
Establishing Credibility Through a CR Program

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Kathryn Caulfield, Vice President – Global Corporate Communications & Corporate Responsibility

Corporate responsibility has always been at the heart of The Clorox Company, and that hasn't changed in the 100 years it has been in business. Despite that, the 2007 acquisition of Burt's Bees® natural personal care and the 2008 launch of Green Works® naturally derived cleaners dramatically increased attention on the company, with particular focus on environmental sustainability performance. As a result, the communications team and others began fielding questions about the company's sustainability commitments and other products in its portfolio. Fundamentally, people were asking: "Are you really committed to sustainability?" Through engaging with external stakeholders, the Clorox team realized the company was not well-known and many stakeholders held misperceptions.

Since that time, the company formalized its corporate responsibility strategy, increased transparency and stepped up stakeholder engagement to enhance its credibility. As a result, Clorox has garnered several accolades, including Chairman and CEO Don Knauss being named "Responsible CEO of the Year" by Corporate Responsibility magazine; inclusion on the "100 Best Corporate Citizens" list, for two years in succession, by Corporate Responsibility magazine; and inclusion on Newsweek's Green Rankings.

In this presentation, Kathryn Caulfield, vice president – Global Corporate Communications and Corporate Responsibility, will discuss how the company set about to establish credibility by:

- Recognizing the gap,
- Formalizing its CR strategy,
- Launching its reporting efforts,
- Establishing credibility through results, and
- Addressing what's ahead in Clorox's corporate reporting and sustainability communications strategy.