

1. Does your company have a climate change position?

Yes. 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.

Our position on climate change is publicly available on our website: www.edelman.com/about-us/position-climate-change

2. Has your company done internal carbon accounting?

Yes. We have been practicing internal carbon accounting since we began measuring our emissions in 2011. As a result, we have been able to reduce our carbon footprint per full-time equivalent (FTE) year-on-year since FY11, reaching a 38 percent total reduction to date.

We have publicly stated our goal of realizing a 10 percent decrease in carbon intensity emissions (tCO₂e/FTE) in our 15 Carbon Trust-certified offices by 2020 (scope 1 + 2 emissions, compared to 2016 levels).

We are proud to report that we were the first public relations firm to achieve Carbon Trust Standard certification for our hub offices in 2016. In June 2018, we received our updated Carbon Trust Standard certification reflecting our "demonstrated effectiveness at responding to climate change through governance, carbon accounting, and carbon management." Our Carbon Trust Standard score also indicates that our organization's carbon management performance still lags behind that of the highest-scoring organization in our sector. Our score places Edelman in the 60th percentile in its sector, from a sample size of 12, and in the 60th percentile against all certifications. This means that Edelman's performance is higher than 60 percent of all other certifications.

The new certification is valid from January 1, 2018 through December 31, 2019. We will seek recertification in 2020.

Edelman has completed three CDP responses (2015, 2016, 2017) and is currently in the process of completing its 2018 response. Our CDP scores show that we consistently outperform the average score in our industry.

Going forward, we will take additional steps in recycling (including e-waste), composting, energy efficiency, business air travel and employee commuting.

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

Yes. We do not accept client assignments that aim to deny climate change, nor do we work with coal producers. Edelman does also not work for tobacco, gun or pornography industry assignments, as discussed in our Day-to-Day Situation Guide, a companion document to our Code of Ethics and Business Conduct ([both documents available here](#)).

In addition, our [comprehensive Code of Ethics](#) helps us meet our commitment to excellence in service, ethical business practices, and compliance with the law. The firm's [Mission, Values and Operating Principles](#) provide guidance in meeting this responsibility, and the client portfolio management committee is a peer-reviewed governance process designed to assess specific assignments on an as-needed basis. Through *The Relentless Pursuit of Excellence*, we will provide exceptional quality in everything we do. *The Freedom to Be Constantly Curious* ensures we remain students of our clients' business. *The Courage to Do the Right Thing* requires us to challenge ourselves and our clients to make certain we are operating with high ethical standards.