

## **Edelman Efforts to Live the Power of One!**

Edelman Public Relations believes that companies' responsible conduct and sustainability strategies go beyond just reputation considerations and are directly related to business continuity, employee morale and market expansion.

Furthermore, as the PR agency working on the Power of One Campaign, Edelman Dublin has taken many steps in the past two years to put together a strategic, creative approach to 'going green'....

Just like the Power of One, we too want to drive efficient behaviour and encourage others. It involves every single employee in the office, from top to bottom!

Yet, why should the good work just be done here, in our office, when we have the ability to influence how people behave in their own homes, too? We may be a big happy family, but we go home too sometimes (really, we do) and would like to think we can help our staff change things within their own spaces, as well.

We've had a Power of One educational session internally, teaching all employees about the easy ways they can make a difference in the home and at work. An internal contest challenged employees to come up with innovative ways to improve our behaviour in regards to energy.

and every light switch has a Power of One reminder sticker to switch off! Energy saving top tips are splashed on our mousemats, and no PC in the office is complete without a sticker reminding the user that switching off the computer rather than leaving it on standby can reduce their energy consumption by up to 75% per year.

### **We've Assigned Some Seriously Passionate Sustainability Ambassadors:**

Two people from the Dublin office oversee implementation, liaise with and advise management on progress and suggest changes as we grow greener.

They:

- Identify problem areas
- Assess potential for improvement
- Identify solutions
- Recommend solutions to management team
- Implement solutions once approved by management
- Monitor and record progress

- Update management on progress

**We are Focused on Seven Areas:**

<b>Lighting</b>	The electrical and natural lighting within the office
<b>Heating</b>	All factors relating to regulating temperature in the office, from how we use the radiators to zoning
<b>Office Equipment</b>	All energy consuming appliances and equipment
<b>Transport</b>	Any use of transport related to the work undertaken
<b>Water</b>	Any use of water related to the office
<b>Waste</b>	Consumption, generation of waste and disposal
<b>Purchasing</b>	Purchasing decisions made by the office

Power of One has helped immensely, and the materials and awareness information the campaign provides have been shared throughout Edelman's global offices, as part of a worldwide commitment.

We know now that it's up to each of us to make individual changes – it will work, and we will be a better business for it!