



WE Social Innovation Practice

WE SOCIAL INNOVATION PRACTICE

The global landscape has changed. Have you?

We are living in a time of unprecedented economic and societal change. Energy. Climate change. Health. Economic development. Education. All critical issues with global implications. Successfully addressing them requires new technologies, new products, new business models and new policy solutions. Neither big government nor pure markets can get the job done alone. The creative energy of private enterprise remains the greatest force for change in the world today. But we also need a sensible framework to bridge the remaining gaps and help ensure that all stakeholders meet fairly on a level playing field.



Today, the public, private and nonprofit sectors are working in concert as never before to unleash the innovations needed to broaden our economic horizons while at the same time overcoming our most pressing social and environmental challenges. It is at this intersection where we believe civilization's greatest prospects and most exciting possibilities lie.

These social innovations have the potential to create lasting impact on the world around us. They also have the potential to build business and reputation. But, as with all big change, strategic counsel, communications and outreach are critical for driving awareness, adoption, and accelerated impact and business returns.

To help our clients succeed in this era of immense challenge and change, Waggener Edstrom Worldwide (WE) has assembled experienced communications experts from the worlds of environment, energy, corporate responsibility, public policy, and global health and development. This team understands the global landscape — both business and social — and how to use communications to drive business success and social impact. Together with our clients, we make ideas reality.

The WE Social Innovation approach

Our approach is simple and direct. First, we work to understand our client's organizational or business goals. We then develop a strategy to place those goals in the context of the issues and competitive landscape. Finally, we build outreach plans that effectively communicate business and social value. Our focus and value is the combination of strategic thinking and our ability to impact reputation, policy debates and consumer behavior around the world.

Business and society

The WE Social Innovation Practice is built on the recognition that today's business, government and social environments are inextricably linked. By taking a one-sector view of business and society, we help our clients reach their business and reputation goals. Our areas of expertise include the following:

- **Corporate responsibility.** The current economic environment has reset the public's expectations for how business is conducted. We help our clients strategically develop and execute their corporate responsibility initiatives, and then communicate those efforts to key stakeholders including the public, policy-makers and the nonprofit community.
- **Environment.** Climate change is one of the defining economic issues in the world today. More than ever, the public is looking for new solutions and vigorous conservation from business and government. Our team knows the business of clean technology and environmental policy like no one else. Whether you are bringing new energy solutions to market or talking about your company's own footprint, we can help.
- **Global development.** More than ever, new markets represent opportunity to build business and address significant global issues in health, education, environment, communications and agriculture. Our team understands the intersection of business and society, and has implemented programs around the world to drive adoption and awareness of new policies, products and partnerships.

The company we keep

WE Social Innovation has developed global campaigns showcasing a wide range of clean-technology innovations, sustainability efforts and corporate social responsibility initiatives. Our work has included issues education and management, digital storytelling, crisis management, public opinion research, consumer and B-to-B product launches, performance management, corporate responsibility reporting, and both global and local stakeholder engagement. Here are just a few of the brands and organizations we are proud to call our clients.

Ener1

Ener1 is the leading U.S. manufacturer of advanced lithium-ion batteries for hybrid and electric cars. WE works closely with Ener1 to define its story, build awareness and reach out directly to stakeholders including the financial community, policy-makers, and the automotive and clean-tech industries.



Chevron Corporation is one of the world's leading integrated energy companies, with subsidiaries that conduct business worldwide. WE works with Chevron to communicate its community engagement and corporate responsibility initiatives. WE uses communications media, including social networks and digital strategies, to connect with Chevron's stakeholders in new and innovative ways.



(RED) is an iconic brand driving consumer and corporate engagement to fight AIDS in Africa. WE works with (RED) to tell the brand's story through targeted and strategic broadcast opportunities.

Microsoft

Microsoft's Corporate Citizenship efforts are designed to broaden access to technology around the world and unleash human potential. The agency works with Microsoft to drive awareness and build relationships that help support Microsoft's citizenship initiatives. In addition, the agency is working closely with Microsoft to communicate its ongoing sustainability initiatives and solutions.



Mercy Corps' goals are to alleviate suffering and unleash the potential of people in the world's most complex and challenging environments, applying entrepreneurial ideas and approaches to help communities create local and sustainable solutions. WE works with Mercy Corps to help drive strategic outreach and communications, building awareness and support for Mercy Corps and its mission.



NatureWorks is the first commercial-scale manufacturer and supplier of polylactide biopolymer in the world. It makes plastic from plants, not oil. The team at WE worked with NatureWorks to shape and tell the company's story in a consistent way to help navigate the uncertain and issues-driven territory that new technologies face when being first to market.



NetHope is a new-generation information technology collaboration of more than 25 leading international nongovernmental organizations (NGOs) whose members serve tens of millions of people each year, representing more than \$30 billion (U.S.) of humanitarian development, emergency response and conservation programs in more than 150 countries. WE works with NetHope to build awareness and tell its story to targeted influentials in the technology and humanitarian sectors.



Sustainable Food Labs is a consortium of diverse organizations from across the business and nonprofit sectors working together to drive sustainable solutions in food and agriculture through innovative practices and shared learning. WE works with SFL to define its story and drive awareness with key stakeholders.



FuelCell Energy
Ultra-Clean, Efficient, Reliable Power

FuelCell Energy manufactures ultraclean, highly efficient power plants for commercial and industrial companies as well as government and electric utilities. WE helps FuelCell Energy reintroduce and redefine a powerful technology to policy-makers, energy advocates and clean-tech market-watchers.



Green Planet is an environmental brand that is redefining the beverage industry and giving consumers an easy and convenient way to make responsible choices that are not only good for themselves and their families, but good for the planet. WE is working with Green Planet to define the company's narrative, generate awareness of the brand and launch the first product in select U.S.cities.

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