

Global Compact submission:

Ruder Finn's Communication on Progress

July 2009

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.

Below are some of the programs that demonstrate those commitments.

- Over the past 18 months, Ruder Finn has supported two peace-building projects that were organized by the Global Peace Initiative of Women (GPIW), a non-profit organization founded by Ruder Finn vice chairman and partner Dena Merriam. The first was a dialogue with 40 Iraqi young professionals that was held in March 2008 in India. GPIW organized this in partnership with the US Institute of Peace (USIP), with Ruder Finn providing logistics and staff support. This dialogue brought together young Iraqis between the ages of 22 and 35 from throughout the country and from different religious and ethnic groups to explore how they can initiate peace-building efforts in their communities. They met for 6 days in India and engaged in a variety of communications and skills building programs. Subsequently a group of the young women were selected to participate in 3-week training in dialogue and communications skills that took place in Washington D.C. and were organized by the US State Department, GPIW and USIP.
- Based on the success of this program, GPIW, again with support from Ruder Finn, organized a dialogue with young professionals from Afghanistan, which took place in India in April, 2009. The organizing partner for this was the Afghan Institute of Learning, which is based in Kabul. The themes of the dialogue were: how to create a regional response to the challenges of extremism, fostering an identity that balances tradition with the forces of globalization, how to institute ethics into social structures as a means of countering corruption, gender equity and values-based education. On-going dialogue projects are being planned for the Afghan group. Ruder Finn continues to explore ways to promote peace-building through training in dialogue and communications skills for young people living in conflict areas.
- In the area of energy efficiency, Ruder Finn is working with Silver Spring Networks. Silver Spring Networks is one of the leading companies building the Smart Grid, a digitized electric system that will allow for better integration of

renewable energy sources, like wind and solar power, and will help to reduce energy consumption overall. Silver Spring Networks hired Ruder Finn in December of 2008. In less than six months, the Ruder Finn team secured a major profile piece in Forbes Magazine, along with articles on the front page of the New York Times business section, the Wall Street Journal, The Economist, BusinessWeek.com, TIME.com, Dow Jones and Reuters. Ruder Finn also helped the company announce Energy Smart Miami, one of the largest, most progressive Smart Grid projects in the world. Silver Spring Networks is now known among business and trade media, and more importantly the government and energy industry, as one of the leading developers of Smart Grid networking solutions.