



Do Good. Do Well. Win.™

CORPORATE RESPONSIBILITY

AND

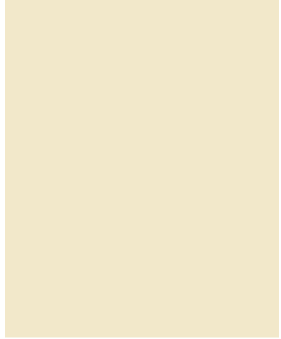
SUSTAINABILITY CONSULTING

## CORPORATE RESPONSIBILITY AND SUSTAINABILITY

### A Business Imperative of the 21<sup>st</sup> Century

In practice, corporate responsibility and sustainability involves accountability to shareholders, to the planet and to the social and environmental resources on which you rely. To grow profitably in the future, companies must focus their operations simultaneously on the economic, environmental and social impacts of their business – the “triple bottom line.” Concentrating on any one of these areas at the expense of the others may compromise opportunities and a business’ ability to keep pace with rapidly shifting market expectations. Enhancing corporate responsibility and sustainability efforts enables companies to innovate, differentiate themselves and thrive.

At BrownFlynn, we partner with our clients to build corporate responsibility and sustainability practices into the very core of what they do, how they operate, and how they communicate internally and externally to enhance market position, brand and profitability. Our ‘no-nonsense’ approach is all about keeping social and environmental initiatives relevant to our clients’ key business drivers and market conditions, focusing on those internal investments that create meaningful value and high returns.



strategy and impact planning



stakeholder engagement

brand enhancement

reporting

public-private partnerships



strategic philanthropy

## STRATEGY AND IMPACT PLANNING

Anticipating market trends.

Building infrastructure for the future.

Improving economic performance.

Companies seeking to adopt sustainability as a core value, to develop a strategy for improving environmental impact or to embark on a corporate volunteerism effort, need strategies which yield positive results. BrownFlynn provides clients with knowledgeable and actionable insight into planning, implementing and quantifying the initiatives that help shape an organization's culture.

Determining the appropriate metrics, outlining goals and capturing the value of strategic initiatives are the bedrock of any organization's internal structure. Clients profit from our ability to translate high-level strategies into a realistic action plan, generating positive social and environmental impact, improved economic performance, enhanced brand and an engaged, committed workforce.

## STAKEHOLDER ENGAGEMENT

Valuing complex relationships.

Increasing buy-in.

Capturing critical insight.

Building and effectively managing relationships over a period of time are complex tasks for any organization. For this reason, we help clients create a stakeholder map to determine priority relationships and relevant issues. We enlist feedback from these key audiences, determine the social, environmental, financial and operational impacts (*of* and *on* the business), and translate these unique perspectives into a cohesive engagement strategy.

We convene discussions, use interactive tools and facilitate dialogue among various stakeholder groups to identify and prioritize significant material issues. We analyze the results and uncover opportunities, allowing us to craft programs, messages and communication strategies that generate the critical buy-in which makes an overall strategy, program or initiative successful.

**Stakeholder** (stake.hold.er. st-k'h-l'd-r): an individual or group potentially affected by the activities of a company or organization; in sustainable business models, the term includes financial shareholders as well as those affected by environmental or social factors such as suppliers, consumers, employees, the local community, and the natural environment.

> DO YOU KNOW THE DIFFERENCE BETWEEN TRADITIONAL STRATEGIC PLANNING AND IMPACT PLANNING?

**Impact planning** derives from the traditional process of strategic planning, providing an accelerated and pragmatic road map for moving priority activities and specific projects that require near-term results to execution.

Planning for change in the evolving environmental marketplace will depend greatly on a company's ability to plan for, adapt to and create innovative solutions to growing regulatory activity and consumer expectations.

> DID YOU KNOW?

The human brain must process a message, image or brand between eight and 13 times before committing it to memory.

Companies that have powerful brand presence successfully communicate their messages clearly and effectively, raise the bar visually and impact the lives of their stakeholders.

## BRAND ENHANCEMENT

Strengthening reputation.

Generating positive impact.

Bringing messages to life.

BrownFlynn believes in the power of a strong brand. Our approach involves gaining a deep understanding of an organization's values, competencies and goals to create a consistent, inclusive and visually stimulating brand identity system.

We consult clients on how to most effectively position their brand, and we deliver powerful messaging that includes internal and external communication plans, mechanisms, and opportunities for greater impact.

Our in-house expertise is supplemented by an extensive network of 'best-in-class' multi-media partners, providing our clients with innovative, unique, comprehensive and environmentally conscious branding solutions. Our clients benefit from a brand identity created and enhanced by the unique strategies we customize to ensure long-lasting, positive resonance in the community.

## REPORTING

Answering questions.

Measuring progress.

Establishing credibility.

In today's market, investors and other key stakeholders are demanding greater disclosure and transparency. Companies that embrace candor and strengthen financial reporting by disclosing non-financial information such as their community impact, environmental goals and programs, and anecdotes of the benefits of employee volunteerism will reap competitive advantages.

BrownFlynn provides the structure, strategy and medium for reporting tangible and intangible social and environmental initiatives.

We create customized corporate responsibility, sustainability, community giving and employee volunteer reports and communications that satisfy multi-function purposes and audiences. BrownFlynn is well versed in internationally accepted and standardized reporting frameworks, such as the Global Reporting Initiative (GRI). And, as a GRI Organizational Stakeholder and participant of the U.N. Global Compact, we understand and advise clients on the best reporting framework to suit their needs.

**Transparency** (trans.par.en.cy. trans-pair-uh n-see): a measure of increased accountability and decreased corruption in which a business reports on its ethics and performance results through accessible publication of business practices and behavior; there is a strong movement to increase the transparency of business processes via independently verified corporate responsibility reporting

## PUBLIC-PRIVATE PARTNERSHIPS

**Bridging the gap.**

**Sustaining community relationships.**

**Partnering for greater impact.**

Strategic, collaborative public-private partnerships can anchor clients in their communities and address resource or business challenges while leading to improved service delivery, brand visibility and expanded opportunity to engage new markets.

Our proven strategies in identifying synergies among for-profit, non-profit and government organizations, and aligning expectations accordingly, often help enhance a company's brand, alleviate specific pressures and build trust in the communities where they live, work and conduct business. By identifying the value proposition and roles for each partner, we help create long-term, sustainable, "win-win" relationships that maximize impact.

## STRATEGIC PHILANTHROPY

**Giving with purpose.**

**Making your mark.**

**Maximizing visibility.**

Integrated, strategic community engagement strategies build more than goodwill – doing *good* in the community leads to doing *well* on the balance sheet. A generational shift in the marketplace demands organizations embrace strategic giving practices that leverage their core competencies, align with their culture and are relevant to stakeholders.

BrownFlynn advises clients on how to strategically invest dollars, manage volunteer time and in-kind donations, track and measure investments, streamline processes and develop communications that contribute to employee satisfaction and retention as well as enhance a company's brand. Our process includes a careful audit of an organization's current charitable investments, often capturing and translating the intangible into tangible benefits. We provide thoughtful counsel and, where appropriate, we develop and brand signature programs, highlighting an organization's niche and concretely bringing that company's community commitment to life.

> REMEMBER THE OLD ADAGE, "ONE MAN'S TRASH IS ANOTHER MAN'S TREASURE?"

This generation's trash-to-treasure scenario is by-product synergy. Curbing emissions and providing a win-win for both giver and receiver, **by-product synergy** is this generation's twist on the public-private partnership, and relies on the same innovative, creative nature that guides the synergies of corporate, non-profit and government agencies to collaborate for the public benefit.

> DID YOU KNOW?

Nearly 80 million Baby Boomers will begin to retire in 2011, and over 120 million Generation X and Y-ers will fill those empty positions in the marketplace.

Attracting and retaining the Generation X and Y-ers, who are more interested in companies committed to strategic philanthropy and social responsibility, becomes a business challenge. Companies that embrace a better way of doing business will be positioned to leverage their commitments and recruit the best and the brightest.

## Do Good. Do Well. Win.™

At BrownFlynn, we focus on our core beliefs – honesty, integrity, quality and responsible action – to provide exceptional value to our clients. For more than a decade, BrownFlynn has provided corporate responsibility, sustainability and strategic marketing communications consulting to organizations that believe the integration of economically, environmentally and socially responsible business practices is crucial to their organizational and bottom-line health and well-being.

BrownFlynn is grounded in a sustainable philosophy that embraces People, Planet and Prosperity. We seek to partner with organizations committed to ethical practices, and we celebrate companies working to improve our collective quality of life.

## BrownFlynn wants to be your partner for impact.

Visit our website at [www.brownflynn.com](http://www.brownflynn.com).

Or call us at 440-484-0100.

We are proud members of:



