

COMMIT! Campaign

The Results. The Process. The Forum.

COMMIT!Forum 2011 Executive Summit delegates ring the closing bell of the NYSE



Paul Herman, CEO HIP Investor, **Vinay Nair**, Professor Columbia Business School, & **John Harwood**, Chief Washington Correspondent, CNBC



CEOs **Larry Blanford**, Green Mountain Coffee & **Jeff Joerres**, ManpowerGroup

New York City
October 2-3, 2012

The Results

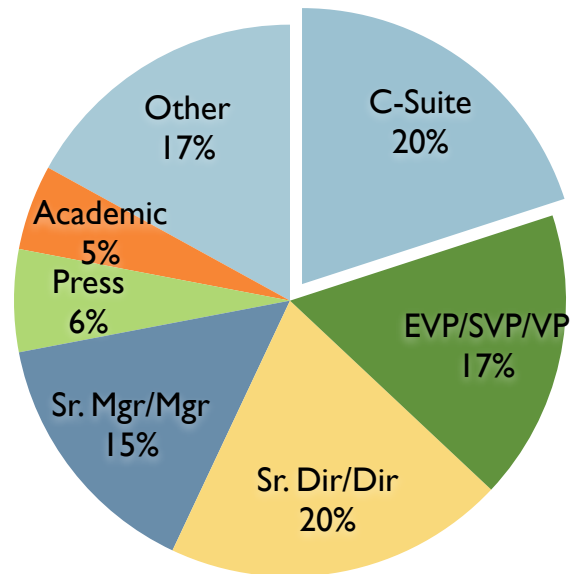
The [COMMIT!Campaign](#) calls on organizations to make commitments that will change the world. But how does it work?

"Oh! I get it. It's like Match.com for corporates and causes."

"Makes perfect sense. Nothing major gets done in government without a deadline and a press conference. Why would corporate responsibility be any different?"

These quotes perfectly sum up the the COMMIT!Campaign and Forum. In 2011, over **600 people** gathered in New York City at the COMMIT! Forum, a place the [GRI's Ernst Ligteringen](#) called, "...full of ideas, full of commitment." The Forum called upon people to come together to make commitments to change the world, and that is just what happened!

COMMIT!Forum 2011 Delegates



A Reach Well Beyond the Forum

Commitments	70+ corporate & individual commitments made in conjunction with our NGO partners. COMMIT!Campaign 2012 already underway.
Coverage	30+ registered press, blogs, video, and articles including Bloomberg/BusinessWeek, CFO, CNBC, CNN, TriplePundit, CNBC, NYSE Euronext, and Market Watch. Visit www.commitforum.com for full press coverage.
Content	2 events (the main Forum & the Executive Summit at NYSE), over 2 days, with 20+ sessions packed with insights plus a ground-breaking debate on shareholder value & CR and a sold out CEO Awards Dinner honoring 4 of the most responsible CEOs in America.

2011 Corporate Commitments Included:

Duncan Niederauer, CEO & Director,
NYSE Euronext



Alcoa Provides Expertise and Funding to Develop the GRI G4 Reporting Guidelines

AT&T Commits to Reduce Electricity Consumption and Expand use of Alternative Energy

HP and their Partners Commit Support of Net!Hope, Inc., mothers2mothers, and Tostan

Molson Coors Makes Commitments to Water Sustainability, Employee Engagement, and Engaging Consumers in Improving the Environment

Nestle Waters North America Continues its Commitment to Lead its Industry in Advancing Recycling

Sprint Announces New Electronics Stewardship Policy

Tyco International Announces \$2M Commitment to Action Against Hunger

Western Union Launches “Small Business for Better” Initiative & African Diaspora Marketplace

[Click here for details on the commitments.](#)

These will be tracked and reported on quarterly through the [COMMIT! Campaign](#) as well as through media outlets, including [CR Magazine](#).



The Process

Got a worthy cause? Have an organization and people ready to commit their time, energy, & resources to making a difference? Then [join the Campaign](#).

PARTICIPATING IN THE 2012 COMMIT! Campaign

The COMMITMENT cycle.

The Campaign provides a constant drumbeat, deadline, and PR platform for showcasing corporate commitments. Each year we identify a set of core commitments to feature in the campaign and drive toward commitments, ultimately showcasing them at the Forum Oct 2-3, 2012 in New York City.

Articulate a COMMITMENT.

Commitments should meet the following criteria:

- Aligned. Companies should clearly see how fulfilling on the commitment serves their long-term business and CR strategy.
- Verifiable. It should have defined outcomes that [CR Magazine](#) can monitor progress against.
- Sustainable. Structured so companies have a long-term stake in the success of the commitment, going beyond cash donations to include things like technology, knowledge, or skills transfers.

Match COMMITMENTS.

We help publicize the commitments made and attract other firms to join.

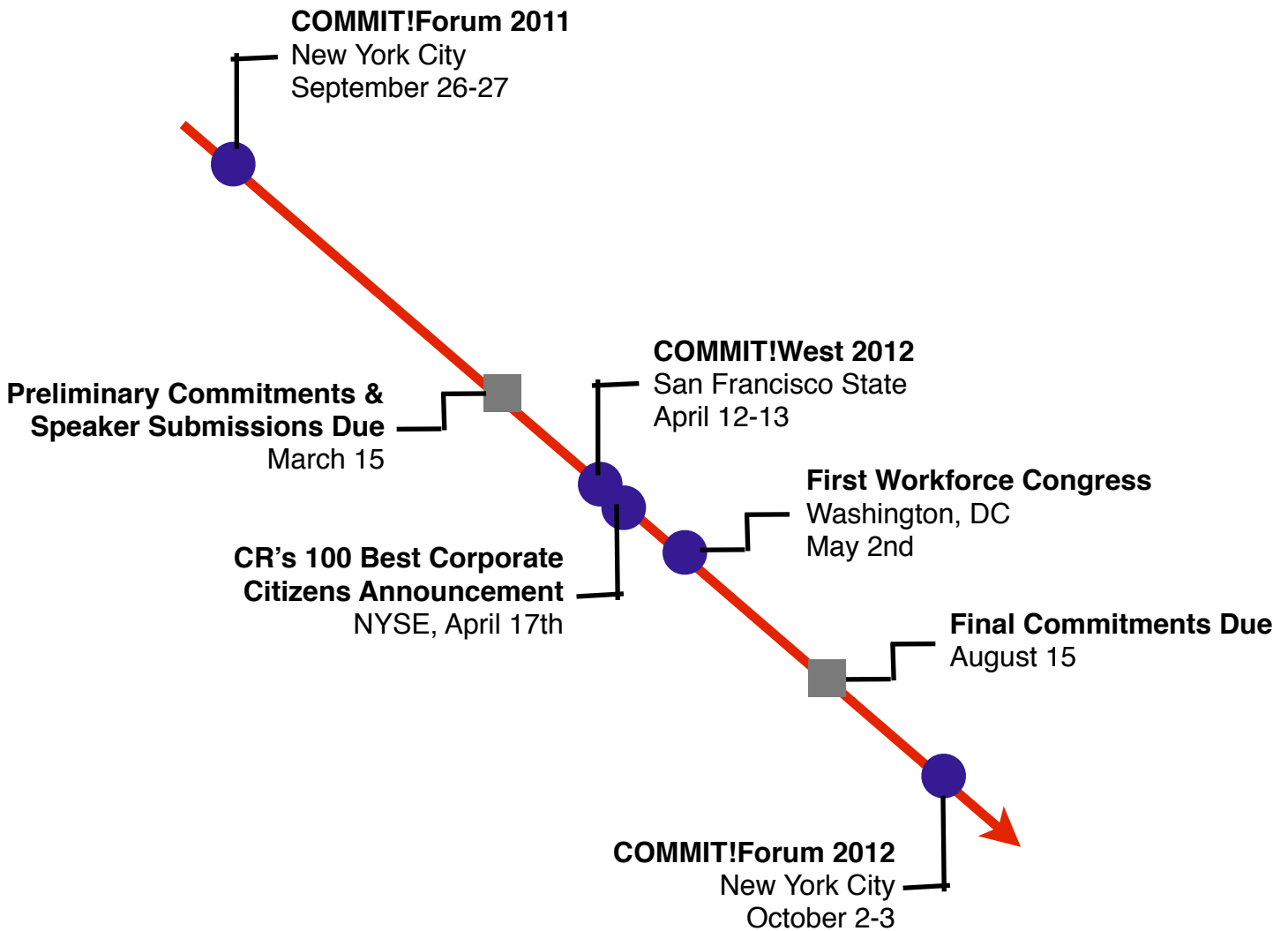
Follow through on COMMITMENTS.

We keep up a steady level of attention on the progress of the commitments both before and after the Forum to ensure the pieces fall into place in time to benefit from the media platform and announcement at the Forum.

Showcase COMMITMENTS. At the Forum we showcase in our "[Big Ideas Lightning Round](#)" the commitments that are changing the world. These sessions are open to the media and videotaped for rebroadcast and can be coupled with media availabilities.

The Timeline

The Campaign includes a series of terrestrial, print, and online events. Beyond the events outlined on the timeline below, the Campaign also includes ongoing editorial coverage in *CR Magazine* of the commitments and a series of quarterly webinars.



Quotables

"Spoke today at #commitforum. True to its name, a committed crowd!" @rickfedrizzi, Rick Fedrizzi, President & CEO US Green Building Council

"It's like [match.com](#) for corporates & causes."

"...it's becoming the Davos of Corporate Responsibility," Michelle Greene, Head of Corporate Responsibility NYSE Euronext

Ernst Ligteringen, Chief Executive Global Reporting Initiative & Rick Fedrizzi, CEO US Green Building Council



"COMMIT!Forum was a terrific #csr meeting. My highlights: the debate, ethics training, visit to NYSE." @TimMohinAMD, Tim Mohin, Director of Corporate Responsibility AMD

Ready to COMMIT! Ready for COMMIT 2012!

Register Today: www.commitforum.com

Sponsor today: vince.albergato@sharedxpertise.com

[Join the campaign!](#) Contact kim.gilliam@sharedxpertise.com for details.