

Global Compact submission:
Ruder Finn's Communication on Progress
June 2011

Since its founding in 1948, Ruder Finn, one of the largest independently owned public Relations companies in the world, has endeavored to be a responsible corporate citizen as well as a successful one. Ruder Finn has a deep commitment to peace building in areas of conflict and post-conflict and believes that business can be a strong force for positive exchange between communities where there has been tension. Ruder Finn is also committed to the protection of the environment and human rights.

Ruder Finn is a recent signatory to the World Economic Forum "Partnership Against Corruption Initiative (PACI) which is very much in accordance to the 10th principle of the Global Compact. (Corruption)

Ruder Finn's management and employees whole-heartedly support the UN Global Compact and is committed to its 10 principles. Ruder Finn was the first public relations agency to support the UN Global Compact. The firm delivered pro-bono public relations services to Global Compact at the time of the launch in 2001.

Ruder Finn expresses its support of the Global Compact in its bi-annual publication MOVE! The list of the Ten Principles is published in each issue. The publication is sent thought-leaders, clients and friends in the US. Furthermore, as of this year our magazine will be printed on recycled stock paper that is 100 percent post-consumer waste, in accordance to 7th, 8th and 9th principle of the Global Compact (Environment)

Ruder Finn's "Guideline on Ethics" is very much in concordance with six of the Global Compact Principles. The Guideline stipulated that the firm does not want get involved in any activity that:

- "Defends or endorses the suppression of human rights anywhere in the world, or promotes, however subtly, racism, discrimination, terrorism or other policies which we feel are contrary to our basic beliefs."
- "Interferes with crime prevention"
- "Is hazardous to human health"
- "Is a threat to the environment"

Ruder Finn will therefore not represent clients who are involved in such activities.

Ruder Finn is thrives to create a friendly workplace and has a zero-tolerance for harassment of any kind. Ruder Finn is committed to offering a positive work-life balance to its employees. The firm offers flexibility for our executives to work from home. Ruder Finn offers its employees incentives to use public transport therefore reducing our Carbon imprint. The firm has a waste re-cycling program and is committed to protecting the environment.

Ruder Finn is an Equal Employment Opportunity employer and does not practice job

discrimination based on race, gender or sexual orientation.

Ruder Finn offers pro-bono services to numerous not for profit organizations whose missions it support. The monetary value of these services exceeds 10 per cent of the annual billing of the firm.

Ruder Finn has always placed a high priority on doing pro bono work and work for worthy organizations and causes.

In 2010 Ruder Finn again supported the United Nations climate change initiative by partnering with the Global Peace Initiative of Women to organize a forum in Cancun, Mexico at COP 16 in December on the ethical dimensions of climate change. The goal was to raise awareness of the issues at stake and convey the message that civil society must take an active role in helping to mitigate the impact of climate change, that each sector of society must do its part. In addition to the economic and political aspects of climate change, there are serious ethical issues around how the earth's resources are being used and the impact of this on future generations. The forum sought to approach the subject from this viewpoint, bringing additional perspectives to the complex issue of climate change. In addition to the support it lends to the Global Peace Initiative of Women at the UN Climate Change Conferences, Ruder Finn has sought to inspire clients to get more deeply engaged in this issue.

Ruder Finn has a long commitment to environmental matters and to fostering greater understanding of the need to develop an environmentally sustainable world community.