

Global Compact submission:

Ruder Finn's Communication on Progress

June 2008

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's management and employees whole-heartedly support the UN Global Compact and are committed to its Ten Principles. Ruder Finn was the first public relations agency to support the UN Global Compact. The firm provided pro bono public relations services to the 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 to thought-leaders, clients and friends in the US.

Ruder Finn's "Guidelines on Ethics" is very much in concordance with six of the Global Compact principles. The Guidelines stipulate 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 strives 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 will post on both its Intranet and Internet site its commitment to the Global Compact and its endorsement of the Ten Principles.

Ruder Finn offers pro bono services to numerous not for profit organizations whose missions it supports. The monetary value of these services exceeds ten percent of the annual billing of the firm.

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

Below are some of the programs that demonstrate these commitments.

HIV/AIDS Campaign

Ruder Finn supported *World Vision* in its public awareness campaign, the HIV/AIDS Hope Initiative, and organized a powerful interactive exhibition at Grand Central Terminal in New York City. Called the "World Vision AIDS Experience," its goal was to generate awareness of the toll the disease has taken on the lives of the people of the developing world; to transform the attitudes of visitors to the exhibit by having them walk through a replica of an African village and hear the stories of children devastated by the disease; and to educate, present solutions and actions to visitors, media and high-level decision makers to help stop the spread of the disease and to care for those already infected. The event was successful and well covered by the media.

Rwanda Women

Ruder Finn supported *Macy's* to steer an integrated marketing communications program to sell baskets made by Rwandan women. What ensued was a unique PR collaboration that communicated to American consumers how basket purchases could directly impact the lives of people in Rwanda. The "Rwanda: Path to Peace" program received extensive media coverage. Due to the successful integrated PR campaign, Macys.com sold out of the baskets within four months and empowered 2,500 Rwandan women with a stable income to improve their future and that of their families.

Global Green USA

Ruder Finn supported *Global Green USA*, the national leader in green building for affordable housing, schools and communities, in the Sustainable Design Competition for New Orleans. The program provided an opportunity for talented architects, urban planners, designers, ecologists and students to put forward a creative yet practical vision for the green rebuilding of New Orleans.

Peace Dialogue in Darfur

With the support of the Ruder Finn Foundation, Dena Merriam, our vice chair, and her team, the *Global Peace Initiative for Women*, a nonprofit she established five years ago, organized a peace dialogue between young professionals from throughout Sudan. There was much consensus and some disagreement. The conversations were intense, informed, and they spoke to the issues. They all acknowledged that this was an historic meeting - and coming at a critical time for the country. Many had never met young people from

other parts of Sudan. Many had never left their region. Some had traveled two days from the South, by bus and boat, to get to Khartoum for the air travel to Kenya, where the dialogue was held. They expressed how important it was for them to meet and to hear the challenges faced by young people in other regions. They bonded; they became friends, despite religious and ethnic differences, despite differing opinions. In addition to group discussions and private conversations, there were many moments for private reflection, for walks through magnificent terrain, with elephants and zebras close by. The work was not only mental and emotional. Deeper layers were also tapped. The aim was to create a transformational experience so that these young people would be committed to working together for the long term to achieve a new, positive vision for their nation.

Ruder Finn Press

Ruder Finn Press and The Ruder Finn Press Foundation is a New York Not-For-Profit Corporation, under section 501(c) (3). Our mission statement states that “the purpose of the Foundation is to publish books that will contribute to the cultural, social and intellectual values of society.” To achieve this we donate our services for the design and distribution of these publications. We have published or are about to publish books on anti-Semitism (Confronting Anti-Semitism by Kofi Annan and Elie Wiesel); genocide (Never Again, Again, Again... Genocide: Armenia, The Holocaust, Cambodia, Rwanda, Bosnia and Herzegovina, Darfur); educational and environmental issues (Through My Eyes, the Remarkable Children of Senegal, concerning school feeding and health initiatives for the nomadic tribes of northern Senegal); water conservation (Tip and Top, the adventures of two water drops).