

Draft – For Discussion Purposes Only

Corporate Responsibility Working Team (CRWT)
Conference Report: October 29, 2001

Meeting Participants:

Carey, Lisa
Culley, Liz
D'Alessandro, Shaunn
Herndon, Colleen
Katz, David
Lieberman, Pam
Newman, Tom
Teitelbaum, Shari
Wolenberg, Debbie

Post "CRT Kick-Off Meeting" Updates

D. Wolenberg shared that P. Lieberman and K. Newman are joining the CRWT to support projects led by the Compliance Group. S. Tietelbaum and D. Katz will identify additional CRWT members shortly from MIP. L. Carey indicated that T. Berliner will join the CRWT on an ad hoc basis representing HR and will participate monthly at CRT meetings with the senior team members.

L. Culley shared a revised project outline document based on the CRT's discussion on 10/19, which the CRWT reviewed. (Revised copy attached.)

Project Plan "Next Steps" Discussions

The CRWT agreed that the deliverables for the November 19th CRT meeting will include for each project:

- Project Team Member Recommendations
- Major Activities for 4/1Q
- Milestones/Schedule
- Big Questions/Challenges
- Resource Needs

In addition, the CR group will work to align project plans by creating a linkage diagram that will help define interdependencies and a visual of the CRT's work plan.

As a specific next step, the group agreed that project leaders will convene project teams to support development of project plans within the next three weeks, prior to the November 19th meeting. The team discussed that the "start-up" phase of the CRWT's work would be "meeting intensive" while the group sorts through the work, since many of the projects are interdependent and human resource needs are still TBD.

The following reviews topline discussion and immediate next steps:

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Footprint Assessment

- Conference call with K. Murphy, R. Anise, T. Berliner, L. Carey, L. Culley and P. Block to discuss goals and meeting design for the Footprint Assessment project scheduled for October 31st.
- Footprint Assessment Team meeting, including BSR, to be coordinated asap in November/December.

Stakeholder Engagement Process

- L. Culley to pull together a project team to discuss Stakeholder Engagement the week of November 12th
- CR team to re-circulate the Stakeholder strawman chart, including an additional column regarding "PM's Strategic Value to Stakeholders" to the CRT by November 5th. This document will need to be reviewed carefully as it will inform our corporate responsibility work overall.

CR Issue/Trend Monitoring

- S. Teitelbaum to meet with R. Anise to clarify LBC's role in issue and trend monitoring.
- L. Culley to coordinate a meeting with D. Katz, S. Teitelbaum, S. D'Alessandro and Corporate this week to get perspective on Corporate's plans for trend and issue monitoring as well as research (monitoring and commissioned) and to get learnings on process as well as opportunities for integration.
- S. Teitelbaum and D. Katz will coordinate a project team meeting the week of November 12th.

Reputation Tracking System

The CRWT discussed two areas of focus for the Reputation Tracking System, which while distinct, are inter-related.

- Benchmark and tracking to determine impact of communications initiatives among specific audiences: Policymakers, Employees, Media, and Society-At-Large (Opinion Elites and specific other segments TBD)
- Footprint Monitoring on an ongoing basis – both in general and among specific priority stakeholders – following the initial Footprint assessment and benchmarking

Next Steps

- Meeting is scheduled for Nov. 1 with LBC to discuss Advertising/Message Development and Testing, as well as Reputation Tracking (based on the communications plan). S. Teitelbaum will participate on this team.
- MIP will participate on the Footprint Assessment team to help inform the Footprint Monitoring component of the Reputation Tracking System.

Accountability

- D. Wolenberg to schedule meeting on October 30th with H. Willard and L. Culley to discuss next steps on Accountability.

CR Engagement:

- L. Carey to coordinate internal engagement team meeting based on direction from K. Murphy.
- L. Carey to provide update on Values Council "engagement on the Values" toolkit as a potential piece of CR engagement.

CR Capability Building

- L. Carey and D. Wolenberg to discuss next steps.

*→ executive
→ leadership / other
→ responsible ...
→ 10/17/04*

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CR Communications

- L. Culley and L. Carey to meet to discuss integration with internal communications team to support HR CR engagement strategy, which will include M. Pfeil and D. Ferry.

Miscellaneous/Process

- CRWT agreed meetings will include project updates and the CR group will take responsibility for issuing weekly conference reports.
- K. Daragan will be invited to present an update on Corporate's corporate social responsibility and issue management group to the CRT at the November 19th meeting, including Codes and Child Labor Status. (Depending on the final agenda for that meeting, however, the Corporate presentation may be moved to the December meeting date.)
- CR group meeting with G. Murphy to discuss legal process on November 1st.

Next CRWT Meeting

Monday, November 5th, 10 – 11:00 a.m., 120 Park, Conference Room 14E

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