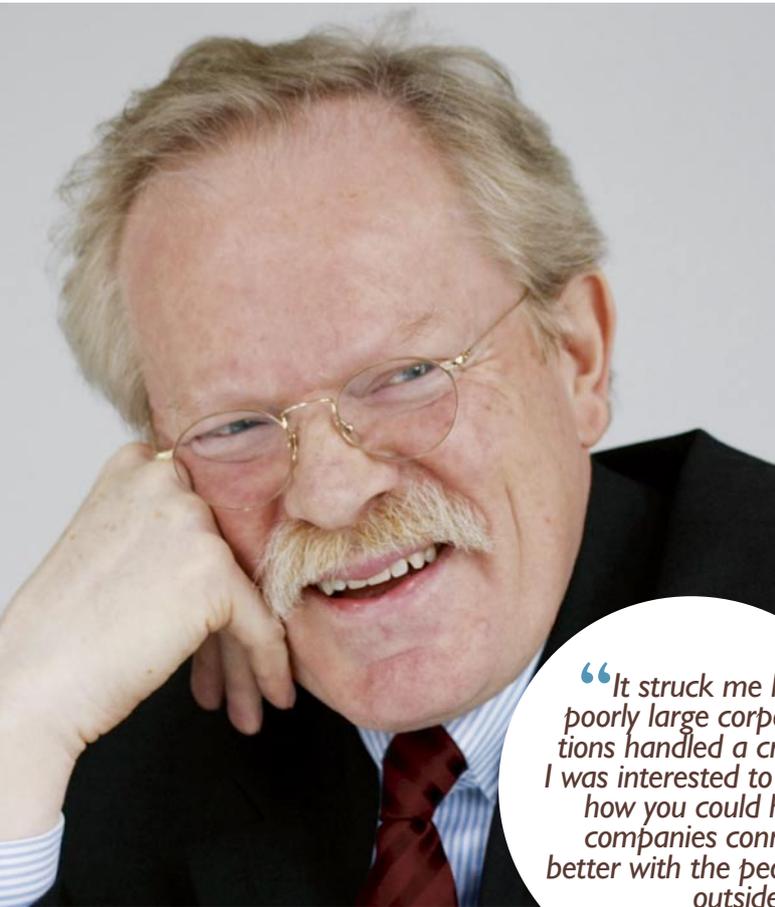


INTERVIEW

Bjorn Edlund: Executive Vice President Communications, Royal Dutch Shell Interview: Marc-Oliver Voigt



“It struck me how poorly large corporations handled a crisis. I was interested to see how you could help companies connect better with the people outside.”

What is the most important and convincing argument you use in your communications as far as the energy and climate debate is concerned?

We try to tell the story in a simple way. We talk about the way the world is going to need twice as much energy in 2050 as it needs today, that it is going to need all forms of energy, including hydrocarbons, nuclear and renewables. But we also need to address the stresses on the climate quickly in order to come to a point where we can live here, all of us, including our children and our grand children. In short, we say the world needs more energy and less CO2. Twice as much energy and half as much CO2.

Has this debate been pushed back now that companies worldwide face major economic problems?

It has, unfortunately. And unfortunately the drop in oil prices will make less money available for some of the developments that would otherwise have happened on the technical side, because anything you do with new energy has to be based on new technology. It has to be possible to scale it up so you can replace one of the existing ones, either coal or oil or gas. It is equally important not to miss an obvious point: without energy we cannot have economic progress. So somehow you can twin the two issues. You can talk about the economic crisis and what is needed to create a new energy infrastructure and use energy better.

Does that mean, paradoxically, that you, the energy companies, have to revive the discussion on climate change?

Yes, absolutely. We have to keep it on the agenda even though the focus of the public debate has moved to rescue and stimulus packages. Unless we capture the opportunities which we have this year, it is going to be difficult....

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WHAT ARE THE MAIN RULES OF CRISIS MANAGEMENT?

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TEN GOLDEN RULES

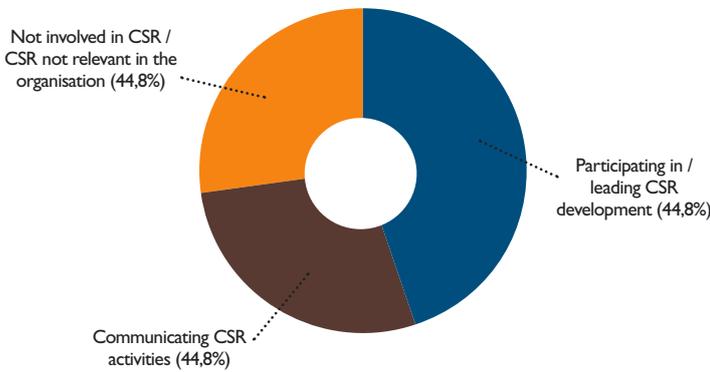
OF CRISIS COMMUNICATION

FACTS & FIGURES

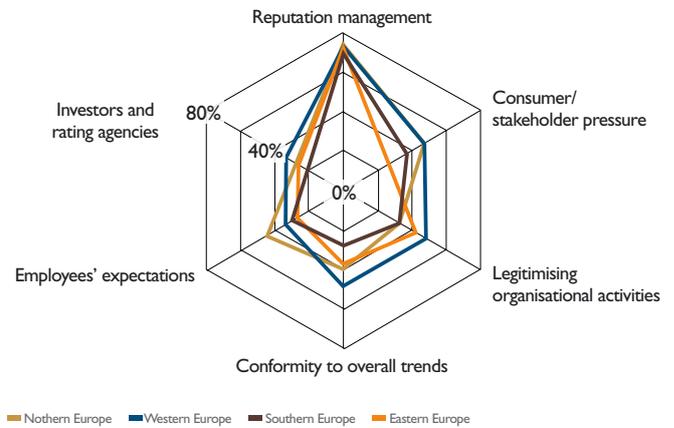
CSR is subject to much debate and criticism. The 2008 European Communication Monitor has published the report 'Trends in Communication Management and Public Relations'. The survey, involving over 1,500 professionals from 37 European countries, gave credence to the criticism that CRS is a mere rebranding of the corporate image, leaving

the old, 'irresponsible' policies and practices in place. Just under half of European PR professionals are not only in the business of communicating CRS policy, but in charge of project development. This underlines the fact that reputation management is a key driver for CSR activities across Europe, as opposed to a commitment to improving the company.

Brand CSR | The involvement of PR professionals in CSR activities



Why companies do it | Motivation for CSR across Europe



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COMMENTARY

Fostering a climate of mistrust in Finland by John Clulow



Last week, Finland's parliament voted in favour of a law allowing employers and organisations such as schools, libraries and Internet providers to monitor IP traffic data. As long as users are suspected of unlawful activity, the privileges extend to seeing who their employees are e-mailing, at what time messages are sent, and the size of e-mails and attachments. Although this new law will not allow employees to read the contents of e-mails, it will almost certainly create an environment of mistrust and suspicion within companies, placing internal communications under pressure. While companies claim that the purpose of these measures is to clamp down on industrial espionage, opponents criticise them for being invasive. Electronic Frontier Finland, the online rights group, has said it is considering filing an appeal before the European Court of Human Rights as the law violates human rights. While the ability of companies to spy on employees is restricted, it does set an alarming precedence for further anti-privacy laws.

Imprint

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PERSONNEL




Matthew Kirk
(Group External Affairs Director)
Institution: Vodafone
Start: March 01

UK: Kirk heads external affairs at Vodafone Group

Effective March 2009, MATTHEW KIRK is Group External Affairs Director and member of the Executive Committee for the Vodafone Group. In this role, he will lead public policy activities and represent the group with governments and key political institutions around the world. Kirk joined the group in 2006 as Group Director of External Relationships. Prior to that, he was a member of the British Diplomatic Service for more than 20 years.



Christopher Eckerberg
(Head, Corporate Communications)
Institution: Vattenfall
Start: Feb 06

Sweden: Acting head of comms at Vattenfall

CHRISTOPHER ECKERBERG, Vattenfall's Head of Public Affairs, assumes the position of acting Head of Communications at Vattenfall, replacing Carolina Wallenius who is leaving the company. Until further notice, Christopher Eckerberg in addition to the position of acting Head of Communications will remain Head of Public Affairs.



Charlie Gardner
(Global Head of Public Relations)
Institution: Endemol
Start: Feb 11

UK: Endemol appoints Gardner as Global PR Head

Endemol, the entertainment programmers behind Big Brother, have appointed CHARLIE GARDNER to the new role of Global Head of Public Relations. Based in London, Gardner will have responsibility for Endemol's worldwide media communications, and will liaise with Endemol's operating companies around the world in further coordinating communications across the group, as well as continuing to oversee media relations for Endemol UK.

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EVENTS



23.04.2009 – 24.04.2009

2009 Crisis Communications Conference

Communication Director magazine hosts this year's Crisis Communications Conference, to be held in London. Speakers include James Appathurai from NATO (interviewed in this newsletter), Philip Dewhurst from Gazprom, and Marianne Honkoop from Fortis.

► Communication Director,
Jolly Hotel, London

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25.03.2009 PR On The Edge

How do some of the industry's most influential PROs think you can embrace seismic opportunities and challenges head-on? And how do they think the industry must evolve to meet them?

► PR Week, Cumberland Hotel,
London

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28.05.2009 – 30.05.2009 The Reputation Institute's 13th International Conference

This year, the focus is on a key concern of reputation management: the balance between investor confidence and institutional legitimacy.

► Reputation Institute Netherlands,
Amsterdam

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EXECUTIVE

Microsoft

INTERN

Andrea Mizzone took part in the Microsoft Students to Business Program, receiving free training and an internship at one of our partner companies, and a clearer path to his confidence, real life experience, and a clearer path to his potential. Through Microsoft Unlimited Potential™, we are committed to helping 20 million people across Europe gain new skills for employability by 2010. For the rest of his story and more useful facts, visit www.onmywayEU.com