

# Act With Certainty

EDELMAN FY18 CITIZENSHIP REPORT



# GRI Content Index

GRI Standard	Disclosure Title	Page number(s), URL(s) and/or Direct Response
<b>General Disclosures</b>		
GRI 102: General Disclosures	102-1 Name of the organization	Daniel J. Edelman Holdings, Inc (“Edelman” within this document, limited to the scope described in 102-45)
	102-2 Activities, brands, products, and services	Please visit <a href="http://edelman.com/who-we-are/practices-specialties-dje">edelman.com/who-we-are/practices-specialties-dje</a>
	102-3 Location of headquarters	Chicago & New York
	102-4 Location of operations	Edelman is actively operating in more than 65 cities in 28 countries. For more detail, please visit <a href="http://www.edelman.com/offices">www.edelman.com/offices</a> .
	102-5 Ownership and legal form	DJE Holdings owns specialty firms such as Edelman, Edible, Krispr Communications, Assembly, Salutem, Revere, United Entertainment Group, and Zenon. For more information, please visit <a href="https://www.edelman.com/about-us/dje-holdings">https://www.edelman.com/about-us/dje-holdings</a>
	102-6 Markets served	Geographically, Edelman’s operations are managed through five regions: the European Union, Middle East and Africa (EMEA), Asia Pacific (APAC); Latin America; Canada; and the United States.  For more information, please visit <a href="http://www.edelman.com/global-network">www.edelman.com/global-network</a>
	102-7 Scale of the organization	<ul style="list-style-type: none"> <li>• Total number of employees: 5,801</li> <li>• Total number of operations: active in more than 65 cities</li> <li>• Edelman Revenues for Fiscal 2018: \$900.9 million</li> <li>• Quantity of products or services provided: 28 areas of expertise</li> </ul> <p>For more information, please visit <a href="https://www.edelman.com/expertise">https://www.edelman.com/expertise</a></p>
	102-8 Information on employees and other workers	<ul style="list-style-type: none"> <li>• Total number of employees: 5801</li> <li>• Total full time employees (Male: 1,782, Female: 3,856)</li> <li>• Total part-time employees (Male: 21, Female: 142)</li> <li>• Total level 1-2 (Assistant Account Executive - Senior Account Executive) Male: 604, Female: 181</li> <li>• Total level 3 (Account Supervisor - Senior Account Supervisor) Male: 481, Female: 1,134</li> <li>• Total level 4-5 (Account Director/Vice President - Executive Vice President): Male: 614, Female: 986</li> <li>• Total level 6+ (General Manager/Managing Director/Global or Regional Practice Chair) Male: 104, Female: 68</li> <li>• Total Infrastructure employees (non-PR): Male: 372, Female: 694</li> </ul> <p>Updated gender breakdown by region (chart on page 20) - All employees disclosed their gender Updated breakdown of age by generations (chart on page 20) - All employees disclosed their birth date</p>



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GRI 102: General Disclosures 2016	102-9 Supply chain	See 'Our World - Responsible Procurement' (page 37)
	102-10 Significant changes to the organization and its supply chain	<p>Closed office locations: 3            New office locations: Shenzhen, China            New affiliate locations in: none</p> <p>For more information, please visit <a href="https://www.edelman.com/offices">https://www.edelman.com/offices</a></p>
	102-11 Precautionary Principle or approach	Edelman supports the precautionary approach as described in the United Nations Rio Declaration but, as a professional services firm, its application is not significant to our business.
	102-12 External initiatives	<ul style="list-style-type: none"> <li>• Carbon Trust Standard</li> <li>• CDP</li> <li>• Chicago Minority Supplier Development Council</li> <li>• Clinton Global Initiative</li> <li>• Committee Encouraging Corporate Philanthropy</li> <li>• European Commission's Energy Efficiency Directive</li> <li>• Ecovadis</li> <li>• Freedom for All Americans</li> <li>• Food Reform for Sustainability and Health (FReSH)</li> <li>• Global Reporting Initiative (GRI)</li> <li>• Human Rights Council Corporate Equality Index</li> <li>• Illinois Joining Forces</li> <li>• Points of Light (corporate service council)</li> <li>• Sedex B Member</li> <li>• The Bunker</li> <li>• UN Food Security and Sustainable Agriculture</li> <li>• UN Global Compact</li> <li>• UN Global Compact Reporting on the SDGs Action Platform</li> <li>• UN World Food Programme</li> <li>• World Economic Forum (WEF)</li> </ul>

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GRI Standard	Disclosure Title	Page number(s), URL(s) and/or Direct Response
<b>General Disclosures</b>		
GRI 102: General Disclosures	102-13 Membership of associations ( main memberships of industry or other associations, and national or international advocacy organizations)	<ul style="list-style-type: none"> <li>• Boston College Center for Corporate Citizenship</li> <li>• Chicago Minority Supplier Development Council</li> <li>• Elite Service Disabled Veteran Owned Business Network</li> <li>• Impact 2030</li> <li>• International Women's Forum</li> <li>• National Gay &amp; Lesbian Chamber of Commerce</li> <li>• NSF International - Member of Joint Committee fro NSF 391.1</li> <li>• Social and Human Capital Coalition</li> <li>• Student Veterans of America</li> <li>• Sustainable Purchasing Leadership Council (SPLC)</li> <li>• U.S. Chamber of Commerce (Veteran Employment Working Group - Hiring Our Heros Foundation)</li> <li>• WEF Partnering Against Corruption Initiative</li> <li>• Women's Business Development Council</li> <li>• World Business Council for Sustainable Development</li> </ul>
	102-14 Statement from senior decision-maker	See 'Letter from our CEO' (page 4) and 'Letter from our Corporate Responsibility Director' (page 5)
	102-16 Values, principles, standards, and norms of behavior	<p>Our Values:</p> <ul style="list-style-type: none"> <li>• The Relentless Pursuit of Excellence</li> <li>• The Freedom to be Constantly Curious</li> <li>• The Courage to do the Right Thing</li> </ul> <p>For more information on our principles, standards and ethics, please visit <a href="http://www.edelman.com/who-we-are/about-us">www.edelman.com/who-we-are/about-us</a></p> <p>For more information about our Code of Ethics and Business Conduct and its sister document, the Day-to-Day-Situation Guide, please visit <a href="http://www.edelman.com/who-we-are/code-of-ethics-and-business-conduct">www.edelman.com/who-we-are/code-of-ethics-and-business-conduct</a></p>
	102-18 Governance structure	<p>In addition to Edelman's board of directors the firm is managed by an Executive Committee who oversees the execution of the firm's strategy. This group also enlists the support of individuals who serve in a variety of capacities whether via the Operations Committee or Strategy Committee. Members of these committees are responsible for Edelman's citizenship performance in a variety of ways.</p> <p>Each region (please see GR102-4) operates under the leadership of its own president and chief financial officer. Managing directors oversee strategy, service and operations in 65 cities around the world.</p> <p>For more information, please visit <a href="http://www.edelman.com/who-we-are/people">www.edelman.com/who-we-are/people</a></p>
	102-40 List of stakeholder groups	See Appendix A - GRI 103: Materiality & Management Approach
	102-41 Collective bargaining agreements	No employees are covered by collective bargaining agreements.
	102-42 Identifying and selecting stakeholders	See Appendix A - GRI 103: Materiality & Management Approach

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<b>General Disclosures</b>		
GRI 102: General Disclosures	102-43 Approach to stakeholder engagement	See Appendix A - GRI 103: Materiality & Management Approach
	102-44 Key topics and concerns raised	See Appendix A - GRI 103: Materiality & Management Approach
	102-45 Entities included in the consolidated financial statements	a. Please visit <a href="https://www.edelman.com/about-us/dje-holdings">https://www.edelman.com/about-us/dje-holdings</a> b. This report is about Edelman, including the following specialty firms within DJE Holdings: Edelman Intelligence, Edible, Krispr Communications, Assembly, SaluTem and Revere, but excluding United Entertainment Group and Zeno.
	102-46 Defining report content and topic Boundaries	See and Appendix A - GRI 103: Materiality & Management Approach
	102-47 List of material topics	See Appendix A - GRI 103: Materiality & Management Approach
	102-48 Restatements of information	We rephrased our 10 Citizenship goals to better reflect our growing ambition (page 8).
	102-49 Changes in reporting	None
	102-50 Reporting period	Fiscal Year 2018 (July 1, 2017 - June 30, 2018)
	102-51 Date of most recent report	November 2017
	102-52 Reporting cycle	Annual
	102-53 Contact point for questions regarding the report	Citizenship@edelman.com
	102-54 Claims of reporting in accordance with the GRI Standards	This report has been prepared in accordance with the GRI Standards: Core option.
	102-55 GRI content index	This Index covers both the General Standard Disclosures as well as the Specific Standard Disclosures.
102-56 External assurance	Edelman has not sought assurance for the data in the report, but we did certify our carbon data through the Carbon Trust Standard. We are the first public relations firm to achieve the Carbon Trust Standard certification worldwide. It certifies that we have reduced our carbon footprint and are committed to further annual reductions. 20 offices globally were involved in the certification process. These 20 offices account for over 75% of our global carbon emissions. Carbon Trust is an external party. Senior executives were involved in the process.	

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GRI Standard	“Disclosure Title Individual disclosure items (‘a’, ‘b’, ‘c’, etc.) are not listed here”	Page number(s), URL(s) and/or Direct Response
<b>General Disclosures</b>		
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	See Appendix A - GRI 103: Materiality & Management Approach
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach
<b>Material Topics</b>		
<b>Economic</b>		
GRI 201: Economic Performance	201-1 Direct economic value generated and distributed	The total global revenue of Edelman in FY18 was \$810.5 million. See ‘Our Community - Corporate Giving’ (p. 24) for our community investments.
	201-2 Financial implications and other risks and opportunities due to climate change	<p>Edelman reports financial implications and specific risks and opportunities as part of our annual CDP Supply Chain submission, including risks &amp; opportunities</p> <ul style="list-style-type: none"> <li>• driven by changes in regulation</li> <li>• driven by changes in physical climate parameters</li> <li>• driven by changes in other climate-related developments</li> </ul> <p>Our CDP score is currently only available to clients that invited us to respond to CDP.</p>
	201-3 Defined benefit plan obligations and other retirement plans	A majority of our benefits are tailored by location to meet the specific needs of our people, their families and their communities, but a few highlights can be found here: <a href="http://www.edelman.com/careers-and-culture/culture/employee-benefits">www.edelman.com/careers-and-culture/culture/employee-benefits</a>
GRI 203: Indirect Economic Impacts	203-1 Infrastructure investments and services supported	Edelman made no significant infrastructure investments in FY18.
<b>Procurement Practices</b>		
GRI 204: Procurement Practices	204-1 Proportion of spending on local suppliers	Edelman does not currently track proportion of spending on local suppliers. Edelman has updated its procurement policy to better reflect our commitment to responsible purchasing and supplier diversity. We started monitoring the social and environmental performance in our supplier management process using the EcoVadis CSR monitoring platform. This platform combines CSR assessment expertise and data management tools which will allow companies to demonstrate their sustainability best practices in the years to come. Edelman started monitoring suppliers in the U.S., U.K., Germany, France and China.

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GRI Standard	“Disclosure Title Individual disclosure items (‘a’, ‘b’, ‘c’, etc.) are not listed here”	Page number(s), URL(s) and/or Direct Response
<b>Material Topics</b>		
<b>Anti-corruption</b>		
GRI 205: Anti-corruption	205-1 Operations assessed for risks related to corruption	A full time compliance program assesses corruption-related risk in Edelman operations and provides support to the organization globally in mitigating such risks.
	205-2 Communication and training about anti-corruption policies and procedures	85% of employees completed the Intro to Compliance and Ethics training module (Goal is 85% of all employees). 62% of required employees completed the Worldwide Anti-Corruption training module. (Goal is 85% of Level 4+ employees and all Finance employees). 59% of employees trained on workplace behavior 90% of employees trained on general data protection
<b>Anti-competitive Behavior</b>		
GRI 206: Anti-competitive Behavior	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	No legal actions are pending or were completed during the reporting period regarding anti-competitive behavior and violations of anti-trust and monopoly legislation in which Edelman has been identified as a participant.
<b>Materials</b>		
GRI 301: Materials	301-1 Materials used by weight or volume	Copy paper purchased for office use: 27 tonnes (Material weight estimated based on assumption that all paper weigh 80 gram/sq. meter, unless specified by local offices). Data for other non-renewable and renewable materials used is not available.
	301-2 Recycled input materials used	45% of copy paper purchased was with post-consumer recycled content by weight. (Material weight estimated based on assumption that all paper weighs 80 gram/sq. meter, unless specified by local offices).
<b>Energy</b>		
GRI 302: Energy 2016	302-1 Energy consumption within the organization	See Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics and Appendix C: Environmental Performance Data Table.
	302-3 Energy intensity	See Appendix C: Environmental Performance Data Table.
	302-4 Reduction of energy consumption	See Appendix C: Environmental Performance Data Table.

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GRI Standard	“Disclosure Title Individual disclosure items (‘a’, ‘b’, ‘c’, etc.) are not listed here”	Page number(s), URL(s) and/or Direct Response
<b>Material Topics</b>		
GRI 303: Water	303-1 Water withdrawal by source	<p>Water consumption data includes water purchase records from 11 Edelman offices (Beijing, Berlin, Cologne, Hamburg, Jakarta, Los Angeles, Munich, New Delhi, Sao Paulo, Shanghai and Silicon Valley), amounting to a partial water consumption footprint of 5,489 cubic meters in FY17. The lack of metering data and water purchase records from the majority of the offices imposed significant data limitation for the calculation of total water consumption.</p> <p>For the currently available data, it is believed that all water consumed is withdrawn from municipal water supplies or other public or private water utilities.</p>
<b>Emissions</b>		
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	See Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics and Appendix C: Environmental Performance Data Table.
	305-2 Energy indirect (Scope 2) GHG emissions	See Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics and Appendix C: Environmental Performance Data Table.
	305-3 Other indirect (Scope 3) GHG emissions	See Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics and Appendix C: Environmental Performance Data Table.
	305-4 GHG emissions intensity	See Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics and Appendix C: Environmental Performance Data Table.
	305-5 Reduction of GHG emissions	See Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics and Appendix C: Environmental Performance Data Table.
<b>Environmental Compliance</b>		
GRI 307: Environmental Compliance	307-2 Non-compliance with environmental laws and regulations	Edelman has not identified any non-compliance with environmental laws and/or regulations.
<b>Supplier Environmental Assessment</b>		
GRI 308: Supplier Environmental Assessment	308-1 New suppliers that were screened using environmental criteria	In FY18 Edelman started monitoring the social and environmental performance in our supplier management process using the EcoVadis CSR monitoring platform. This platform combines CSR assessment expertise and data management tools which allows companies to demonstrate sustainability best practices in the years to come. Edelman started monitoring suppliers in the U.S., U.K., Germany, France and China.



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<b>Material Topics</b>		
<b>Employment</b>		
GRI 401: Employment 2016	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	A majority of our benefits are tailored by location to meet the specific needs of our people, their families and their communities, but a few highlights can be found here: <a href="http://www.edelman.com/careers-and-culture/culture/employee-benefits">www.edelman.com/careers-and-culture/culture/employee-benefits</a>
	401-3 Parental leave	<ul style="list-style-type: none"> <li>• Total number of employees that were entitled to parental leave (Male: 875, Female: 2,000)</li> <li>• Total number of employees that took parental leave (Male: 41, Female: 113)</li> <li>• Total number of employees that returned to work in the reporting period after parental leave ended (Male: 41, Female: 106)</li> <li>• Total number of employees that returned to work after parental leave ended that were still employed 12 months after their return to work (Male: 32, Female: 91)</li> <li>• Return to work rate of employees that took parental leave (Male: 100%, Female: 94%)</li> <li>• Retention rate of employees that took parental leave (Male: 78%, Female: 81%)</li> </ul>
<b>Occupational Health and Safety</b>		
GRI 403: Occupational Health and Safety 2016	403-2 Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities	<p>Edelman had 6 worker’s compensation claims during the time period consisting of the following injuries:</p> <ul style="list-style-type: none"> <li>4-Back and Neck Strains</li> <li>1-Knee Contusion/Bruise</li> <li>1-Repetitive Motion Hand</li> </ul> <p>Edelman had no claims relating to occupational diseases or work-related fatalities. Edelman had 1 claim with lost days and absenteeism with the employee not returning to work at Edelman.</p>
	403-3 Workers with high incidence or high risk of diseases related to their occupation	As a professional services firm our employees generally not involved in occupational activities that have a high incidence of or high risk of specific physical diseases. However, we will increase our efforts to address and measure possible mental health related illnesses (e.g. high stress levels).

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GRI Standard	“Disclosure Title Individual disclosure items (‘a’, ‘b’, ‘c’, etc.) are not listed here”	Page number(s), URL(s) and/or Direct Response
<b>Material Topics</b>		
<b>Training and Education</b>		
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	See ‘Our People - Learning & Development’ (Page 25). In FY17, 112,695 training hours were completed globally; 20 hours/FTE.
	404-2 Programs for upgrading employee skills and transition assistance programs	See ‘Our People - Learning & Development’ (Page 25). For more information, please visit: <a href="http://www.edelman.com/careers-and-culture">www.edelman.com/careers-and-culture</a>
	404-3 Percentage of employees receiving regular performance and career development reviews	All review-eligible, global employees receive performance reviews to provide them with regular opportunities to assess career direction and receive feedback and direction. This is managed through a sophisticated career tracking software tool.
<b>Diversity and Equal Opportunity</b>		
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	See ‘Our People - Diversity & Inclusion’ (Page 24).
	405-2 Ratio of basic salary and remuneration of women to men	Edelman is committed to equal pay and is conducting a company-wide pay analysis to identify and tackle any potential gaps.
<b>Local Communities</b>		
GRI 413: Local Communities	413-1 Operations with local community engagement, impact assessments, and development programs	100%; All Edelman employees can take paid time off to volunteer and participate in community engagement in meaningful, locally relevant way.
	413-2 Operations with significant actual and potential negative impacts on local communities	Edelman operations do not have a negative impact on local communities. Around the world, our business supports local economies through jobs that provide competitive pay and benefits, employee training and development, use of local subconsultants and suppliers, and volunteering and/or philanthropic support.
<b>Supplier Social Assessment</b>		
GRI 414: Supplier Social Assessment	414-1 New suppliers that were screened using social criteria	We started monitoring the social and environmental performance in our supplier management process using the EcoVadis CSR monitoring platform. This platform combines CSR assessment expertise and data management tools which allows companies to demonstrate their sustainability best practices sustainability best practices in the years to come. Edelman started monitoring suppliers in the U.S., U.K., Germany, France and China.

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<b>Material Topics</b>		
<b>Marketing and Labeling</b>		
GRI 417: Marketing and Labeling 2016	417-3 Incidents of non-compliance concerning marketing communications	Edelman has not identified any non-compliance with regulations and/or voluntary codes.
<b>Customer Privacy</b>		
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Edelman assesses the success of management systems and procedures relating to data protection. Edelman has self-certified under the E.U. Privacy Shield in regards to the protection of personal information. The firm’s commitments and management approach in this regard are stated in its Global Privacy Principles ( <a href="https://www.edelman.com/privacy-policy/global-privacy-principles/">https://www.edelman.com/privacy-policy/global-privacy-principles/</a> ) and overseen by the firm’s Chief Privacy Officer and compliance team.
<b>Socioeconomic Compliance</b>		
GRI 419: Socioeconomic Compliance	419-1 Non-compliance with laws and regulations in the social and economic area	Edelman has not identified any non-compliance with laws and/or regulations.