



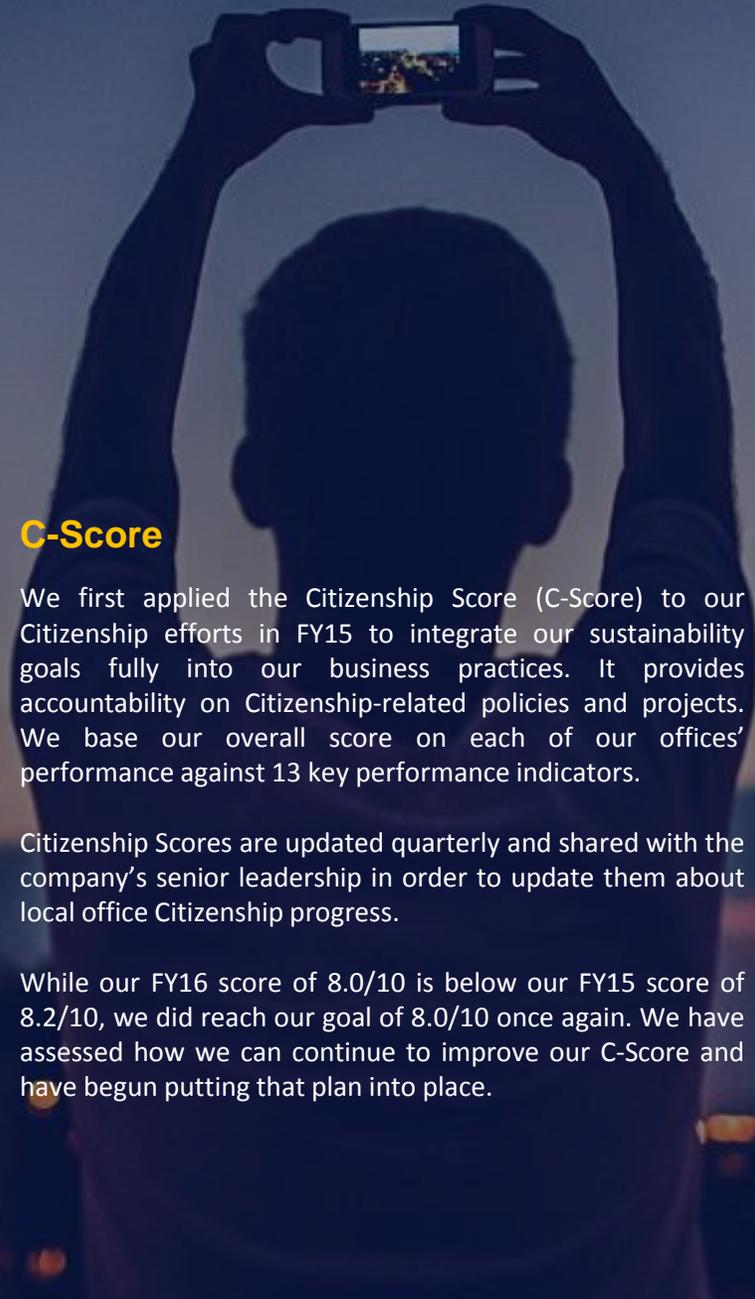
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Rethink Our Global Responsibility

For our Citizenship story to evolve, we must continually challenge ourselves to maintain the courage to do the right thing, have the freedom to be constantly curious and, and to pursue excellence by bringing the best of ourselves. We must rethink how we can be a collective force for good in the communities in which we operate.

That was a priority in 2016. Our efforts included a global Citizenship survey of employees; new collaborations among offices and outside partners; and fresh initiatives such as the Ruth Edelman Citizenship Award. By carefully assessing our Citizenship outcomes, we can further advance our Citizenship journey and impact local change through our offices worldwide. We can achieve this by staying true to our entrepreneurial heritage and our founder Dan Edelman's values and principles of success; and through our desire to elevate communication's role.

This is the story of our natural evolution. It reflects our corporate culture of Citizenship.



Our Culture

Citizenship – It’s who we are. It’s embedded in our core [values](#) and exemplifies one of founder Dan Edelman’s principles of success to “Give Back.” We challenge ourselves to be a trusted and resilient partner for our clients, our communities and our colleagues, while ensuring that we always have the courage to do the right thing.

Our employees appreciate our Citizenship journey. Our annual employee survey found they’re more engaged in the overall process and 80% think Citizenship and volunteerism are key to choosing Edelman as their employer. In all, we continually seek to create a Citizenship culture.

C-Score

We first applied the Citizenship Score (C-Score) to our Citizenship efforts in FY15 to integrate our sustainability goals fully into our business practices. It provides accountability on Citizenship-related policies and projects. We base our overall score on each of our offices’ performance against 13 key performance indicators.

Citizenship Scores are updated quarterly and shared with the company’s senior leadership in order to update them about local office Citizenship progress.

While our FY16 score of 8.0/10 is below our FY15 score of 8.2/10, we did reach our goal of 8.0/10 once again. We have assessed how we can continue to improve our C-Score and have begun putting that plan into place.

Ruth Edelman Citizenship Award

In FY16 we introduced the Ruth Edelman Citizenship Award to our annual Culture Awards. It honors the legacy of Ruth Edelman, our founder Dan Edelman’s wife and life partner, who supported numerous health organizations and nonprofits throughout her life. The award recognizes the pro bono project that demonstrates Edelman Citizenship to the highest extent.

The award underscores how a communications marketing strategy can impact a specific societal issue in pro bono partnership with a nonprofit client. It drives collaboration across various Edelman practices and offices, and encourages the inclusion of non-client facing staff. Please see page 16 for the inaugural award winner.