

Reputation & Public Affairs

Inseparable bedfellows?

March 2013 @ EPAD





“Now **make** me do it...”

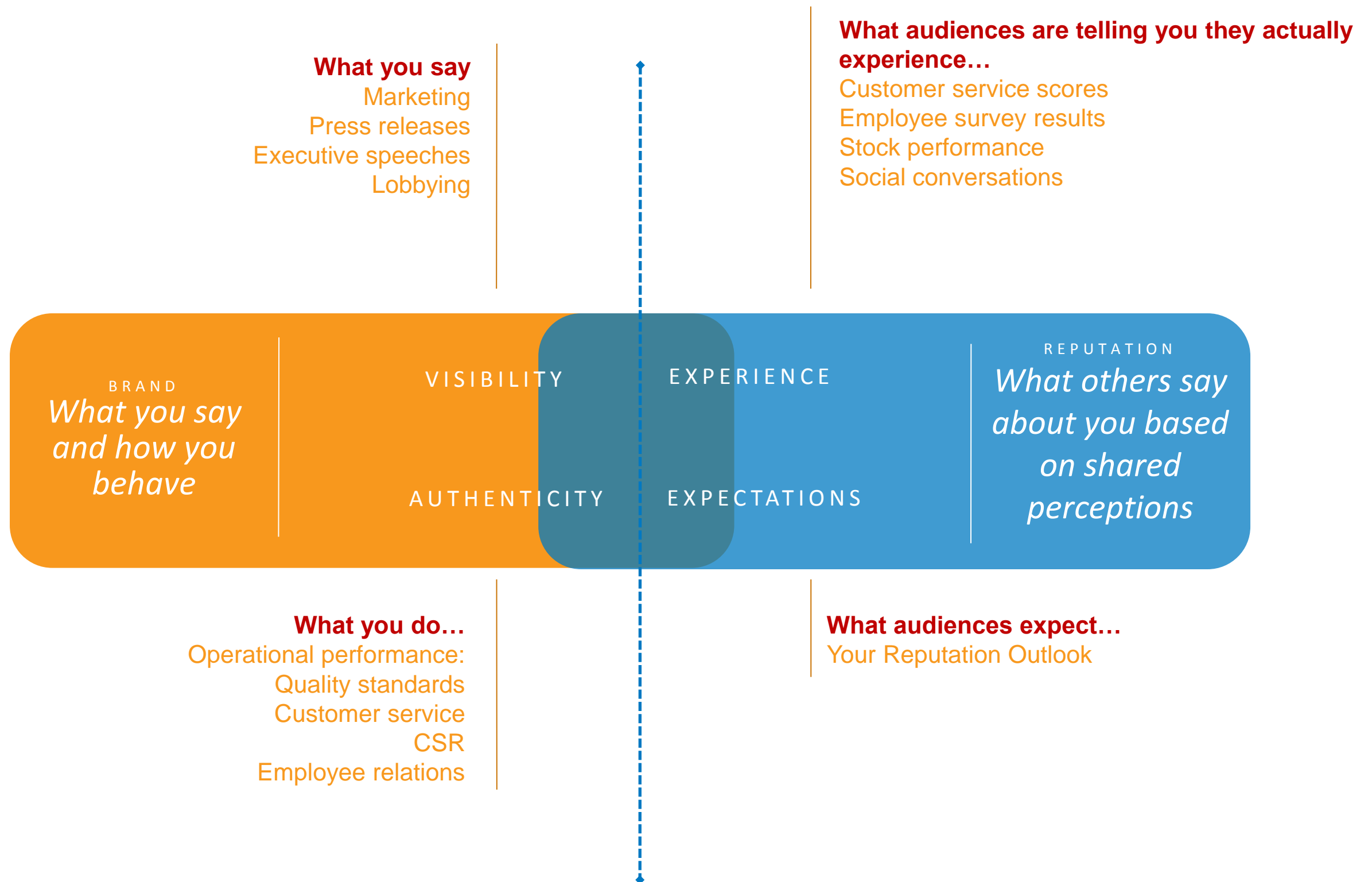
Today

1. Reputation drivers: the authenticity gap
2. Your thoughts on reputation
3. Reputation and Brussels
4. Managing reputation

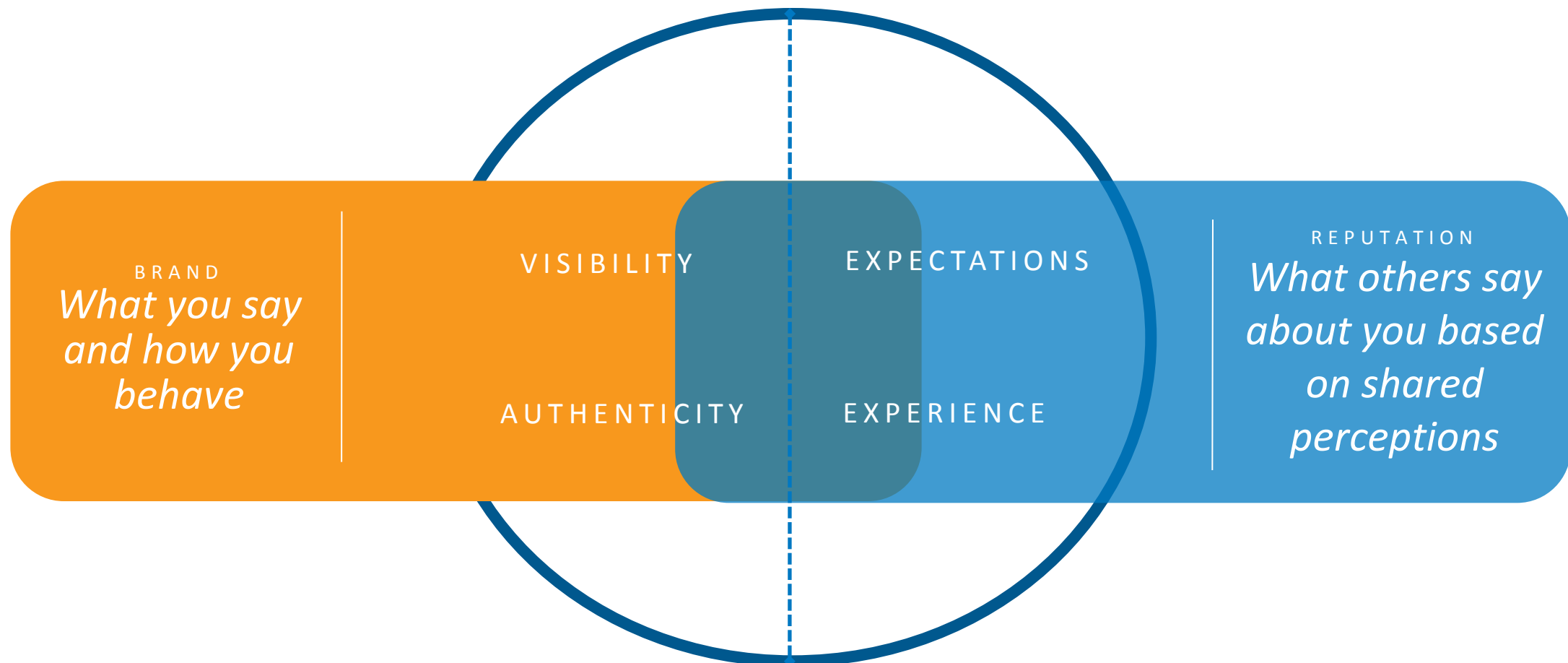
2. Reputation drivers: the **authenticity gap**



How do your brand and reputation compare?



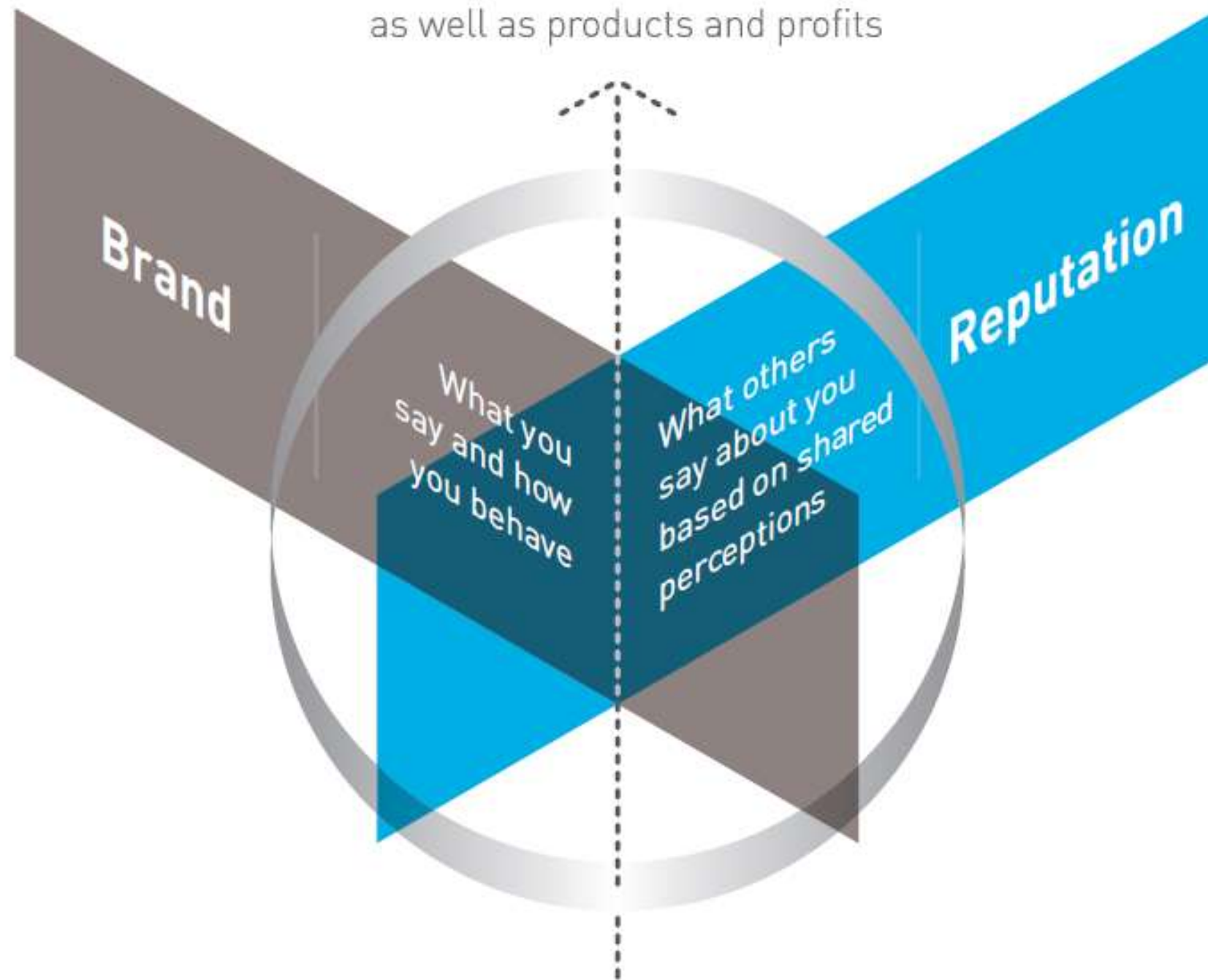
Alignment creates



**AUTHENTIC
ENGAGEMENT**

Authentic Engagement

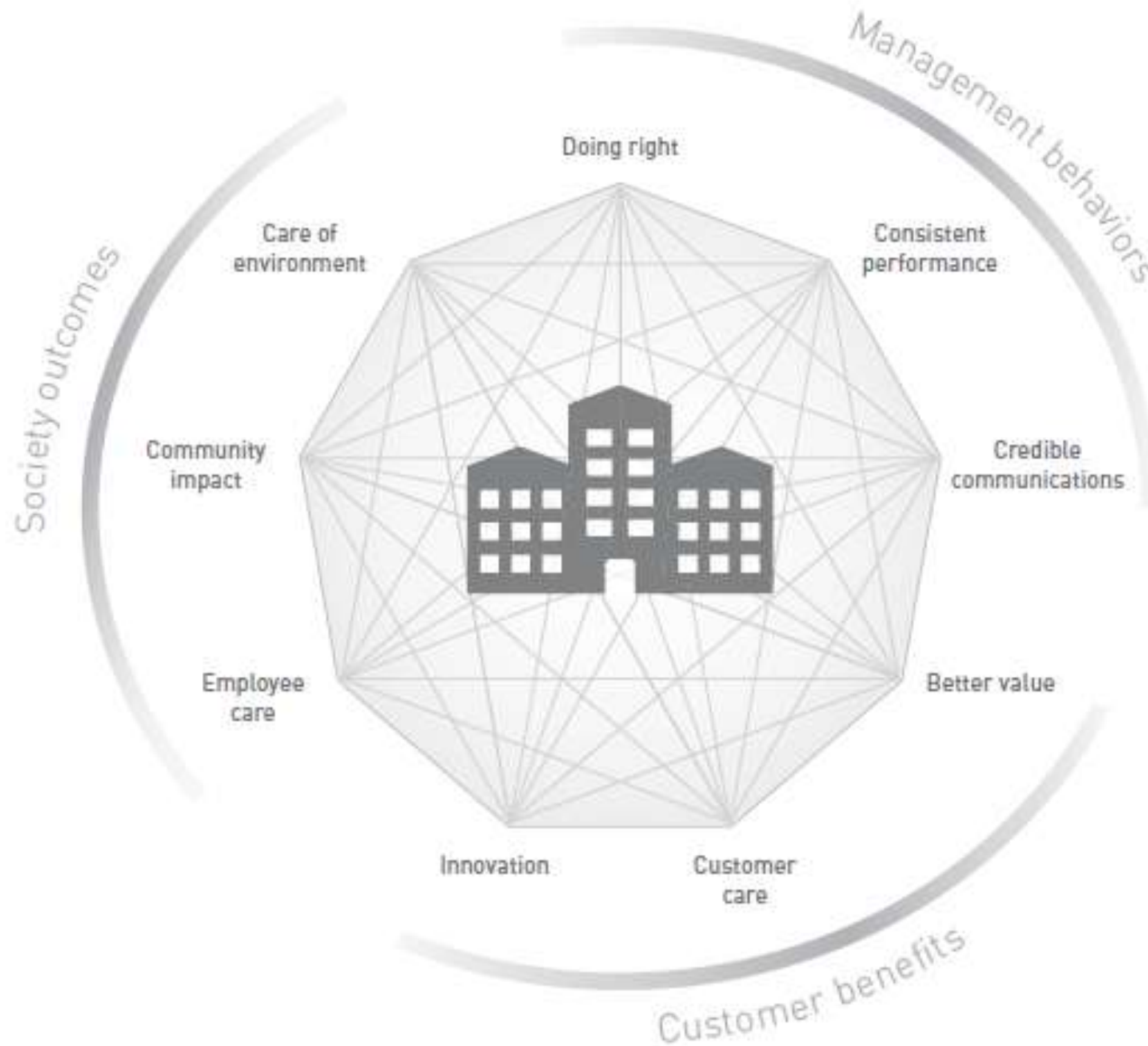
Drives organisational purpose,
as well as products and profits



Authenticity Gap

The gap between peoples'
expectations and experiences

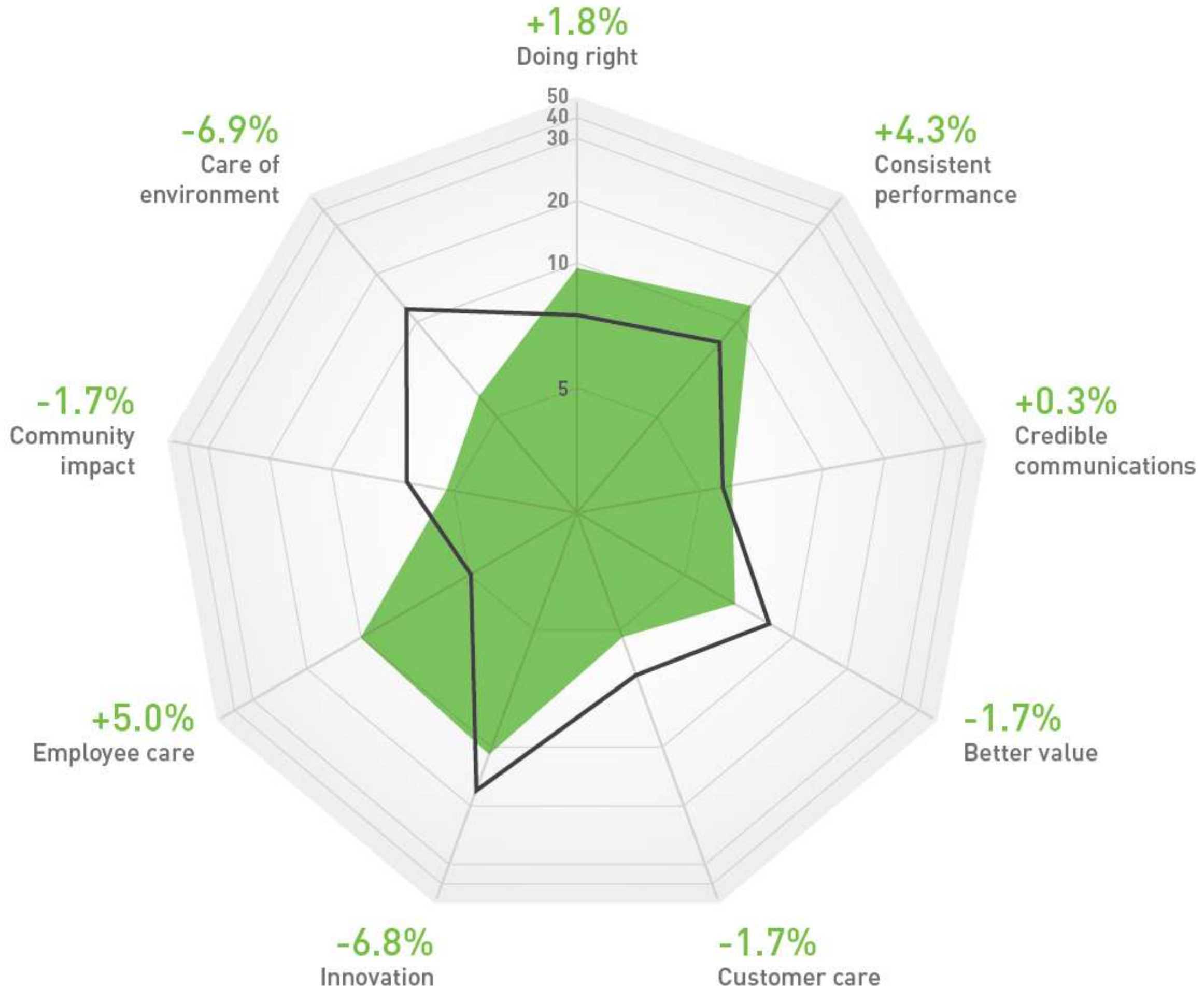
The DNA of Authenticity



Real life authenticity gap

Germany: **energy, pharmaceuticals, banking**

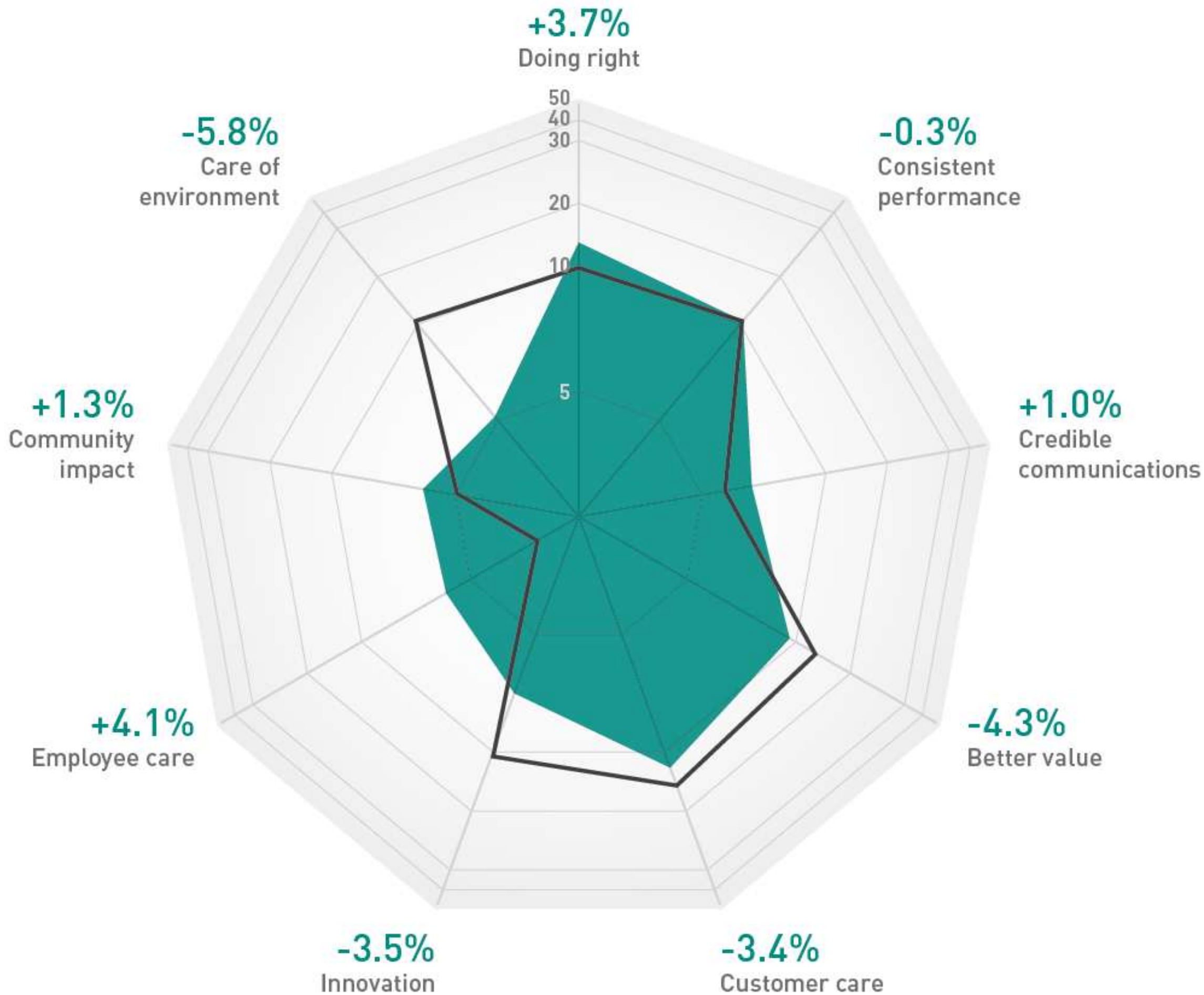
Energy
Competitive momentum | 2012
-8.5%



Pharmaceuticals

Competitive momentum | 2012

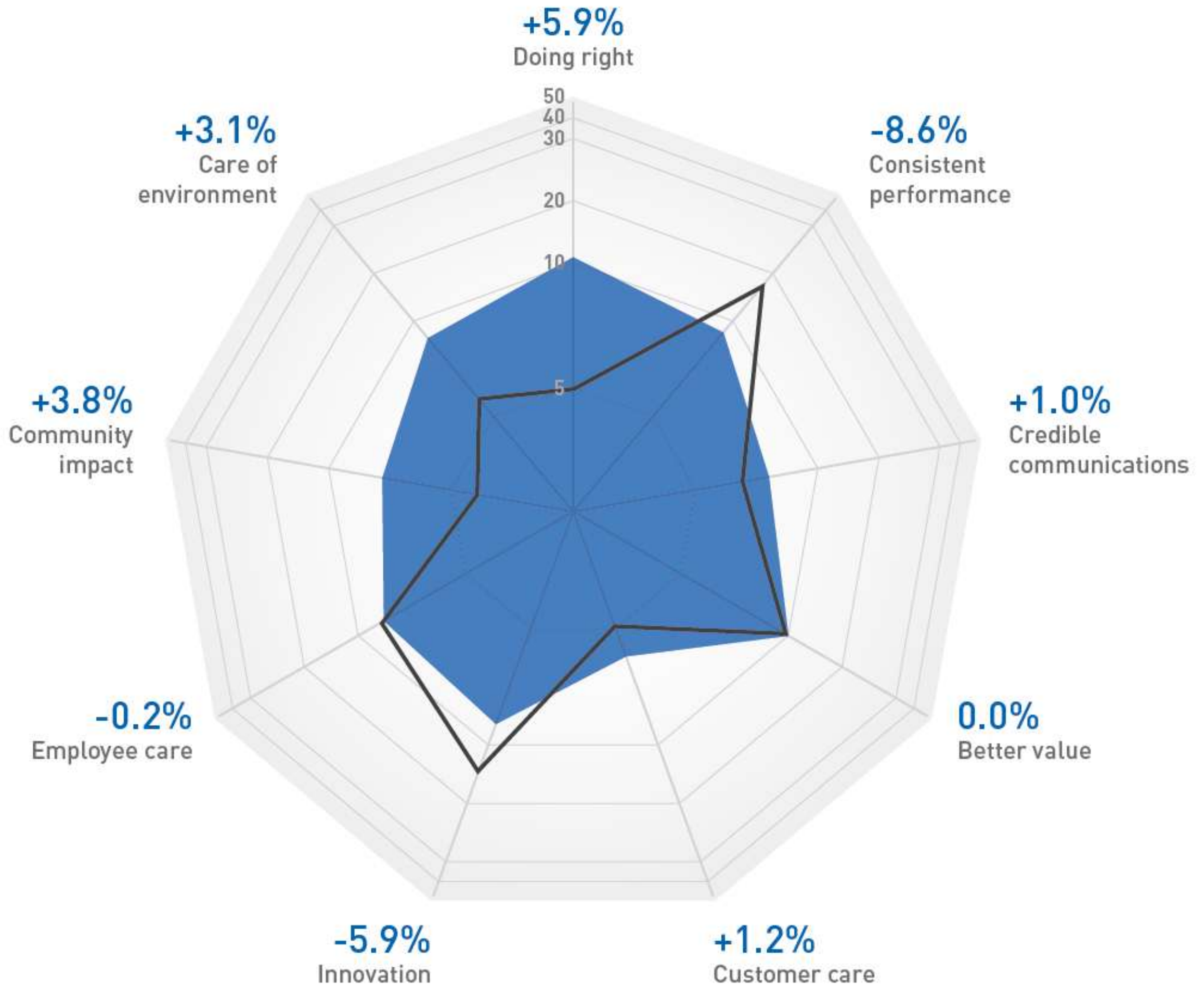
9.0%



Banking & Investing

Competitive momentum | 2012

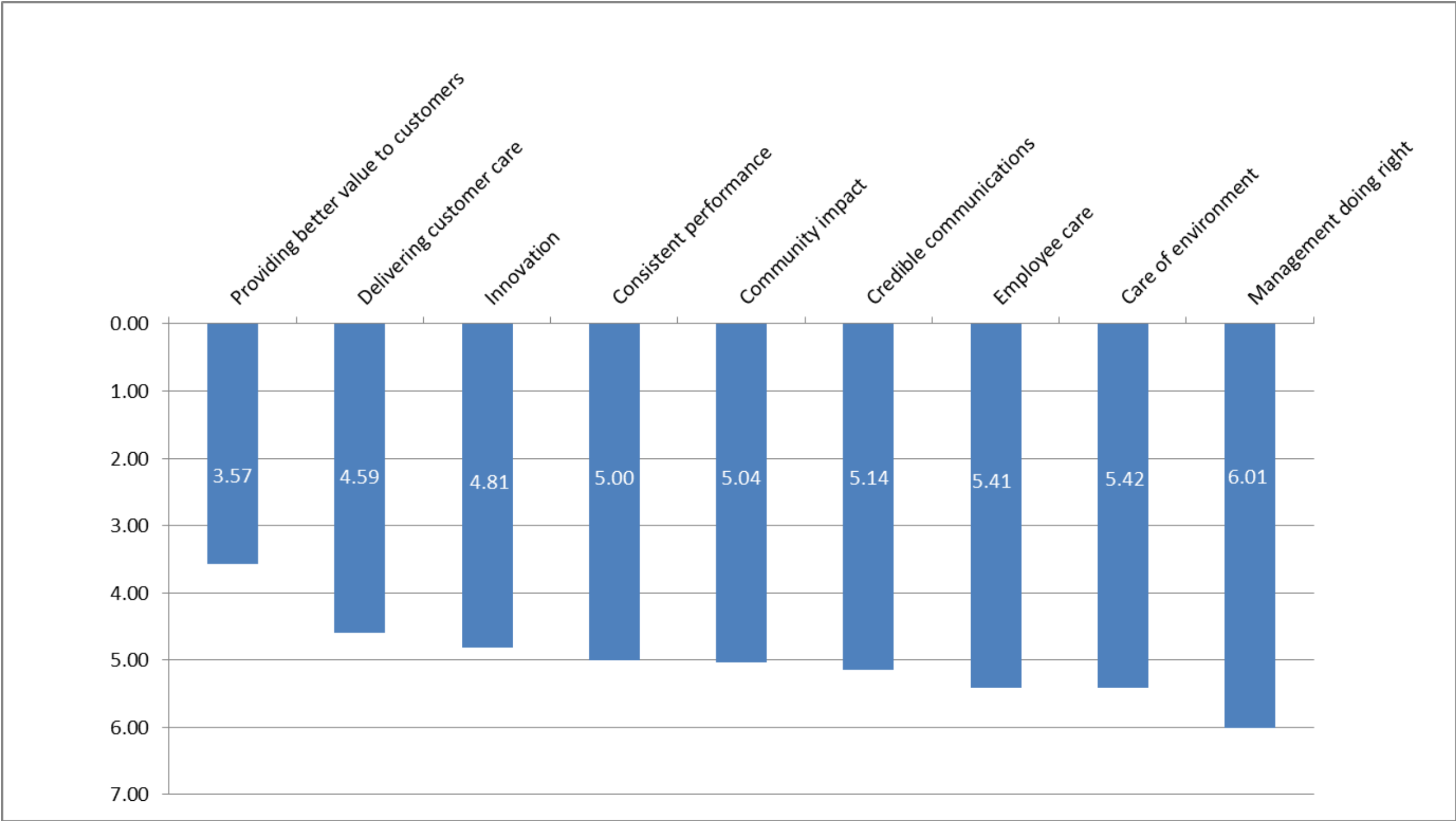
-6.6%



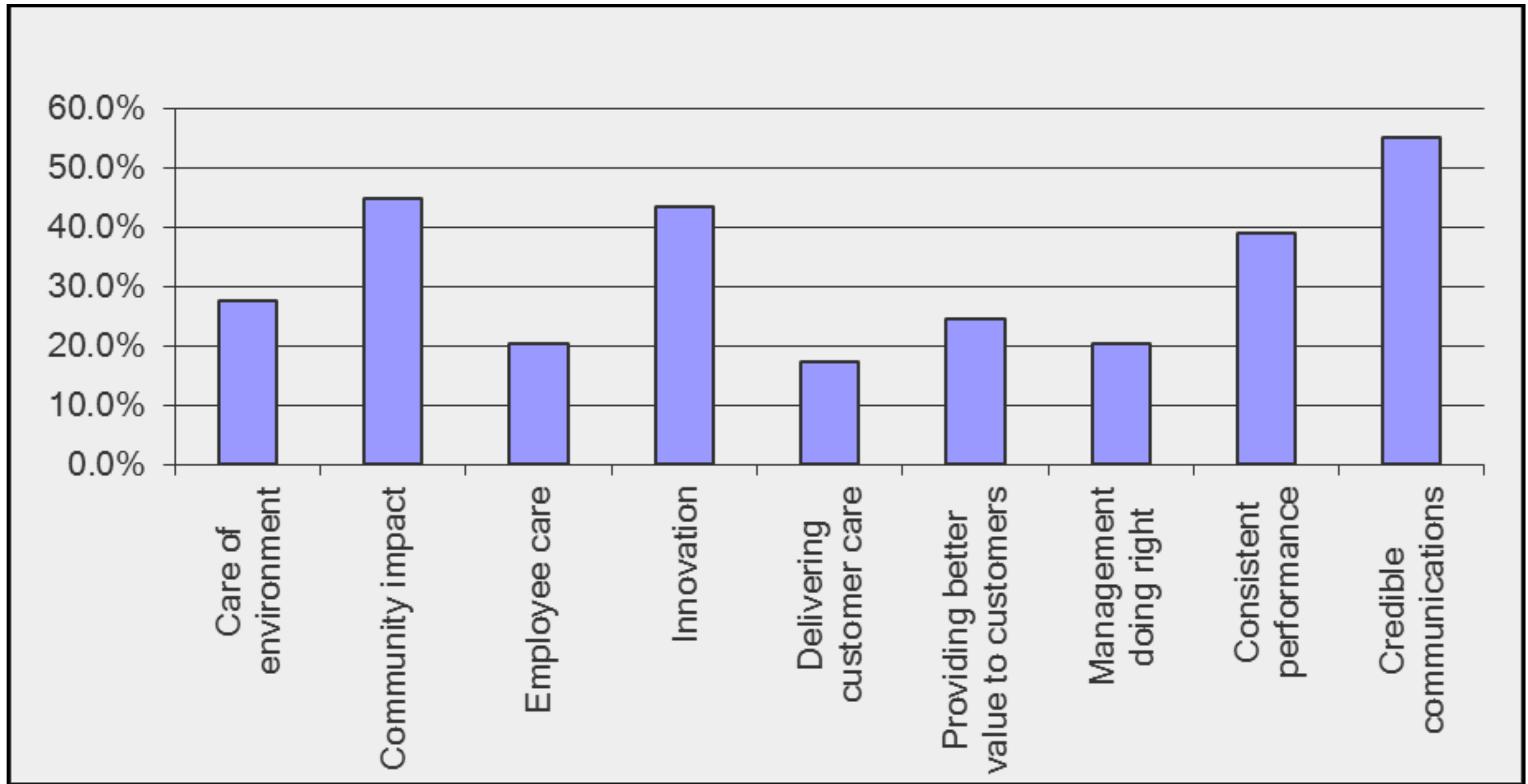
2. Your thoughts on **reputation**



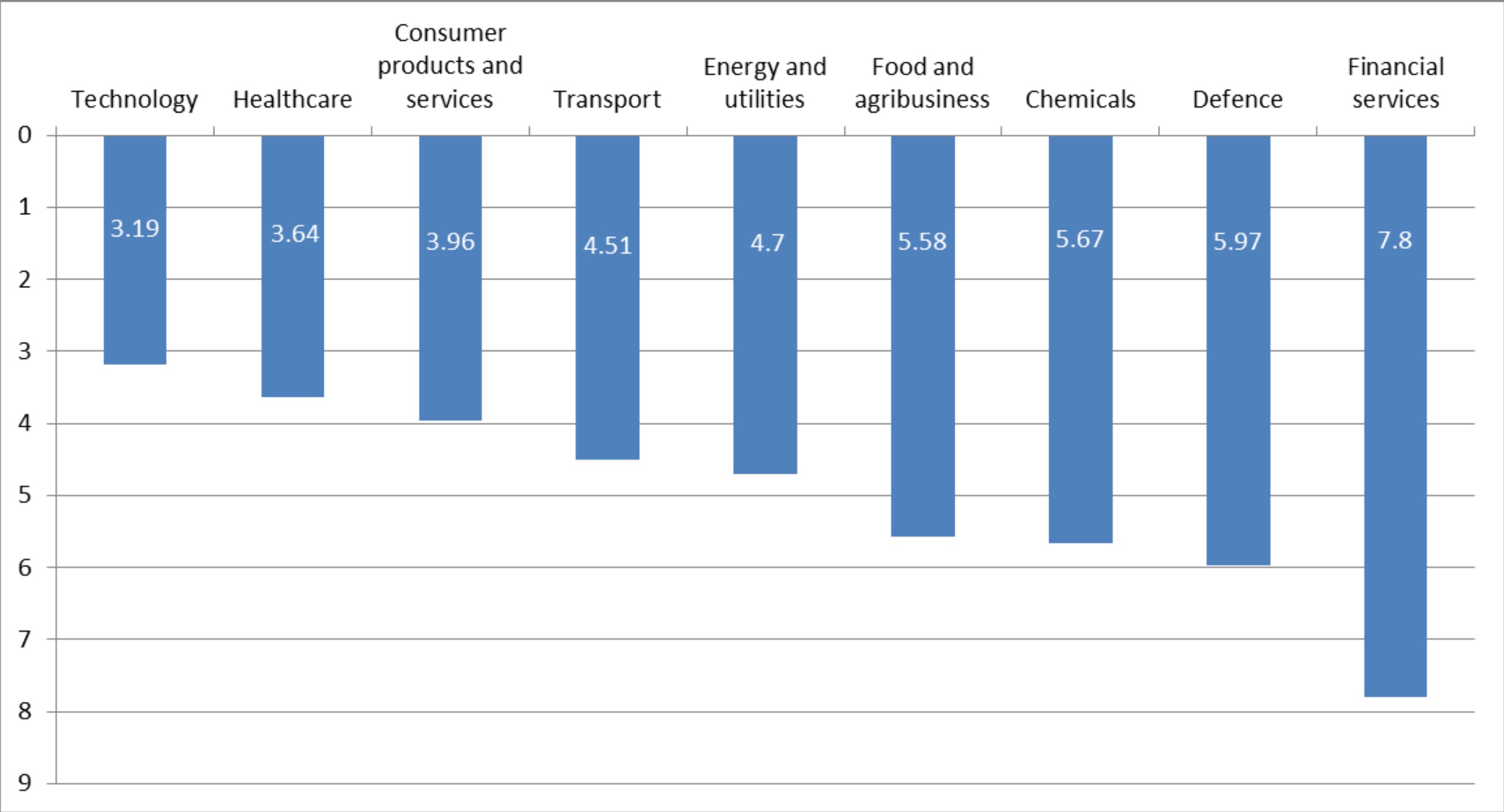
Reputation drivers (in order of importance)



Reputation drivers to improve



Sectors with best reputation



3. Reputation and **Brussels**



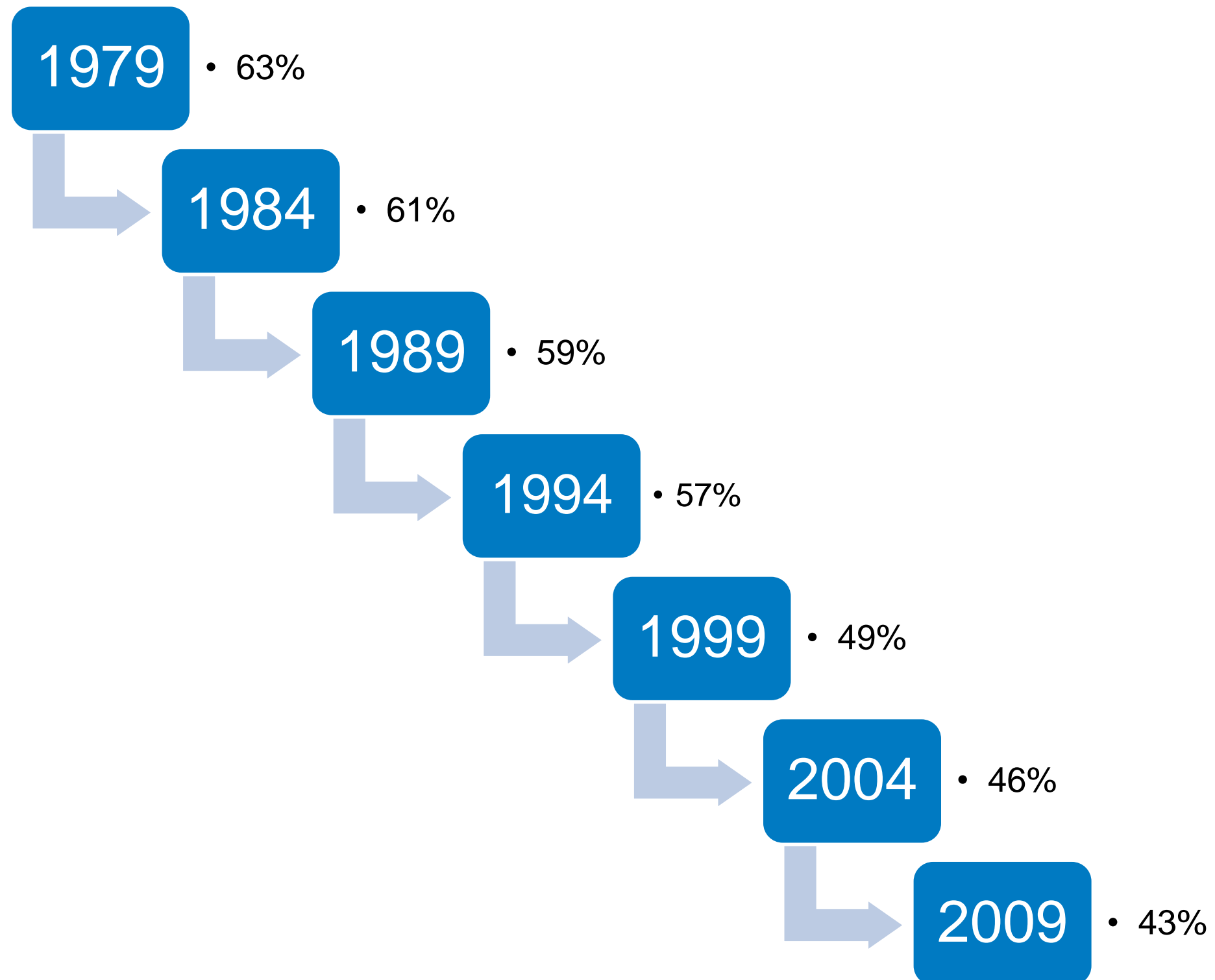
Does it really **matter**?



Technical dossiers



Does anyone really care?





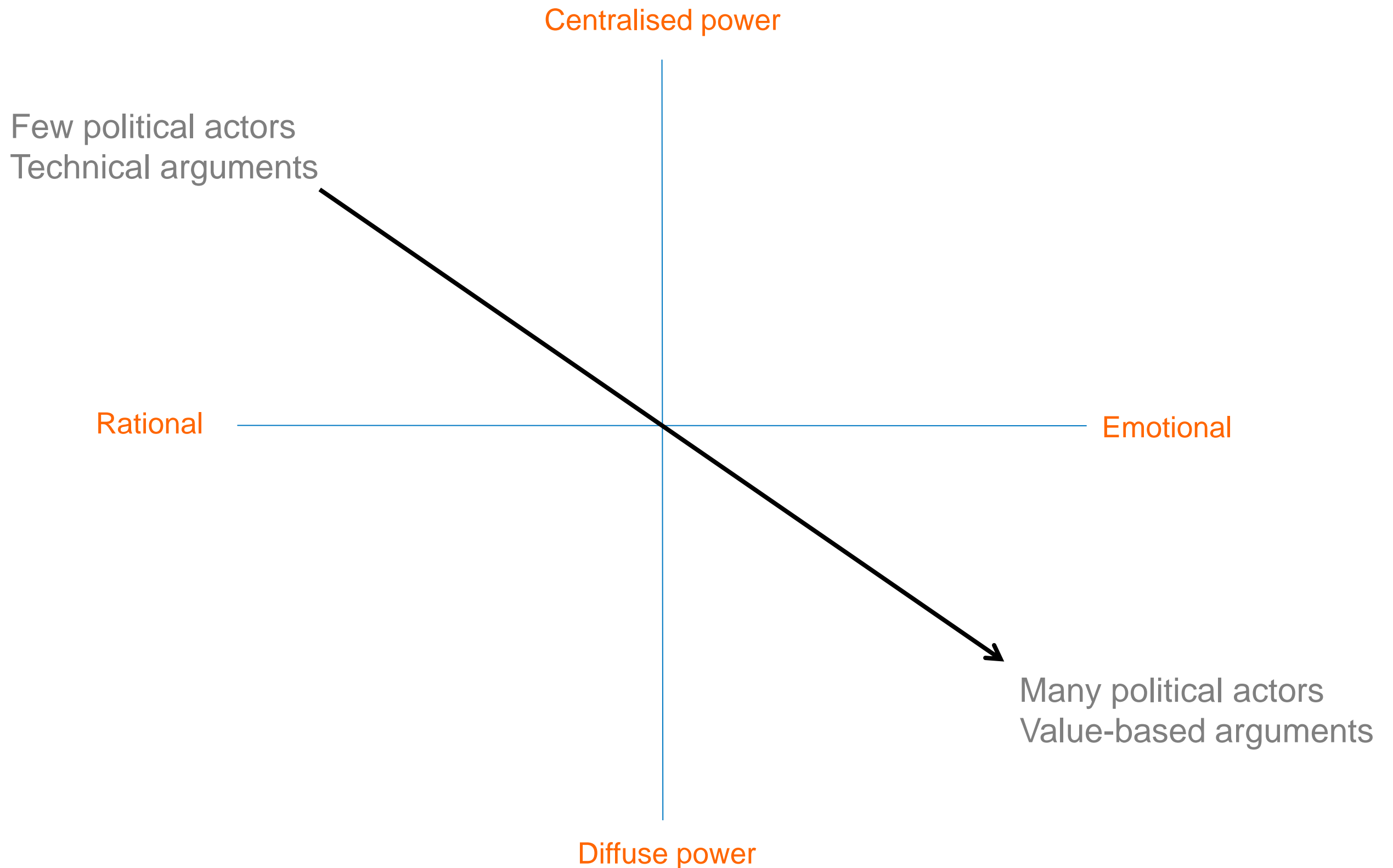
vs.



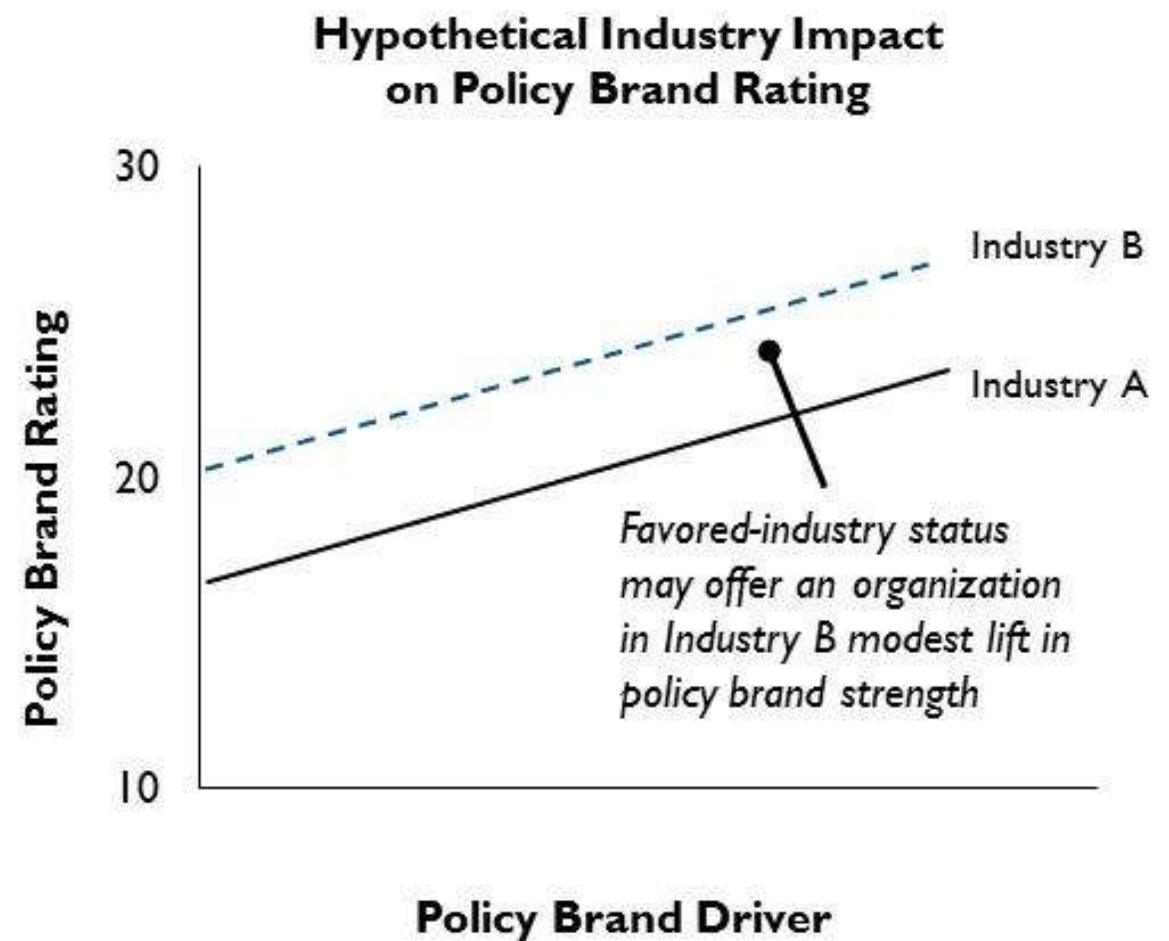
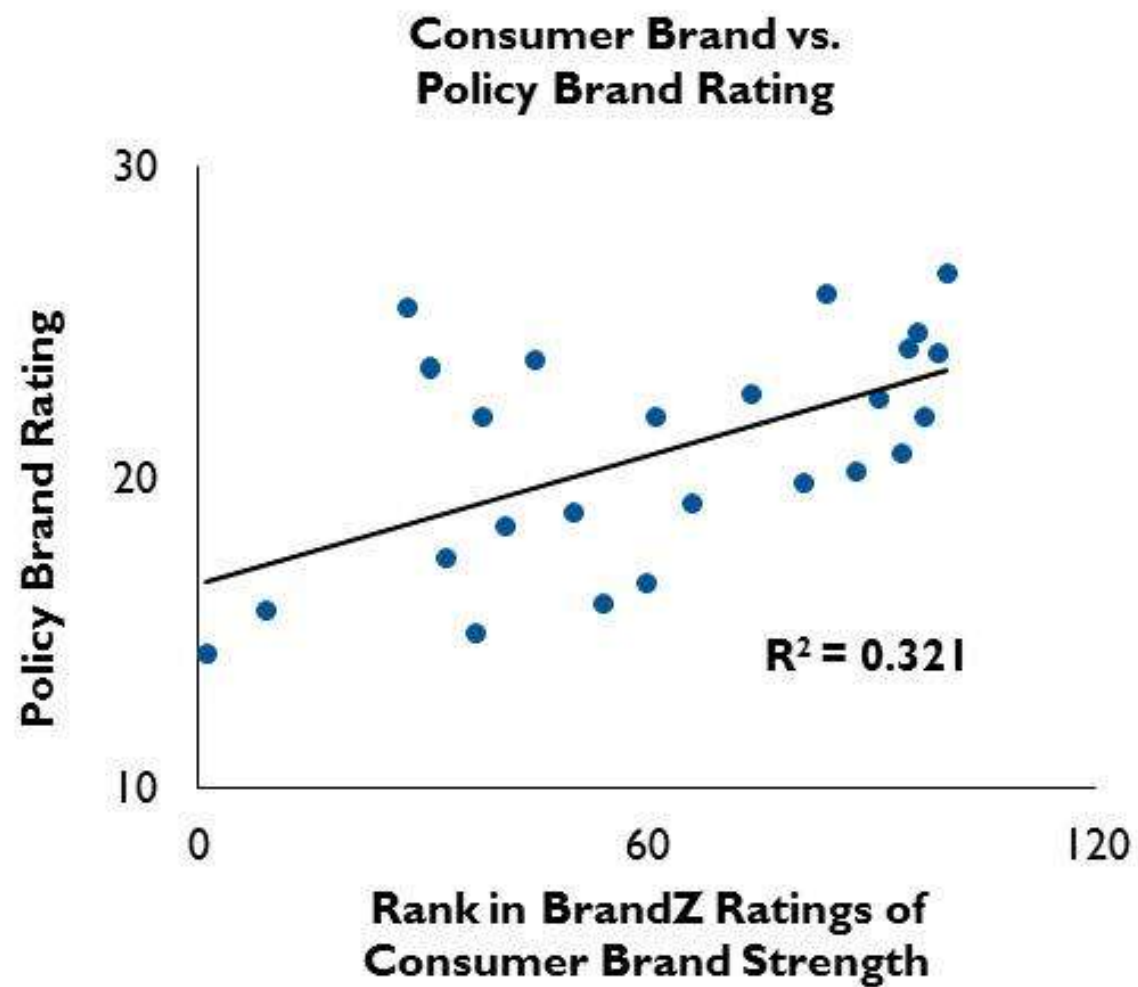
In most cases, **yes**, it matters



"A new model of influence"



Consumer brand & industry sector affect policy brand



Economic Affairs (ECON) committee:

59% believe Financial Transaction Tax **will make Europe's banking sector less competitive worldwide**

63% **would support its introduction**

But in Brussels, we see
different scenarios



3 Brussels scenarios



Scenario 1

- Poor company and/or industry reputation but reputation is owned and done (if at all) by someone far from Brussels

Scenario 2

- Poor company and/or industry reputation but Brussels owns (or is a major player) in how reputation is defined and managed

Scenario 3

- Good company/industry reputation to harness in Brussels

3 Brussels scenarios: focus points



Scenario 1

- Tackling reputational issues in Public Affairs

Scenario 2

- Reputation management i.e. multi-disciplinary (communications and beyond)

Scenario 3

- Translating reputation into a narrative that works with decision-makers

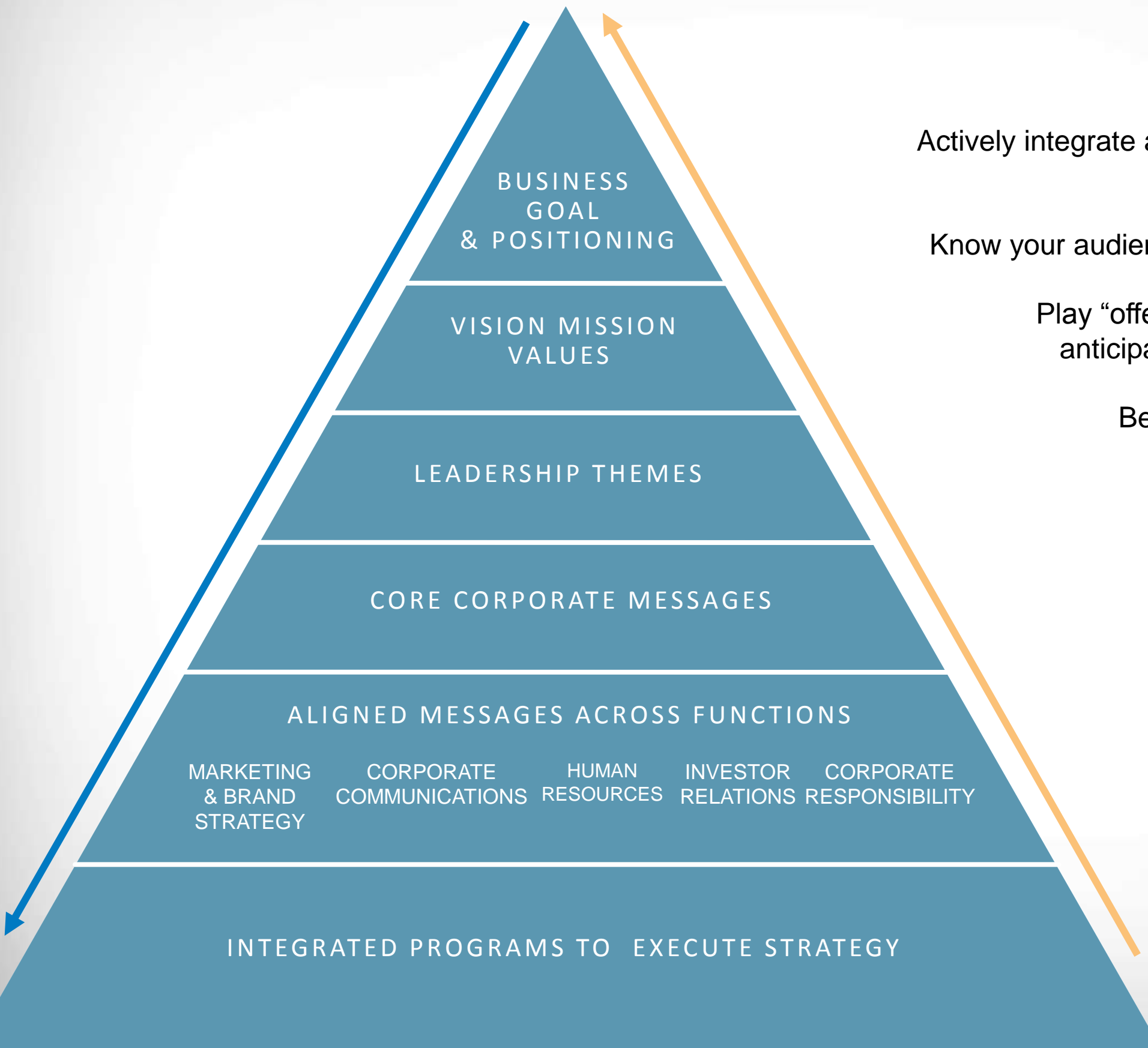
4. Managing **reputation**



If we're **scenario 2**?



Full-scale reputation management



Actively integrate all communications disciplines and centralize message management

Know your audiences and respond to unique needs

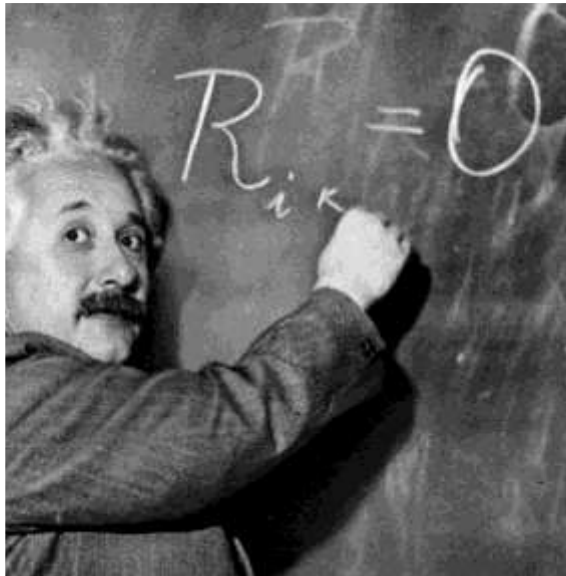
Play “offence and defence” simultaneously; anticipate and manage issues proactively

Be active, aggressive and consistent

Continuous measurement

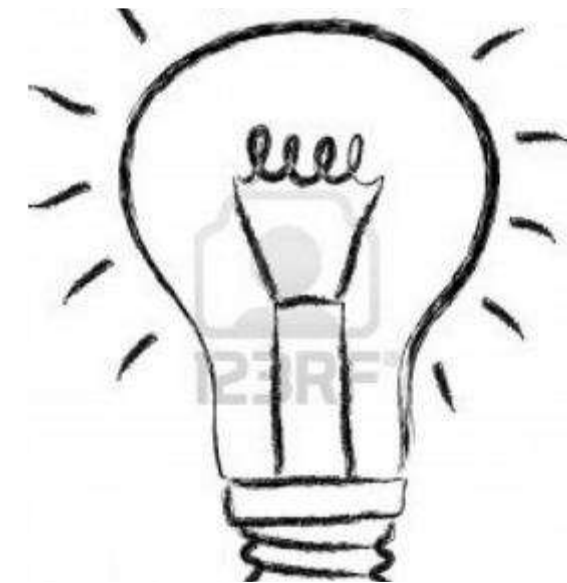
Most of Brussels
faces **scenario 1**





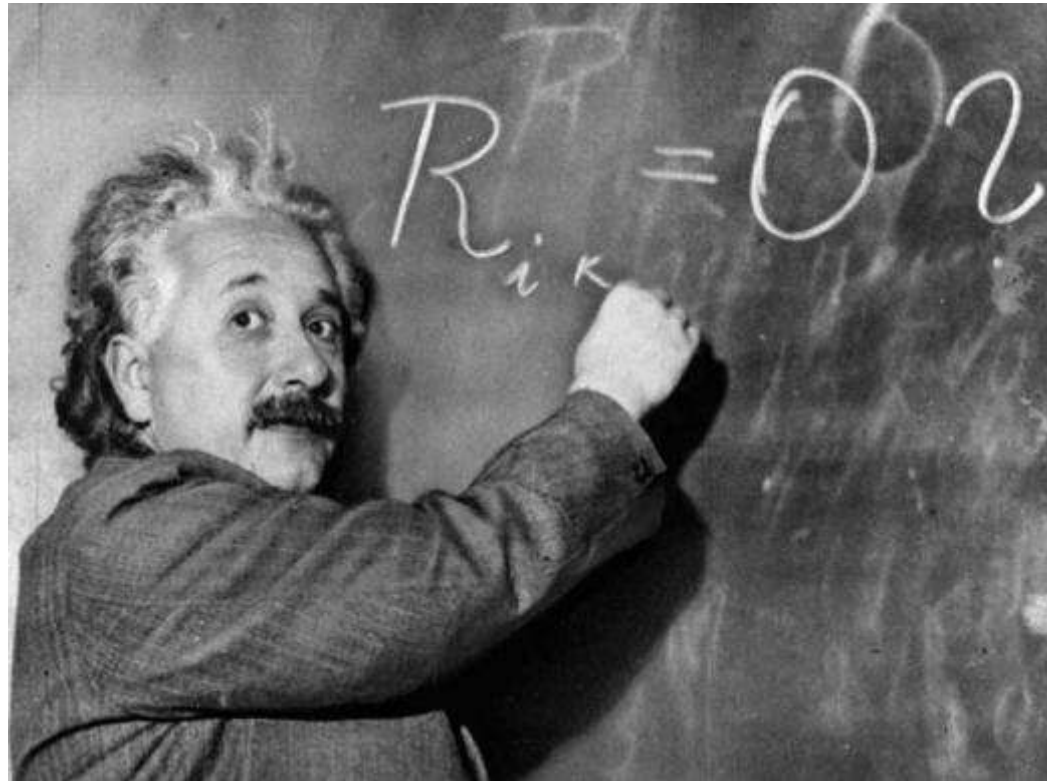
10 principles

10 ideas



**10 reasons
for inaction**

10 principles



1. From policy to politics

> POLICY route map

- Argument (refuting evidence)
- Facts (objectives)
- Balance
- Elites
- Winning arguments

> POLITICS journey

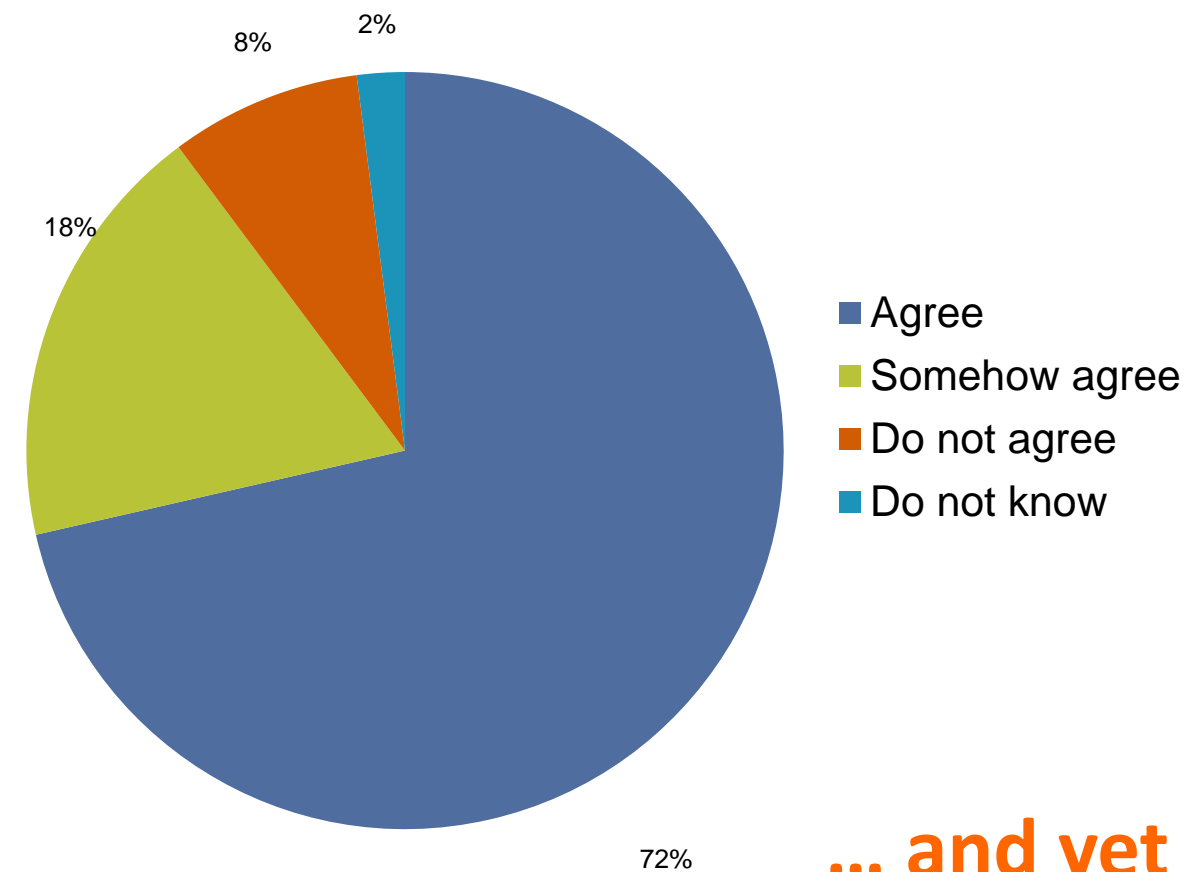
- Prejudices (confirming evidence)
- Feelings (subjectives)
- Victory/defeat
- Public
- Changing outcomes

Source: HLC

2. Investigate what resonates

Question to MEPs

Chemicals are at the heart of innovation as they enable the creation of new products and processes

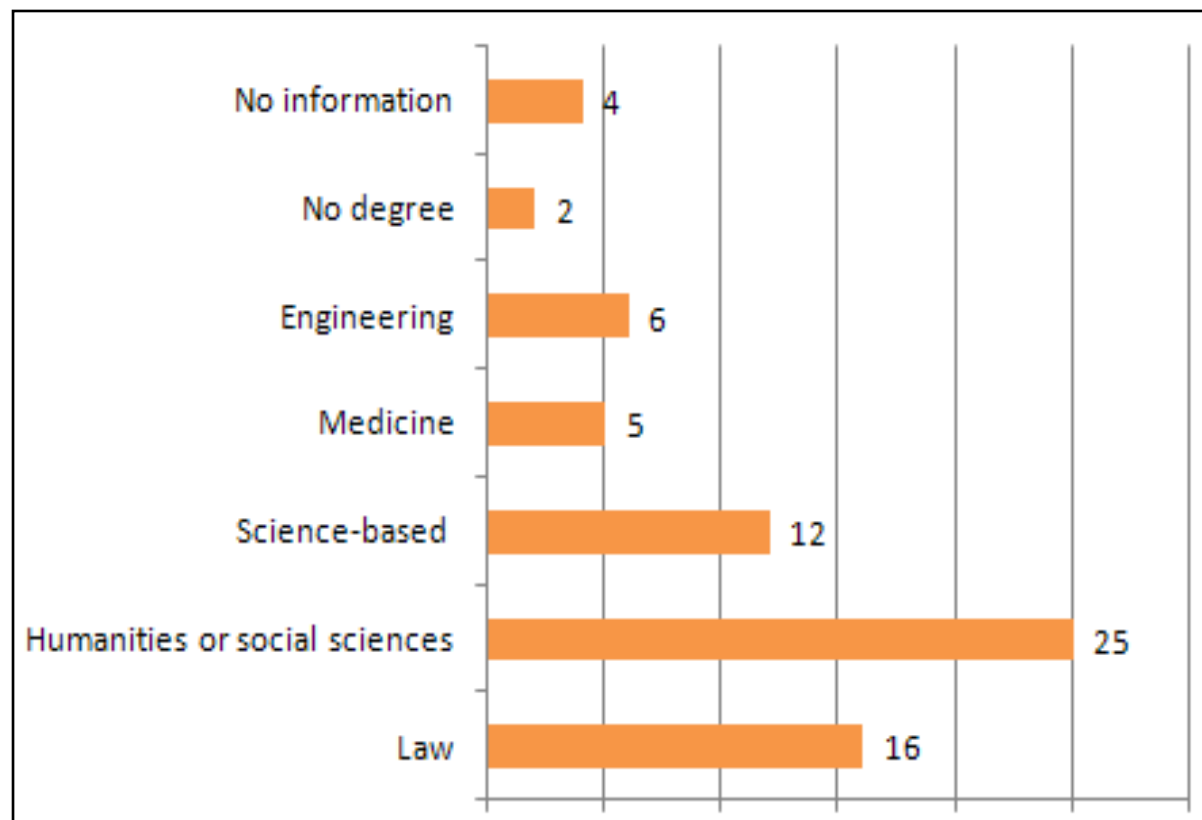


... and yet

Source: CEFIC survey of MEPs 2012

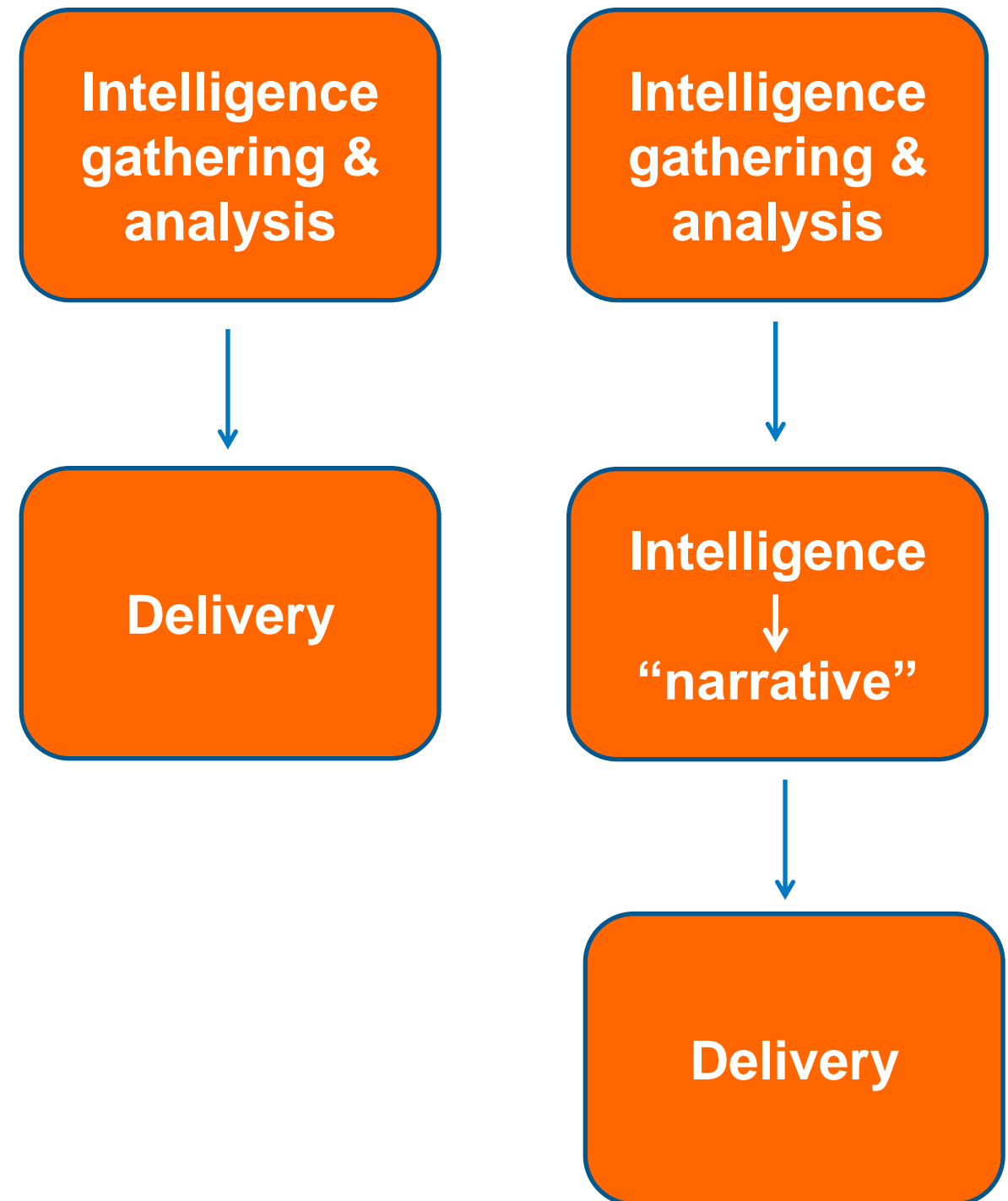
3. Speak audience's language

ENVI committee members' degree courses:



p.s. don't "educate"

4. Narrative not "education"



simple & emotionally engaging

5. People not messaging



6. Politicians ≠ judges



It doesn't matter who is “right”

7. Integrity of support



8. Beyond communications

Culture

Structure

Mindset

9. Programmes and campaigns



HOME THE CAMPAIGN GET INVOLVED SUPPORTERS IMPACT LATEST NEWS SHOW

800,000
FISH FIGHT

FISHFIGHT NETS OVER 800,000 SIGNATURES ▶

Since the launch of the campaign more than 800,000 people have signed up, what a milestone!

SIGN UP TO THE CAMPAIGN BELOW ▼

HALF OF ALL FISH CAUGHT IN THE NORTH SEA ARE THROWN BACK OVERBOARD DEAD.

Hugh's Fish Fight: Join The Fish Fight: w
wasted

10. Provide value and solutions

proactive

solutions driven

participatory

not a victim

status-quo ≠ option

practical

10 ideas



1. Data and smart polling

What do people **really** think?



Instrumental > expressive

2. Visualise



Undistributed Royalties Explained

... means money collected by author societies which has yet to be paid back to authors

Why *What happens to the money?*

- Rights Users**: The people who use the works creating hundreds of jobs every year.
- Rights Holders**: The creators who own the rights to their works.
- Legal Barriers**: Such as disputes between rights holders, bankruptcy or the death of rights holders which means the rights pass to an heir.

What happens next?

- Usually, these issues will delay rather than prevent payment.
- An undistributed amount for every creator is accumulated on an undistributed list monthly.
- A very small amount of the money collected by author societies cannot be ultimately distributed. In some countries, the figure is lower than 1%.

How *Can you fix the problem?*

- Sharing Information**: Copyrights and information exchange systems on how works are being used are constantly being improved. e.g. The Global Fileshare Database.
- Improving standards**: ... in the reporting, tracking and claim conflict procedures for the use of musical works.

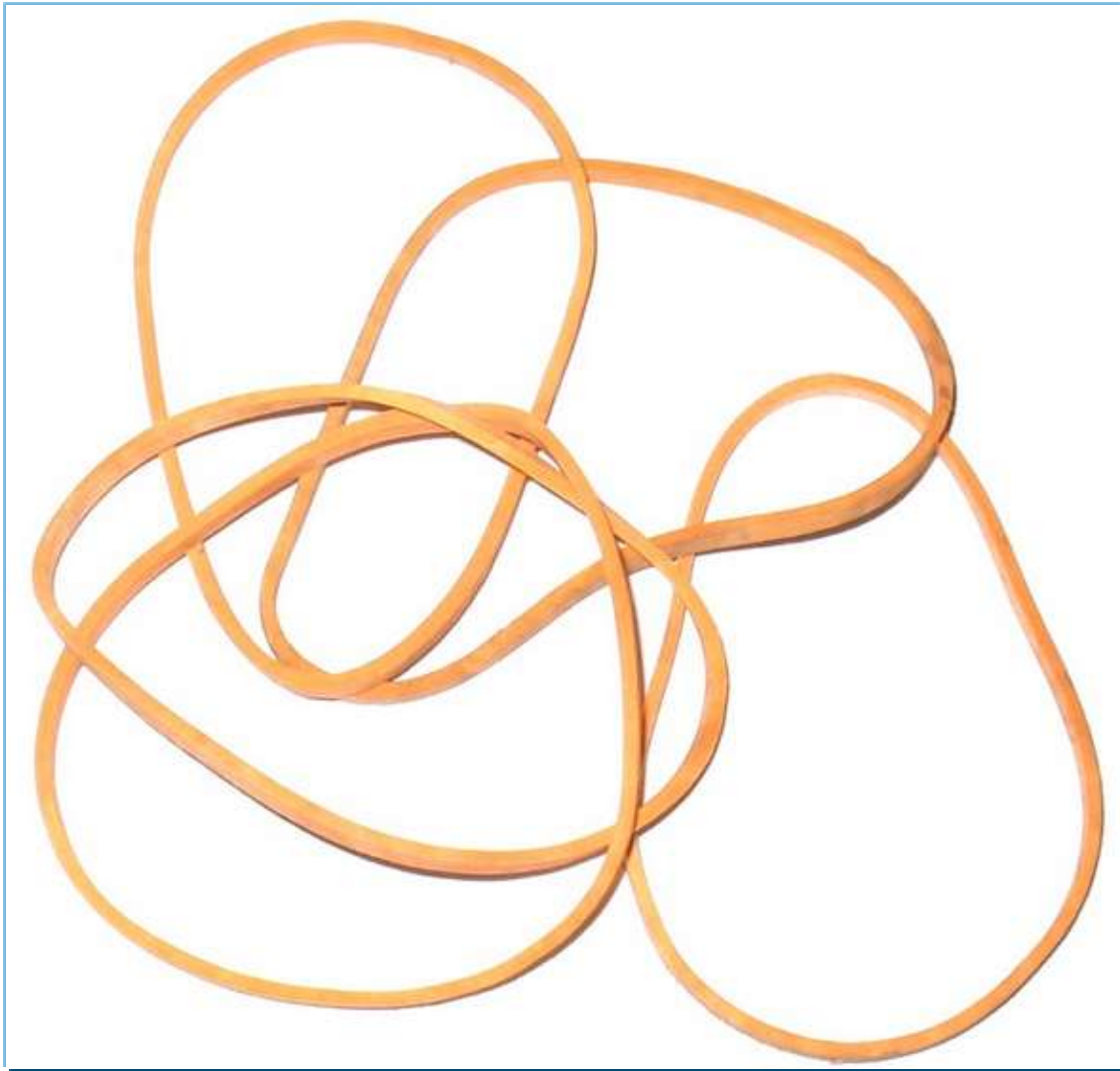
What *What happens in an undistributed royalties fund?*

- Members are proportionally strong members.
- Used for cultural and/or social activities.
- Covers out the running costs of rights management.
- Authors/right holders decide on the use by democratic vote (except if a vote provides otherwise).

Real music is a personal business.

3. Argue price elasticity

Regulation **won't work** unless...



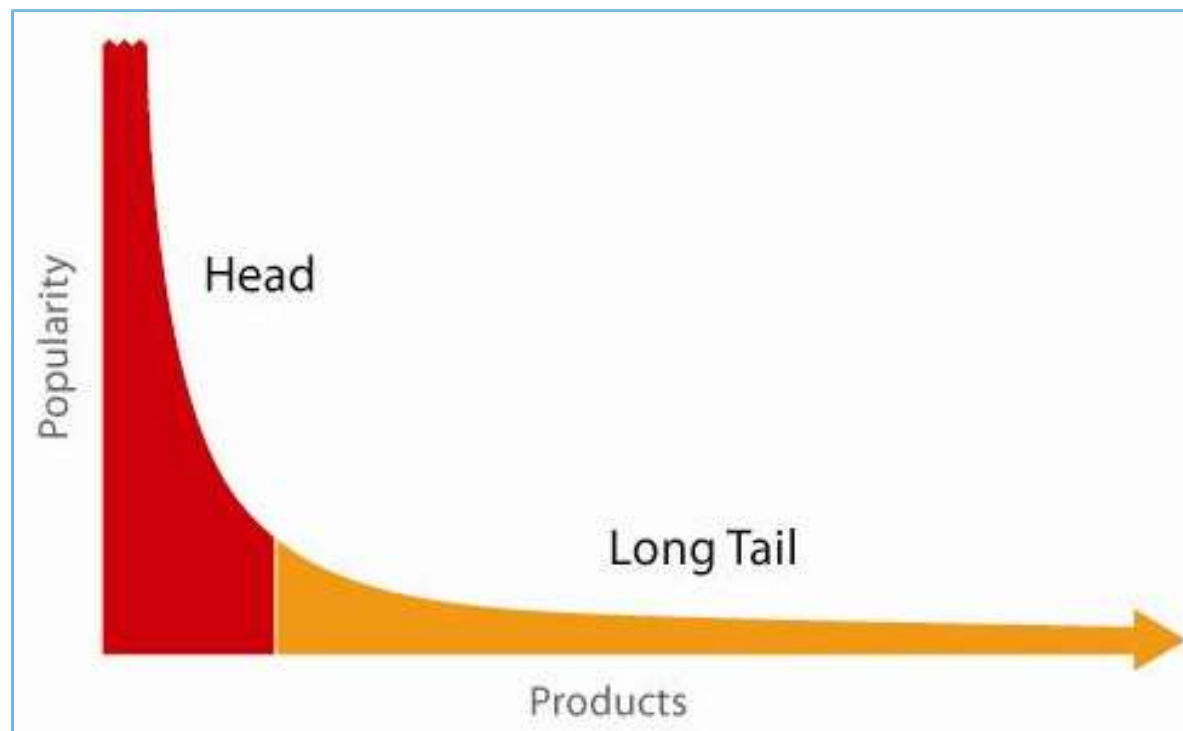
4. Competitive message development

Scenarios: what will your opponent say?



5. Long-tail supporters

Don't ignore **small scale** supporters, aggregate them



6. Mobilise employees (or leaders..?)

At times your **most valuable** constituency?



7. Obsessive rebuttals

> Rebut **every** item published in Europe

8. Extreme targeting



- What's the problem?
- Finding solutions
- Sustainable biofuels
- Plane Talking
- Media centre
- News wire
- Case studies
- The Flight Path
- About us

A screenshot of the enviro.aero website. At the top, there is a search bar with the text "Enter search terms" and a "Go" button. Below the search bar, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube. The main content area is divided into several sections. On the left, there is a large banner titled "A GREENER FUTURE FOR FLIGHT" with the subtitle "Your resource to learn how the aviation industry is working to reduce CO2 emissions". To the right of this banner, there is another section titled "A GREENER FUTURE FOR FLIGHT" with sub-sections for "SUSTAINABLE BIOFUELS" and "BEGINNERS GUIDE TO AVIATION EFFICIENCY". Below these, there is a section titled "AVIATION NEWS ON TWITTER" with a list of tweets. On the bottom left, there is a section titled "AVIATION BENEFITS BEYOND BORDERS" with a photo of an airplane. On the bottom right, there is a section titled "CARBON NEUTRAL GROWTH" with a photo of a tree.

A screenshot of a Facebook profile page for "Steven Thurg-Moller". The profile picture is a small circular image of a man. The page shows a "News Feed" with several posts. The first post is from "Louise Bennett" with a photo of a group of people. The second post is from "Erik Valdeira" with a thumbs-down icon and the text "I tend to disagree, particularly with upcoming iOS6 integration (along with a raft of other factors), but who knows, let's see...". Below the posts, there is a section titled "Facebook Will Disappear by 2020, Says Analyst". To the right of the profile, there is a yellow box with the text "Your ad".

9. Harness existing online networks

Key stakeholders on **LinkedIn**?

The screenshot shows a LinkedIn group page for "PHILIPS Innovations In Health". The page includes a navigation bar with "Discussions", "Promotions", "Jobs", "Search", and "More...". A call-to-action box asks if the user wants to receive daily or weekly updates about the group's activity, with a "Join Group" button. Below this, there are two "Most Popular Discussions" listed. The first discussion is titled "Is there a need for an image storage cloud solution for non-radiology outpatient facilities?" and was posted 5 days ago. It has a comment from Ravindran Padmanabhan, who states that the need is there for non-radiology departments to store images on the cloud, and that the answer is a big yes. The second discussion is titled "Do you think 3D Printing will be 'bigger than the internet'? How do you see 3D printing being used in healthcare?" and was also posted 5 days ago. It has a comment from Khudus Khan, who mentions an opportunity to do a PhD in Remanufacturing or Additive Manufacturing, which will be more beneficial in the future.

10. Your Wikipedia page

78% of MEPs use it weekly

The infographic displays the Wikipedia logo at the top, which is a globe made of puzzle pieces. Below the logo, it lists various language editions of Wikipedia, each with its name in the respective language, the English translation of the name, and the number of articles or entries. The languages listed are English, Spanish, Russian, Italian, Portuguese, Japanese, German, French, Polish, and Chinese.

Language	Local Name	English Name	Number of Articles/Entries
English	The Free Encyclopedia	The Free Encyclopedia	4 110 000+ articles
日本語	フリー百科事典	Free Encyclopedia	835 000+ 記事
Español	La enciclopedia libre	La libre encyclopedia	940 000+ artículos
Русский	Свободная энциклопедия	Free encyclopedia	940 000+ статей
Italiano	L'enciclopedia libera	The free encyclopedia	1 000 000+ voci
Português	A enciclopédia livre	The free encyclopedia	760 000+ artigos
Deutsch	Die freie Enzyklopädie	The free encyclopedia	1 510 000+ Artikel
Français	L'encyclopédie libre	The free encyclopedia	1 330 000+ articles
Polski	Wolna encyklopedia	Free encyclopedia	940 000+ haseł
中文	自由的百科全書	Free encyclopedia	610 000+ 條目

10 reasons for **inaction**



1. What if it all goes **wrong**?
2. What if someone **criticises** us?
3. We won't know how to handle **consequences**
4. It's **not our job**
5. **Industry** as a whole needs to do it
6. We might **upset** politicians
7. It is **too complicated** for people to understand
8. The press is **biased**
9. We'll **draw attention** to ourselves
10. We **don't know** what to do

Thanks

