



The University of
Nottingham

UNITED KINGDOM • CHINA • MALAYSIA

Meader, Leslie J. (2009) Corporate Social Responsibility and the influence of organisational communications on employee engagement: A case study of Experian (UK) plc. [Dissertation (University of Nottingham only)] (Unpublished)

Access from the University of Nottingham repository:

http://eprints.nottingham.ac.uk/22981/6/appendix_v_-_CR_communications_plan_FY10v3.pdf

Copyright and reuse:

The Nottingham ePrints service makes this work by students of the University of Nottingham available to university members under the following conditions.

This article is made available under the University of Nottingham End User licence and may be reused according to the conditions of the licence. For more details see: http://eprints.nottingham.ac.uk/end_user_agreement.pdf

For more information, please contact eprints@nottingham.ac.uk

CR Communications plan and report FY10

Delivered by:

CR coordinators: **NA** Maxine Sweet; **UK** Colin Archer; **LA**, Tomas Carmona; **EMEA** Ulla Riber; **Asia Pacific** Jean Ng.

Communicators: **NA** Chris Lentz, Marryn Santucci; **UK** Colin Archer, Cathy Hard; **LA** Luis Barbuda, Marilia Lomonaco; **EMEA** Ulla Riber, Camilla Rose, Jose Herstel, Monique Groenewegen; Nicole Fritz, **Asia Pacific** Jean Ng.

Global materials to support communications

Q1 June	Q2 October	Q3 January	Q4 April
PDF of summary report	Internally focused global success stories related to six responsibilities	Don Robert message possibly webcast to coincide with interims, incl summary achievements to date and request to contribute more/congratulate	Internally focused success stories related to six responsibilities
PDF of summary translated > Portuguese	Press release for significant achievements on plc website	Summary of global achievements around six responsibilities for onward internal communication	Press releases for significant achievements on plc website
Full PDF of report	Articles for client newsletters re client focused achievements		Articles for client newsletters re client focused achievements
Don Robert message - written			
Summary CR achievements article			
Link to report website			

Summary regional communication plans

Q1 June	Q2 October	Q3 January	Q4 April
Email and/or intranet article with Don's message to all employees	Email and intranet articles for all employees using global and local success stories related to six responsibilities	Webcast, email and links to Don's message to all employees	Email and intranet articles for all employees using global and local success stories related to six responsibilities
Hard copy report to leadership to support cascade of key achievements	Press release on intranets for employees or cascaded via management	Email/intranet/cascade of local achievements around six responsibilities with global context	Press release on intranets for employees or cascaded via management
Newsletter/email and intranet articles to communicate regional achievements	Client newsletters/emails to mention CR achievements and/or include articles		Client newsletters/emails to mention CR achievements and/or include articles
Hard copy/pdf to sales teams			

Regional communication activity report

Q1		Audiences
Region	Materials and channel used	
NA		
	Broadcast email with DR message and link to intranet/ CR report website	All employees
	Intranet article with DR message, summary and link	All employees
	Employee newsletter article with summary of achievements	All employees
	Letter and hard copy of summary	Senior executives
	Cover letter and hard copy of summary	Strategic Accounts execs
	Cover letter and hard copy of summary and link to full site	Key external stakeholders
LA		
Brazil	Broadcast email with DR message, summary messages, local context & link to CR report website	All employees
	Intranet article with link to CR report and explanation of local 6 responsibilities	All employees
	Email to all leaders with link to Portuguese translated summary report copy for onward cascade	Leaders
	Email sustainability focus & PDF of Portuguese translated summary report & link to CR report	Key external stakeholders
Mexico and Argentina	Broadcast email message in Spanish with DR message and summary messages & local context	All employees
Chile	Broadcast email DR message and summary messages	All employees
EMEA		
Denmark	Email to all managers with DR message and summary achievements asking to cascade	Leaders
	Newsletter article on CR accomplishments specific to region supported by Danish CEO	All employees
	Roadshow explaining CR – July to Sept/Oct using hard copies of summary report	All employees
Other countries	E mail cascade to all employees and similar enewsletters and manager briefings	
UK & Ireland		
	Intranet article with DR message and link to CR report site and summary doc PDF	All employees
	Email to leadership with link to intranet and request to cascade	Leaders
	Sales community intranet article	Sales teams
	Email to strategic client directors with link to CR report	Strategic clients
	Upload PDF of report to Incite Knowledge, the sales content management system	Sales teams
Asia Pac		
	Broadcast email with DR message and localised message with endorsement from Ken Sansom	All employees