



## WHERE **NEWS** GETS ITS **NEWS**!

**UNITED NATIONS GLOBAL COMPACT  
COMMUNICATION ON PROGRESS**

**CSRwire, LLC**  
December 2012

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THE LARGEST REPOSITORY OF VOLUNTARY DISCLOSURE RESEARCH  
IN THE WORLD**

## GLOBAL COMPACT COMMUNICATION ON PROGRESS

CSRwire, LLC

December 2012

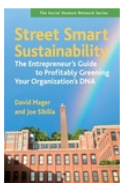
CSRwire has been a participant in the United Nations Global Compact since September 1, 2007. This is CSRwire's third Communication on Progress and covers the overall approach and practices of the company in alignment with the UN Global Compact principles, with specific reference to the period between September 2011 and December 2012.

Contents	Page
<b>United Nations Ten Principles of the Global Compact</b>	<b>3</b>
<b>Statement from the CEO</b>	<b>4</b>
<b>CSRwire 2012 Highlights</b>	<b>6</b>
<b>About CSRwire – Company Profile</b>	<b>8</b>
<b>About the news</b>	
<b>Where CSRwire gets the news</b>	<b>11</b>
<b>The CSRwire team that delivers the news</b>	<b>14</b>
<b>How CSRwire distributes the news</b>	<b>17</b>
<b>The impact of the news</b>	<b>19</b>
<b>About CSRwire</b>	
<b>Integrity</b>	<b>23</b>
<b>Workplace</b>	<b>26</b>
<b>Environment</b>	<b>32</b>
<b>Community</b>	<b>34</b>
<b>Commitments</b>	<b>36</b>
<b>Transparency</b>	<b>37</b>
<b>Contact CSRwire</b>	<b>37</b>

### Street Smart Sustainability

**Must Read** the new book *Street Smart Sustainability* by co-authors Joe Sibilis and David Mager.

[Read more...](#)



<b>Contents</b>		
<b>Principle number</b>	<b>Principle statement</b>	<b>CSRwire response</b>
<b>Principle 1</b>	Businesses should support and respect the protection of internationally proclaimed human rights.	<b>Page 26</b>
<b>Principle 2</b>	Businesses should ensure that they are not complicit in human rights abuses.	<b>Page 27</b>
<b>Principle 3</b>	Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	<b>Page 31</b>
<b>Principle 4</b>	Businesses should support the elimination of all forms of forced and compulsory labor.	<b>Page 31</b>
<b>Principle 5</b>	Businesses should support the effective abolition of child labor.	<b>Page 31</b>
<b>Principle 6</b>	Businesses should support the elimination of discrimination in respect of employment and occupation.	<b>Page 30</b>
<b>Principle 7</b>	Businesses should support a precautionary approach to environmental challenges.	<b>Page 32</b>
<b>Principle 8</b>	Businesses should undertake initiatives to promote greater environmental responsibility.	<b>Page 32</b>
<b>Principle 9</b>	Businesses should encourage the development and diffusion of environmentally friendly technologies.	<b>Page 33</b>
<b>Principle 10</b>	Businesses should work against corruption in all its forms, including extortion and bribery.	<b>Page 24</b>

[BECOME A MEMBER](#) 



## **Statement of support for the principles of the Global Compact of the United Nations**

As the leading shareholder and CEO of CSRwire, LLC, I reiterate my vision that CSRwire will become a “platform for innovative revenue sharing applications advancing the ‘CSR Movement’ towards a more economically just and environmentally sustainable society and away from single bottom line capitalism.” I am pleased to present our third Communication on Progress, describing the ways in which we apply our core values and commitment to social and environmental responsibility and uphold the UN Global Compact’s 10 principles. On behalf of CSRwire, LLC, I commit the Company to providing an annual communication, which updates stakeholders on our progress.

Joe Sibilis, CEO  
December 2012

## **Message from CSRwire's Editorial Director**

I have been with CSRwire now for just over one year and am delighted to be part of a vibrant team which makes a tremendous contribution to creating awareness for corporate responsibility, sustainability and philanthropy, which is helping to drive behavioral change. Almost everything that happens in the sustainability space appears somewhere on CSRwire.com, either through our Press Release service, our exclusive content developed by our community of writers, bloggers, professionals and practitioners, or through the external content we highlight on CSRwire. In 2012, we were thrilled to find that, unbeknown to us, research was conducted by the University of California, Davis and Berkeley, showing that companies saw significant increases in their stock prices just days after issuing corporate social responsibility (CSR) releases through CSRwire. This is an independent and objective testimony to the validation of the impact of our broad reach and wide readership. I look forward to achieving even greater impact in coming years.

Aman Singh, Editorial Director  
December 2012



## WHERE **NEWS** GETS ITS **NEWS**!

We adopted this tag line in 2010 because, during research that CSRwire undertook with journalists and news partners, this is what they told us!

This fits with our reputation as the leading source for news in CSR and sustainability and helps remind us of our responsibility to maintain our news leadership every single day.



## **CSRwire Highlights in 2012**

**Research proves CSRwire Impact:** In 2012, we were delighted to learn of a study conducted by the University of California, Davis and Berkeley, which demonstrated that companies saw significant increases in their stock prices just days after issuing corporate social responsibility (CSR) releases through CSRwire. Titled [Going Green: Market Reactions to CSR Newswire Releases](#), the study was conducted by two University of California management professors Paul Griffin, Ph.D. and Yuan Sun, Ph.D. CSRwire.com was selected for its research because of its large – largest in the sector – archive of CSR disclosures available in one place. Since that first study, we have engaged with the academic team of researchers at the University of California and decided to provide them with access to our archives to further their work. Resulting from these efforts, in November, a second study was published showing the relationship between corporate political contributions and excess stock return, which yielded fascinating results. The sheer volume of information going back over 10 years hosted on CSRwire enables high-quality research into many different aspects and impacts of CSR. We are thrilled at the opportunity to contribute our database for such activities and believe that this research adds unequivocal validity to the value of the services we offer through CSRwire.

**Expanding Membership:** CSRwire membership continues to expand at the rate of 400-600 members per year, the result of our attractive new membership structure launched in 2011, and a very conscious and active presence on social media channels. We believe in offering our members the best value available anywhere on the Internet for CSR news and distribution services.

**Editorial Advances:** In late 2011, we appointed Aman Singh as the Editorial Director and with her help, expanded our forum for original content from a variety of global sources. Our original content has focused attention on the tools, approaches and best practices of organizations supporting Corporate Social Responsibility. Jan Morgan stepped down as President, but remains close to CSRwire in an advisory capacity and shareholder.

**Interactive Events:** Participating in social media interactive events has raised awareness of our activities of our members. In the last year, we have partnered with a wider range of organizations including EcoDesk, Profits 4 Purpose, Good-b, CSR Insight, PHIL, Toronto Sustainability Speaker Series [TSSS], LexisNexus, 1% for the Planet, CSR Europe, Thomson Reuters, The Sustainability Consortium and Sequoia Labs. In addition, our social media offering now includes new Editorial Services such as webinars, Twitter chats, and interviews with companies when they publish Sustainability Reports and more. This enables our

members to utilize the full span of social media tools available, supported by our expert guidance and assistance.

**Managing ourselves responsibly:** We continue to attempt to manage ourselves in more socially and environmentally responsible ways, and we maintain our status as a B Corporation with pride. We underwent a B Corp Audit in 2011 and succeeded in maintaining our score of 114.8 (80 is the minimum certification score out of 200). We are encouraged to see the B Corp movement achieving legal recognition in some U.S. States and gaining momentum as a compelling business model of the future.

**Community Involvement:** In fiscal 2011, we contributed over \$8,800 to the Gasoline Alley Foundation. Our employees volunteered over 1,600 hours in community causes, with the Gasoline Alley Summer Youth Program, Gasoline Alley Foundation member organizations and other causes.



**"Sustainability** means taking responsibility for our actions and ensuring our social, economic and environmental impact is net positive."

**Aman Singh, Editorial Director**



## **CSRwire Profile**

CSRwire is a digital media platform and the leading source of corporate social responsibility and sustainability, press releases, reports and information, providing the most effective and interactive platform for distributing and archiving news. CSRwire members are companies and NGOs, agencies and organizations that are interested in communicating their corporate citizenship, sustainability, and socially responsible initiatives to a global audience through CSRwire's syndication network, website, social media, and News Alerts. CSRwire's content covers 25 categories including issues of Diversity, Philanthropy, Socially Responsible Investing (SRI), Environment, Human Rights, Workplace Issues, Business Ethics, Community Development, and Corporate Governance.

## **Services**

CSRwire's core service is news distribution, supplemented by insights from CSR thought-leaders, book reviews, event promotions, report listings and an interactive forum for exchange of views.

CSRwire's services in detail are described below:

## **Membership**

A CSRwire Membership offers organizations enhanced platforms for showcasing their CSR-related news and activities. Members benefit from a strong presence with leading CSR news and information sites on the Internet, increased visibility through search engine results, and preferential opportunities to be involved in CSRwire initiatives for greater exposure and networking.

## **Press Release/News Distribution**

Our distribution network is leveraged via a variety of methods: CSRwire.com, CSRwire News Alerts, Social Media Channels, Syndicated Partners and Affiliates, Blogs, Search Engines, RSS Feed, Aggregators, Send to Friend, Archive, Member Profiles, and Social Bookmarking. In addition, CSRwire maintains an active presence on Twitter, Facebook, and LinkedIn, promoting news and insights on these platforms. Through our affiliate partnership network, CSRwire's news is seen online at a growing number of worldwide websites, including Google News, and as one of the top three listings on the popular [Alltop](#) news aggregator website, delivering a potential readership of millions of viewers.

CSRwire also distributes electronic News Alerts to over 50,000 opt-in subscribers. The CSRwire News Alert provides direct delivery of news announcements to journalists at major





media outlets, investment professionals, NGOs and nonprofits, sustainability and CSR organizations, and corporate CSR officers worldwide.

## Archiving

The CSRwire Archive includes all CSR news issued through CSRwire, enabling browsing by date going back to items published in 1999. We believe this is the **largest archive of CSR news available worldwide** and ensures companies' CSR news remains available for posterity. CSRwire's archive is a popular resource with academics and students (13% of our readership). Member profile archives provide a comprehensive look at members' CSR activities over all the years of their CSRwire membership.

## Event Promotion

CSRwire's event calendar offers one of the most comprehensive lists of events in the CSR space. Many companies and organizations use CSRwire's distribution service to ensure maximum exposure for CSR-related events. We offer a variety of promotion options including a featured event listing and three featured press releases published sequentially leading up to the event.

## Report Announcement

This service announces CSR Reports, Sustainability Reports, Annual Reports (with CSR content), and any other form of research or industry report relating to CSR or sustainability. The announcement can be a category-specific email blast to targeted CSRwire subscribers signed up to receive news identical to the report's category, a blast to all subscribers and/or a webinar.

## Book Release Information and Book Reviews

CSRwire's book release service provides new books with highly visible targeted exposure, with a featured book on the CSRwire book page, as well as a press release to add further promotional value. In addition, CSRwire publishes exclusive reviews of new titles with insights from contributing writers as a free service to authors and to all readers. CSRwire also helps authors gain exposure through popular book-giveaways: News Alert readers submit an email and are eligible to receive a free book.

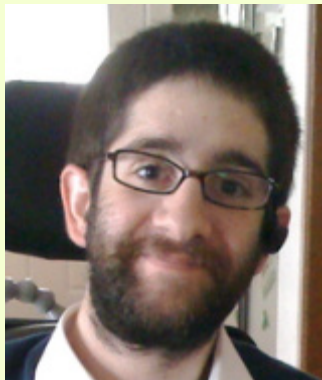
- BECOME A MEMBER
- SUBMIT YOUR NEWS
- NEWS BY CATEGORY
- MORE INFORMATION**
- DISTRIBUTION
- ABOUT US
- SERVICES
- ARCHIVE
- CONTACT
- CATEGORIES
- SUBSCRIBE
- SUBSCRIBE TO ALERTS
- SUBSCRIBE TO RSS

## CSRlive

This section of CSRwire provides a free-of-charge interactive forum for CSR-related videos, audio/podcasts, and articles. It also includes news digests that put CSR issues into context, with a special focus on activists' viewpoints and public policy initiatives. CSRwire invites multimedia contributions by businesses, NGOs, CSR professionals, and site users. Contributed content is approved by CSRwire editors before posting to ensure appropriate content and may include audio or video interviews, mini-documentaries, statements, maps and graphs, calls to action, and other educational, CSR-related material.

## CSRwire *Talkback* Blog

This is the blogging face of CSRwire, inviting CSRwire readers to join the conversation. Thought-leaders, CSRwire contributing writers, members, authors, academics and practitioners share perspectives and insights, and interact with readers.



**"Sustainability** means utilizing all the tools and strategies available to ensure we do the least amount of damage to the world while conducting business."

**Gabe Chesman, Social Media Lead**

### Blog Links

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[home](#)  
[bloggers](#)  
[series](#)  
[mobile](#)  
[rss](#)



## WHERE GETS THE NEWS

The majority of CSR News comes from over 7,700 CSRwire members who submit press releases, notice of report publications, events, book launches, and a host of other multimedia items that interest a wide range of sustainability professionals and the wider CSR-engaged public.

During 2011, CSRwire significantly enhanced its membership packages, offering more tailored options with an improved match for members' needs. As a result of the attractive new offerings, over 900 new members have joined CSRwire and we continue to grow at a positive rate.

Our membership options are as follows:

**Entry Membership** enables members to submit CSR and sustainability news items that will remain searchable via CSRwire's search engine by member name or keyword. A members' company name is also included on CSRwire's [Members page](#).

**Profile Membership** enables members to submit CSR and sustainability news items. The member organization receives a listing on CSRwire's [Members page](#) that links to the member's dedicated CSRwire profile page. This profile page includes the member company's logo, contact information, a brief organization description, a running archive of CSRwire news items published by the member company, and allows for far greater search engine visibility. Also, each CSRwire news item the member company publishes includes a link to this dedicated profile page.

**Comprehensive Membership** enables members to submit CSR and sustainability news items. The member organization receives a listing on our [Members page](#) that links to the member's dedicated CSRwire comprehensive profile page. This web page includes the member company's logo, contact information, a brief organization description, a running archive of CSRwire news items published by the organization and allows for fully optimized search engine visibility. Also, each CSRwire news item the member company publishes includes a link to a dedicated comprehensive profile page. Added benefits include branding tools and three customizable buckets, which can host multimedia items and incorporate RSS feeds. The Comprehensive Member also receives a Featured Event listing and Member Spotlight.



**Enhanced Membership** enables members to submit CSR and sustainability news items. The Enhanced Member receives a listing on CSRwire's [Members page](#) that links to the member company's dedicated CSRwire enhanced profile page. This web page includes the member company's logo, which is rotated on the right hand side of the Members page, contact information, a brief organization description, a running archive of CSRwire news items published by the organization, links to videos and social media, and allows for fully optimized search engine visibility. Also, each CSRwire news item published by the Enhanced Member includes a link to the member's dedicated enhanced profile page. Enhanced Membership showcases even more information about a member's socially responsible commitment and activities. Added benefits include branding tools and six customizable buckets, which can host multimedia items and incorporate RSS feeds. Enhanced Membership also includes a Featured Event listing, Member Spotlight, Executive Spotlight, recognition in a CSRwire Press Release, Report Announcement package, exclusive opportunities to participate in CSRwire-hosted webinars and Twitter chats, and one week of Category Sponsorship on any CSRwire category page.

**Profile, Comprehensive and Enhanced Membership options offer significantly reduced fees for non-profit organizations.** Reduced fee benefits to non-profits donated by CSRwire amounted almost \$4,000 per month (over \$47,000 annualized) on average. Reduced fees for academic institutions such as The Aspen Institute and George Washington University and non-profit organizations such as American Red Cross, Bayer USA Foundation, Coca-Cola Foundation, American Cancer Society, Equal Exchange, Have it Your Way Foundation, Hyundai Hope on Wheels, VolunteerMatch, Western Union Foundation, and Lipscomb University provide an affordable, high-leverage platform to reach and influence a wide audience. These organizations are important bearers of sustainability news and we are happy to assist in making their news accessible to our wide readership.

In addition, **CSRwire offers newly Certified B Corporations a free press release** to announce their Certification and all B Corporations receive a 25% discount on individual CSRwire services and an additional 10% discount on CSRwire packages. Around thirty B Corps used this facility in 2012. CSRwire is a certified B Corporation member and is happy to support other B Corporations. Read more about B Corporations here: [www.bcorporation.net](http://www.bcorporation.net)

Similarly, since 2010, **CSRwire offers United Nations Global Compact SME members a free press release** to announce the publication of their first Communication on Progress. We understand the challenges of reporting for small businesses and are happy to support SME's such as ourselves in spreading the news of their responsible business achievements. Read more about the UN Global compact here: [www.unglobalcompact.org](http://www.unglobalcompact.org)

## A Selection of CSRwire's Enhanced Memberships



For links to all Member Profiles, see: [www.CSRwire.com/members](http://www.CSRwire.com/members)

## ADDITIONAL SOURCES OF NEWS

In addition to receiving news from members, CSRwire brings news analysis to its wide readership. We have massively expanded our original content, adding over 50 writers and bloggers in the last year. We now engage with 178 writers who provide timely, insightful, and informative articles, which supplement news content and enrich readers' use of CSRwire as a comprehensive provider of a wide range of CSR information.

## SUPPORTING SUSTAINABILITY EVENTS

Another way of helping the distribution of CSR news is through the support and media sponsorship of a wide range of sustainability events. **CSRwire supports tens of events each year** including important platforms such as: SOCAP, Cause Marketing Forum, Social Investment Forum, LOHAS, Bioneers, Net Impact, BSR, Sustainable Life Media, SRI in the Rockies, SVN, and more. For details, see our CSRwire Partners page: [www.csrwire.com/members/15763-CSRwire-Partners](http://www.csrwire.com/members/15763-CSRwire-Partners)



## THE TEAM THAT DELIVERS THE **NEWS**

The CSRwire team is driven by a mission. This mission guides us daily and serves as a reminder to all our team of the important work we do and the need to go the extra mile to ensure we get the news and deliver it to the widest possible audience.



### **CSRwire Mission Statement**

CSRwire believes that corporate social responsibility (CSR) and sustainability are linked by the philosophy of shared value and prosperity for all. We seek a fundamental transformation in how the world thinks and acts regarding the uses of wealth and power. By providing a platform for those involved in CSR and related topics, we aim to motivate corporate and non-corporate practices that improve the well being of society and the environment.

## **Ownership**

CSRwire is a privately owned company with several private shareholders. Currently, a plan is in progress to allocate 15% of the company ownership to employees and other stakeholders.

## **Advisory Board**

In June 2011, an Advisory Board was formed to support CSRwire's growth and direction and guide CSRwire on important sustainability trends and newsworthy directions. Consultations took place with members of the Advisory Board but we were not able to leverage this important forum to the extent we had envisaged during 2012, due to an intensive year of activity. This will be reconsidered in 2013.





## Leadership

### CEO

#### Joe Sibia

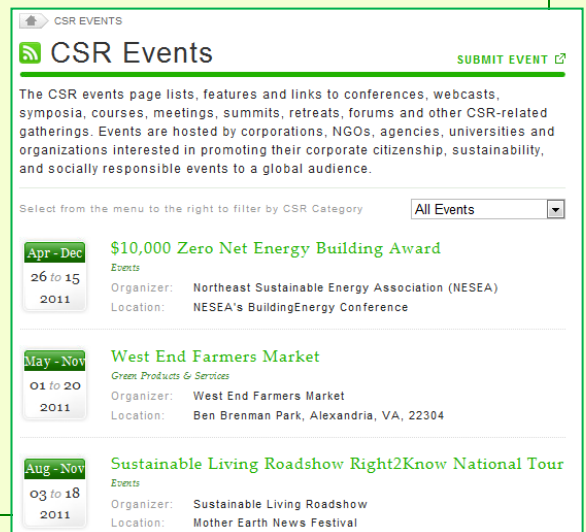
Joe Sibia is CEO of CSRwire. He is also the founder and CEO of Meadowbrook Lane Capital (MBLC), described by the *Wall Street Journal* as a “socially responsible investment bank” specializing in turning values into valuation. Joe founded the Gasoline Alley Foundation, a 501(c)(3) corporation, that has incubated 43 small businesses since 1985 and teaches underprivileged people to be successful entrepreneurs using socially responsible business practices while revitalizing inner city neighborhoods. Through MLBC, Joe has worked with many socially responsible companies and has been widely recognized for his work in attempting to take Ben & Jerry’s Homemade Ice Cream private, while creating a private stock exchange for CSR companies. Joe is a frequent speaker on CSR and sustainability at meetings and conferences.

## Team

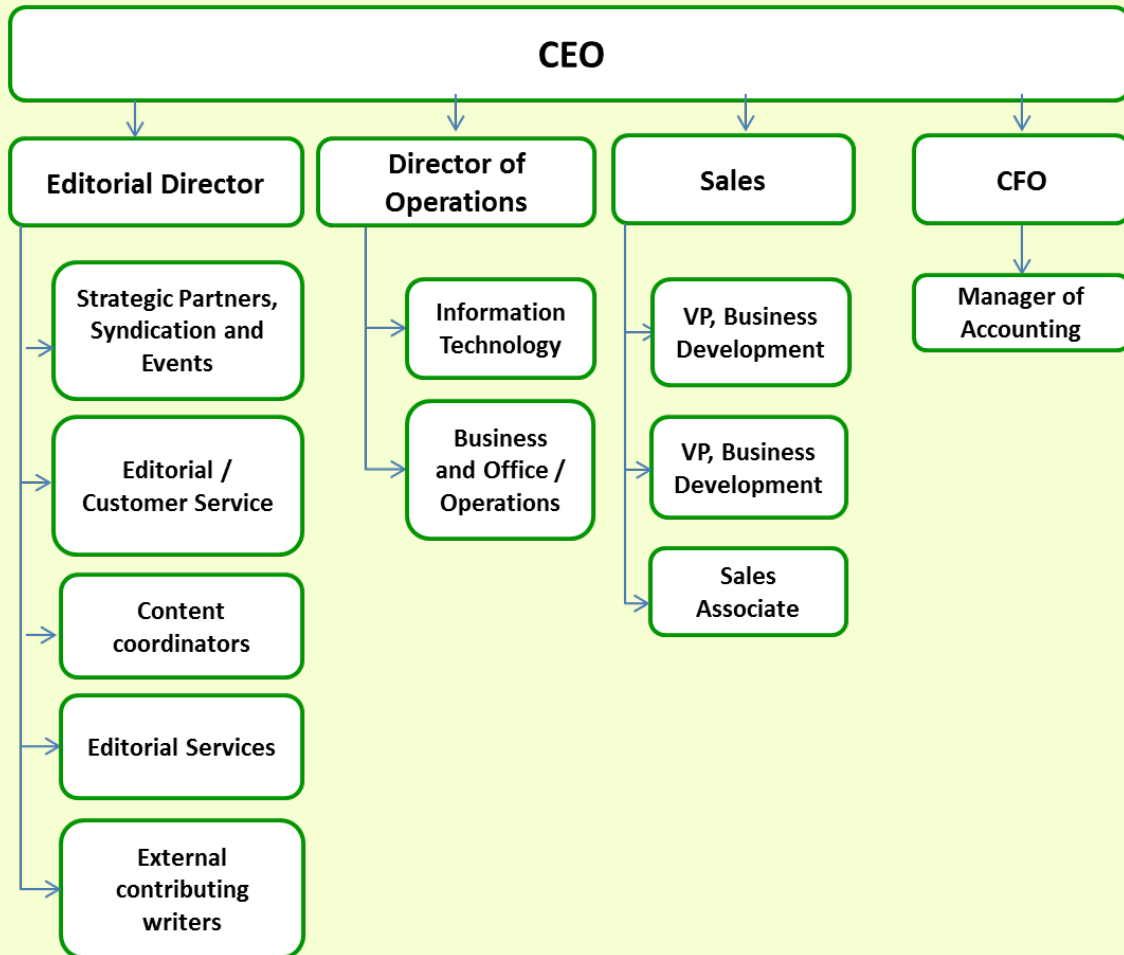
CSRwire has 8 full time staff of which 5 are women and 3 are men. In addition, the Company employs external contributing writers who write original content for CSRwire as well as a network of 178 bloggers who contribute content to the CSRwire Talkback Blog.

Additionally, CSRwire employs external technology developers who support website innovations and maintenance.

**"Sustainability** means doing the most good while leaving the smallest impact possible on the planet."  
**Julia Zegarra, Editorial Assistant**



## CSRwire Organization (December 2012)





## HOW DISTRIBUTES THE NEWS

1. News headlines and blog editorials are distributed in the **News Alert** to our 50,000+ opt-in subscribers each weekday morning.
2. News headlines are published on **CSRwire's homepage**, archive page (Press Releases Page, Reports Page etc.), and category pages.
3. News headlines are issued to CSRwire's 45+ **Syndicated Partners**.
4. News headlines are distributed to **direct media contacts**. All Standard and Featured News items automatically reach a growing list of global media contacts with an interest in CSR and Sustainability.
5. News items are parsed for **social media distribution** and engagement to CSRwire's active network of 30,000+ on Twitter, Facebook and LinkedIn.

CSRwire has three distribution options available for members.



### Standard News Item

A Standard News item is published to [CSRwire's homepage](#) under the Breaking Headlines section. It remains there for a few hours depending on the volume of Press Releases published that day.

The Standard News item is also published on the [Press Releases Archive page](#), and the archive pages of the two categories it is assigned to.

The Standard News item is published in CSRwire's News Alert to our opt-in News Alert subscribers. The News Alert contains all of the previous day's titles.

The Standard News item is distributed through CSRwire's Syndicated Partner network. These partners run an RSS feed of CSRwire headlines on their websites. Samples of our Syndicated Partners can be seen on our [Distribution page](#) under Syndicated Partner Distribution.

A small selection of our Syndicated News Distribution Partners here:



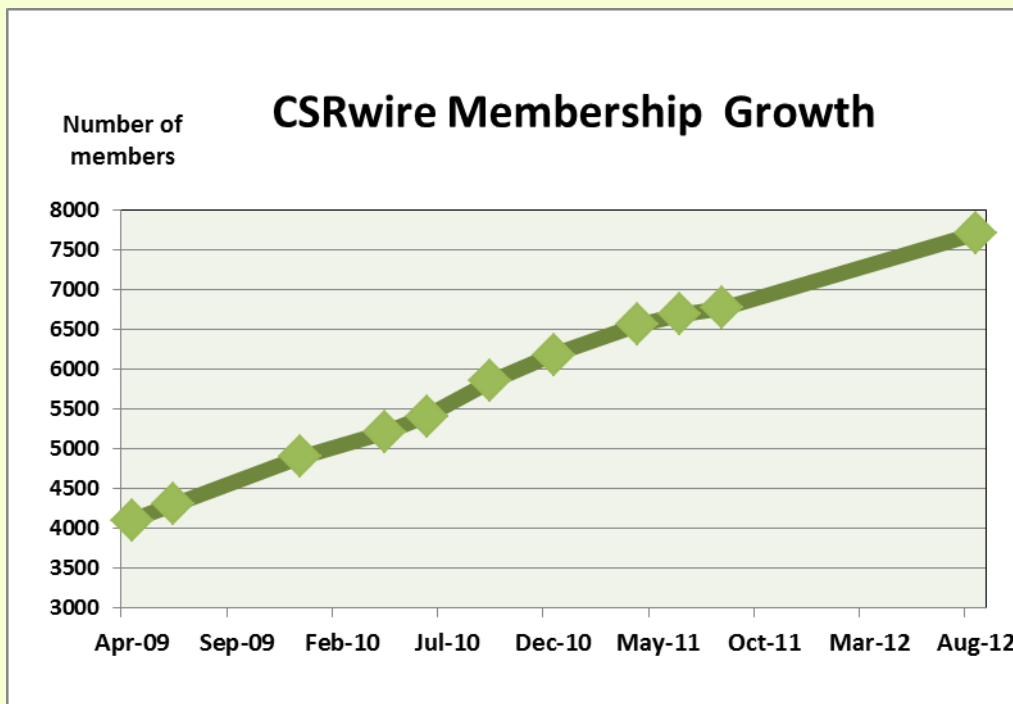
In addition, members may choose a **Featured News Item** option, which provides all the reach of the Standard News item with the addition of seven day appearance in the homepage features section publication in five consecutive CSRwire News Alerts and expanded promotion on social media.



## THE IMPACT OF THE NEWS

In 2011, CSRwire distributed 3,607 news items, which represents a 20% increase versus 2010 and an almost 50% increase since 2009.

Our membership has increased by 87% during the last 4 years.



The most important material impact that CSRwire can have as a result of its wide scope of activities is the delivery of CSR related content and insights to as broad a range of readers as possible, contributing to the change in the way business is done around the globe. It is our objective to provide leverage for companies wishing to gain advantage through promoting their corporate citizenship achievements, as well as for non-profits looking to advance a cause. In doing so, we provide a range of supporting commentary to assist readers to make sense of complex matters and be better placed to become more knowledgeable stakeholders and make more responsible and sustainable decisions. As our reach and volume of content grows, so does our impact. **CSRwire membership has grown by almost 30% in the last two years and distributed news items grew by almost 50% in two years, showing that CSRwire members are more active in distributing news as they take advantage of CSRwire's new membership structure.**



CSRwire, LLC | United Nations Global Compact | Communication on Progress | December 2012

Additional information about the impact of the reach of CSRwire's news is as follows:

- **Over 250,000** page views each month
- **Over 1.7 million** unique visitors per year
- **200+** countries/territories
- **14,500** referral sites link to CSRwire.com
- More than **50,000** active opt-in subscribers to the CSRwire News Alert including over **28,000** self-identified CSR professionals, Journalists, Investors, Analysts, Academics, NGOs, and PR Consultants
- Syndicated distribution to over **5** different news partners
- **Over 80,000** individuals and **7,700** organizations can share CSRwire news daily

### **CSRwire achieves a 68 Klout score (December 2012)**

(Klout measures online influence)

**This score is 5 percentage points higher than our 2011 score.**



<http://klout.com/#/csrwire>



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**CSRwire on Twitter: [www.twitter.com/CSRwire](http://www.twitter.com/CSRwire)**

We continue to invest in our Twitter presence and have become an influential member of the Twitter #CSR community. In just over 12 months, we have almost doubled our following.

We tweet on average around 40 times a day!

**40,433 tweets and 18,377 followers in December 2012**

**21,479 tweets and 10,278 followers in September 2011**



**CSRwire on Facebook: [www.facebook.com/CSRwire](http://www.facebook.com/CSRwire)**

We continue to invest in our Facebook presence and gained almost 2,000 new fans since our last report.

**5,926 fans in December 2012**

**4,054 fans in September 2011**





CSRwire, LLC | United Nations Global Compact | Communication on Progress | December 2012

## HOW ENSURES AN ETHICAL AND RESPONSIBLE BUSINESS OPERATION

In this section, we describe how CSRwire does business, with a focus in five core areas of operation:

- **Integrity:** Values, ethics, and business responsibility frameworks to which we adhere;
- **Workplace:** human resources practices and employee care and participation;
- **Environment:** managing our environmental impacts;
- **Community:** contributing to building a strong community, and
- **Transparency:** our approach to reporting.

# Integrity

## Values

CSRwire upholds eight Guiding Principles that aid working together in a collaborative culture, and are posted in CSRwire offices as a daily reminder for all.

**Trust \*\* Focus \*\* Honesty \*\* Collaboration**  
**Integrity \*\* Responsibility \*\* Unity \*\* Communication**

- 1) **Trust:** We operate from a place of trust, assume good will and avoid being judgmental.
- 2) **Focus:** We stay focused, strive to be concise, stay on topic and honor time limits.
- 3) **Honesty:** We strive to be honest, speaking directly, speaking up when we perceive there is a problem and try to say the “tough stuff” appropriately.
- 4) **Collaboration:** We work together to find solutions, honor and appreciate ideas that are not our own, we welcome differences and are committed to each other and the success of the company.
- 5) **Integrity:** We try not to speak ill of others, we are accountable and not defensive, we try to improve, and we speak privately and respectfully to any individual with whom we have disagreements.
- 6) **Responsibility:** We build credibility by saying what we will do and then doing it, we let people who are depending upon us know what we can and can’t commit to doing, we speak up when there has been a change or delay.
- 7) **Unity:** We try not to lose sight of our shared purpose, we don’t discriminate against others and we try to have fun while learning from each other.
- 8) **Communication:** We strive to create an open and honest environment for discussion, we encourage everyone to contribute her or his ideas, we take responsibility for how the message is delivered and received, we listen well and are open to new information and ideas.



CSRwire is committed to doing business in a way, which prohibits all forms of corruption, extortion, and bribery. CSRwire maintains policies to guide its employees with respect to standards of conduct expected in areas where improper activities could damage CSRwire's reputation or that of its stakeholders, and which denounce all forms of corruption, extortion, bribery, or breach of antitrust laws.

CSRwire unswervingly upholds the letter of the law both in practice and in spirit in all dealings, and insists on lawful and ethical practices by all employees.

### Ethics at CSRwire

CSRwire maintains an Ethics Policy, which is distributed to all employees upon joining the company and employees are invited to sign a declaration confirming they have received and read the policy, understand all of its terms and agree to be bound by its provisions. All CSRwire employees are aware of this statement and behave accordingly.

Being a small organization, most employees have frequent contact with the company's CEO and discuss and consult on potential ethical conflicts as they arise.

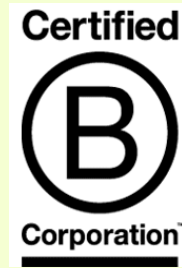
There have been no breaches of CSRwire's ethics policy during the period covered by the Communication on Progress, and there have been no compliance or ethics issues reported to CSRwire management or legal counsel by current employees or external parties.

### Features

- [U.N. Chief Talks Climate Change: 'We Are Running Out...](#)
- [Google Reveals Its Carbon Footprint](#)
- [9/11 - Schooled in what's real](#)
- [Greed Has Gone Good: Social Capital Markets 2011](#)
- [What green brands need](#)
- [Working-age adults now make up record share of U.S....](#)
- [A sustainable CSR initiative from Pakistan: One company turns...](#)
- [A new corporate social responsibility framework](#)
- [Always connected: 83 percent of young people sleep next...](#)



## **CSRwire: A CERTIFIED B CORPORATION**



B Corporations are a new type of corporation, which uses the power of business to solve social and environmental problems. B Corporations are unlike traditional responsible businesses because they:

- Meet comprehensive and transparent social and environmental performance standards.
- Institutionalize stakeholder interests.
- Build collective voice through the power of a unifying brand.

Read more about B corporations on the website: [www.bcorporation.net](http://www.bcorporation.net).

CSRwire became a certified B Corporation in October 2009 after passing a first review by B Corporation auditors. The "change we seek" is a fundamental transformation in how the world thinks and acts regarding the appropriate uses of money as well as the power and responsibilities money confers on enterprises. By providing a vital nexus and platform for all those involved in the burgeoning discussion about CSR and related topics, we aim to motivate corporate and non-corporate practices that improve the wellbeing of society and the environment.

- CSRwire employees are actively engaged in volunteering, philanthropy, community development and environmental stewardship.
- CSRwire is committed to adopt sustainable environmental and business practices.
- CSRwire is located on "Gasoline Alley", a chemically contaminated street in Springfield, Massachusetts. We actively participate in helping the Gasoline Alley Foundation support inner city and underprivileged people to become successful entrepreneurs by using responsible and sustainable business practices while revitalizing an abandoned neighborhood.

In October 2011, we passed a recertification and achieved an overall B score of 104 (out of 200). Read more about our certification on the B Corporation website: [www.bcorporation.net/community/directory/csrwire](http://www.bcorporation.net/community/directory/csrwire)

# Workplace



**"Sustainability** means working together to sustain the earth and nature through business."

**Kristen Sibilias, Director of Partnership Development**

At CSRwire, we value people: the owners, employees and independent contractors who invest their knowledge, technical skills, experience, passion and entrepreneurial abilities in CSRwire. Their ever-increasing knowledge enables CSRwire to grow as a business and to expand the concept and practice of employee participation. We believe in working hard, working right, and advancing our social mission, while caring for people, ensuring they have the tools to succeed and paying a living wage while discovering the best ways to broadly share the risks, rewards, rights and responsibilities of good corporate citizenship.

We believe that participation and cooperation will give CSRwire the competitive edge needed for continued innovation and growth. In the future, employees will have a financial stake in the firm as entrepreneurs with a vested interest in our future. In this way, CSRwire is confident that it can thrive as a financially successful company providing meaningful work, supporting sustainable communities and enhancing CSR awareness.

## **Upholding Human Rights in our Workplace Practices**

CSRwire is firmly committed to upholding human rights in all aspects of its business, as well as to promoting the protection of international human rights within our sphere of influence, and wide audience around the globe. We believe in the value of all individuals and respect for basic human rights contained in the Universal Declaration of Human Rights, and conduct our business in a manner which is consistent with universal values of integrity, respect, fairness and decency, human dignity, peace and social and environmental justice.



CSRwire promotes awareness of human rights through publication of related news and press releases. In our workplace, many policies and practices support a working environment, which is respectful to all employees and honors their basic rights including:

1. Maintaining a safe, respectful and empowering workplace.
2. Adopting a corporate mission, which promotes social empowerment.
3. Implementing practices necessary to qualify for certification as a B Corp member.
4. Participation in the UN Global Compact and declaring open support for the Global Compact principles.
5. CSRwire's Ethics Policy, which is communicated to and upheld by all employees.

There have been no legal claims or lawsuits against the Company in relation to infringement of human rights.

Our supply chain is composed largely of small, local suppliers or large services suppliers (such as utilities or telephony companies), which publish Corporate Responsibility Reports as a testimony to their support for responsible and fair business practice. Most CSRwire suppliers are local.

CSRwire provides a workplace that is accessible to those with physical disabilities though we do not employ any disabled people at present. CSRwire complies with most of the United States ADA Accessibility Guidelines for Buildings and Facilities (ADAAG).

CSRwire endeavors, wherever possible, to work with minority suppliers and women-owned businesses. Over 25% of CSRwire's suppliers are located in low-income communities.

## **Employee Privacy**

CSRwire is committed to upholding the privacy of all personal information relating to employees and does not reveal any such information to third parties.



## Rights and Responsibilities of Stakeholders

At CSRwire, it is a core principle that all employees should know their rights and that expectations are clearly articulated. CSRwire maintains a comprehensive employee handbook, which is provided to all new employees containing details of terms and conditions of employment and company policies.

The Rights and Responsibilities of CSRwire key stakeholders are explicitly laid out in the Employee Handbook:

<b>Rights &amp; Responsibilities of Employees</b>	<ul style="list-style-type: none"> <li>• Be free of discrimination in the work place.</li> <li>• Provide a fair day of work in exchange for a fair wage.</li> <li>• Understand and be responsible for the policies of the company.</li> <li>• Have a voice in decisions directly related to their job.</li> <li>• Look forward to advancement based on merit.</li> <li>• Access dispute resolution process of the company.</li> </ul>
<b>Rights &amp; Responsibilities of Managers and Directors</b>	<ul style="list-style-type: none"> <li>• Organize, manage, plan, and control the company’s operational affairs.</li> <li>• Fairly evaluate the performance of employees.</li> <li>• Hire and fire in strict accord with CSRwire policies.</li> <li>• Expect and honestly participate in annual performance reviews.</li> <li>• Establish and maintain regular procedures, reports, and schedules.</li> <li>• Identify new products, technologies and business opportunities.</li> <li>• Make suitable training and education routinely available to all employees.</li> </ul>
<b>Rights &amp; Responsibilities of Chairperson and CEO</b>	<ul style="list-style-type: none"> <li>• Create strategic plans necessary to implement the Board of Directors goals.</li> <li>• Establish and define the duties of officers and divisional managers.</li> <li>• Hire, manage, and evaluate the performance of divisional managers.</li> <li>• Oversee the strategic initiatives of the company.</li> <li>• Organize, lead, and facilitate the activities of the Board of Directors.</li> </ul>
<b>Rights and Responsibilities of the Board of Directors</b>	<ul style="list-style-type: none"> <li>• Establish the mission, objectives and policies of CSRwire</li> <li>• Select and define the duties, compensation, and performance evaluation of the CEO.</li> <li>• Plan for long-term business growth and development.</li> <li>• Review and recommend modifications to the By-laws.</li> <li>• Know and stay current on laws that may affect the company.</li> </ul>



## **Employee Participation: Equitable Decision-making**

Our fundamental business philosophy supports more equitable distribution of decision-making, and this is demonstrated by CSRwire practice. CSRwire employees will have the potential to become employee shareholders. In 2011, CSRwire's Board of Directors agreed to assign up to 15% of its share ownership for employees and some external stakeholders as a way of demonstrating even greater commitment to the rights and benefits of employees for the long term. These plans will be finalized in 2013.

## **Employee Compensation: Paying a living wage**

We firmly believe that the right to a living wage should be supported by all businesses. CSRwire tries to pay a competitive livable family wage. In most cases, salaries are set at or near compensation for the same or similar work in other companies in Springfield, MA and the USA. CSRwire's lowest paid employee is paid \$15.00 per hour, 88% higher than the minimum wage in MA, which is \$8.00.

## **Employee Evaluation and Feedback: Supporting Performance**

Each staff member is given the opportunity for an annual formal performance evaluation with his or her manager. Employees also have the opportunity to feedback to their managers about aspects of their performance, which supports or hinders delivering outstanding performance. This complements more frequent reviews of performance, which take place on a weekly or monthly basis in regular working sessions. Last year, 100% of CSRwire's staff participated in a formal performance evaluation.

## **Employee Communications and Internal Transparency**

As a small business, all staff and key internal and external stakeholders are informed of what's happening at CSRwire on a regular and informal basis. However, we feel it is important to maintain a formal structure for communications to ensure full internal transparency. CSRwire holds monthly meetings for all staff, where business results are presented and discussed, alongside all other current issues. There are also a minimum of four "Town Hall" meetings per year, which are held at CSRwire headquarters in Springfield, MA, for the purpose of celebrating our progress and to enable knowledge sharing and interaction with many of CSRwire's remote staff members, investors, and stakeholders.

## Employee Safety, Health and Well-Being

CSRwire is committed to maintaining a workplace, which is healthy and safe for all employees, free of violence and harassment. We believe this is one of the most basic rights of employees in our workplace. There were no workplace lost-time accidents recorded during 2012.

We support the well-being of our employees by providing homey, spacious, and personally decorated office accommodation with good lighting and fresh air. Every staff member is set up to work remotely (through company laptop computers and cell phones) and any staff member may work from home or on the road, by prior arrangement, for personal reasons or in the course of regular business.

## Employee Learning and Training: Developing Skills

CSRwire is committed to supporting the ongoing learning and skill development of its team. While the Company does have a formal training program on its own systems, all employees are also encouraged to develop their learning and skills in several ways:

- In depth, on-the-job training, supported by the company CEO and other experienced CSRwire employees.
- Opportunities to assume more challenging assignments, with relevant focused training.
- Attendance at training events to meet specific identified needs.

Employee-learning needs are identified and / or requested in annual performance evaluations and CSRwire addresses these as far as possible.



**"Sustainability** means managing the adverse impacts we as humans have done to the Earth so our grandchildren can actually have a future on this planet."  
**Jack Wysocki, VP, Business Development**

## Non-discrimination

CSRwire maintains a strict anti-discrimination policy, encouraging a culture and practice of diversity, inclusion and openness within the company. CSRwire hires without regard to race, color, religion, national origin, political affiliation or belief, disability, age, or sexual preference. The overall effectiveness of CSRwire begins with our ability to attract and to select individuals who have the desire and potential to become owner - entrepreneurs.

## Collective Bargaining

As a small privately owned company, this principle is not directly relevant to CSRwire. Similarly, CSRwire does not engage any significant suppliers of a size so significant that could present a risk for abuse of the right to freedom of association and collective bargaining. However, CSRwire's business approach is one of involvement and consultation and sharing of rights and benefits. CSRwire staff and key stakeholders are invited to attend a monthly meeting where financial results are shared and discussed, and other topics are raised as appropriate. Employees are provided with an Employee Handbook, which provides extensive details regarding their rights and benefits. Management responds to all questions raised by employees about such matters quickly.

None of CSRwire employees are represented by an independent trade union and there have been no requests to management for such representation.

## Forced Labor

All CSRwire employees are hired of their own free will, after receiving an offer of employment and which is formalized in a memo of agreement. This agreement is executed between each employee and the company as a symbol of the joint intent to cooperate and work together to achieve mutual satisfaction. We do not knowingly engage with suppliers or customers who engage in the practice of forced labor.

## Child Labor

As a small privately owned company, this principle is not directly relevant to CSRwire. No children are employed at CSRwire and the nature of the work at CSRwire would not be suitable for children. Given the nature of CSRwire's modest supply chain, made up largely of local services and equipment suppliers, the likelihood of child labor risk is low.



**"Sustainability** means to live within our means, both as a planet, and as a society, assuring future generations of a better way of life."

**Michael O'Connor, Vice President, Business Development**

# Environment

As a small business operating a virtual news distribution platform, we consider our direct environmental impacts to be insignificant and not material for our stakeholders. Our prime role and impact is our contribution to changing the way business gets done through disseminating information and raising awareness. Nonetheless, as an organization, we endeavor to maintain environmentally responsible practices. For the first time this year, we have calculated our Carbon Footprint, as a further demonstration of our commitment to measure and manage our impacts.

## Carbon Footprint

In the last twelve months to November 2011, we used approximately 3,200 Kwh of purchased electricity in our Springfield offices, and we have flown 11,600 miles doing CSRwire business. We calculate our Carbon Footprint to be 5.44 tonnes of CO<sub>2</sub>, a very modest impact by any standards. This is made up of:

- 1.86 tonnes of CO<sub>2</sub> for our electricity consumption
- 3.58 tonnes of CO<sub>2</sub> for our flights (based on the equivalent of 5 medium-haul return flights in the U.S.)

We used the Carbon Footprint Calculator to make our calculations.

[www.carbonfootprint.com](http://www.carbonfootprint.com)

## Recycle

We regularly recycle paper, plastic, aluminum, and ink cartridges used in our offices.

## Reuse

Almost all our furniture is second-hand, and some furniture is made from recycled materials. All paper used in our offices is produced using over 70% post-consumer waste. The building housing CSRwire offices was formerly an old warehouse, which CSRwire has made significant efforts to renovate, as well as improving the surrounding areas. Renovations are primarily completed with used or recycled materials.





## Reduce

Employees are encouraged to turn off lights and computer equipment and responsibly use HVAC systems. Similarly, employees are encouraged to carpool and ride public transportation or bicycles to and from work. The company CEO rides his bicycle to and from work on most days, or walks. Business travel has been reduced significantly through the use of virtual communication and conferencing. In 2010, CSRwire completed a lighting retrofit in the company's rented office premises in which all lighting with more efficient bulbs and motion sensors with timers in all of CSRwire offices were installed.

## Environmental News

CSRwire is a strong supporter of environmental causes and promotes related news and press items through CSRwire's extensive news network. CSRwire news categories include Clean Technology and Green Products and Services and many commentaries cover environmental issues.



**"Sustainability** means taking responsibility for passing on a world that is environmentally and economically sound to future generations." **Ann Stockbridge, Director of Operations.**

# Community

## **Employee Contribution to Local Communities and Non-Profits**

CSRwire is committed to being a part of the local community in which we live and work, helping to reinforce the community fabric around us and of which we are a part. CSRwire's offices are located in a federally designated low-income area, and this serves to remind us of our responsibility towards our community on a daily basis.

Our community support is comprised of the following elements:

**Discounted Rates for Non-Profits and Small Businesses:** CSRwire provides the possibility of news dissemination via all CSRwire channels at discounted rates for a wide range of non-profit organizations and small businesses, making these services more accessible to advance awareness of social and environmental causes and encourage small business economic development.

**Cash Support for The Gasoline Alley Foundation:** Each year, CSRwire renews its commitment to the Gasoline Alley Foundation with thousands of dollars' contribution.

**CSRwire employee volunteering:** CSRwire employees are encouraged to participate on a volunteer basis in community programs and specifically programs organized by the Gasoline Alley Foundation, and most employees take part. Volunteering is permitted on company-time (paid hours) by prior arrangement. In addition, CSRwire Management participates on non-profit national and international boards as trustees and governors.



[www.gasolinealleyfoundation.org](http://www.gasolinealleyfoundation.org)

## Our Continued Support for the Gasoline Alley Foundation

The Gasoline Alley Foundation (GAF), is a 501(c)(3) corporation that has incubated over forty small businesses and teaches inner city and underprivileged people to be successful entrepreneurs using socially responsible and sustainable business practices while revitalizing inner city neighborhoods. The Foundation was founded in 1985 by CSRwire CEO Joe Sibilia. GAF's vision is the evolution of responsible and sustainable businesses. GAF is currently developing a curriculum to train individuals in entrepreneurship with a concentration in socially responsible business practices that will begin at the high school level. The Gasoline Alley Foundation believes job creation is the most effective means of both economic and community development. In short, socially responsible business practices are the strongest economic model for sustainability. Consequently, GAF focuses its efforts in socially responsible entrepreneurship education.

CSRwire supports the Gasoline Alley Foundation financially and through CSRwire employee volunteering. A significant portion of CSRwire's overall community giving is through the Gasoline Alley Foundation and its programs. Each month CSRwire makes a donation to the Gasoline Alley Foundation so they can continue their good works in the community. CSRwire LLC contributed over \$8,800 to the Gasoline Alley Foundation in



fiscal 2011. Employees of CSRwire LLC volunteered 800 hours at the Gasoline Alley Summer Youth Program and 400 hours to support Gasoline Alley Foundation member organizations.

# Commitments

CSRwire maintains its commitment to acting in alignment with the United Nations Global Compact Principles. In our last report, we established a set of goals. Here is our update:

2012 Goals	2012 Progress	2013 Goals
Continue to expand CSRwire's business reach, with electronic distribution solutions to a wide range of members.	We have significantly expanded our reach, as is evidenced by our growing membership and online activity.	Expand our range of products and services to provide improved value for members, while growing our membership and reach.
Finalize allocation of employee share ownership.	We have agreed a framework for share ownership, which is now ready for implementation.	Implement our share ownership plans in 2013.
Continue to assist Gasoline Alley Foundation and supported businesses with in-kind gifts, volunteering, and cash donations.	We continue to work closely with Gasoline Alley and have increased our cash and volunteering time commitment.	Maintain our commitment to Gasoline Alley and its member organizations.
Measure electricity consumption and reduce by 5% in 2012	We did not measure our electricity consumption in 2011, and are not able to calculate our total consumption change during 2012. However, we implemented a lighting retrofit, which reduced office electricity consumption.	Maintain or reduce our electricity consumption levels in 2013.
Calculate and publish CSRwire's carbon footprint.	We have calculated our carbon footprint and published the result in this report.	Maintain or reduce our carbon footprint in 2013.
Calculate fuel consumption and achieve efficiencies in 2012.	We consume very little fuel as we rarely travel in private cars.	This target is not relevant in 2013.
Maintain CSRwire's Ethics Policy and act accordingly, ensuring all new hires are appropriately briefed.	We have briefed all new employees in full.	Maintain our ethical approach and processes in 2013.

# Transparency

This Communication on Progress is posted on the UNGC website and freely available for all to view. CSRwire's COP is available to download from [the reports section](#) on CSRwire.com.

Internally, we will provide an electronic copy of this Communication on Progress to all employees and reconfirm to them the importance of CSRwire's participation in the UNGC. We encourage employees to familiarize themselves with the principles, the way in which CSRwire upholds the principles, and our future targets.

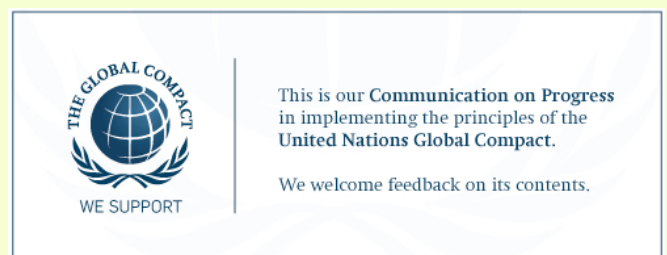
Additionally, we issue a Press Release using CSRwire's extensive distribution network, together with a News Alert to all CSRwire subscribers announcing the publication of our Communication on Progress. We hope, modestly, that other small businesses, with limited resources such as ourselves, will view our Communication on Progress and gain inspiration from our example of how small businesses can be more responsible and transparent corporate citizens.

## About this Communication on Progress

This Communication on Progress covers the period October 2011 / December 2012. All data references in this document are for this period unless otherwise stated. The CSRwire team prepared the document with assistance from an external specialist in Corporate Responsibility, Elaine Cohen of Beyond Business Ltd ([www.b-yond.biz](http://www.b-yond.biz)). This COP has been approved and endorsed by Joe Sibilia, CEO, CSRwire.

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