



Society for Women Environmental
Professionals

Massachusetts Chapter

September Event - Wednesday, September 16, 2009

People, Planet, Profit: Why Transparency in Environmental and Sustainability Communications is More Important than Ever and How to Achieve it

Time: 5:30 – 6:30 Networking and Reception
6:30—Presentation followed by Q&A and Discussion

Location: Millipore Bedford Facility , 80 Ashby Road, Bedford, MA 01730

Cost: \$20 Member / \$30 Non Member
Student Cost (with valid student ID): free

It's a challenging time for organizations everywhere, and the environmental field is no exception. Trust in corporations has reached record lows. Public awareness of critical environmental and social issues has grown rapidly. Demand for action and disclosure is high. Budgets have shrunk. And many environmental professionals are finding they have to be more creative and compelling than ever to gain support for projects.

In this session, we'll look at trends in sustainability communications, including the principles, benefits, and best practices, with an emphasis on practical tips, tools, and real-life examples of what works—and what doesn't. Our speaker, Michelle Bernhart, will also share some of the most popular standards and resources for communicating effectively with customers, regulators, the media, and the public on environmental and social issues. Standards addressed will include those produced by ISO, the Global Reporting Initiative, AccountAbility, and others. Michelle will also provide strategies to identify and avoid greenwashing, minimize risk, overcome resistance, and drive environmental behavior change among stakeholders.

Featured Speaker



Biographical sketch: Michelle Bernhart is president of True Blue Communications LLC, a nationally certified women's business enterprise that helps organizations strengthen environmental and social responsibility performance, achieve strategic objectives, enhance brand, and manage risk through credible and engaging communications. She has almost 25 years of experience leading strategic communications and engagement programs for environmental and public health projects in North America, Europe, and the Middle East, and has helped global companies establish comprehensive sustainability and corporate responsibility improvement programs, led communications and reporting, and developed training and outreach for employee engagement. Previously with CDM (Cambridge) for 20 years, Michelle founded True Blue Communications in 2008 to help meet the growing need for clear, ethical, and stakeholder-focused communications about environmental and social performance.

Michelle currently chairs the global Social Responsibility Committee of the International Association for Business Communicators; chairs the Editorial Advisory Board of SR LINK, a resource dedicated to social responsibility communications; is a founding member of the Social Responsibility Technical Committee for the American Society for Quality; and is developing the global ISO 26000 Guidance Standard on Social Responsibility/Sustainability, which will publish in 2010.

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