

## **Sustainability Communications Professionals Invited to 3BL Media ‘Best Practices’ Webcast Featuring Team Behind Boeing’s 2016 Environmental Report, March 30 at 11 a.m. ET**

The team who wrote and published Boeing’s 2016 environmental report will join 3BL Media for the next “Best Practices” webinar to share their formula for using multimedia and storytelling to convey the aerospace giant’s sustainability progress with audiences around the world.

“Beyond the Data: Sustainability Reporting Through Storytelling and Multimedia” is scheduled for 11 a.m. ET on March 30. There is no cost to attend, and the content is appropriate for CSR and sustainability professionals, and the communications executives who support them.

REGISTER HERE <https://goto.webcasts.com/starthere.jsp?ei=1138644>

Boeing, hailed by the the Carbon Disclosure Project as one of the world's leading companies in reporting climate-change risks, recently published “Build Something Cleaner,” a 60-page environmental report that is a sharp departure from traditionally text-heavy corporate missives.

“Relying on 50 photographs, six videos and impactful infographics, Boeing’s environmental communications team has cracked the code on storytelling that connects with employees and customers just as effectively as investors and policymakers,” said Dave Armon, chief marketing officer at 3BL Media, who will act as moderator for the webcast. “We look forward to hearing how Boeing crafted its sustainability communications strategy and the resources used to publish and distribute the content for maximum engagement.”

Two Boeing executives responsible for Environment, Health & Safety communications, Stephanie Miller and Mary Hanson, will join Armon for a discussion around the \$96 billion company’s process for producing dynamic content that tells a holistic story including design and development, manufacturing and operations, and responsible retirement and recycling of equipment no longer in service. Innovations, like the cultivation of salt water plants to make renewable jet fuel, will also be included in the presentation.

“In 2011, fewer than 20 percent of S&P 500 companies produced sustainability reports. That total jumped to 89 percent last year,” said Armon, citing Governance & Accountability Institute research. “Interest in sustainability is only going to grow, so communications professionals owe it to themselves to learn from experts the best practices for making this content easy to consume and share.”

### **About Boeing**

Since July 15, 1916, Boeing has been making the impossible, possible. From producing a single canvas-and-wood airplane to transforming how we fly over oceans and into the stars, The Boeing Company has become the world's largest aerospace company.

**About 3BL Media**

Based in Northampton, Massachusetts, 3BL Media is a corporate communications platform exclusively for the distribution of corporate social responsibility and sustainability news and content. Founded in 2009, the company works with corporations and non-profits to distribute multi-format media assets through social, traditional and new media channels. 3BL Media has grown organically and through acquisition, operating a network of focused, authoritative sites including 3blmedia.com, justmeans.com, csrwire.com, sociaearth.org, ethicalperformance.com and reportalert.com. Content issued by 3BL Media clients also appears on hundreds of thousands of Bloomberg and Thomson Reuters terminals.

πηγή: csrwire.com

10/03/2017