

Special Feature

COMMUNICATIONS

# Building the connected company

Less than 20 per cent of a consumer company's total sharemarket value is hard assets; the vast majority of it is intangibles such as reputation, brand loyalty, staff commitment and strategic alignment. This presents not just risk, but opportunity.

At heart, all of these are about communications. Companies must go beyond the annual AGM to actively engage all their stakeholders about their environment and corporate social responsibility positions and projects.

Mechanisms include annual sustainability reports (and sometimes more regular online updates), employee programs around sustainability, stakeholder committees, support for social programs, supply chain engagement and in some states agreements with regulators.

Welcome to the world of the connected company. In the April edition *WME* will explore the issues, showcase best practice through case studies and provide tools to help kick-start the journey.



## Advertising deadline: Friday, March 12

Make sure your message reaches your target market.

Telephone **(02) 9817 6400** or email [sales@wme.com.au](mailto:sales@wme.com.au) for more information or a media kit.

## Editorial deadline: Monday, March 22

With an audited circulation of 7,178\*, *WME* is Australia's leading environment business magazine. Submissions to the editor, Richard Collins on **(02) 9817 6400** or by email [richard@wme.com.au](mailto:richard@wme.com.au)

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