

SWARTZBERG CAMPAIGNS

FROM CSR TO CA:

HIGH-IMPACT ESG CAMPAIGNING FOR CARING CORPORATIONS

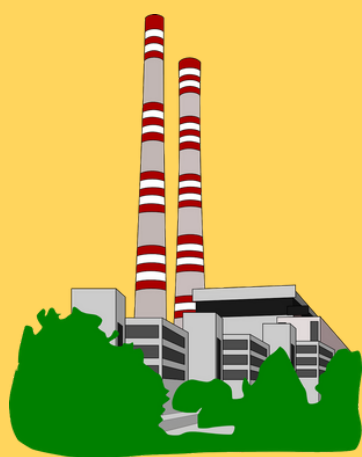
CSR

They sponsor. They mentor.
They train. Companies live up to
their CSR (“corporate social
responsibility”) in a wide variety
of commendable – and
insufficient – ways.

INSUFFICIENT



GREENWASHING



CHARGE

Insufficient because these actions
suffice to neither convince the world of
the company’s good intentions –
hence the often-justified charge of
“greenwashing” levied upon them -
nor to help the world.

WORLD

Which is in terrible state. Its climate
and environment. Its societies. Its
suffering people.

IN TERRIBLE STATE



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HELPS

These concerns are addressed – and
helped – by the campaigns conducted
by Terry Swartzberg, the Munich-based
ethical campaigner.

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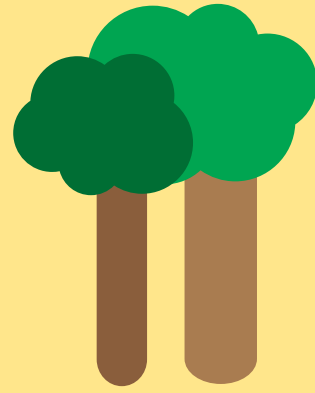


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CLIMATE

Commissioned by the United Nation's Climate Secretariat, by the EU's Directorate General for the Environment and by Germany's Ministry of the Environment, Terry's "Climate Citizenship" consultancy activates and energizes participation in climate protection measures.

PROTECTION



SOUTH SUDAN



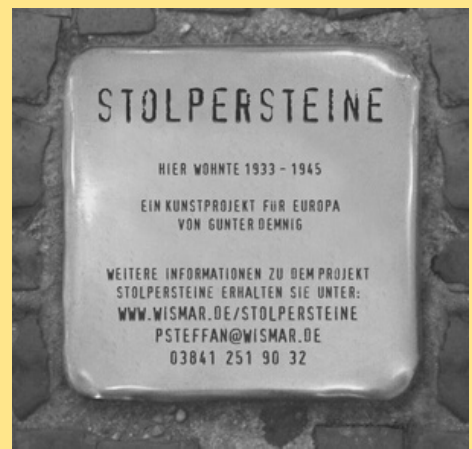
WATER

Commissioned by German NGO Sign of Hope, "Clean Water for South Sudan" is taking on – very successfully - one of the world's most horrible crimes against humanity and the environment: the poisoning of millions of people's water and land by ruthless oil companies.

HOLOCAUST

The Stolpersteine are the largest and most far-reaching project of commemoration that the world has ever seen. There are now 80,000 of these sidewalk-embedded memorials to the victims of the Holocaust. They are found in 1,600 cities in 26 countries. Terry conducts PA (public affairs) for the Stolpersteine, and is head of the Munich chapter.

REMEMBRANCE



ANTISEMITISM



COMBAT

To combat antisemitism and to hearten his fellow Jews in Germany, Terry has been conducting for the last seven years – more than 2,500 days - his "kippa experiment", in which he wears a kippa in public. This display of "civil courage" has led to him being honored by the German government and to his being named one of the 100 most influential Jews in the world.

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ESG

To transform CSR into CA (corporate activism), Terry provides the following ESG (environmental, social and governance) workshops.

Identification and implementation!

Inventory-driven identification and implementation of corporate and participant ESG commitments and assets through three successive modules.

WORKSHOPS



1st ESG



WORKSHOP

Campaign camp

During which your organization uses the Swartzberg Campaigning Check-List to audit and identify its assets, delineate its network, clarify its objectives and enabling messages, and implement these in a trial roll-out.

2nd ESG

Campaign testing floor

During which your new campaign is put to the ultimate test: the Swartzberg campaigning audit. Scorecards of objectives / degrees of attainment, of assets / degree of use, current / potential network, current / potential visibility, comparison of campaign with benchmarks and much more. Weekend concludes with the roll-out and complete exhaustion.

WORKSHOP



3rd ESG



WORKSHOP

Campaign roll-on

During which your campaign – thanks to coaching by Terry – gains momentum, support, base and impact.

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