

06/2013

BETWEEN ETHICS & MORALITY

Communicators increasingly face ethical dilemmas, yet there is confusion about how to proceed.

By Dafydd Phillips

In January this year, it was revealed that Barclays had joined a list of other investment banks by being removed from the list of companies in which the ethical funds run by the UK's Co-operative Asset Management can be invested in. This step was largely prompted by revelations about the Bank's management which had emerged in the Libor interest-rate fixing scandal, and gained widespread coverage at the time. As a very public ethically-driven backlash, the news raised questions about the responsibilities of financial institutions; but what about the role of the corporate communicator in ethical dilemmas such as the Libor scandal? Last year's European Communication Monitor (the largest

transnational survey in communication management worldwide and is co-organised by Communication Director) found that more communicators were concerned with ethical dilemmas than before, with six out of 10 respondents reporting that they had encountered situations that might be legally acceptable but nevertheless were problematic from a moral point of view.

As these findings suggest, this increased awareness has been driven by compliance and transparency rules, the increase in social media

and the international character of communication today. Indeed, contemporary business can seem like a battlefield full of hidden ethical bombs and traps, and these represent a problem for the corporate communicator as much as they do to the human resources department, to finance and controlling or to the board of executives. The advent of greenwashing, astroturfing and other dubious practices are obvious causes for concern; less obvious are generally accepted fields of activity where... [Read more](#)



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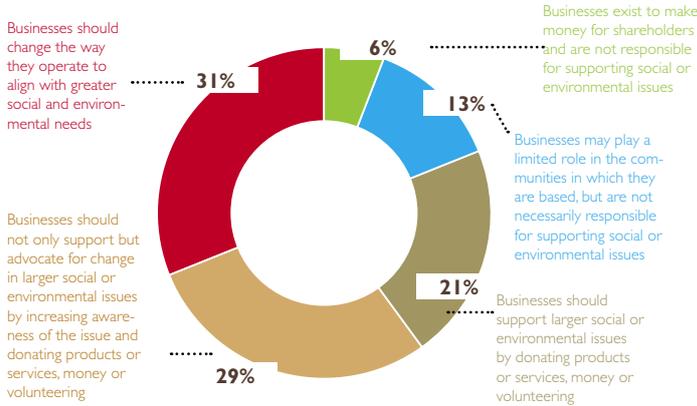
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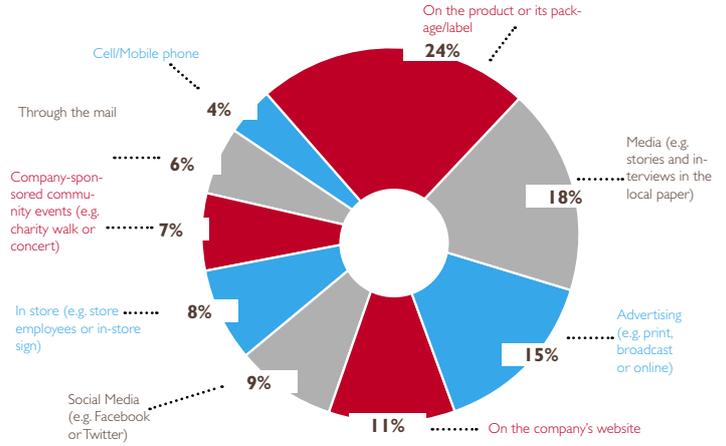
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Facts & Figures: Great expectations for CSR

Beliefs about the role of business in society:



Most effective communication channels for information about social and environmental programs and products:



CONSUMERS EXPECT MORE FROM CSR and want the role of companies in society to benefit social and environmental issues rather than create them. So states the *2013 Cone Communications/Echo Global CSR Study*, which reflects on the sentiments of more than 10,000 citizens in 10 of the largest countries in the world by GDP. The report finds that there has been a significant shift in beliefs about the role of business in society; companies are expected to be active participants in creating positive change in terms of social and environmental issues. Furthermore, the study finds that consumers want companies to engage in CSR and create real and meaningful impact. 31 per cent of people believe businesses should change the way they operate to align with greater social environmental needs and 29 per cent believe business should not only support but advocate for change in larger social or environmental issues by increasing awareness of the issue and donating products or services, money or volunteering (above left). The study also found that 93 per cent “want to see more of the products, services and retail-

ers they use support worthy social and/or environmental issues”. It seems from this year’s findings on CSR that customers are more concerned with honesty and want to know what companies are doing to improve environmental and social issues. There is a call for transparency in business and the ability to access more information about the environmental and social impact of the businesses they engage with. It also appears that, while the respondents call for businesses to take an active role in creating positive change, they themselves actively seek information and changing their role in the corporate world. 24 per cent of respondents want information about what the company is doing about social and environmental problems on the labels themselves (above right), which is an increase from previous findings from 2011, where only 22 per cent were concerned. Consumers, the survey argues “want to be a part of CSR efforts, and purchasing is largely their opportunity to do so.” These findings may only suggest a small shift, but there is an evident one in the way people want to engage with the company and involve themselves in CSR. **Read more**

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Personnel



Herbert Heitmann
Head of
Communications and
Government Relations
Bayer
Start: September 1

Herbert Heitmann joins Bayer from Shell

Dr Herbert Heitmann, currently executive vice president of external communications at Royal Dutch Shell, will head the newly created communications and government relations unit at Bayer AG. Heitmann succeeds Michael Schade, who will join Bundesliga soccer club Bayer Leverkusen Fussball GmbH on July 1, 2013 and become its managing director effective October 1, 2013. Herbert assumed responsibility for external communications at Shell in 2010, having previously been chief communications officer at SAP.



Elisabeth Manzi
Head of
Corporate
Communications
Ericsson
Start: August 1

Manzi to head corporate communications at Ericsson

Swedish multinational technology company Ericsson has named Elisabeth Manzi as head of corporate communications. Manzi will join the firm from Scandinavian Airlines (SAS), where she has held various communications positions during her 13 years at the Oslo-listed airline. At Ericsson, she will report to Ola Rembe, head of external communications and group function communications. Also appointed was Peter Nyquist as head of investor relations, effective during the month of September.



Dominic Köfner
Vice President,
Corporate
Communications
MOL Group
Start: May 1

MOL Group announces new communications vice president

MOL Group, the Budapest based multinational oil and gas Company has announced that Dominic Köfner has joined the team as corporate communications vice president. Prior joining MOL Group Dominic occupied various key positions in communications. From 2010 to 2012 he was responsible for corporate communications and spokesperson for Hypo Alpe Adria Group; before that, he was head of corporate communications and investor relations for MAGNAT Real Estate. He also spent seven years at Brunswick Group as a consultant for international communications.



Klaus Walther
Corporate Vice President,
Communications
Infineon Technologies
Start: July 1

Walther replaces Driever at Infineon Technologies

Klaus Walther will succeed Ralph Driever as corporate vice president communications of Infineon Technologies. He comes from Deutsche Lufthansa where he was head of group communications for over 13 years. Prior to that, Klaus was head of corporate communications of the international natural gas trading company, Ruhrgas AG in Essen (1996 – 1999), and a correspondent for the German public broadcasting station, ZDF (1984 – 1995). Ralph Driever had been in charge of worldwide external and internal communications, as well as marketing communications, since 2008.



Rebecca Brook
Group Director, Marketing
and Communications
Altium Capital
Start: May 1

Rebecca Brook directs communications at Altium Capital

International investment bank Altium Capital has appointed Rebecca Brook as group director, marketing and communications at its office in Zollikon, Switzerland. Previously, Rebecca was director of corporate communications at Nobel Biocare, a global leader in dental medical technology headquartered in Switzerland. Prior to that, she held various management positions in marketing and communications at The Economist Intelligence Unit, the World Economic Forum and Dubai Holding.



Mina Piccinini
SVP Communication &
Sustainability
Costa Crociere
Start: May 13

New role for Mina Piccinini at Costa Crociere

Mina Piccinini joins Costa Crociere S.p.A., a British-American owned Italian cruise line, as senior vice president communication and sustainability. Reporting directly to the CEO Michael Thamm, she will be in charge of corporate communication, press office, sustainability, public relations and events. She has gained extensive experience in the areas of communication and sustainability, initially in the non-profit sector and subsequently in a series of international posts working first for Ferrari and then for the Fiat Group.

Personnel



Thierry Dieu
Head of
Communications
IPC
Start: June 3

IPC appoints new head of communications

International Post Corporation, a cooperative association of 24 member postal operators in the Asia-Pacific region, Europe and North America, announced the appointment of Thierry Dieu as its head of communications. In his new position, Thierry reports to IPC marketing director Herbert Götz. Dieu joins the IPC from the European Telecommunications Network Operators' Association (ETNO). Prior to that he worked as communication expert within the European Commission and as communication manager of the Confederation of the Food and Drink Industries of the EU.



Mirko Wollrab
Head of
Communications
HSH Nordbank
Start: August 1

New communications head at HSH Nordbank

Mirko Wollrab is to take over as head of the communications division at HSH Nordbank, the commercial bank in northern Europe. The Bank's communication division includes media and public relations, internal communications and marketing activities. In this position he will report directly to the chairman of the management board, Constantin von Oesterreich. Mirko's most recent position was head of the Frankfurt branch of strategic communications consultant CNC.



Mat Sears
Director, PR and Corporate
Communications
EE

New promotion for Mat Sears at Everything Everywhere

Everything Everywhere Ltd, the largest mobile network operator in the UK and which trades as EE, have announced that Mat Sears has been promoted to director of public relations and corporate communications. Sitting alongside existing brand director Spencer McHugh, Sears reports to Steven Day, chief of brand and communications. Sears was previously at Orange (which merged with T-Mobile to form Everything Everywhere) since 2005, having previously worked at Motorola and Firefly Communications.

[Read more](#)

Events

14-15.06.2013 – Bled, Slovenia

BledCom 2013

BledCom symposium is an annual gathering of scholars and practitioners in public relations and related disciplines to discuss contemporary communication and management problems. The theme for the 20th anniversary is "Trust and the New Realities".

[Read more](#)

24/25.06.2013 – Bournemouth University,
UK

International History of PR

This conference, organised by the Institute for Media & Communication Research in Bournemouth University's Media School, is an international opportunity for academic researchers, historians and interested practitioners to meet, hear papers and discuss this emerging area of research. This year's event promises a wide range of topics and speakers.

[Read more](#)

04/05.07.2013 – Pompeu Fabra University,
Barcelona

Branding in a digital world

Brands play a pivotal role in advertising communication, be it for commodities, political parties or for the media themselves. The second Advertising in Communication and Media Research Symposium promises to address a range of specialised research areas ranging from advertising communicators, media and messages to audiences and effects.

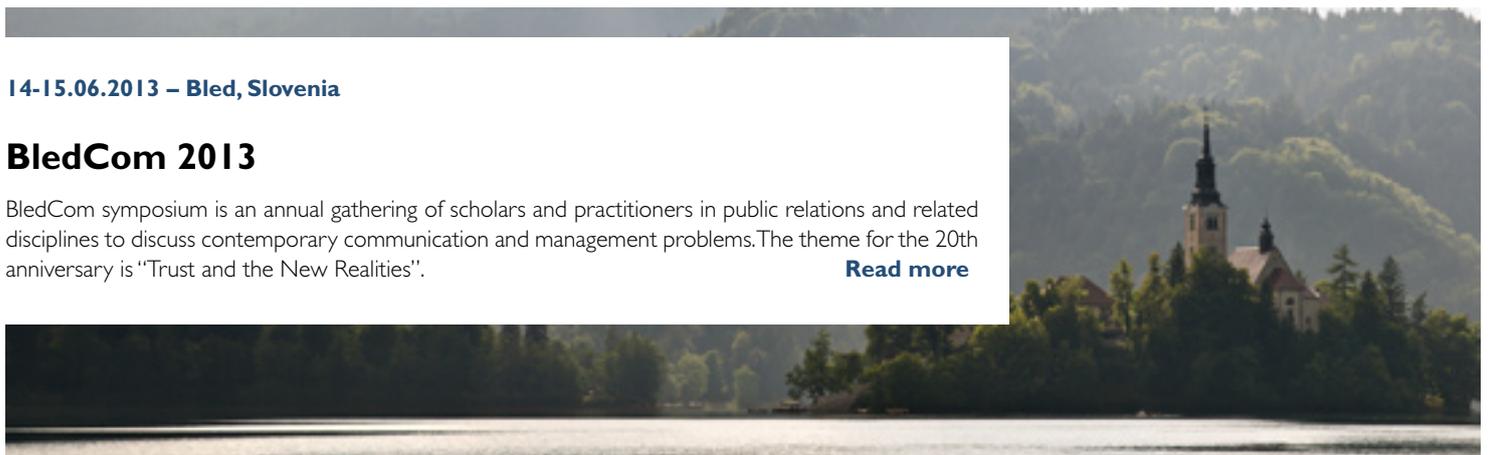
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14.12.2013 – tba, Rome

XII International Studying Leadership Conference

The recent crises have revealed a series of fractures within both political and business organizations. Corporate governance models are no longer fit for purpose given the complexity of modern society and business. Exploring these and other issues, the conference's main theme will be "Sustainable Leadership for Socially Responsible Organisations."

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Jobs



Corporate Communication Director

Location: Rome, Italy

FAO – Food and Agriculture Organisations of the UN



Head of Employee Communication, Markets

Location: London, UK

RBS



FLEISHMANHILLARD

Head of Media Relations

Location: Brussels, Belgium

Fleishman Hillard



Senior Corporate PR Manager Internal Communications

Location: Herzogenaurach, Germany

Puma



Associate, Communications

Location: Brussels, Belgium

The PEW Charitable Trusts

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PR & Communication Manager

Location: Tornesch, Germany

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