



Climate Investigations Center <info@climateinvestigations.org>

RE: Climate Investigations Center Inquiry

Howson, Craig [redacted] Tue, Aug 28, 2018 at 3:58 PM
To: "info@climateinvestigations.org" <info@climateinvestigations.org>
Cc: [redacted]

Sorry for the delay in getting back to you, here are Omnicom's answers to your 3 questions:

- 1) No, Omnicom does not have a formal position paper on climate change. The company regards the threat of climate change serious and we are taking measure to cut our carbon emissions around the world. For more information, you can check our annual CSR Report here – <http://csr.omnicomgroup.com>
- 2) No, Omnicom does not do internal carbon accounting. We are a professional services company and as such, do not produce tangible products for sale or operate large-scale production that involves use of natural resources to provide our services.
- 3) Our company is governed by our code of business conduct which is available here - <http://www.omnicomgroup.com/media/6880/code-of-buisness-conduct.pdf>

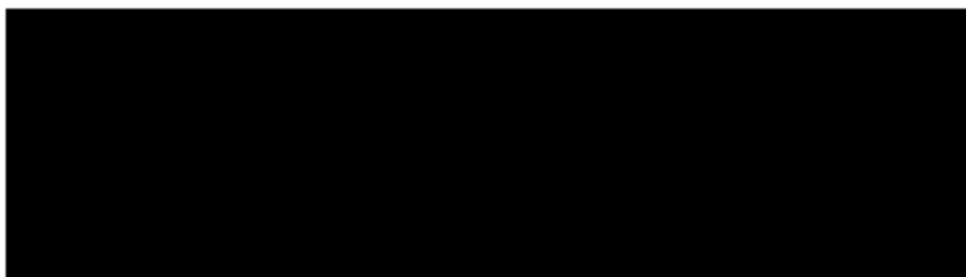
Please feel free to reach out with any other questions you may have.

Regards,

Craig

Craig Howson

Project Manager



See our new CSR Report – csr.omnicomgroup.com

If everything seems under control, you're not going fast enough - **Mario Andretti**

From: Trout, Joanne
Sent: August 24, 2018 8:50 AM
To: Howson, Craig [REDACTED]
Cc: Chung Loy, Re [REDACTED]
Subject: Fwd: Climate Investigations Center Inquiry

Hi Craig,

I'm not aware of this organization but can you assist answering the below questions.

Thanks! Joanne

Sent from my iPhone

Begin forwarded message:

From: Climate Investigations Center <info@climateinvestigations.org>
Date: August 24, 2018 at 10:17:31 AM EDT
To: [REDACTED]
Cc: [REDACTED]
Subject: Fwd: Climate Investigations Center Inquiry

Ms. Trout,

I wanted to check in and see if you had a chance to look at and answer our climate survey questions. I'm forwarding you our original email to FleishmanHillard with the full letter we sent them included.

These are the questions we hope you can answer about Omnicom and its subsidiaries:

1. Does your company have a climate change position statement?
2. Has your company done internal carbon accounting?
3. Does your company have rules about what clients you will and will not take, or the types of tactics you deploy?

Thank you for your time,

----- Forwarded message -----
From: Climate Investigations Center <info@climateinvestigations.org>
Date: Thu, Aug 16, 2018 at 2:38 PM
Subject: Fwd: Climate Investigations Center Inquiry
To: [REDACTED]

Ms. Trout,

A few weeks ago the Climate Investigations Center sent a certified letter and an email to several of the companies that are part of the Omnicom Public Relations Group. The letters asked a few questions about the company's policies on climate change and their work with clients. FleishmanHillard wrote back and deferred to your corporate responsibility policies. Thus, we thought we should also reach out to Omnicom directly. Below is a copy of the letter sent to the Omnicom companies, and also some communication we've had with FleishmanHillard.

Letter:

We contacted you and other leaders of the public relations industry in 2014 to ask about your company's climate change policies. Four years on, we would like to continue that conversation to determine if there have been any changes to your company's position or policies regarding climate change. A copy of our 2014 letter is attached.

As a result of our 2014-15 investigation, Edelman published its first ever "Position on Climate Change" and acknowledged new internal policies forbidding work that proffers climate change denial. They also decided to no longer take on work for coal interests, and set internal rules about 'greenwashing' and the use of front groups.

To refresh our 2014 letter of inquiry, we have several questions:

1. Does your company have a climate change position statement?

EDELMAN POSITION ON CLIMATE CHANGE

Edelman fully recognizes the reality of, and science behind, climate change, and believes it represents one of the most important global challenges facing society, business and government today. To be clear, we do not accept client assignments that aim to deny climate change.

We believe that business, government and society must work together to address climate change by balancing the interdependent priorities of human development, the environment and the global economy. As such we support our clients' efforts to reduce emissions from their operations, improve energy efficiency, advance alternative fuels and sustainable energy solutions and lead in the transition to sustainable and socially responsible business models. We also work with clients to constructively participate in the dialogue around climate change and contribute to policy discussions, with the goal of making progress on this shared global challenge.

2. Has your company done internal carbon accounting?

Several other PR companies acknowledged to us that they had completed internal carbon accounting to allow work with companies like IBM, that require contractors to account for their carbon emissions.

3. Does your company have rules about what clients you will and will not take, or the types of tactics you deploy?

Some companies reported to us in 2014 that they had instituted internal policies to avoid working with certain industries or employing certain tactics, including setting up front groups or deploying astroturf grass roots groups. This pledge aligns with the PRSA Code of Ethics, which lists such things as “Examples of Improper Conduct”:

Front groups: A member implements “grass roots” campaigns or letter-writing campaigns to legislators on behalf of undisclosed interest groups.

A member deceives the public by employing people to pose as volunteers to speak at public hearings and participate in “grass roots” campaigns.

These questions are increasingly urgent as companies react to building pressure for social responsibility on climate change. For example, it recently came to light that the electric utility Entergy hired the Hawthorn Group PR firm, which engaged a company that paid ‘actors’ to pose as power plant supporters and give testimony in a public hearing, while instructing them explicitly not to disclose the arrangement. As details emerge, it appears all parties knew more than previously disclosed.

This is reminiscent of revelations in 2009, also involving Hawthorn Group, then a contractor to the American Coalition for Clean Coal Electricity, a non-profit lobbying group of coal, rail and utility companies. Hawthorn Group was paid to generate opposition to an emerging climate change bill in Congress, and hired a “third party advocacy” subcontractor, Jack Bonner and Associates to do so. Bonner’s company created fake letters opposing the bill, some on NAACP letterhead, which were addressed to members of Congress. Fake grassroots groups and fake letters are the very definition of fake news and weaken the credibility of the entire public policy arena.

Thank you in advance for your time,

Kert Davies

Executive Director

Climate Investigations Center

----- Forwarded message -----

From: **Watts, Chelsey (Ilten)** [REDACTED]
Date: Tue, Aug 7, 2018 at 6:13 PM
Subject: RE: Climate Investigations Center Inquiry
To: "info@climateinvestigations.org" <info@climateinvestigations.org>

Hello Kert,

All of our reporting is done through our parent company, Omnicom. They recently released the [2017 Corporate Responsibility Report](#), which notes many of the corporate policies and practices.

Thank you.

Chelsey

Chelsey Watts

FleishmanHillard | 200 N. Broadway | St. Louis, MO 63102
[REDACTED]

The power of true
fleishmanhillard.com | [Facebook](#) | [LinkedIn](#) | [Twitter](#) | [YouTube](#) | [FH4inclusion](#)

[Best Places to Work 2017](#) | PRWeek

[Best Places to Work for LGBTQ Equality 2018](#) | Human Rights Campaign

[Top Companies for Women 2010-2018](#) | National Association for Female Executives

-----Original Message-----

From: Kert Davies [<mailto:info@climateinvestigations.org>]
Sent: Thursday, July 26, 2018 8:57 AM
To: FH.INQUIRIES <inquiries@fleishman.com>
Subject: [FleishmanHillard.com] Message for Media Inquiries

From: Kert Davies <info@climateinvestigations.org>

To: Media Inquiries

A few weeks ago you should have received a certified letter and an email from the Climate Investigations Center, asking a few questions about your company's policies on climate change and your work with clients. We have received responses from several top public relations firms, but none from your company.

Please let us know exactly who we should be in touch with to expedite a response from your company.

Below is the original message:

To Whom it May Concern,

The following letter was sent via certified mail to your company's headquarters.

Please forward this email to the parties who are best positioned to answer the questions outlined in our letter. Attached is the letter we sent your company and many others four years ago.

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Kert Davies

Executive Director

Climate Investigations Center

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This message was sent via the contact form on:

https://urldefense.proofpoint.com/v2/url?u=http-3A__fleishmanhillard.com_contact_media-2Dinquiries_&d=DwIDaQ&c=9wxE0DgWbPxd1HCzjwN8Eaww1--ViDajlU4RXCxgSXE&r=BNU5IFvlulXUEpfglzLDyiQpp7ZBhEsn59xPGoAS0YM&m=VFqEW7gFIB74vVxgeo5toiYuey1xxsHSDhmBUh1BHnM&s=tB2Rms75u74i7GmptuCOkK4c52qWSMcVG8vg5KFILgE&e=

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Kert Davies

Executive Director

Climate Investigations Center

P.O. Box 91 | Alexandria, Virginia 22314

202-413-8515

info@climateinvestigations.org

@ClimateWatchdog

www.ClimateInvestigations.org

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Kert Davies

Executive Director

Climate Investigations Center

P.O. Box 91 | Alexandria, Virginia 22314

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4 attachments

 **FleishmanHillard_President of the Americas _ Snr Partner_CIC Letter_2014.pdf**

323K

 **ATT00001.htm**

1K

 **fleishmanhillard DC CIC 2018 letter.pdf**

568K

 **ATT00002.htm**

1K