with a local nonprofit organization, Building Impact, to facilitate a volunteer event in the office focused on using recycled materials to construct pet toys for local shelters. The staff made roughly 110 cat toys and 65 dog toys during the event.



Weber Shandwick Southwest celebrated Earth Day 2014 with numerous activities, one of which was to institute its annual "Lights Out" policy all day long in the office to raise awareness of energy use. The "Lights Out" activation has gained so much popularity that employees requested to make it a regular event throughout the year.

The Minneapolis Green Team designed a patio garden in 2014 that grows tomatoes, peppers and herbs for employees to pick and use in meals throughout the workday.

The team also hosted its annual "Green Fair" event for Earth Day that included Minnesota-grown, green skin care treatments, a demonstration of 100 ways to use vinegar, informational handouts on commuting, a reusable bowl giveaway and lots of recycled knick-knacks like bottle cap magnets.

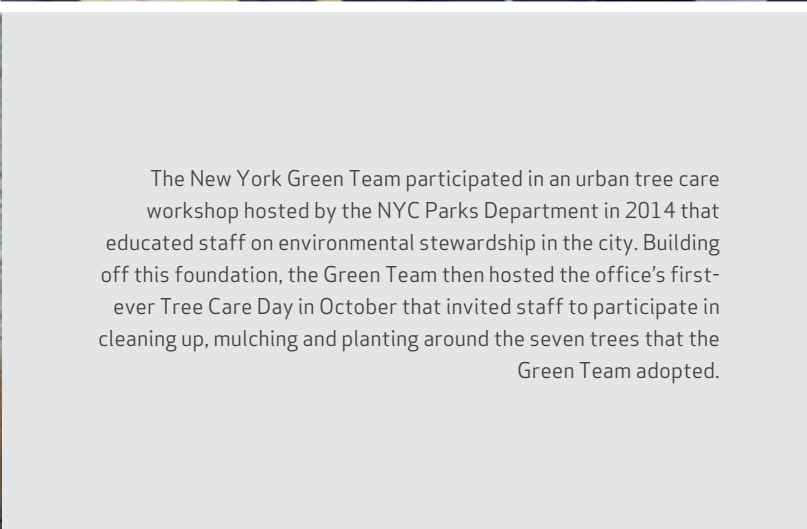
Five lucky Minneapolis employees also received Green Team-funded gas gift cards for carpooling to the office's holiday party.





MUNICH

Members of Weber Shandwick's Munich office took part in the "My Isar" initiative — a project where volunteers come together to clean the shores of the river Isar that goes right through the city center.



GREEN TEAM

NEW YORK

The New York Green Team participated in an urban tree care workshop hosted by the NYC Parks Department in 2014 that educated staff on environmental stewardship in the city. Building off this foundation, the Green Team then hosted the office's first-ever Tree Care Day in October that invited staff to participate in cleaning up, mulching and planting around the seven trees that the Green Team adopted.

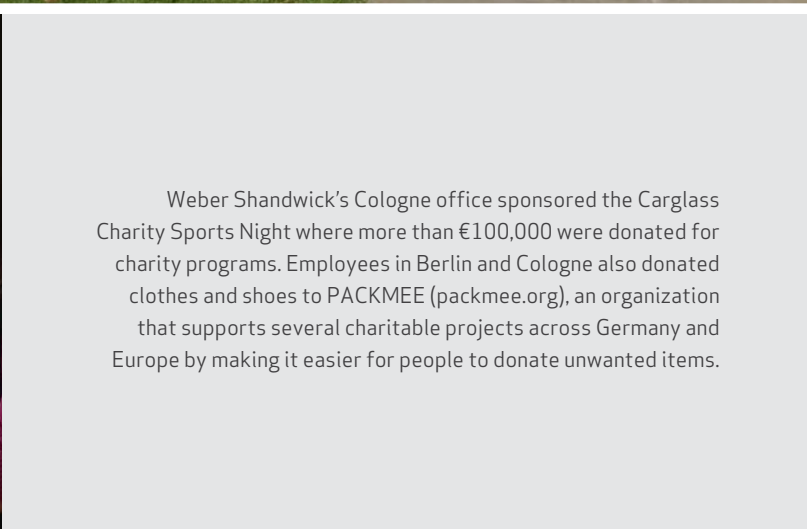


SAN FRANCISCO

Members of the San Francisco Green Team volunteered to beautify Sue Bierman Park on Earth Day this year, where they were put to work mulching and pruning the west end of the park.

The team also organized an Eco Drive that encouraged employees to bring in unwanted items for colleagues to reclaim. Unclaimed items were donated to Goodwill.

In a similar fashion, San Francisco employees also participated in a book swap organized by the Green Team that allowed team members to recycle books and share them with colleagues.



COLOGNE

Weber Shandwick's Cologne office sponsored the Carglass Charity Sports Night where more than €100,000 were donated for charity programs. Employees in Berlin and Cologne also donated clothes and shoes to PACKMEE (packmee.org), an organization that supports several charitable projects across Germany and Europe by making it easier for people to donate unwanted items.

COMPLIANCE



Weber Shandwick strives to go beyond compliance through our ISO 14001 and LEED certifications and ongoing advancement in our operations.

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.

In 2014, Weber Shandwick continued its commitment to sustainable construction practices and products, most notably with the addition of our Los Angeles office achieving LEED certification with the U.S. Green Building Council.



In 2014, Weber Shandwick achieved or was in the process of achieving LEED certification for **50% of its offices in North America, making up 65% of the region's total headcount.**

Approximately **70%** of employees in North America will be in LEED space when Weber Shandwick's Minneapolis and Dallas offices are certified in 2016.



Weber Shandwick also began requiring all new North American leases to provide electricity sub-metering to incentivize tenant-driven energy efficiency.

Weber Shandwick works with CarbonFund.org to purchase carbon offset certificates for its non-billable airline travel. **In both 2014 and 2013, the offset was approximately 3,000 metric tons of emissions.**





DIVERSITY & INCLUSION

EMPOWERING OUR PEOPLE & OUR BUSINESS

OUR COMMITMENT TO

DIVERSITY & INCLUSION

Diversity and inclusion is paramount at Weber Shandwick — it isn't just a program or initiative, it's deeply integrated into how we do business.

We actively pursue diversity, not just because it's the right thing to do, but also because it's smart.

We place high value on our team's wide range of backgrounds, perspectives and thinking styles that inspire the limitless unconventional ideas our clients need and expect.

We continue to view diversity through multiple lenses — race, gender, sexual orientation, religion, socioeconomic status, political view, professional background — all of the attributes that make us who we are and think the way we do. And we recognize the incredible advantage of building and maintaining a diverse, culturally intelligent and agile workforce to serve the needs of demographically changing stakeholders. Not to mention the benefits as a key driver in attracting the best talent.

While it's true that Weber Shandwick employs lots of very smart people and plenty of out-of-the-box thinkers (experts on search, gastronomy and virtual reality included), what really defines us is how we all come together through our collaborative culture — the teamwork and open-idea sharing that's become a hallmark of our firm.

Our approach is twofold: We engage in partnerships with powerful, diversity-focused organizations to deliver talent, grow the pipeline and serve as an industry leader. And we work to drive engagement, elevation and impact of diversity and inclusion to advance a climate that supports the best work experience possible.

As a result, we received IPG's Inclusion Award for Inclusive Talent Cultivation, the *Ad Age* Best Place to Work distinction and the *PRWeek* Best Places to Work honor for a second consecutive year.



Engaging in Partnerships that Matter

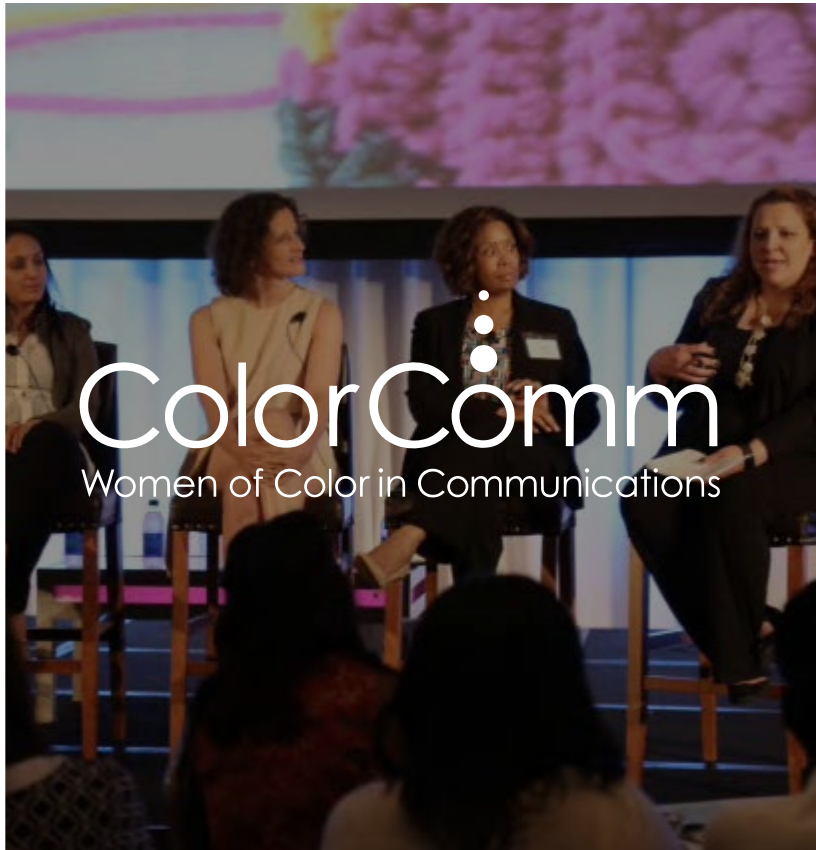
Weber Shandwick has formed valuable partnerships with leading organizations that are passionate about diversity and inclusion. We engage with multicultural groups and foundations to further diversity and inclusion within our company and across the communications industry overall.

Weber Shandwick works closely with ColorComm, an organization dedicated to exploring and enhancing the possibilities for women of color in communications.

We sponsored ColorComm's first national conference and brought a larger audience "up close and personal" with industry leaders and activists in attendance through a live broadcast of the event using Weber Shandwick's proprietary GoLive real-time broadcast offering. The event focused on issues core to the future of the business, as told by those who are pioneering the development. Speakers included journalist Soledad O'Brien, *Essence Magazine* Editor-in-Chief Vanessa Bush and BET Networks communications leader Theresa Liburd.

Our GoLive broadcast garnered 122,000 web views in just two days on websites such as *TheEconomist.com*, *HuffingtonPost.com* and *NBC.com*, which echoed the message of the conference well beyond the live event. Weber Shandwick added nearly 100 ColorComm event attendees to its candidate pipeline as a result.

Weber Shandwick and ColorComm also worked together to co-host an informal panel discussion in honor of Congressional Black Congress Week at our office in Washington, D.C. The panel engaged "The Colored Girls," an informal group of women who rose together during Democratic politics in the 1980s and 1990s in Washington, D.C. With more than 20 years of political and communications experience combined, "The Colored Girls" provided invaluable advice to ColorComm members interested in careers in political communications.



Weber Shandwick continues a valued partnership with The LAGRANT Foundation, helping to advance the organization's mission to increase diversity in the advertising, marketing and public relations industries. Weber Shandwick president Gail Heimann is a member of The LAGRANT Foundation's Board of Directors.

Weber Shandwick created the Straight Talk panel event series to support The LAGRANT Foundation. The events held in Chicago and New York provided an opportunity for ethnic young women to discuss diversity in communications. As a result, Weber Shandwick added about 50 LAGRANT Foundation event attendees to its candidate pipeline. Weber Shandwick also co-hosted career development workshops in Seattle and Silicon Valley with LAGRANT. Weber Shandwick frequently hires entry-level candidates through this partnership.



For the fifth year in a row, Weber Shandwick partnered with the Ron Brown Scholar Program to support its mission to provide academic scholarships, service opportunities and leadership experiences for young African-Americans of outstanding promise. Weber Shandwick hired two Ron Brown Scholars as interns in 2014, and one who will be joining the Healthcare team full-time in 2015. The firm also hosted the Program's alumni event in New York. Ade Sawyer, account supervisor at Powell Tate, is the President of the Ron Brown Scholar Alumni Association.

Weber Shandwick Chairman Jack Leslie chairs the Program's Board of Trustees and Judith Harrison, Weber Shandwick's senior vice president of Staffing and Diversity & Inclusion, sits on the Program's advisory board. Emil Hill, a leader of Weber Shandwick's public affairs firm Powell Tate, spoke at the Program's Triennial Leadership Summit.



The PRSA Foundation focuses on outreach, education and research programs aimed at driving diversity in public relations. Weber Shandwick and the PRSA Foundation have a long-standing partnership to engage a diverse range of ambitious and promising students and prepare them for successful careers in communications.

In 2014, we connected PRSA Foundation and the PR Council to the UNCF (United Negro College Fund) to form a partnership that resulted in the PRIME Scholars program (Public Relations Internship, Mentoring and Education), launching in Atlanta in summer 2015.

Weber Shandwick also hired one intern from the PRSA Foundation through the Ofield Dukes Scholarship, which we partnered with PRSA Foundation to create in 2013.

Weber Shandwick CEO Andy Polansky and Judith Harrison, senior vice president of Staffing and Diversity & Inclusion, sit on the PRSA Foundation's Board of Directors.

Weber Shandwick maintains a strong relationship with Howard University through Adopt-A-Team, which prepares communications students for successful entry into the workforce upon graduation. In 2014, we mentored students in the field of public relations in addition to hiring an intern to gain experience with our team.



13 women hold the company's most senior global leadership positions, including our global president Gail Heimann; eight practice areas are led by women.

CREATING AN INCLUSIVE & COLLABORATIVE CULTURE

Diversity & Inclusion Council

Weber Shandwick strives to be the most diverse and inclusive agency in the business. Our cross-office Diversity & Inclusion (D&I) Council brings employees together to share ideas and best practices on increasing our D&I efforts at every level. D&I Council membership grew by 18 percent from 2013 to 2014. The group also created a space on Weber Shandwick's internal social networking platform to share ideas and engage in conversation centered on actionable tactics aimed at the following goals:

Develop a more diverse employee base

Provide development and advancement opportunities for diverse employees

Build awareness of public relations as a career opportunity to diverse audiences

Create a more inclusive environment to foster collaboration and drive peak performance

Increase employee engagement

Prioritize D&I as an overall public relations industry mandate

Weber Shandwick strives to ensure that diversity and inclusion efforts come alive across our global network.



As one of the world's most homogeneous countries, the notion of diversity in Japan is quite different from other, more multicultural countries. Key issues in the country include participation of and opportunities for women in the workplace, as well as a requirement for diverse skill sets that will help Japan compete in the global economy. The Weber Shandwick office in Japan created a taskforce to drive progress in these areas.



In Boston, the D&I Council hosts monthly BraveSpace sessions: lunch meetings that tackle tough issues in media, addressing personal impact along with lessons about work and clients. In each meeting, one or two team members present on a topic of current events and current media trends for 10 to 15 minutes, and the remaining time is open for discussion.



In Dallas, the D&I team participates in diverse college recruiting events and celebrates heritage months through educational programming, including hosting a social justice conversation featuring the PBS documentary, *The African Americans: Many Rivers to Cross*.

Weber Shandwick's Brazil team represents one of the most diverse ranges of skill sets across the network, with employees' expertise ranging from gastronomy, literature and fashion to graphic arts. The Brazil team also dedicates its free time to a range of hobbies that help the group overall to become more creative, such as roller derby, professional singing, skateboarding, graffiti art, gaming and cycling.



Weber Shandwick's Chicago D&I team hosted an event around Diversity Month in April to encourage employees to get to know one another. The group also organized staff showcases: roundtables where small groups of employees at varying levels talk about their backgrounds, influences, work and how their unique points of view help them achieve success. Weber Shandwick Chicago debuted a breakfast series this year called Common Threads that provides a forum for employees to discuss complex, interesting issues around diversity and inclusion.



The Singapore team includes 16 different nationalities. Eighty percent of the senior management team are female, including the managing director, chairman and CFO.

The D&I team in Washington, D.C. took an academic approach this year by incorporating trivia and quizzes throughout their activities, including posting questions on their Facebook page for Black History Month, developing quizzes related to the D.C. office's and Weber Shandwick's diversity achievements globally for a monthly newsletter, and regularly engaging staff with trivia to teach them about their colleagues, communities and client work that promotes and celebrates diversity around the world.





IPG MERGE

MERGE (Multicultural Employee Resource Groups for Excellence) is a diverse group of colleagues from IPG corporate and agency offices who work to bring people together in support of diversity and inclusion in the workplace and marketplace. In 2013, 18 Weber Shandwick employees were national or local co-chairs of IPG's MERGE business resource groups, including Ava Lawler, managing director, Australia, who heads up the Women's Leadership Network in Australia.

In 2014, Weber Shandwick New York hosted a lunch-and-learn with leaders from MERGE to raise the profile of resource groups, inspiring 16 Weber Shandwick employees to join MERGE affinity groups on the spot. These groups include the Women's Leadership Network, the Black Employees Network, SOMOS, the Asian Heritage Group and IPGLBT groups all aligned around "the five C's:" careers, culture, clients, communications and community.

D&I Instruction & Training

In 2014, Weber Shandwick conducted live, customized diversity and inclusion training to provide real-time instruction in expanding diversity efforts, in addition to

web training. Our New York office also held an intensive training program, "Discovering Our Diversity, Leveraging Our Differences."

Succession Planning & Career Development

Weber Shandwick elevates diversity and inclusion through a variety of programs aimed at career development and identifying standout high-performing and high-potential diverse talent for succession planning across the firm. In 2014, we expanded our multicultural talent development initiative with offsite programs for black, Hispanic and Asian employees.

high-performing African-American professionals at the director and vice president levels.

Center for Hispanic Leadership Talent Development Program: A two-day program for Hispanic professionals at the account supervisor to vice president levels.

Ascend Pan-Asian Leaders Talent Development Program: A one-day, culturally-tailored program for Asian professionals.

Executive Leadership Council High-Potential Talent Development Program: A five-day leadership program for



OUR WORK & PARTNERSHIPS

CREATING POSITIVE CHANGE

OUR WORK & PARTNERSHIPS



Weber Shandwick is dedicated to fostering partnerships that contribute to our goal of being strong global citizens and creating shared value for our business and the communities we impact. We work on eight of the world's top 10 social issues, as cited by Pew Research Center, and are engaged in more than 125 Social Impact client assignments and contribute hundreds of thousands of hours on pro bono efforts across our global network.

THE STANDARD

SHARED VALUE

"Policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates. Shared value creation focuses on identifying and expanding the connections between societal and economic progress."

Source: Harvard Business Review: "Creating Shared Value"

Our global leaders engage in partnerships with foundations and organizations to advance social good, and diversity and inclusion around the world.

Weber Shandwick Chairman **Jack Leslie** was appointed by President Obama in 2009 to serve as Chairman of the Board of Directors of the **U.S. African Development Foundation**. He is a member of the **Council on Foreign Relations**, Chairman of the **USAID Advisory Committee** on Voluntary Foreign Aid, Chairman of the **Ron Brown Scholar Program**, a member of the **InterAction Business Council** Advisory Board, committee member of **The Performance Theatre's Inspired Leadership Award**, a member of the Board of Advisors of the **Duke Global Health Institute** and a trustee of the **Circumnavigators Foundation**.

Weber Shandwick CEO **Andy Polansky** serves on the Board of Directors for **The Ad Council**, which identifies a select number of significant public issues and stimulates action on those issues through communications programs that make a measurable difference in society. Andy is also a member of the **Arthur W. Page Society**, and is an active participant on its Diversity & Inclusion work stream. In 2014, Andy participated in a webinar hosted by **PRWeek** and Council of PR Firms about "Making

Diversity the Norm." Andy also sits on the **PRSA Foundation's** Board of Directors, with a mission centered around diversity and inclusion.

Weber Shandwick President **Gail Heimann** serves on the Board of Directors for **The LAGRANT Foundation**.

Colin Byrne, CEO, U.K. & EMEA, was appointed a trustee of international development charity **ActionAid** in 2014, which organizes over 15 million people in 45 countries to work toward a world free from poverty and injustice.

Darren Burns, president, Weber Shandwick China, was the most senior executive to have delivered an address at the first **China Pink Market Conference**, organized by **Shanghai LGBT Professionals**, a business network for gay and lesbian employees in China.

Judith Harrison, SVP, Staffing and Diversity & Inclusion, serves as president of the **New York Women in Communications Foundation**, the largest scholarship provider for women studying communications in the tri-state area. Judith also serves on the **4A's Diversity Committee**, is Vice President of the **PRSA Foundation** and sits on the **Ron Brown Scholar Program** advisory board.



SOCIAL IMPACT

Weber Shandwick's Social Impact practice is a specialized global offering that works at the intersection of corporate social responsibility, sustainability and social issues, helping organizations generate engagement for how they are building shared value and creating a more equitable and sustainable world. Drawing on professionals from across the agency's global network, our Social Impact specialists have developed a distinguished track record as storytellers, content creators and advocates. They develop engagement campaigns that inspire and mobilize people to drive positive change on some of the most critical issues of our time.

“The challenges we face as a global community are vast. Yet, we know from our Social Impact work that there are growing opportunities for bold, cross-sector collaboration to create new solutions. Our focus is on partnering with corporate, foundation and nonprofit clients worldwide to develop and accelerate innovative solutions to complex social issues.”

Paul Massey, EVP, Global Lead for Social Impact

2014 Creating Shared Value Forum

Nestlé

In October 2014, Nestlé and the United Nations Conference on Trade and Development (UNCTAD) co-hosted the Creating Shared Value Forum in Lausanne, Switzerland. This unique day-long event was designed to stimulate thinking on how the private sector can address some of society's most pressing challenges in business, civil society, nutrition, water and rural development. The aim of the CSV Forum was to bring together influential industry leaders, government officials and civil society representatives from Switzerland, Europe and beyond to discuss these and related issues in high-level, moderated discussion panels.

Weber Shandwick provided support in identifying and securing world-class experts to be part of the various panels and effectively secured 240 influential thought leaders from the business, nonprofit and public sectors to attend the event. To further amplify the event, Weber Shandwick built momentum through various thought leadership pieces in *Huffington Post*, and created greater

engagement and online interest by identifying relevant sustainability titles to drive traffic to the live stream on the day itself.

Weber Shandwick provided on-site support with the aim to develop rich video content and create greater engagement on Nestlé's social media channels. On the day of the event, Weber Shandwick worked with Nestlé to conduct a series of interviews at the Creating Shared Value Forum.

The success of the event was threefold: The company engaged with government, international organizations and academics, and demonstrated its capability as a proactive and reliable partner; the program created excitement around the economic viability of the CSV concept among financial communities; and Nestlé was positively positioned to its key stakeholders and the public, and was profiled as a part of the solution in addressing important societal issues.





World's Largest Hunger Relief Movement: From Hunger to Hope Yum! Brands and United Nation's World Food Programme (WFP)

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 United Nation's (UN) World Food Programme (WFP) via Yum! Brands' World Hunger Relief campaign — now the world's largest private-public hunger relief effort. Weber Shandwick has driven massive awareness through approximately 8 billion earned media impressions annually and leveraging Yum! Brands' global network of more than 40,000 stores (Pizza Hut, KFC, Taco Bell), 1.4M employees and 135M+ social media fans in more than 130 countries. For the past six years, Weber Shandwick has showcased volunteer global ambassador Christina Aguilera along with Yum Brands! executive

chairman David Novak's passionate commitment to ending hunger via PSAs, in-store promotions, earned media and social content.

In 2012, then Secretary of State Hillary Clinton and the U.S. State Department honored the campaign for its global humanitarian impact. While the campaign has garnered more than 30 PR industry awards, including the SABRE Award for "Best CSR Program" (2014), Yum! Brands and Weber Shandwick are most proud that it has raised more than \$600M (USD) thus far in unrestricted funds for the UN, benefitted more than 4,000 local hunger relief charities worldwide and helped save millions of lives in moving from hunger to hope.



HeForShe: Advancing Gender Equality Globally

UN Women

Weber Shandwick was engaged by UN Women to lead the social media efforts for HeForShe, a solidarity movement for gender equality that brings together one half of humanity in support of the other half of humanity for the benefit of all.

Since November 2014, Weber Shandwick has helped HeForShe rally support from around the world and remain at the center of the conversation on gender equality on social media channels. The team has worked closely with HeForShe to create strong visual content to engage men and boys to join the movement and to foster an ongoing dialogue around gender equality globally.

Weber Shandwick's work supported a major announcement at the World Economic Forum in Davos and

a partnership event with Facebook around International Women's Day that reached over 118 million people on Facebook and garnered 184 million impressions on Twitter. The team engaged the online community to raise awareness of Equal Pay Day in the U.S. and the importance of mothers in the movement on Mother's Day. Weber Shandwick also worked with HeForShe IMPACT Champions to help them elevate their commitment through HeForShe social media channels. Throughout, Weber Shandwick has helped HeForShe secure the commitments of celebrities, heads of states, corporations and individuals around the world, and has worked to shift the narrative on social channels from awareness to action by encouraging supporters to make changes in their own lives and report back.

Telfies' To Make Day Special for Teachers

Pearson India

Pearson, the world's leading learning company, supports learners and educators across the entire learning spectrum and through each learning stage — from K-12, higher education, test preparation and vocational education. With the insight that every individual at some stage of their learning and growing process has been touched by a teacher who made a significant impact on their lives, Weber Shandwick and Pearson India launched a multi-phase campaign to improve Pearson India's awareness and visibility among parents, students and general consumers as a leader in education and learning.

The campaign began with the "Voice of Teacher" survey, focusing on the Indian education system's ability to drive learner outcomes and the challenges faced in achieving the same. To engage people of all ages, Pearson India launched the annual "Thank Your Teacher" campaign — a nationwide initiative encouraging students past and present to come forward and thank their teachers. One of the major highlights of 2014 was the new "Telfie Salute," urging students to upload a selfie with their favorite teacher. Through this initiative, students sent out thank you notes, pictures and videos of their favorite teachers. To celebrate, Pearson India organized the Pearson Teachers Awards to recognize and honor extraordinary teachers.





Empowering Sustainable Decisions

The Global Reporting Initiative

The Global Reporting Initiative (GRI) is the organization behind the predominant framework for corporate responsibility and sustainability reporting. Following the appointment of new leadership, the organization approached Weber Shandwick in the fall of 2014 to help drive a brand repositioning, given the organization's shift in strategic direction and the increased drive toward business transparency and data availability. The organization was seeking to re-energize its branding in order to remain relevant and stay ahead of increasingly more agile and innovative reporting frameworks.

To evolve the organization's branding, Weber Shandwick team members from Brussels, London and Washington, D.C., conducted an immersion and planning workshop

with GRI to identify renewed positioning and messaging based on research findings and stakeholder feedback. Following the session, the team worked to create options for a new brand framework, including a revised mission and vision, branding essence and new visual identity options. Through a collaborative process, the team identified a new brand framework that was supported by key internal stakeholders.

In 2015, Weber Shandwick will act as a facilitator in socializing the rebranding within GRI, leading the development of a communications plan based on the evolved brand positioning, including elements of messaging, key audiences, content strategy recommendations and branding guidelines.

Telling the Story of #GivingTuesday

UN Foundation

Since 2012, Weber Shandwick has supported the UN Foundation and 92Y in their worldwide partnership to create #GivingTuesday, a social media movement with a goal of raising awareness of important causes and connecting people during a time of year when many are looking for ways to give back to their communities. As part of this work, Weber Shandwick is a founding partner of the Communication Corps, a group of leading PR firms supporting #GivingTuesday.

Over the last three years, Weber Shandwick has worked to create social content and a digital toolkit that has been deployed by more than 20,000 partners, including individuals taking action on #GivingTuesday and local nonprofits around the world who are encouraging their supporters to give. To amplify storytelling, the team also developed an app called Giving Stories (stories.givingtuesday.org), which allows users to create their own story about what inspires them to give and share on their social networks.

In 2014, Weber Shandwick employees showed their support for #GivingTuesday and several important causes by wearing T-shirts of the nonprofits they support and sharing photos on Twitter and Instagram using #GivingTuesday.

“Weber Shandwick has been with us from the beginning of #GivingTuesday. They enthusiastically joined the Communication Corps and brought their best talent to make the campaign a success. We value our partners in the PR world who talk the talk and don’t just consult on CSR, but practice it.”

Aaron Sherinian, Chief Communications and Marketing Officer for the UN Foundation



Mobilizing Support for Health and Hygiene on the Hill Clean the World

From the world's biggest cities to the most remote hamlets, health and hygiene are critical to every aspect of human activity. Yet, tremendous inequities exist in terms of access to basic hygiene. The world is at a critical moment where our approach to this challenge can change the course of history for millions.

Weber Shandwick became part of the global hygiene revolution through a partnership with Clean the World, a social enterprise that distributes recycled soap and hygiene products from more than 2,000 hotel and resort partners to those who need it most. Through its ONE Project, Clean the World provides "hygiene kits" to organizations, such as shelters, veterans' groups and disaster relief nonprofits throughout North America.

In 2014, Weber Shandwick partnered with Clean the World's ONE Project to engage elected officials, policymakers and other key thought leaders in the United States capital by hosting the first-ever Capitol Hill Hygiene Kit Build, which involved several corporate sponsors, such as Unilever and UPS, and high-profile support from Senators Harry Reid and Dean Heller. Weber Shandwick worked with Clean the World and event sponsors to establish messaging for the event, develop infographic content, and pitch stories and content to local and national media. In addition, the firm took the lead on event planning and coordination with congressional staffers supporting the event.





Reinvigorating Support for Agriculture on the Continent Comprehensive African Agriculture Development Programme (CAADP)

Celebrating its 10th anniversary, the Comprehensive African Agriculture Development Programme (CAADP) is a Pan-African initiative to increase food security in Africa, reduce poverty and promote economic growth through agricultural-led development. Upon the African Union declaring 2014 as “The Year of Agriculture and Food Security,” Weber Shandwick partnered with CAADP to help reinvigorate key stakeholders, policymakers and donors, and raise awareness of and support for investment in agriculture in Africa.

To maintain pressure on African leaders to support agriculture in their countries through the CAADP framework, Weber Shandwick developed the creative “In Your Hands” platform, which encourages member states to make agriculture reform and investment a top priority. The platform has allowed for consistent branding across all communications at events and online with a message

that conveys a positive narrative of self-sustaining solutions to agriculture and food security. To help tell stories of individual country achievements, Weber Shandwick captured videos in multiple member countries with an aim of developing long-term ambassadors, Pan-African support and elevating CAADP’s online presence.

The partnership also included support for African Union Commission officials at agriculture events on the continent and in the United States, leading media relations activities on the ground. Results included several opinion-editorial placements and earned media placements in multiple regional African publications, including 481 total pieces of coverage in key targets such as *CCTV Africa*, *Bloomberg*, *Devex.com* and *All Africa*.

Unilever Project Sunlight Shares A Meal with Children and Families in Need

Unilever

One in five kids in America doesn't know where his or her next meal is coming from. Yet many Americans are convinced that child hunger is an issue that lives in developing countries. To address this very real, very close-to-home issue, Weber Shandwick worked with Unilever Project Sunlight to create the "Share A Meal" program.

Unilever Project Sunlight is the company's consumer-facing initiative that aims to help create a brighter future for children by inspiring people to take small steps to live sustainably, use less and share even more. The "Share a Meal" program began by commissioning award-winning documentarian Patrick Creadon to join with longstanding Unilever partner Feeding America to identify real families faced with the issue of child hunger and tell their story in a short film. "Going to Bed Hungry: The Changing Face of Child Hunger" highlighted Americans struggling to put food on the table and the impact on their children.

To inspire action for the cause, Weber Shandwick developed a downloadable "Share A Meal" toolkit detailing a variety of turnkey ways for consumers to get involved and feed a hungry child. From hosting or participating in food drives, to volunteering at a food bank, the solutions were easy, inspiring and just a click away.

The initiative continued by pairing actor and father Josh Duhamel with 13-year-old youth hunger activist Joshua Williams together in a national media effort to raise awareness of the issue. Josh and Joshua took "Share A Meal" everywhere, from *The Rachael Ray Show* to *CNN Headline News*, *Fast Company* and *People.com*. The social call-to-action "I #ShareAMeal because..." spread rapidly thanks to celebrity partners, including singer Kevin Jonas, model/actor Taye Diggs, actress Sarah Michelle Gellar and celebrity chefs Alex Guarnaschelli, John Besh, and Tim Love. The program also engaged more than 100 social influencers.

Additionally, a national "You Buy One, We'll Give One" retail promotion drove in-store consumers to support the cause by encouraging them to purchase Unilever products. Nine retailers, including Walmart, Publix and Target, customized the "Share A Meal" assets to support local and regional hunger efforts. "Share A Meal" also hit the big and small screen in the first-ever Unilever Project Sunlight's global advertising campaign. These "Sunlight Speeches" spots showcased American and international youth hunger activists to mobilize viewers around the globe.





World Blood Donor Day: For the Youth, By the Youth Singapore Red Cross

Since 2010, Weber Shandwick Singapore has been supporting the Singapore Red Cross with its annual campaign to recognize the efforts of existing blood donors while also recruiting new donors. Since the media has come to expect similar messages and activities for World Blood Donors Day, and was also fatigued on blood donor issues, Weber Shandwick had to look for new ways of framing the story to keep it fresh and interesting.

Weber Shandwick developed a program that was aimed at profiling youth donors as everyday “heroes” who volunteer as blood donors and use their stories to encourage more youth to be part of the campaign and register early on as a donor.

Weber Shandwick celebrated champion donors through targeted one-on-one media interviews on how donors can help to save lives by contributing to the national blood stocks used for critically ill patients.

Features in local print and broadcast media, such as *The Straits Times* and *Channel NewsAsia*, contributed to the blood donor drive. As a result of the targeted media relations and donor outreach efforts, Red Cross managed to meet the demand every year. In 2013 alone, Red Cross was able to collect 121,000 units of blood. One of the campaign messages that struck a chord was: Every donation can save up to three lives. The campaign resulted in a two percent increase in new donor registration above the target of one percent.



Setting the Sustainability Agenda

BSR

Weber Shandwick's Social Impact team partners with BSR (Business for Social Responsibility) to develop an overall strategy to drive further visibility for the organization's ground-breaking leadership in sustainability within the business community. Leveraging the organization's 20-year history of thought leadership, research and expert consulting in the areas of the environment, human rights and women's health, Weber Shandwick has helped position BSR as the leader in sustainability within mainstream business media outlets.

In 2014, Weber Shandwick worked to enhance the visibility and impact of the BSR Annual Conference,

attended by more than 1,000 business and sustainability professionals from 32 countries around the world. Using the Storify platform, the team curated a real-time narrative for the conference via social media, more than doubling conference visibility and online social engagement.

Through message development, media engagement and identification of robust speaking opportunities, Weber Shandwick helped BSR capture the attention of key audiences in the United States and abroad.

Keeping Children Safer from Abduction

Honeywell and the National Center for Missing and Exploited Children

Through their corporate social responsibility initiative, Honeywell Hometown Solutions, Honeywell and the National Center for Missing and Exploited Children (NCMEC) have built a 12-year partnership focused on preventing child abduction.

In October 2014, Honeywell and NCMEC engaged Weber Shandwick, Honeywell's CSR agency of record, to introduce and launch KidSmartz, a newly-imagined program designed to empower kids in grades K-5 to stay safe. The Weber Shandwick team developed and executed an integrated communications plan to support KidSmartz that included celebrity ambassador activation, earned media outreach, and digital and social media support. Celebrity spokesperson Tia Mowry participated in 14 broadcast interviews reaching a total estimated audience of more than 1.7 million.

“The Weber Shandwick team brought creativity and smart, agile thinking to the launch, leveraging Halloween as a key moment to drive the discussion about kids safety with KidSmartz and NCMEC at the forefront of the conversation. With Weber Shandwick's help, KidSmartz has been positioned as a go-to safety resource, driving online traffic and reaching even more children, parents and teachers.”

Kerry Kennedy, Director, Honeywell Hometown Solutions





Inciting Private Sector Leadership on Economic Inequality

Prudential

Since early 2014, Weber Shandwick has collaborated with Prudential's global in-house communications team to develop an integrated communications plan to drive visibility and engagement among key influencers around the company's new CSR strategy. Weber Shandwick provides strategic counsel and supports execution on targeted media relations, executive visibility, thought leadership and digital/social opportunities.

Through this partnership, Weber Shandwick helped the Prudential team articulate its CSR focus on sharing the company's knowledge and expertise on how social issues contribute to economic inequality and its mission to

promote financial and social mobility for underserved populations.

Weber Shandwick also helped Prudential establish and elevate its position as a leading impact investor. To support the company's announcement of its commitment to build a \$1 billion impact investing portfolio, Weber Shandwick developed a compelling narrative around the company's long history of impact investing, created social media content to support it and secured a live video interview on Forbes.com with Prudential's top impact investments executive.

2014 Boston Marathon and Tribute Event Boston Athletic Association

In 2014, Weber Shandwick helped the Boston Athletic Association mark the one year anniversary of the marathon bombings with two events: a tribute to commemorate those killed and injured and an event recognizing the Marathon itself as a celebration of the spirit of competition and athletic excellence. Dozens of Weber Shandwick team members volunteered more than 600 hours of time over the course of seven days to help show the world what Boston is all about. The level of commitment was awe-inspiring: team members woke up at 3:00 a.m. to start work, stood for hours in the rain, wrangled more than 2,000 members of the media and

somehow found parking in downtown Boston for 50 media trucks.

Together, Weber Shandwick Boston laughed, cried, drank countless gallons of coffee and helped take back one of the city's most iconic events. The Boston Athletic Association not only thanked the entire Weber Shandwick staff for our support, but made the office an official finisher in the 2014 Boston Marathon. We're reminded of our contribution to making Boston Strong every day when we pass our gold marathon medal in the lobby.





THE IMPACT PROJECT

Weber Shandwick always looks for ways to contribute the skills and passions of our employees toward important issues through pro bono work. In 2014, we continued our engagement with many of our partners through the Impact Project, which we launched in 2013 to formalize and strengthen our global pro bono efforts. The Impact Project unites our employees' efforts to give back to their communities and encourages offices around the world to engage in pro bono work that will make a positive impact and align with our strategic growth areas. Focusing on a wide range of issues, we've provided organizations with strategic counsel, tactical support and invaluable insight to help them achieve their vital missions.

ECPAT Sweden: Piece of Trash Penalty

Stockholm

Is it right that the penalty for child sexual abuse is the same as for littering? ECPAT Sweden says no. But how do you get people to speak of the unspeakable — and how do you make a voice for children heard in one of Sweden's loudest and most chaotic general elections in recent history? ECPAT Sweden, an organization fighting the child sex trade, is well-known in political circles, but had lower recognition in the public in 2014. Prime worked with the organization to make an impact on decision makers and gain support from the public through communications, primarily around a campaign that shed light on the fact that the penalty for child sexual abuse was the same for littering, called the Piece of Trash Penalty (#sopigstraffskala in Swedish. Sopig = Trashy. Straffskala = Penalty scale).

The penalty scale was the core of a campaign tailor made for a digital activist era, using a digital hub, two short films and a memorable hashtag. The campaign was

activated through ECPAT's owned channels and media contacts. The key PR elements of the campaign were not only tailoring all assets for social media spread, but using public affairs techniques to drive the campaign and consistent messaging throughout all assets — from press releases to social media posts to the scripts of the digital films and the commentary from ECPAT representatives in debates and in the media.

The Piece of Trash Penalty campaign is one of the most successful digital campaigns in Swedish history. It became the most spread campaign across all digital platforms in Sweden overall in 2014. The Minister of Justice also made the issue a priority in the middle of the general election, and a main party used it in their campaigning. Sweden's current prime minister has promised to focus on stricter legislation regarding sex crimes going forward as well.



#SOPIGSTRAFFSKALA



The Special Needs Future Development Center Dubai

The Special Needs Future Development Center (SNF) in Dubai, UAE, offers personalized and professional care for young adults with special needs. Unlike other special needs centers in Dubai that receive state funding, SNF relies solely on donations from corporate organizations and individuals. SNF faces several challenges to sustainable development, including an increased demand for services and low visibility in the region.

To overcome these challenges, Weber Shandwick's Dubai office developed a communications campaign that

focused on engaging local media and creating interesting news hooks and messaging that helped raise awareness of SNF and its services. The team also created a robust online presence for SNF by setting up SNF social media channels and advising and assisting with the development of an online donation page. Since the launch of the partnership, SNF has increased its total reach on social media to 1.5k. The team also secured key interviews for SNF leadership with top-tier media outlets in the region, including *Friday Magazine* and the *National Daily*.

Brainfood, a Tell Your Own Story (“Mad Libs”) Approach Washington, D.C.

Brainfood is a dynamic Washington, D.C. - based nonprofit that promotes active learning, self-reliance and healthy living among low-income youth through food. Brainfood sought a more efficient way to elevate awareness about the program and its students among stakeholder groups and on digital channels, and Weber Shandwick’s D.C. office helped tackle the challenge. The team was tasked with connecting with high school students in a relatable way and decided to host a workshop incorporating games and activities we all loved as kids: mad libs, time capsules, video booths and photos. During the workshop, students took turns helping each other capture their unique stories about their experiences at Brainfood while working through the different activities.

Following the workshop, Weber Shandwick provided Brainfood with a playbook for utilizing assets from the day, explaining how to effectively leverage the content that had been captured to help Brainfood build a stronger brand. The video booth allowed students to share their Brainfood experience using a simple Q&A format that could be shared on social, on the web and at key events. Snippets from mad libs could be shared on social media or be used to tell a broader story about the Brainfood experience via a word cloud. A time capsule letter would enable students to reflect and could be shared with stakeholders via blogs and social media content. And photos shared through a photo contest could be used to drive engagement on Brainfood social platforms.





Boa Nnipa Charity Dinner: Homemade Ghanaian Food Berlin

Boa Nnipa is a German-Ghanaian NGO that aims to improve sexual education for young people in Ghana. To maintain a team of trainers and teachers in Ghana, Boa Nnipa is constantly seeking financial support from long-term donors. But the first step is always to raise awareness of the situation in Ghana and the goals of Boa Nnipa at the start.

In 2014, Weber Shandwick formed a partnership with Boa Nnipa to host a charity dinner event. The goal of the charity dinner was to generate publicity for the organization and to gain further long-term donors. With a

DIY spin, participants at the event were not only invited to come and join a dinner, but to cook their own Ghanaian food. An experienced cook demonstrated and explained how to prepare typical Ghanaian dishes that were enjoyed together.

Weber Shandwick supported Boa Nnipa with the concept and the execution, including managing invites and generating publicity for the event. The charity dinner was a great success, and the cooking class was fully booked with the commitment that new donors will contribute to advance the work of Boa Nnipa in Ghana.

3rd Annual China AIDS Walk on the Wall

China

In China, people living with HIV/AIDS often face incredible social discrimination. According to an online survey by the *Beijing News* and web portal Sina.com in 2013, 64.6 percent of respondents were unwilling to study or live with people with HIV at universities and 74.8 percent said if they were parents of university students, they couldn't stand their children studying and living together with people with HIV.

To help mobilize resources efficiently and jointly promote HIV/AIDS anti-discrimination, the Weber Shandwick China Social Impact team supported the China AIDS Walk in 2014. The work involved fundraising for the walk and general awareness efforts about HIV/AIDS with a goal to decrease discrimination across China. Weber Shandwick managed and executed press releases and social media posts for the Walk, promoted videos on Weibo and the official websites with key opinion leaders, and developed a communication plan for post-walk activities. Several Weber Shandwick staff also took part in the walk itself.





Action 24: Run the Lake

Athens

In 2014, Weber Shandwick worked with Athens' Run the Lake, the proceeds of which were donated to support two significant nonprofits in Greece: The Social Hostel Adult of Vouliagmeni and SOS Children's Village. The first was established in 1986 and accommodates adults who cannot look after themselves, and the goal of SOS Children's Village is to help children who are in need because they have lost their parents or are homeless.

Weber Shandwick found the ideal partner in national TV channel Action 24, a sports and lifestyle oriented medium, to help promote the run. The team also brought on board

former Olympic race walker Athanasia Tsoumeleka, and Vasilis Kikilas, Minister of Public Policy at the time, as action ambassadors who promoted the race in the media in addition to their participation. Departing from the beautiful landscape of Lake Vouliagmeni, Apostolos Geralis, Weber Shandwick team members, Action 24 employees and more than 2,200 runners participated at Run the Lake, spreading the message of optimism and self-confidence and demonstrating the principles of fair play and noble rivalry. In total, the event raised more than €12.000 for two great causes.

Media Trust

London

The Media Trust is the U.K. media industry's own charity supported by most of the major news organizations, senior broadcast figures and new media platforms such as Google. It provides advice and support to small nonprofits who lack in-house PR and marketing skills, and helps disadvantaged young people gain skills and confidence

for potential careers in media and communications. Weber Shandwick is the first U.K. PR firm to become a corporate member and assists both the Trust and its small charity clients through secondments, training and help with profile raising and fundraising.

MediaTrust

Celebrating 23 Years of Helping Nonprofits Tell Their Story Minneapolis

As part of an ongoing commitment to support local nonprofit organizations in Minnesota, the Weber Shandwick Minneapolis office hosted its 23rd annual Telling Your Story workshop to equip nonprofit professionals with storytelling strategies and communications best practices. In 2015, the workshop welcomed more than 40 nonprofit organizations.

Planning efforts to host the 2015 workshop began in early 2014 under the leadership of the Making an Impact and Telling Your Story co-chairs. To amplify the workshop's educational impact, Weber Shandwick welcomed marketing and communication students from the University of St. Thomas located in St. Paul, Minnesota, as a way to offer insight into the nonprofit storytelling field, as well as provide networking opportunities as the aspiring young professionals near graduation and prepare to enter the workplace.

The workshop hosted at Weber Shandwick's office featured a keynote presentation by *PBS NewsHour* correspondent Fred de Sam Lazaro on how social justice organizations can tell their own stories successfully. The remaining workshop activities leveraged some of the keynote insights with the interactive presentation sessions that covered topics from visual communication tactics to key message creation to creative and community management best practices. Colleagues from Weber Shandwick channeled their "Making an Impact" spirit, along with their communications expertise, and paired with nonprofit organizations for one-on-one consulting sessions to help attendees craft their own communications business plans. To date, an estimated 690 organizations have participated in and used information from Weber Shandwick Minneapolis' annual Telling Your Story workshop to propel their donor participation, audience engagement and storytelling resonance in a promising direction.





“The Journey Home” 30th Anniversary Celebration Operation Smile

Operation Smile is a global nonprofit organization founded by Dr. William and Kathy Magee in the Philippines that aims to provide free medical and surgical services to children with cleft lip, palate and other facial deformities. To celebrate its 30th anniversary in 2012, and as a tribute to the country where it all started, Operation Smile embarked on the biggest international medical mission in the Philippines titled “The Journey Home.” As a big advocacy event, bigger challenges needed to be met — making people aware of the cause and building donors and supporters.

Weber Shandwick Philippines formed a strategic alliance with Operation Smile to help in generating awareness, working in partnership through 2014. A series of press

conferences were organized in various sites during the pre-mission period to generate coverage and awareness. These were attended by both national and local media. During the actual missions, Weber Shandwick Philippines also helped provide coverage to update the public about the ongoing missions.

As a result, a total of 10 missions in nine sites were executed in four weeks. One thousand volunteers from 37 countries participated, and nearly 8,000 patients and beneficiaries were given new smiles and transformed lives. Total support from volunteers and corporations reached \$1.3M and media coverage reached PHP 7M in just four months of communications before, during, and post missions.



MAKING AN IMPACT AWARDS

Weber Shandwick's Making an Impact initiative is the firm's annual internal awards program that recognizes the incredible contributions by our colleagues who are engaged in pro bono partnerships and community outreach programs around the world. The Making an Impact Awards are an opportunity for employees to share their passions and tell their stories about the amazing things they've achieved on behalf of some of the world's most deserving causes. Employees enter their most impactful work, and our global employee network votes for their favorite stories.

We celebrate achievements across four categories: Breakthrough Campaign of the Year, Most Creative Campaign Tactic, Most Inspirational Office and High Impact Advocate. These awards are a proud tradition and truly celebrate the talent, knowledge and dedication of Weber Shandwick employees.

Breakthrough Campaign of the Year: The Empty Shop in Sandton City, Johannesburg

The Empty Shop concept is simple: donate, style, empty. The Empty Shop store in Sandton City invited the general public to donate pre-loved clothing, which was then transformed daily on mannequins with show-stopping looks and emptied each night to prepare for the following day.

Modeled after a similar project in Brazil, McCann Johannesburg tasked Weber Shandwick to help adapt this concept for the South African market. Sandton City, South Africa's premier shopping center was a natural fit for this unique approach to donating. Weber Shandwick South Africa provided pro bono support and managed the PR for the award-winning fashion charity project. The team was asked to drive the publicity of The Empty Shop's 19-day campaign, gain attraction and encourage the general public to donate, in addition to identifying local celebrities to participate.

Weber Shandwick South Africa applied a multi-layered approach across a variety of communication channels to maximize the effect of communication and promotion of The Empty Shop. To kick-start the campaign, media was invited to a pre-launch cocktail party of The Empty Shop. Media received an information pack with supporting documents on the campaign and a branded bag to fill with their own clothing as a way to encourage them to take the message home and into their social circles. Weber Shandwick then raised The Empty Shop's profile through two media events held to launch the campaign and hand over the clothing collected. Weber Shandwick's network of fashion and media contacts helped the campaign to secure bloggers, stylists and celebrities to join the cause — helping the project raise a massive 4,027.82kg of clothing, which was donated to Sandton City's 2014 charity recipient, HospiceWits, a nonprofit that provides care, comfort and support to patients diagnosed with life-limiting illnesses such as cancer, HIV/AIDS, organ failure and advanced neurological illness.





Creative Campaign Tactic:

A Focus on Early Learning for Wellspring Family Services, Seattle

Weber Shandwick Seattle partnered with Wellspring Family Services, a nonprofit social services organization dedicated to helping vulnerable families and children triumph over trauma such as homelessness, domestic violence and poverty, for the expansion of its Early Learning Center (ELC). As part of their work with Wellspring Family Services, the team produced a video in support of the ELC to drive donations, increase awareness and inspire engagement through a visual storytelling medium. The approach was to create a video that was both educational and inspirational, and was intentionally crafted to convey hope. This was brought to life through uplifting music, natural light, bright colors, smiling faces and authentic but positive commentary.

The video was shown on a loop at a community celebration for the ELC, which was attended by more than 100 local

influencers, including Seattle Mayor Ed Murray and Seattle City Councilmember Tim Burgess. Having this video as a storytelling tool allowed the organization to share the impact of the ELC in a powerful, concise and compelling way — even beyond the community event.

“On behalf of Wellspring Family Services staff, clients and volunteers, we are deeply grateful for the support of Weber Shandwick Seattle. The opportunity to partner with such a talented team of strategists has increased visibility and engagement for our mission in the community, to help more children and families in crisis triumph over trauma and thrive.”

Ruthann Howell, president and CEO of Wellspring

Most Inspirational Office:

Weber Shandwick Chicago in Support of Off the Street Club

For 3,000 kids living in West Garfield Park on the West side of Chicago — one of the most dangerous neighborhoods in the country — it's not so easy to feel safe. But there is one place that offers a glimmer of hope for children seeking a safe place to go to learn, laugh and play without the worry and fear — and its name is Off the Street Club (OTSC). Founded in 1900, OTSC is the oldest boys and girls club in Chicago that gives children in rough areas a chance to be themselves. In 2014, Weber Shandwick Chicago formed a community partnership with OTSC, supporting a host of initiatives throughout the year. The team led hands-on support for its most coveted

program — Camp Mathieu — a 30-acre summer camp in Wheaton, IL. In June, 200+ team members unplugged for one day to help prepare the camp for 600 children attending that summer, putting in more than 1,000 hours of hard labor — doing everything from clearing out trails, fixing bicycles, cleaning out the dorms and prepping the pool, to cleaning out living and recreational areas and transforming the grounds. The team's helping hands made an impact to prepare the camp for kids who will spend the summer doing cookouts and sing-alongs, hiking, bike riding and horseback riding instead of dodging neighborhood dangers.





High Impact Advocate

Matt Esparza: More Than A Game, Dallas

Soccer is the world's game. And when all eyes were on Brazil for the World Cup, Weber Shandwick Dallas video producer Matt Esparza and a group of friends prepped their soccer gear and headed to Kurdistan in Northern Iraq. Through the organization More Than A Game (MTAG), the group traveled to Koya, Iraq, to volunteer and host a four-day soccer camp and tournament for more than 200 Syrian refugee and Iraqi youth. MTAG, a nonprofit organization based in Tulsa, Oklahoma, hosts soccer tournaments in the U.S. to help establish leagues, tournaments and camps in villages and refugee communities worldwide. Their main goal is to give youth the opportunity to grow in character, demonstrating leadership and teamwork on the field in hopes that those character traits carry over into their daily lives.

On the ground in Iraq, MTAG partnered with another organization based out of Tulsa called World Compassion, which had been actively involved with the refugee camps in Iraq for over a year. When the opportunity arose for

soccer players and coaches from MTAG to volunteer their services, it was a perfect partnership. In Koya, Matt and his friends hosted three full days of soccer camps, followed by a large tournament on the fourth day. They taught the kids skills and drills and some fun games as well, but more importantly, they taught them life lessons such as leadership, encouragement and respecting their teammates. They also gave each of the refugee children a new pair of cleats and donated close to 100 soccer balls for the kids to continue playing once the group left. As a video producer at Weber Shandwick, Matt was able to put his video skills to use to bring awareness to a great cause outside of the trip itself. Not only was he able to create a campaign video to raise funds for the trip, but he also documented the journey and created a video showing the group's work in Kurdistan. These videos ultimately helped benefit the children of Kurdistan, brought credibility to the work More Than A Game does, and allowed donors to participate on the journey.



AWARDS & RECOGNITIONS

2014 AWARDS

Agency



Advertising Age Agency A-list



The Holmes Report Global Agency of the Year



European Excellence Awards Agency of the Year



Umbrella Awards APAC PR Network of the Year



Middle East Public Relations Association (MEPRA): Agency of the Year - MENA



Hong Kong Council for Social Service Commitment to CSR



IN2 SABRE Award: Most Innovative Agency - Digital/Integrated (Mediaco)



PR News CSR Agency A-List (four years in a row)

Talent



Harambe Malaika Award of Recognition - Jack Leslie, Chairman, Weber Shandwick



Savoy Magazine 2014 Top Influential Women in Corporate America - Judith Harrison, Senior Vice President, Staffing and Diversity & Inclusion



PR News Agency Elite Agency Awe Professional - Paul Massey, Executive Vice President, Social Impact



PR News CSR Awards: Professional of the Year - Paul Massey, Executive Vice President, Social Impact



The Network Journal: 25 Influential Black Women in Business - Allyson Hugley, President, Measurement and Analytics

Workplace



Advertising Age Best Places to Work



PRWeek Best Places to Work



PR News Top Places to Work in PR



IPG Inclusion Award for Inclusive Talent Cultivation



Hong Kong Family Friendly Employer Award



The Sunday Times 100 Best Companies to Work for 2014 (UK)



Top Companies to Work for in the UAE

CSR/Nonprofit Campaigns



PR News Agency Elite Awards: Community Relations/Volunteer Programs - Weber Shandwick Impact Project



PRWeek Global Awards: Nonprofit Campaign of the Year: United Nations & 92nd Street Y Galvanizing for Giving



Global SABRE Awards: Corporate Social Responsibility: Weber Shandwick and Yum! Brands World Hunger Relief



Global SABRE Awards: Business-to-Business Energy and Natural Resources: Weber Shandwick and Solar Impulse The Spirit of Possibility: Voyaging Into the Next Era of Aviation History with Solar Energy



Global SABRE Awards: Top 50 PR Program in the World: Yum! Brands World Hunger Relief

For more information contact csr@webershandwick.com



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